

THE SIGNIFICANCE OF SOCIAL MEDIA MARKETING AS A PART OF DIGITAL MARKETING  
IN BUILDING BRAND'S ONLINE PRESENCE: A CASE STUDY OF NESTLÉ ICE CREAM  
(NIC) BRAND UNIT OF NESTLÉ (MALAYSIA) BERHAD

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## **ABSTRACT**

This study intends to understand 'The Significance of Social Media Marketing as A Part of Digital Marketing in Building Brand's Online Presence: A Case Study of Nestlé Ice Cream (NIC) Brand Unit.

Guiding the study, media richness theory explains the phenomena as well as the process on understanding the topic and area of interest. This theory suggests each media has its own capabilities to communicate certain things in organizations which the result also varies according to the capability of the medium used, as well as the medium 'richness'. A phenomenon on understanding the role of social media marketing as part of digital marketing is studied to see whether or not it has the significance on Nestlé Ice Cream Malaysia online brand presence, a growing brand in the market.

Findings shows earlier integration of social media marketing could have created an even better brand awareness for the brand comparing to how the brand is doing now. Social media marketing has the ability to help the business goals to be achieved. It is hoped this study could be useful for Nestlé Ice Cream Malaysia to look back at its history of social media marketing integration and establishment, as well as for Nestlé Malaysia if it were to operate a new business opportunity specifically for its marketing department. Hence, a better brand awareness and consumer satisfaction could be achieved with social media marketing.

## INTRODUCTION

### 1.0 INTRODUCTION TO THE AREA OF INTEREST

There has undeniably been debates circling on what are the differences of public relations and marketing even since back in the day (Kotler & Mindak, 1978). What not in these modern organizations and era where either marketing or public relations department are capable of achieving each other function's goals given the skills of the people the organization have. In addition, some schools included public relations course under the School of Communication and it could also be found under the School of Business. This drives even more confusion as to whether the two functions might have some significant relationships. The author of this study also were taught 'Marketing Communication' course being a communication major under Faculty of Communication and Media Studies, Universiti Teknologi MARA (UiTM). However, being a public relations major and the experience to have practical training under marketing department in one of the biggest corporate organizations in the world, the author is able to find the distinction of the two functions.

Furthermore, public relations theorist James E. Grunig also addressed the debate between these functions (Grunig & Grunig, 1998). The scholars stated the debate has been around whether public relations role is to assist the marketing role or whether it has its own function that is much broader such as managing the social and political function. However, the main objective of this study is not to make a conclusion which function is better, but rather seek to understand the significance of the two functions, whether or not they are interrelated in today's modern organization that is hoped to be discussed in Chapter 4 of this paper. Next, it is also to seek understanding of '*The Significance of Social Media Marketing as A Part of Digital Marketing in Building Brand's Online Presence: A Case Study of Nestlé Ice Cream (NIC) Brand Unit of Nestlé (Malaysia) Berhad*'. The explanation of public relations functions will be discussed just on the surface to make sense of a transition of the author's academic background and the chosen topic for this study.

### 1.1 Public Relations

Throughout the decade, there are various definitions as to what public relations entails. Referring to Grunig & Grunig (1998) suggestion mentioned earlier, the definition and functions of public relations now has evolved considering the world's evolution. It is

no longer relevant as to what the scholars have suggested. According to Public Relations Society of America (PRSA), the most recent and modern definition of public relations is a strategic communication process that builds mutually beneficial relationships between an organization and their publics. This definition is formulated in 2012 and its practice involve some of elements like deliberate, planned, performance, public interest, two – way communication and management function (Wilcox, Cameron, & Reber, 2015). In general, public relations is an umbrella term used worldwide in describing the practice and this practice varies in many fields such as sports, education, litigation, health, financial, hospitality and environmental public relations which could be present in either governmental organization or nongovernmental organizations including corporate organizations, non-profitable organizations, and others. An example of public relations department will be present next in this chapter.

