

# Social media in retail: an application in the baby clothing sector

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**Abstract:** Retailers are currently being influenced by digital platforms, leading companies at a global level to stagger in each of their commercial activities. The objective of this research is to identify which social media strategies are suitable for a baby clothing retail company. The methodology used in this research is descriptive with a mixed approach in order to collect information through qualitative and quantitative methods. For which a survey was carried out with 10 questions on a Likert scale, through Google Forms to clients. Likewise, an interview was carried out that helped to know the strategies applied by the company, with 9 open questions. Resulting from the quantitative point of view, there is 48% acceptance of the content disclosed on digital platforms and 46.6% of those surveyed find it pleasant to recommend the brand to acquaintances or relatives. From the quantitative point of view, assertive communication is identified responding to concerns such as presenting products on digital platforms without neglecting the level of attention both internally and externally as a strategy of convincing and continuous improvement, all this supported by the community manager. It is concluded that the company has an excellent synergy with its clients influenced by its content in the networks and the adequate attention in Online sales.

**Keywords--** Social Networks, social media, social media strategies, clothing, customer satisfaction, Peru.

## I. INTRODUCTION

Today, many companies, both small and large, are deciding to go digital due to the growing interest in this sector. This is attributed to the advantages of digital marketing and social media strategies, which can lead to increased visibility and, consequently, boost sales, optimize positioning and strengthen consumer recognition.

When analyzing social networks, we can affirm that these platforms offer a communication model that is closer to the user and a greater interaction with customers. This approach supports the business incursion into social networks, facilitating the connection between companies and their customers for the establishment of commercial transactions. [1]. It is therefore highly attractive for companies to integrate social media into their digital

strategies, as it allows them to effectively engage a greater number of potential customers.[2].

Social media presence, as part of a digital strategy, provides multiple benefits, such as increased visibility and brand recognition, greater interaction with customers and the possibility of establishing closer and more lasting relationships. It also allows for greater segmentation and personalisation of content, which increases relevance and user interest. However, it is important to bear in mind that the management of social networks must be careful and strategic, in order to avoid mistakes that could negatively affect the company's image.

The implementation of social networks in business strategies can generate both advantages and disadvantages. Depending on how they are used, companies can gain benefits such as increased brand presence, influence on website traffic and ease of competitor analysis. However, they can also face security and data management issues, as well as increased online exposure due to poor content management.

It is therefore essential for companies to adopt appropriate social media strategies to support their business expansion and foster growth both in the face of competition and in attracting new consumers [3]. It is important to bear in mind that the correct management of social media is crucial to achieve the desired results.

Consequently, this paper poses the following research question: What Social Media Marketing strategies are applied in a baby clothing shop? From a general perspective, Social Media Marketing is understood as a meeting point in the network where suppliers, customers and potential new consumers converge [4]. In addition, the implementation of strategies and tactics in companies creates synergy with the target market, facilitating customer retention and loyalty by offering quality products and services [5]. In fact, brands have achieved better positioning, along with increased recognition of the products and services offered, leading to greater customer acceptance. These results have been achieved through the effective implementation of various strategies, which include attracting potential customers, establishing a strong brand image, making online sales and building customer loyalty [6]. It can be observed that organizations carry out

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brand strategy planning with the purpose of generating an effective and strong response to their community [7]. In this sense, the Social Media strategy aims to position the brand in the digital market, through the work of a Community Manager, who is responsible for managing all concerns, complaints and suggestions from users, using them as a point of continuous improvement for the company. In addition, it is important to keep the content published updated and of high quality, as this contributes to attracting more consumers [8].

On the other hand, Social Media makes it possible to establish closer and more precise communication with the customer, thanks to its ability to promote direct and dynamic interaction. This digital tool allows companies to communicate with their target audience in a more friendly and personalized way, which can generate greater customer loyalty and an increase in customer satisfaction [9].

