

**EMPOWERING SMALL BUSINESSES WITH AN AI-DRIVEN SOCIAL MEDIA  
MANAGEMENT TOOL**

An Undergraduate Thesis  
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**JOHN ALCHRISTIAN M. BELARMINO  
EDILBERTO P. LUSTERIO JR.  
RINO A JAYNE M. CATANAOAN  
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## **ABSTRACT/OVERVIEW**

Title: Undergraduate Thesis – Empowering Small Businesses with an AI-Driven Social Media Management Tool

Developers: JOHN ALCHRISTIAN M. BELARMINO  
EDILBERTO P. LUSTERIO JR.  
RINO A JAYNE M. CATANAOAN

Degree: Bachelor of Science in Computer Science

School: Cavite State University – Imus Campus

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Instructor: Mr. Ramil Huele

This thesis focuses on the development of a Social Media Campaign Effectiveness Forecasting Tool to help small businesses improve their digital marketing strategies. Using machine learning, the tool predicts the success of social media campaigns by analyzing past performance data. It provides insights into engagement, impressions, and conversions, enabling businesses to make smarter decisions and better allocate resources.

The tool includes three main features: predicting campaign performance, visualizing data in an easy-to-understand way, and offering recommendations to maximize results. Designed for platforms like Facebook and Instagram, it aims to simplify marketing for small businesses, helping them boost online presence, improve engagement, and achieve better outcomes with fewer resources.

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## INTRODUCTION

In today's digital age, small businesses face an increasing need to establish a strong online presence to thrive in competitive markets. Social media platforms, such as Facebook, Instagram, and Twitter, offer powerful tools for businesses to reach customers, build brand awareness, and drive sales. However, managing social media campaigns effectively remains a significant challenge for small business owners, who often lack the resources, time, or expertise to optimize their digital marketing strategies.

With billions of active users across various social media platforms, the potential for leveraging these platforms to drive business growth is immense. However, the unpredictability of campaign performance—affected by factors such as timing, content type, and audience preferences—makes it difficult for small businesses to maximize their return on investment (ROI) in digital marketing efforts (Sudhaker et al.,2022). This challenge underscores the need for innovative tools that enable small business owners to predict the effectiveness of their social media campaigns and make data-driven decisions.

The proposed system addresses this gap by incorporating an advanced feature for Social Media Campaign Effectiveness Forecasting into a social media management tool. This forecasting module leverages machine learning algorithms to analyze historical campaign data and provide predictive insights into the potential success of planned campaigns. By equipping small businesses with

these capabilities, the system empowers them to allocate resources wisely, improve engagement rates, and ultimately achieve better marketing outcomes.

### **Statement of the Problem**

The general problem of this study centered on *“How can small businesses predict and improve the effectiveness of their social media campaigns to optimize engagement, resource allocation, and overall marketing outcomes”*

### **Specific Problems:**

- Unpredictable Campaign Performance: Business owners struggle to determine whether a campaign will achieve the desired level of engagement or conversions, resulting in wasted time and resources. ***“How can small businesses make informed predictions about campaign success to minimize risks and enhance results?”***
- Lack of Analytical Tools: Many small businesses lack access to sophisticated tools that can predict campaign outcomes based on historical data and emerging trends. ***“How can small businesses leverage data-driven tools to gain actionable insights into campaign effectiveness?”***
- Inefficient Resource Allocation: Without accurate forecasts, businesses may overinvest in campaigns that underperform or underinvest in campaigns with high potential. ***“How can small***

***businesses optimize resource allocation to improve ROI from social media campaigns?”***

### **Objective of the Study**

The objectives in this proposal are intended to guide the development of a user-friendly Social Media Campaign Effectiveness Forecasting Tool that transforms how small businesses approach digital marketing.

### **Specific Objectives:**

- Enhance the ability of small businesses to predict the outcomes of their social media campaigns.
- Provide actionable insights into optimizing engagement and resource allocation.
- Equip small business owners with tools to simplify decision-making for their marketing strategies.