## **1.2 Marketing, Digital Marketing and Social Media**

Communication exists everywhere, it is the core of everyday life. Similar to public relations, **marketing** too is a field where it is constantly evolving from time to time. Communication is also the key to marketing functions now, especially with the presence of digital marketing. According to Theodore Levitt, a noted Professor of Business, the scholar suggests a business purpose is “finding and keeping customers” and without effective marketing program, it would be impossible for a business to sell its products. In 1988, the American Marketing Association defined marketing as:

*“Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual (customer) and organizational objectives (Burnett, 2011).*

Scholars Tarik & Adnan (2018) also suggest marketing has to keep up with technology advancement and modernization to be able to execute marketing efforts effectively and relevantly. One main advancement that has happened throughout the year is the digital world. This has allowed marketing to also explore its opportunity with the digital advancement and it is called **digital marketing**. Back in the day, traditional approach to marketing usually just involved one-way communication and the main tool of marketing used to be mass media advertising mainly television because people heavily consumed television back in the day as compared to now where people have more option to explore and consume. Other media such as magazines, radio, newspapers, billboards are also considered traditional because organizations would

opt for these mediums and just advertise their products. It is a conventional approach as to what digital marketing are able to offer today (Tarik & Zaimovic, 2018).

With the birth of digital media, marketing has found its way to further step up its game. Integration of the mix of marketing communication or also known as **Integrated Marketing Communication (IMC)** have been the catalyst for businesses, either for well-established ones, growing or start-ups (Joseph, 2011). The scholar stated in this age where more business is venturing into online business or ecommerce platforms, it is crucial for them to have a proper marketing communication strategies and the IMC is the most relevant strategy considering the current business landscape. A business could have a mix of traditional advertising, direct marketing and most importantly adding **social media marketing** which is deemed the most fitting strategy.

Looking through the history of **social media**, it all began with the communication technology progress and advancement. From telegraph, telephone, radio, television, and the internet, all of them are tools or also known as the medium of communication (Clark, Algoe, & Green, 2017). Social media presence started with the birth of internet. It is a web-based platform and uses the technology like mobile and smart phones to create social interaction through words and visual material. They vary in many forms including blogs, magazines, podcasts, videos, pictures other than the main social media platform that the world are most familiar with such as Twitter, Instagram, Facebook, Skype, Snapchat, Youtube and a lot more. These are used by many to communicate and interact (Baruah, 2012). Today, TikTok, a short video-sharing platform is one of the most sought platforms for the millennials. Not only that, organizations and business also are taking advantage of this platform in incorporating it as one of their business marketing strategy (Tang, 2019).

Presently, social media no longer functions just as a mean of communication but also to socialize and reaching out to one's own personal interest (Miller, 2016). As much as the platform is important, the content shared and used are also equally important to allow communication and socializing experience to be effective (Pavel, 2012). It connects the organization and its publics. Without proper content, a corporation or organization are most likely failed to attract their prospective publics because most of social media users seek for good content especially content that are within their interests which also will allow engagement to happen between an organization and its audience.

Its usage is increasingly utilized ever since its existence including business corporations and organizations (McCornkindale, 2009). According to Wright & Hinson (2009), there is no fixed definition of social media. Most people refer it as “user – generated content” or “consumer – generated media”. Referring to this statement, it is important for businesses to consider social media as one of its digital marketing strategies specially to reach their consumers better. It also refers to how content and communication in social media have great importance just as how **social media have the significant in communicating business goals.**

From the scholarly views mentioned, the author agrees that the integration of social media and digital marketing are good marketing direction a business should consider because of its consumer-centric characteristics allowing two-way communication that will bring greater brand awareness for business and brand loyalty from consumer point of view. However, it also depends on a business goals if this type of marketing would help to achieve the goals.

### **1.3 Background of Organization**

**Nestlé** is the world's largest food business founded by Henri Nestlé in 1867 who was a pharmacist's assistant based in Switzerland before he envisioned a full potential of food, health and commercial industry. For more than over 150 years, Nestlé's purpose is 'Unlocking the power of food to enhance quality of life for everyone, today and for generations to come' which remain relevant up until now. With the tagline 'Good Food, Good life', Nestlé made his remark in the world with the invention of 'farine lactée' ('flour with milk') in Vevey, Switzerland with the purpose of consumption for the infants who cannot be breastfed as an effort to tackle high mortality rate. However, before Nestlé was founded, a company called Anglo-Swiss Condensed Milk Company was established by the Page brothers from the United States named Charles Page and George Page which used fresh milk from Switzerland as a supply to its signature condensed milk product under the brand Milkmaid. The Page brothers also consecutively managed to establish Europe's first production facility in producing the condensed milk in Cham, a municipality in Switzerland due to the supply the country has, until the two companies, Nestlé and Anglo-Swiss Condensed Milk Company merged in 1882. Today, Nestlé marked its presence all over the world across Europe,