This approach is clearly oriented towards the promotion of services and/or products through the network, without the implications of displacement [10]. In addition, Web 2.0 support has been viable for the implementation of different platforms for interaction and content exchange. These platforms act as a support in the management of information transmitted to customers, enabling greater articulation between the parties [11].

It should be noted that one of the characteristics of Social Media is the ability to connect the services offered by the company with the demand presented by the consumer, all from the digital platform where a correlation of information, promotion and participation is generated [12].

Thus, the investment made by the company for the application of Social Media tools is minimal, while it must adapt its strategies to this budget and get the maximum benefit to achieve the objectives set [13].

The general objective of this research is to determine the characteristics of Social Media applied in the baby clothing retailer Nua, located in the Plaza North shopping centre, Lima, Peru, through social networks. It is hypothesized that the strategy applied by the baby clothing retailer Nua includes: brand image, lead acquisition, online sales and customer loyalty.

This research seeks to contribute to future studies, providing new knowledge that will enable better decisions to be made regarding the implementation of Social Media as a strategy in companies.

## II. METHODOLOGY

In this research, a mixed approach was employed in order to collect information using both quantitative and qualitative methods. To begin with, the quantitative method was implemented, as statistical data collection was carried out using the survey instrument. With this instrument, numerical data essential for the research were obtained. Subsequently, the qualitative method was used, based on the collection and analysis of questions through interviews, which allowed the information to be analyzed from a non-quantitative perspective.

This research incorporated a descriptive design, assessing the current situation of companies in the

management of social networks, which made it possible to propose improvements. In this way, descriptive research investigates qualities, properties to analyze phenomena and/or population [14].

It is important to mention that the design employed in this research was non-experimental and cross-sectional in classification. In addition, a non-probabilistic sampling approach was used to determine the number of people to apply the questionnaire to and to collect the necessary data for the study. As for the population, we worked with questionnaires and the population as a whole consisted of customers of the Nua 2021 shop, located in Plaza North, Lima, Peru, being approximately 200 per month.

A qualitative technique was applied to 4 people, who were collaborators in the Marketing and Community Manager areas. The sample was focused on the finite population; based on the study population, exclusion criteria were carried out to obtain an accurate sampling and find the representative sample. Subsequently, a non-probabilistic sampling was carried out where the following inclusion criteria were determined: age between 18 and 40 years, A-B sector, male and female gender, and mainly related to baby and child care.

A finite population of 203 individuals was established. In terms of relevance, the population under 18 years of age and sectors C-D not related to infant and child care were excluded.

In terms of data collection, the quantitative method was employed using a questionnaire with closed-ended questions on a likert scale. This questionnaire included 10 questions based on the indicators. On the other hand, the qualitative method was applied through interviews with the collaborators, focusing on 9 of the 10 established questions related to the stated objectives.

The questionnaire was carried out on the Google Forms platform, sharing the link via email, social networks and WhatsApp of the company, thus allowing access and completion of the questionnaire. The interviews were conducted using the Google Meet platform. The fieldwork took place between September and December 2021.

To analyze the data, programme such as Excel and Google Analytics were used, examining the responses of 50 clients and 3 employees of the company Nua. The aim was to assess the skills needed to manage a joint strategy to maintain a good reputation on social networks and achieve a successful position for any product or service, using the aforementioned programme to find out the results.

Finally, the instrument was evaluated by expert judges. The research included the application of 10 questionnaires to 50 individuals and 3 interviews with employees of the marketing department with 9 focus questions. For this survey, the data of the participants were not taken into account as determining data of the company Nua. The extracted data were analyzed using Excel.

### III. RESULTS

In this section, the results obtained in relation to the objective, variables and dimensions studied will be presented. In addition, tables and graphs will be included to illustrate the responses of the dimensions and the interpretation of the likert scale.