### **Significance of the Study**

This study focuses on the development of a predictive module for a social media management tool. The findings and insights derived from this research will play a critical role in shaping the system to meet the specific needs of small businesses. Furthermore, the significance of this study extends to:

1. **Small Business Owners:** The tool offers small business owners the ability to make data-driven decisions, ultimately improving their marketing effectiveness and ensuring efficient use of resources. The predictive insights can help enhance engagement and boost overall campaign success.

2. **Marketing Professionals:** By providing a reliable forecasting tool, this study empowers marketing professionals to streamline their processes, improve campaign performance, and foster data-informed strategies to achieve desired outcomes.
3. **Future Researchers:** This study provides a foundation for further research into predictive analytics and its application in small business marketing. Future researchers can build upon this work to enhance its accuracy, expand platform compatibility, and explore additional use cases in digital marketing.

### **Time and Place of the Study**

The research was conducted at Cavite State University – Imus Campus during the academic year 2024–2025, under the supervision of Mr. Ramil Huele, Professor of Undergraduate Thesis I. The study focused on developing a social media management tool with a feature for forecasting the effectiveness of social media campaigns, aimed at helping small businesses improve their marketing strategies.

### **Scope and Limitation of the Study**

The scope of the Social Media Campaign Effectiveness Forecasting Tool encompasses the provision of features designed to improve the planning and execution of social media campaigns for small businesses. This tool focuses on predicting campaign performance, optimizing resource allocation, and providing actionable insights to improve marketing outcomes.

### **Modules:**

1. **Prediction Module:** This module analyzes historical data to forecast campaign outcomes, including metrics such as engagement rates, impressions, and conversions. It provides detailed predictions to guide decision-making.
2. **Visualization Module:** Offers user-friendly visualizations of predicted campaign performance, helping users easily interpret data and identify potential areas for improvement.
3. **Optimization Module:** Suggests strategies for maximizing ROI based on predicted performance, ensuring resources are allocated to the most promising campaigns.

**Limitations:**

1. **Data Dependency:** The accuracy of the tool is contingent on the availability and quality of historical campaign data provided by users.
2. **Platform Restrictions:** The initial implementation may be limited to major social media platforms, such as Facebook and Instagram.
3. **Generalization Challenges:** The tool may require customization to address unique business contexts or niche industries.

**Definition of Terms**

**Social Media Management Tool** – A software application designed to assist businesses in managing their online presence across various social media platforms.



**Predictive Analytics** – The use of statistical techniques and machine learning to analyze historical data and make predictions about future outcomes.

**Engagement Rate** – A metric that measures the level of interaction (likes, comments, shares) a social media post receives relative to its reach.

**ROI (Return on Investment)** – A performance metric used to evaluate the profitability of an investment, such as a marketing campaign.

**Visualization** – The graphical representation of data to help users understand trends, patterns, and insights.

**Optimization** – The process of making a system or decision as effective or functional as possible.

**Campaign Performance** – The effectiveness of a social media campaign, typically measured by metrics such as reach, engagement, and conversions.

**Machine Learning** – A subset of artificial intelligence that involves training algorithms to make predictions or decisions without being explicitly programmed.