North America, South America, Africa, Oceania as well as Asia that comprises 186 countries (Nestlé, n.d.).

Rather than emphasizing its vision and mission, Nestlé distinguish itself from others by putting forth its core business to the publics through its purpose and its notable tagline as mentioned earlier in the introduction of Nestlé. Committed to deliver the purpose and tagline, Nestlé has its own ways in ensuring its business is impacting the world and the publics in a good way.

### **1.3.1 Purpose**

We unlock the power of food to enhance quality of life for everyone, today and for generations to come

### **1.3.2 Tagline**

‘Good Food, Good Life’

Through its purpose and tagline, Nestlé is committed to Creating Shared Value (CSV) as its fundamental in executing the business. They believe in the power of food to enhance the quality of life. This belief fuels their commitment to use their global scale, resources and expertise to contribute to a healthier future for people and the planet. This CSV is how they deliver long-term positive impact for its stakeholders. Guided by three (3) global ambitions by the year 2030: to support children, develop communities and preserve the planet for the future.

Under the stock code 4707, **Nestlé (Malaysia) Berhad**, is a public listed company in Bursa Malaysia. Categorized in Fast-Moving Consumer Goods industry, it is one of the top organizations nationally and globally within the industry (Fortune.my, 2018). With its strong presence in Malaysia since 1912, Nestlé’s operations stem from its head office located in the heart of Selangor, to six manufacturing plants across the country. Supporting these are its strong nationwide sales force, comprising 55 sales offices throughout Malaysia and Borneo. This strategic network allows us to effectively reach every corner of Malaysia, to serve its distributors and consumers across all states. With strong governance by its very own Board of Directors and Executive members Nestlé Malaysia purpose is to continue ‘enable healthier and happier lives through our brands, drawing on over 100 years of passion for nutrition to bring Malaysians tastier and healthier choices. In Malaysia, Nestlé is very well known for MILO and Maggi which are significant products to Malaysians. In addition, Nestlé

(Malaysia) Berhad has its own public relations department in the business named Group Corporate Affairs (GCAD) led by Adnan Pawanteh, the group's Executive Director where he oversees all of the corporate public relations functions, for example, consumer relations and crisis management (Nestlé Malaysia, 2021)

**Nestlé Ice Cream Malaysia** is one of the growing brand units of Nestlé Malaysia. Unlike MILO and Maggi, this particular brand unit is a growing brand unit that tries to build the business to be on par with the two giant brands, also referring it as the benchmark for other business units as well. The strategy of this brand in its business execution is by constantly look for opportunities especially producing highly good quality products and leverage them through their unique innovations that appeals the Malaysia's taste buds. Not to forget, this brand also makes use of the strong presence of Nestlé brand that is already instilled in the heart of Malaysians (Nestlé (Malaysia) Berhad, 2020).

In a corporate organization, marketing is the heart of the business no matter how good the product they have. To sell the amazing product offerings Nestlé Ice Cream Malaysia have, the business seeks for current opportunities that could leverage to including driving the awareness to amplify excitement for its new offerings. Strategies are built according to current situations to ensure the effectiveness of marketing are at its peak such as engaging local influencers and social media influencers, also called Key Opinion Leaders (KOLs). Besides that, by activating nationwide digital media including TV commercials other out-of-home digital platforms to widen its reach. With that, Table I illustrates Nestlé Ice Cream Malaysia product line offerings. This is to illustrates the marketing campaigns the department and management runs according to these product offerings that they have.