TABLE I  
DEMOGRAPHIC SEGMENTATION

Gender	Man	Woman	
Total	13	45	
Age	31-40	25-30	18-24
Total	15	14	29

From the graph, we can see the demographics of the customers interviewed according to gender. It is worth noting that the target audience was mainly women, with a percentage of 78%, while men represented the remaining 22% in relation to the stipulated ages. In terms of age, the age group with the highest proportion was 18-24 years, with 50%, followed by the 25-30 age group, with 24.1%. Finally, the 34-40 age group accounted for 25.9% of respondents.

#### Quantitative Research

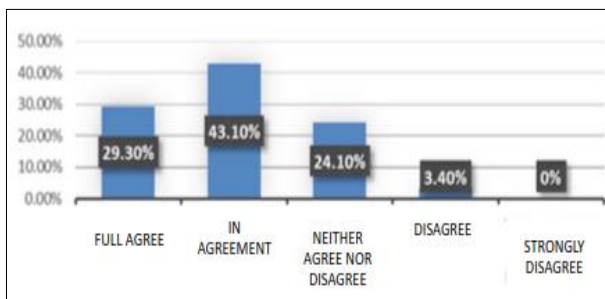


Figure.1 Results from digital platforms

Figure 1 answers the question: Do you consider that Nua provides sufficient information on its digital platforms to resolve your doubts? From the results obtained in the survey, 43.10% of the participants are satisfied with the information published by the company, while 29.30% are totally satisfied with the publications. On the other hand, 24.10% have no specific complaints, expressing a neutral position, neither agreeing or disagreeing. However, 3.4% of the respondents strongly disagree with the publications. Thus, it can be concluded that the company Nua carries out an adequate management of its publications on digital platforms.

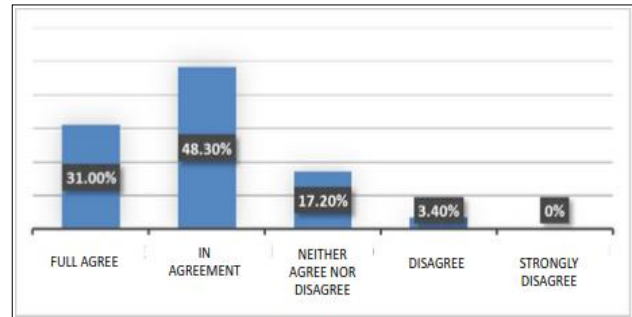


Figure. 2 Interaction in social networks

Figure 2 shows the results of the survey in relation to the following question: Are you satisfied with the interaction that Nua provides through Facebook and Instagram? The data reflects the customers' acceptance of the company's management of the publication of content on these social networks. 48% of the respondents are satisfied with the information found on the company's platforms, while 31% agree with the same. On the other hand, 17.20% were neither in favour nor against, and only 3.4% disagreed.

From these results, it can be deduced that customers feel confident with the content offered and perform the necessary searches on Nua's social networks.

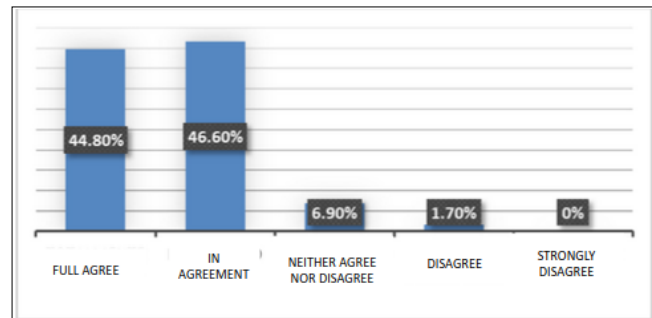


Figure. 3 Brand recommendation

Figure 3 addresses the question: Would you recommend the brand to an acquaintance, family member or close friend? According to the results obtained, 46.60% of respondents would be willing to recommend the brand to acquaintances and/or relatives, while 44.80% show a favourable attitude towards the publications. On the other hand, 7% of the participants are not affected by what is transmitted on social networks and, finally, 1.7% disagree.

