**Tayabas Western Academy**A yellow and blue logo

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**Candelaria Quezon**

A Research Paper

Presented to the Faculty of the

Senior High School Department of

Tayabas Western Academy

Candelaria, Quezon

**DIGITAL MARKETING: THE EFFICIENCY OF PRODUCT REVIEWING AND PRODUCT RATING ON THE INCREMENT OF CUSTOMERS**

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**July 2023**

**DEDICATION**

We, the researchers, sincerely dedicate this study

To our Almighty God,

To our dearest family and friends,

To our school, Tayabas Western Academy,

To our school principal, Mr. Marlon V. Bunyi,

To our assistant principal, Mrs. Irene L. Manongsong,

To our class adviser, Mr. Mark Paul O. Altarejos,

And of course, to our research adviser in 3i’s,

Ms. Karen M. Fajardo

Thank you for being part of our journey and for giving us

the determination to move forward with this study

for we could not have reached this point

without your guidance and support.

**RDTE, KMMA, SRC, ERC, DROC**

**ACKNOWLEDGEMENT**

We, researchers, would like to extend our deepest appreciation to all the individuals that made this research study a reality. We gratefully acknowledge the following people, who are listed below:

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To Mr. Marlon V. Bunyi, our Senior High School Principal and Mrs. Irene L. Manongsong, our Senior High School Assistant Principal, for giving us the opportunity to conduct and accomplish this research study.

To Mr. Mark Paul O. Altarejos, our class adviser, for giving us a class that enables the best versions of ourselves.

To our validators, for the time and effort that they gave to help us in the accomplishment of this study.

And above all, our Almighty God, the author of knowledge and wisdom, for the countless love that made this research study possible

**RDTE, KMMA, SRC, ERC, DRO**

**ABSTRACT**

This study entitled “Digital Marketing: The Efficiency of Product Reviewing and Product Rating on the Increment of Customers” aimed to determine the significant relationship of digital marketing: product reviewing and product rating, to the increment of a business' customers. The increment of customers was measured by the use of Paired T-Test from the given data of different business owners. The relationship survey-questionnaire was adapted to determine the significance of digital marketing: product reviewing and product rating, to the increment of a business' customers. The researchers utilized causal-comparative research design and created a survey by printed survey questionnaires. This was used to measure the data of 10 business owners. Upon analyzing all of the gathered data, the researchers found that the initial hypothesis which hypothesized a positive correlation between digital marketing: product reviewing and product rating, and the increment of customers was deemed correct.

As the world shifts from analog to digital, marketing is no exception. Consumer's buying behavior is changing and they're now more inclined towards digital marketing rather than traditional marketing. The purpose of this research paper is to study the significance between digital marketing: product reviewing and product rating, to the increment of a business' customers. For this reason, the researchers used causal-comparative research design. This paper begins with an introduction of digital marketing: product reviewing and product rating, and how it affects the increment of a business' customers. And in order to determine its effectiveness, relationship survey-questionnaire is utilized with both a business' owner and its customers. Upon analyzing all of the gathered data, the researchers found that the initial hypothesis which hypothesized a positive correlation between digital marketing: product reviewing and product rating, and the increment of customers was deemed correct.