Nestle Ice Cream Range	Products
1. Premium Impulse and Takehome (Adults)	1. LA CREMERIA PINT (Campaign: LA CREMERIA Raya Bersama You)  a. LA CREMERIA Sur Yogurt

	<ul style="list-style-type: none"> <li>b. LA CREMERIA Mint Temptation</li> <li>c. LA CREMERIA Indulgent Peanut Butter</li> <li>d. LA CREMERIA Hazelnut Chocolate Fantasy</li> <li>e. LA CREMERIA Almond Pecan Passion</li> <li>f. LA CREMERIA Vanilla Cashew Delight</li> </ul> <p><b>2. LA CREMERIA Stick</b></p> <ul style="list-style-type: none"> <li>a. LA CREMERIA Peanut Butter</li> <li>b. LA CREMERIA Summer Berries Yogurt</li> <li>c. LA CREMERIA Absolutely Almond</li> <li>d. Heavenly Chocolate</li> </ul> <p><b>3. KitKat Sticks (Campaign: KitKat Bundle Multipack)</b></p> <ul style="list-style-type: none"> <li>a. KitKat Milk Chocolate Icream</li> <li>b. KitKat Gold Ice Cream</li> </ul> <p><b>4. OREO Sandwich Ice Cream</b></p> <p><b>5. OREO Stick Ice Cream</b></p> <p><b>6. Musang King Pint</b></p>
<p><b>2. Affordable Impulse (Adults and Kids)</b></p>	<ul style="list-style-type: none"> <li><b>1. KitKat Pint</b></li> <li><b>2. KitKat Cone Ice Cream</b></li> <li><b>3. OREO Pint</b></li> <li><b>4. Mat Kool</b></li> </ul> <ul style="list-style-type: none"> <li>a. Chocomilky Ice Confection (Campaign: NEW Mat Kool Product)</li> <li>b. Onde-Onde Ice Confection</li> </ul>

	<ul style="list-style-type: none"> <li>c. Split Ice Confection</li> <li>d. Icy grape Ice Confection</li> <li>e. Apple Sourz Ice Confection</li> </ul> <ol style="list-style-type: none"> <li>5. <b>Crunch Stick Ice Confection</b></li> <li>6. <b>MILO Stick Ice Confection</b></li> <li>7. <b>Lime and Vanilla Ice Confection</b></li> <li>8. <b>DRUMSTICK</b> <ul style="list-style-type: none"> <li>a. Drumstick Vanilla Classic</li> <li>b. Drumstick Chocolate Classic</li> </ul> </li> <li>9. <b>Sundae Cup</b></li> <li>10. <b>MILO Pint</b></li> </ol>
<b>3. Affordable Takehome (Adults)</b>	<ol style="list-style-type: none"> <li>1. <b>Blue Tubs</b> <ul style="list-style-type: none"> <li>a. Coconut Gula Melaka 1.5 L</li> <li>b. Chocolate 1.5 L</li> <li>c. Vanilla 1.5 L</li> <li>d. Mat Kool Vanilla Choc 1.5 L</li> <li>e. Neopolitan 1.5 L</li> </ul> </li> </ol>
<b>4. Food Catering Services</b>	<ol style="list-style-type: none"> <li>1. <b>Nestlé Chocolate Ripple 6L</b></li> <li>2. <b>Nestlé Peppermint Chocolate Chip</b></li> <li>3. <b>Nestlé Vanilla</b></li> </ol>

**Table I: Nestlé Ice Cream Malaysia Product Line Offerings**

#### **1.4 A Case Study of Nestlé Ice Cream (NIC) Malaysia Social Media Platforms Establishment**

As of the current situation, Nestlé Ice Cream (NIC) Malaysia social media platforms are very active and are in its growing phase. The marketing team is committed to further

strengthen its online presence and prioritizing it as the key to remain relevant in the market other than having unique product offerings to offer to the Malaysians. A lot of marketing efforts, strategies and execution were done and are ahead in planning to achieve the business's goal. **Social media marketing** is one of the main strategies that is prioritized by the business to thrive, worked closely by the teams along side with other digital marketing strategies. Table II is a summary of Nestlé Ice Cream (NIC) Malaysia social media platforms and its establishments.