These data indicate that the brand's presence on social media is positively valued by customers. Therefore, it is essential to continue publishing relevant and quality content on these platforms in order to maintain the interest of users and strengthen their engagement with the brand.

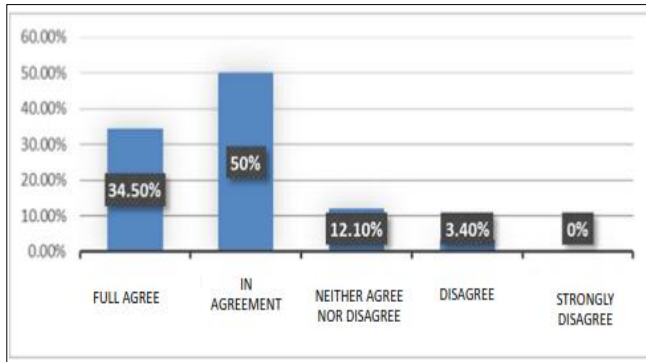


Figure. 4 Attention in social networks

Figure 4 shows the results in relation to the question: Are you satisfied with the service provided by Nua through social media? According to the data obtained, 50% of respondents are satisfied with the performance of the attention provided by the company on social networks, while 35% are totally satisfied with the quality of service on these platforms. On the other hand, 12% are neither in favour nor against, and 3.4% disagree. From these results, it can be inferred that the strategy implemented by the company on social networks has focused on satisfying the needs of its customers.

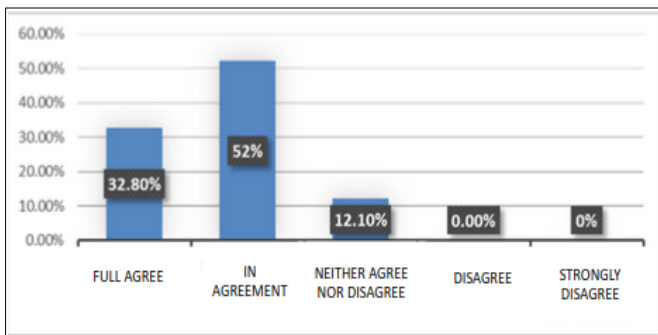


Figure. 5 After-sales service

Figure 5 presents the results related to the question: Would you agree that the company should implement an after-sales service? It is observed that 52% of customers are in favour of such a service, which points to an opportunity to boost this initiative and improve the relationship with customers. It is crucial to focus efforts on those customers who strongly agree (32%) and to provide them with after-sales service options so that they feel appreciated and cared for after making a purchase. On the other hand, the 12% of customers who are indifferent to after-sales service represent an opportunity to inform them about its benefits and how it can enrich their shopping experience.

### Regarding the social media improvement strategy:

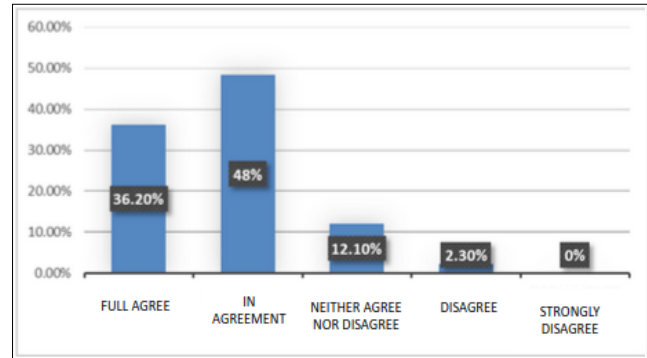


Figure. 6 Brand recognition

According to Figure 6, which answers the question "Do you recognise the Nua brand when you see it in an advertising medium? 100% of the respondents have answered this question. Although 36.2% of the respondents recognise the brand easily or agree with its recognition, 2.3% fail to identify it in a public environment. It is therefore essential to focus marketing efforts on this group of people and to develop a strategy that increases the visibility and recognition of the Nua brand in the advertising media.