<b>No</b>	<b>Social Media Platform</b>	<b>Date Created</b>
1	Facebook: NestleIceCreamMY (Verified)	November 2009, but started to be active in 2012 (Prior to that, the platform just have tags from consumers, did not actively engage with consumers)
2.	Instagram: nestleicecream.my (Verified)	21 November 2019
3.	Twitter: NeslIceCream_ (Verified)	November 2020
4.	Youtube: Nestlé Ice Cream MY	28 August 2014

**Table II: Nestlé Ice Cream (NIC) Malaysia Social Media Platform Presence**

## 2.0 ISSUES RELATED TO THE AREA OF INTEREST

There will be two issues the author seeks to discuss in this study. Firstly, **brand awareness reachability level with earlier integration of social media platforms**. Nestlé Ice Cream Malaysia is quite late in building their social media presence. Referring to Table I, it can be seen that most of the social media platforms were created late considering the trend of social media usage as part of digital marketing in business organizations is already on trend for the last decade (Aydin, Uray, & Silahtaroglu, 2021).

Social media marketing brings great number of benefits to a business. Today, it is the key element for marketing success with businesses and corporations are shifting towards online opportunities. The business must realize of the potential of social media marketing. Blue Fountain Media (2021), stated some of the advantages of social media marketing and the authors agrees with its capability of creating inbound traffic, improves search engine rankings, higher conversion rates, greater consumer satisfaction, better brand loyalty and authority, ability to gain marketplace insights and ultimately, increases brand awareness. (Blue Fountain Media, 2021).

In this very day, Nestlé Ice Cream Malaysia is utilising social media marketing greatly. It is recognizing the potential the strategy could benefit the business and it is even proven to contribute to business sales. Imagine if the brand is taking advantage of this strategy earlier, it is foreseen it could be on par with its rival, perhaps even leading the market share.

The next issue is the author seek to understand if Nestlé Ice Cream Malaysia **underestimated the role of social media marketing in building brand presence online and whether it considered to build social media platforms to catch up with competitors**. Referring to Table II, the business's first social media presence could be track back in 2009 on Facebook with the focus on putting its Drumstick product online. Its close rival, Wall's Ice Cream have been the market leader for years in Malaysia considering the business started its business way earlier and have done significant job on instilling brand awareness among the consumers. This probably got Nestlé Ice Cream Malaysia to jump into bandwagon with the purpose of competing with the competitor rather than recognizing the capability of social media marketing integration into the marketing strategies.

## **2.1 Digital and Social Media Marketing Landscape in Malaysia**

According to Fadzil & Yusoff (2015), big corporate companies are most likely to incorporate social media marketing in Malaysia such as AirAsia, KFC Malaysia and McDonald's Malaysia. The scholars added small and medium enterprises do not really integrates the strategy into the business. Moreover, the scholars also mentioned there are gap in the scholarly references on this topic, hence not much information could be retrieved about it. Previous research fails to contribute to the scholarly references as to why some businesses in Malaysia opt for social media marketing while some do not. However, this is quite in the contrary if Malaysian were to observe the reality. More than ever, start-up, home-grown businesses are utilising social media as their marketing channel where some, it may be the only medium where business owners are able to execute its promotional effort.

Taking scholars Fadzil & Yusoff (2015) point of views, Nestlé Ice Cream Malaysia is a growing brand, but it is growing under giant multinational company, Nestlé. To be having the portfolio of such big corporate organization, it is aligned with scholars statement of big companies would incorporate social media marketing in it business marketing strategies. The author agrees with this as there is clear activities of social media marketing going on with the brand. The social media platforms have very active and growing as well. Each day the brand is monitoring how this strategy is affecting the brand both good and bad. But from author's observation, social media marketing has been affective for the business so far, but maybe constant innovation has to be made by the brand to make it relevant. This strategy is proven to contribute to brand's sales and performance growth as well. In fact, Nestlé Ice Cream Malaysia is currently the market leader in its market category.

\*Further facts and data cannot be shared to adhere to company's policy.

## **2.2 Case Study of Nestlé Ice Cream Southeast Asia**

**A comparison of social media platforms establishments between Nestlé Ice Cream Malaysia and Nestlé Ice Cream Southeast Asia** including Thailand, Philippines, Indonesia, Singapore and Brunei will be summarised in Table III, VI & V below.

### 2.2.1 Nestlé Ice Cream Thailand

No	Social Media Platform	Date Created
1	Facebook: NestleIceCreamTh	11 March 2014, Average activeness and engagement.
2.	Instagram: nestleicecream.th	July 2015
3.	Twitter: nestle_ic_th (Verified)	October 2018, not active. Last tweet was in 2019 for online advertising only, no engagement.
4.	Youtube: Nestle ICE CREAM Thailand	2019 – Fun, quirky, usual type Thai ads

**Table III: Nestlé Ice Cream (NIC) Thailand Social Media Platform Presence**

Nestlé Ice Cream Thailand is relatively in a competitive business landscape where it has amazing product offerings that suit the Thailand culture. Highly competitive, the business opt to include social media marketing as part of it marketing strategies. The media is Thailand is unique and has their own characteristics including their own way of advertising as well. Their social media marketing content are relatable to their target audience and consumers allowing the brand awareness level of the business to be relatively good.

### 2.2.2 Nestlé Ice Cream Philippines

No	Social Media Platform	Date Created
1	Facebook:	No official account
2.	Instagram: nestleicecreamph	9 March 2020, Active but no engagement (1k followers)



3.	Twitter	No official account
4.	Youtube	No specific NIC channel, advertised under Nestlé (7 September 2006)

**Table VI: Nestlé Ice Cream (NIC) Philippines Social Media Platform Presence**

Nestlé Ice Cream Philippines’s marketing and communication efforts is not very active on social media. From the table, it can be seen that it only has Instagram with one thousand followers and it is created recently in 2020. However, decent amount of engagement activities and digital content can be spotted. In business performance wise, Nestlé Ice Cream is healthily competing in the market share of the region making it why it also is slowly getting into social media marketing. The potential to grow from social media marketing is expected.

### **2.2.3 Nestlé Ice Cream Indonesia, Singapore, Brunei**

Nestlé Indonesia does not offer ice cream unit and Nestlé Singapore do. But the brand that is under Nestlé Ice Cream Singapore is Dreyer’s. Nestlé has acquired Dreyer’s in 2003 (Nestlé, 2006) .Table VI below is Nestlé Ice Cream Brunei social media platform. Nestlé Ice Cream Malaysia export certain products to these three regions.

<b>No</b>	<b>Social Media Platform</b>	<b>Date Created</b>
1	Facebook	No official account
2.	Instagram	May be official account, may be not. Not verified. Created on 15/6/2021 (Not verified)
3.	Twitter	No official account

4.	Youtube	No official account
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**Table V: Nestlé Ice Cream (NIC) Brunei Social Media Platform Presence**

To sum up, in comparison of all Nestlé Ice Cream in Southeast Asia comprises of Malaysia, Thailand, Philippines, Indonesia, Singapore and Brunei, the top three that are utilising social media marketing are Malaysia, Thailand and Philippines with the most active ones are Malaysia and Thailand until the recent author’s observation. The author believes this is also due to market share these two business holds which Malaysia, Thailand are highly competitive in the market, whereas Nestlé Indonesia, Brunei and Singapore are not in the highly competitive group, hence why there is not much attention paid to try venturing social media marketing in reaching to consumers as well as stakeholders.

## **CHAPTER 3:**

### **OBJECTIVES OF THE STUDY**

#### **3.0 OBJECTIVES OF THE STUDY**

##### **3.1 The objectives of this study are:**

3.1.1 To understand the platform of social media in which where consumers look for as brand supporters of Nestlé Ice Cream Malaysia.

3.1.2 To analyse the importance of social media as part of digital marketing in creating and sustaining customer value, engagement, and relationships for Nestlé Ice Cream Malaysia.

3.1.3 To study the relationship of public relations practices and marketing in corporate organization.

##### **3.2 The research questions of this study are:**

3.2.1. What do consumers look for in social media platforms as consumers of Nestlé Ice Cream Malaysia?

3.2.2 How do social media play a role as part of digital marketing in creating and sustaining customer value, engagement, and relationships for Nestlé Ice Cream Malaysia?