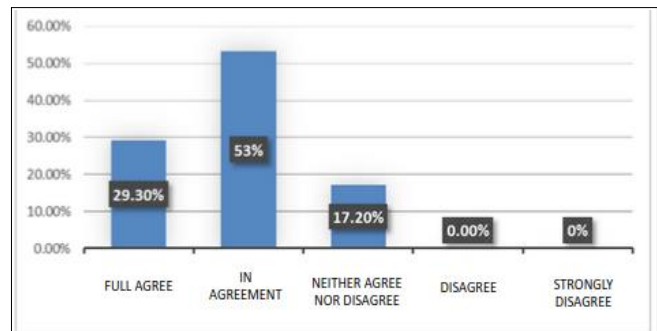


Figure.7 Information videos

In figure 7, the question was posed as to whether the product-specific information videos resolved all the respondents' doubts. The results showed that 29% found these videos useful in clarifying their doubts, while 53.4% enjoyed watching them. Therefore, it would be beneficial to further implement informative videos about Nua's products on various digital platforms. To further improve this strategy, focus can be placed on improving both the quality and content of the videos, with the aim of presenting the features and benefits of the products in a clear and detailed manner.

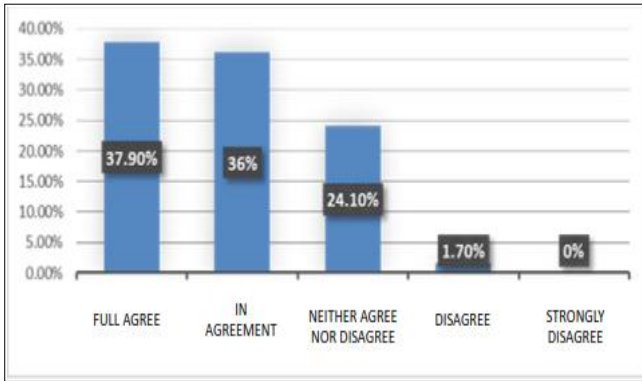


Figure. 8 Online Sales

Figure 8 shows the response to the question "Are you satisfied with the online sales service provided by Nua? It is important to note that there is a positive assessment of Nua's online sales service, as 38% of respondents favour the service, 36% are satisfied with the management provided and 24% are not affected by the service or the offers. Therefore, it is suggested to implement measures to improve the online shopping experience, such as providing more personalized customer service and offering a wider variety of products.

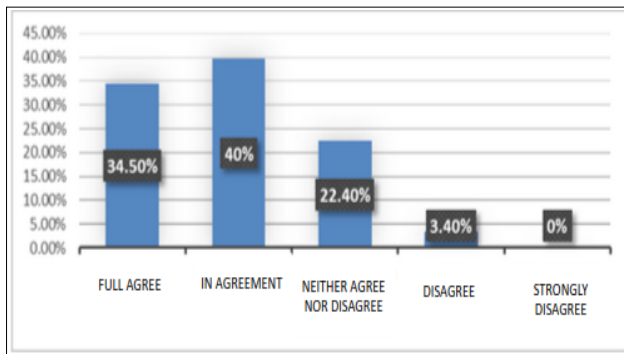


Figure. 9 Product discounts

Figure 9 shows the result of the question "Do you agree to join the shop to get a 10% discount on all products", to which 100% of the respondents answered. Of these, 35% strongly agree to join to get the discount, 40% agree to go through the process and 22% are indifferent towards joining to qualify for the discount. In order to increase the number of members, a marketing strategy can be developed that focuses on encouraging and promoting membership through different media, such as social media, email and online advertising.