### 3.2.3 What are the relationships between public relations practices and marketing in corporate organization?

#### **3.3 Theory Supporting the Study**

The Significance of Social Media Marketing as A Part of Digital Marketing in Building Brand's Online Presence: A Case Study of Nestlé Ice Cream (NIC) Brand Unit of Nestlé (Malaysia) Berhad is a study that seeks to understand the process of communication, from a bigger picture. West & Turner (2014) suggest there values in understanding communication theory including; 1) cultivating critical thinking skills, 2) help to recognize the Breadth and Depth of Research, 3) help to make sense of personal life experience, and 4) foster self-awareness. The theory author found relevant to guide this study helps to cultivate critical thinking skills with the choice of media richness theory.

#### **Media Richness Theory**

Media richness theory discusses that the media has the ability to transmit information through the right medium. Introduced in 1984 by Richard L. Daft and Hobert H. Lengel, media richness theory or also known as information richness theory suggests a certain task performance will be improved when it is matched to a medium's ability to convey the information. For example, how to convey natural language in communicating rather than just numeric information, the tone of voice in communicating the original message and whether or not a certain media has the capability to do that. Evaluating the successfulness of the media richness could be the feedback from the receiving party (Dennis & Valacich, 1999). Daft and Lengel describe there four (4) **functions of media richness theory; 1) the medium's capacity for immediate feedback, 2) the number of cues and channels available, 3) varieties of language, and 4) the intention to reach recipient** (Daft & Lengel, 1986).

Social media have the ability to create a brand's awareness and with the right approach and tools used in its execution, it is also able to maintain the brand awareness among the consumers for longer period of time. According to Hasim, Shahrin, & Wahid (2020), there is a presence of positive relationship between the richness of social media and consumer's purchase attention but with preferred content, messages, consumers wishes to consume from the business. This lead to the key point of the importance strategic marketing communication in the execution of social media marketing as a tool to communicate business goals. Taking Instagram as an example in conducting the study, the scholars described the platform has the ability to deliver

attractive digital media content and user interface that attracts consumers to spend time on the platform. This is where business could take advantage on executing its social media marketing strategy such as producing interesting and compelling content of the business and product. Not to forget, the importance of crafting the right communication. For instance, Nestlé Ice Cream Malaysia official Instagram recently trying on different features of Instagram in its marketing effort such as Instagram Reels on of its campaign called Home Delivery Campaign.

#### **4.0 DISCUSSIONS**

Through this study, the author has found it challenging to understand the marketing practice theoretically. Coming from a non-business background, it required a lot of time to relate the theoretical part of marketing such as finding the scholarly definition of it, its practices on books and comparing it with real practices in the industry and many more. Although most of the points discussed in digital marketing are interrelated to public relations studies, it is not convenient to just discuss them from public relations point of view. Hence, the author finds it crucial to also understand social media and digital marketing from the marketing landscape.

Although dated back in 1986, media richness theory remains relevant to explain certain phenomena of today's communication field. Taking the issues discussed in Chapter 2, supported with few different case studies on similar phenomena, it is not arguable that social media is the right platform for brands to build its online presence, acting as a tool to create and maintain brand awareness. Social media is a highly relevant platform for consumers, and this is where businesses could take advantage, for example Nestlé Ice Cream Malaysia started to utilize social media as a tool to create its brand awareness although its establishment came a little bit late. Utilizing social media as part of its digital marketing strategies, integrating it with other marketing communication as well. For example, mixing both traditional television advertising with social media marketing where this strategy could help to sustain the brand awareness in the times where no major campaign is running.

Looking at the functions of media richness theory; 1) the medium's capacity for immediate feedback, 2) the number of cues and channels available, 3) varieties of language, and 4) the intention to reach recipient, all the social media platforms created by Nestlé Ice cream Malaysia comprises of Facebook, Twitter, Instagram and Youtube meets all of the functions described. Social media in a way is a very 'rich' medium for businesses, specifically for this brand to communicate its marketing strategy effectively in the digital manner.

In addition, discussed in Chapter One (1) of this paper, both marketing and public relations disciplines utilize social media in its functions. For example, the Group Corporate Affairs of Nestlé Malaysia incorporated social media to in putting Nestlé in spotlight online, considering almost everyone are social media user nowadays. While marketing utilizes social media to communicate the business products and offerings, with the aim of creating demand from the consumers and its stakeholders to trade.

From all of the discussions, the author suggests Nestlé Ice Cream Malaysia is indeed few steps late in integrating social media marketing in its marketing strategy. Social media marketing strategy is such a powerful tool when use optimally and strategically. The suggestions how this study could benefit to Nestlé Ice Cream Malaysia as well as in real world practices will be discussed in the next chapter, Chapter Five (5).

## **5.0 SUGGESTIONS**

It is hoped all of the key points of this study are connected from the area of the interest, the issues addressed, the academic studies references, scholarly views that were discussed and how these are build up to further discuss the objectives of this study. Author could have found more relevant and up to date scholarly references to support the ideas.

In the future, the author believes the objectives could be narrow down even more, perhaps there is no need to find the relationship of marketing with public relations practices in a corporate organization, which the third objective of this study and focus the whole study on social media and digital marketing instead. In the process of writing this paper, the author has found the two disciplines are very broad to be discuss together at once.

Other than that, the author hoped that with this study, it could contribute to Nestlé Ice Cream Malaysia in the ways it finds this study is insightful and how it can further utilize social media to strengthen its brand presence online which also hopefully could increase the brand's presence in the market as well. This study would not be able to contribute to the Nestlé Ice Cream Malaysia in terms of re-establishing its social media presence all over again, but hopefully is able to continue strengthen its social media marketing now with the insights from this study from an academic point of view.

Looking at a broader scope, this study might contribute to other brand units of Nestlé (Malaysia) Berhad. In the future, when the organization plans to create a new business opportunity, this study might be insightful in terms of having some insights of the importance

to integrate social media marketing as part of its digital marketing effort because more than ever, social media is the most sought creating brand awareness

Furthermore, there are few **limitations** in conducting this study. Firstly, in the area of the author is not able to provide and explain certain situations. As an insider of Nestlé (Malaysia) Berhad, the author is tied to the organization's private and confidential policies.

The next limitation is the author has found it challenging to write the study in a 'case study manner' where the author has found it confusing to write such thorough discussions but not in the proper 'research' method as students were taught on how to write a proper academic research but never a proper course to write a case study. Therefore, it is such an unstructured approach in conducting and writing this study. Nonetheless, from this particular limitation, the author learned how to think critically, and write strategically when writing a case study in the future.

## **CONCLUSION**

The main purpose why this topic has become the area of interest is because author is curious to seek why Nestlé Ice Cream Malaysia have its social media platforms established just recently. As an insider of the organization, author seek to conduct a study that could benefit the organization that she is attached to, however there is no clear conclusion that the objectives of this study were met because of the limitations faced by the author including not being able to provide the data and information obtained. A strict regulation has to be adhered in sharing internal information to outside parties

Media richness theory is discussed as a guidance for this study mainly to give the direction and justify how social media is powerful strategy of digital marketing in strengthening the brand's online presence which could also lead to a strong brand presence in the retail considering the business have been in the industry for quite some time already. This theory remains relevant to discuss the many different communication paths including the digital marketing landscape. The author wishes to understand how it could have been for Nestlé Ice Cream Malaysia is doing the competitive market landscape if earlier integration of social media marketing were incorporated in its digital marketing strategy even earlier.

Social media marketing indeed place a significance as a part of digital marketing in building brand's online presence: A case study of Nestlé Ice Cream (NIC) brand unit of Nestlé (Malaysia) Berhad. Monitoring the current social media and digital marketing effort of Nestlé Ice Cream Malaysia and its effectiveness, the author is confident that if it is integrated earlier than what have researched earlier in this paper, the brand could have gain better brand

awareness among consumers as well as having better visibility, relationship with its stakeholders.

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## APPENDICES





Appendix 1: Nestlé Logo



Appendix 2: Nestlé Ice Cream Malaysia Logo



Appendix 3: Nestlé LA CREMERIA Raya Bersama You Music Video Poster: A Marketing Campaign that Make Use of Social Media Marketing



Appendix 4: Nestlé LA CREMERIA Digital Content