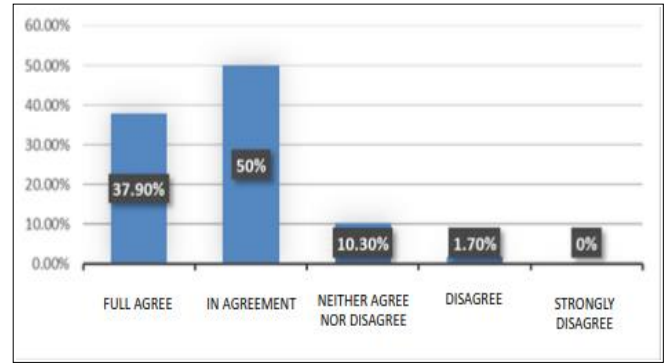


Figure. 10 Level of purchase satisfaction

Figure 10 shows the response to the question "Do you feel satisfied with the products offered by the company Nua? 38% of the respondents are satisfied with the products, 50% agree without further ado and 10% are indifferent to the products offered by the company. This suggests that the products presented to the public are accepted, influenced by their price, quality and brand. However, opportunities for improvement in terms of product offerings can be identified.

### Qualitative Research

This section presents the answers provided by the employees of the Marketing department of the company Nua. The interviews were conducted through the Google Meet platform and focused on the objectives set out in the research, using the most relevant information available.

TABLE II  
PARTICIPANT DATA

Group of marketing employees	Number of informants	Code
Head of Community Manager	1	CMA
Community Content Manager	1	CCM
Partners	1	COL

This section presents the responses of interviewees from the Marketing department of the company Nua, who address the factors that transcend to customers through social networks and their need to respond to their needs. The Community Manager (CMA) mentions that short and specific communicative videos are launched to respond to customers' doubts or problems, and that customer service is very personalized, which generates a high level of trust in the company.

The Community Content Manager (CCM) highlights the importance of publications to efficiently reach

customers and thus generate interaction and affection for the company, becoming the first option for purchase. In addition, the employee (COL) points out that videos attract more attention from customers and that, being explanatory, they generate a high level of acceptance.

Nua focuses on strengthening the level of trust and communication management to increase sales and customer loyalty. The CMA explains that they provide personalized attention and explain every detail so that customers feel confident when making a purchase, while the LOC mentions that most people trust online shopping, but still have their doubts, so they are encouraged to buy and provide adequate communication.

Nua aims to move forward with greater agility in collaboration, resolving doubts and concerns to generate faster and more accurate sales. The CMA indicates that a more exhaustive follow-up with customers will help them to have the company as a priority when they want to make a purchase.

Customer service is the main focus of the company Nua, and they focus on improving day by day through a strategy of persuasion. In addition, they propose to implement a solution-based strategy to make it faster and more satisfactory for customers.

Interviews and the content grid are conducted weekly to determine new product launches and improve strategies. Likewise, a recognition strategy is proposed for the launch of new products, focusing on seasons and products needed in the home.

Finally, a data collection strategy will be used on the company's digital platforms to get an overview of the content with the most interaction. The employee mentions that a data collection strategy is applied that is based on gathering information previously provided through enquiries made, social media, in-store or during the seasons.

#### IV. DISCUSSION

According to the data obtained from the questionnaire and the interview, it is possible to clearly identify the social media strategies that Nua uses. Firstly, Figure 1 of the questionnaire shows that advertising content is constantly updated, resulting in a significant increase in its social media presence and a satisfaction level of 43% of consumers.

Secondly, Figure 3 of the questionnaire indicates that 46% of respondents refer to Nua's social networks to be satisfied with the products and content published. It is therefore essential to highlight the role that "voice to voice" plays in promoting the brand and the trust that customers place in it.

In addition, other marketing strategies should be implemented for those who are not affected by what is conveyed on social media and work on improving areas of opportunity to fully satisfy customers.

Figure 6 shows that 36% of respondents recognise the brand in digital marketing. However, it is important to invest in advertising in relevant media, create a strong and recognisable visual identity, run creative and emotional advertising campaigns, and explore collaborations with relevant influencers or personalities to improve Nua's brand recognition.

Finally, Figure 9 shows that 35% of the respondents agree to make a membership to get a 10% discount on purchased products. Therefore, it is important to ensure simple and fast registration and membership processes, a satisfactory shopping experience and quality customer service to build customer loyalty and increase loyalty to the Nua brand.

Consequently, Figure 10 reflects customer satisfaction with regard to the customer service provided by Nua, with a percentage of 38%. This indicates that the customer service offered by the company is viable and reliable, suggesting a gradual improvement in attracting new customers. To achieve this, it is considered feasible to carry out a detailed evaluation of the quality of the products and to explore the possibility of expanding the range of products offered by the company. In addition, a marketing campaign could be implemented to highlight the benefits of Nua's products in order to increase the satisfaction and loyalty of existing customers, as well as to attract new customers.

On the other hand, the research focuses on maintaining a synchronization strategy with the different platforms implemented by the company, thus achieving excellent positioning and brand recognition [15]. The data obtained in Figure 3 indicates that 46% of the respondents indicate the good use of social media strategies by Nua, which has a positive impact on its brand positioning. At the same time, it is evident that the strategy has been well received, which leads to better recall by consumers.

In addition, Figure 3 also indicates that Nua has attracted more consumers through brand recommendation with friends, family and acquaintances, with 45% of respondents agreeing to disseminate the content published on social networks by the company.

It is important to highlight the relevance of the implementation of Web 2.0 in social media strategies, as it is the primary element for interaction on digital platforms [16]. In this sense, the results obtained in Figure 1 indicate that 43.10% of the respondents consider that the management to respond to concerns is acceptable and has a good management, which highlights the importance of Web 2.0 for social media. Similarly, Figure 4 reflects the adequate management of communication on social networks, with a percentage of 48.4% of the audience agreeing with the content published, followed by 31.3% of respondents who are satisfied with the level of attention on the social networks Facebook and Instagram.

Social Media Marketing is an application in digital environments based on Web 2.0, where information generated by different users is exchanged [17]. According

to the data obtained in Figure 7, 53.1% of the respondents are willing to execute the after-sales service. In addition, Figure 9 reflects good management to solve consumer concerns, with 53.1%, while 29.7% is due to the coordination of content on social networks to provide timely response. These observations are related to the continuous evolution of digital platforms, which allow for a better assessment of the different interests presented by customers [18]. This allows the company to better meet the needs of customers and generate more lasting relationships through focused social media strategies.

The results obtained reveal that the management of social media strategies applied by the company Nua has been successful in arousing the interest of consumers from the Plaza Norte shopping centre in Lima, where there is a large influx of people from different parts of Peru.

In addition, it is important to note that the research encountered drawbacks in the collection of information on digital platforms. Despite this, no further research was found that could support this research. However, the pandemic helped to generate the interviews with the collaboration of the marketing department as a research specialist.

## V. CONCLUSIONS

The main objective of this research is to determine the social media strategies implemented in the Nua retail store, specifically with regard to brand image, lead acquisition, online sales and customer loyalty. It is hypothesized that these strategies have contributed to the growth of brand positioning, sales and customer loyalty in the shop.

Through the analysis of surveys, it is concluded that in terms of lead acquisition and customer loyalty strategies, Nua has achieved excellent synergy with its customers thanks to its content on social networks and its ability to respond in a timely manner to their concerns. This has contributed to its growth in the market.

It was also demonstrated that the application of the descriptive methodology allows for the identification of patterns and trends in customer behaviour on digital platforms, which is very valuable for decision-making and the improvement of business strategies.

As for the strategies focused on brand image and online sales, it was evidenced that they have been very well received by customers, thanks to their rapid recognition in social networks and the attention given during the process of product offerings and online sales, generating overall satisfaction.

To conclude, it is suggested to continue to improve and develop attractive, specific and updated content that will foster an adequate communication with customers and potential consumers on social media. In this way, it will be possible to achieve an even higher level of sales and positioning in the national market.

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