**Small Businesses** – Independently owned companies with limited resources and staff, often focusing on niche markets.

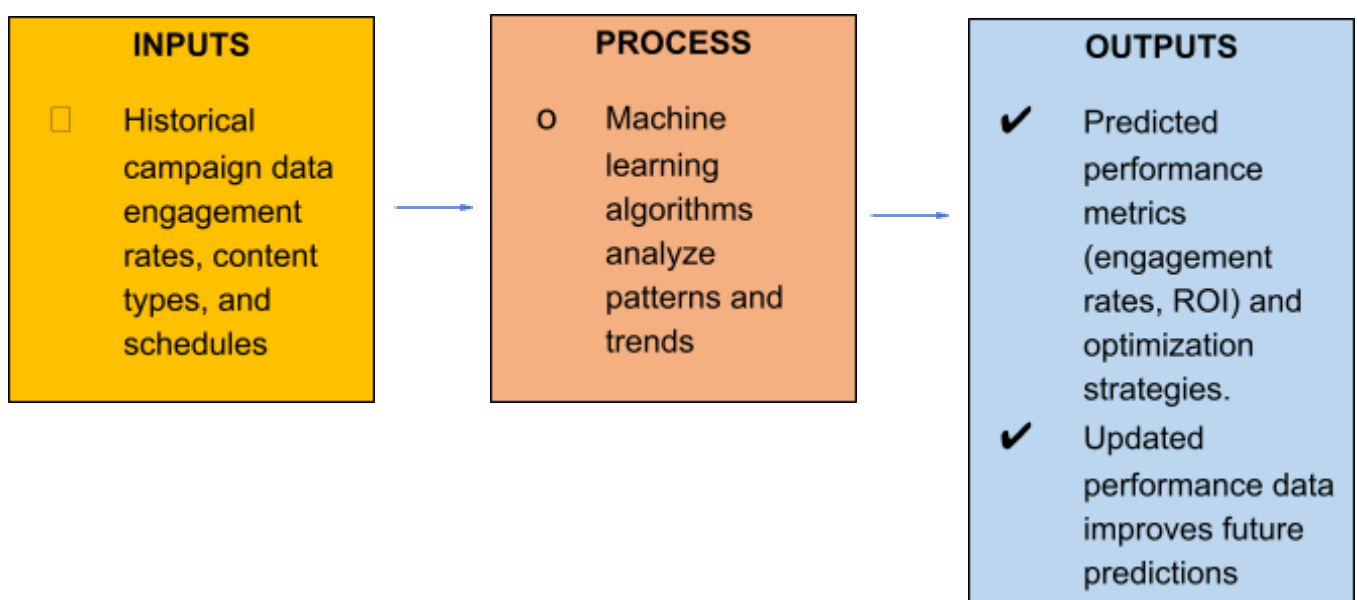
**Resource Allocation** – The process of distributing available resources (e.g., time, budget) to achieve specific objectives.

## Theoretical and Conceptual Framework

Small businesses face challenges in planning and executing effective social media campaigns due to limited resources, expertise, and unpredictable outcomes. This study highlights the need for a forecasting tool that leverages data analytics and machine learning to predict campaign performance, improve decision-making, and optimize resource allocation.

The theoretical perspectives of this study are grounded in the Technology Acceptance Model (TAM) by Davis (1989) and the Resource-Based View (RBV) by Barney (1991). TAM explains that businesses are more likely to adopt technologies if they find them useful and easy to use. RBV, on the other hand, emphasizes the importance of internal resources—such as predictive analytics tools—for gaining competitive advantages. These theories justify the development of a forecasting tool that simplifies decision-making and helps businesses allocate resources effectively.

This conceptual framework illustrates how historical data, including engagement rates, content attributes, and scheduling patterns, are analyzed using machine learning algorithms to generate predictive insights. The system provides recommendations to improve performance and allocates resources more efficiently. A feedback loop continuously refines predictions using updated data to ensure accuracy and adaptability.



## **Figure 1. Conceptual Framework**

### **REVIEW OF RELATED LITERATURE**

This chapter presents insights from recent studies in the field of social media management and predictive analytics, with a focus on tools and strategies for small businesses. The goal is to identify key trends, challenges, and best practices in optimizing social media campaigns. Local studies provide perspectives on small business practices in the Philippines, while global research highlights broader advancements in predictive analytics and digital marketing. The aim is to gather valuable knowledge to establish the foundation of the study and guide the development of a Social Media Campaign Effectiveness Forecasting Tool tailored to the specific needs of small businesses.

### **Social Media Engagement Theory**

Social media engagement theory explores how users interact with content on social media platforms through actions like likes, comments, and shares. Key elements include users' sense of "connectedness" to content and other users, fostering community and trust. Social influence also plays a role, as people are more likely to engage with popular or trusted content, potentially leading to the spread of information or the creation of "echo chambers." Factors influencing engagement include platform type, content format, and user characteristics.

Gamification is often used to boost engagement, employing rewards like points and badges. However, the theory has limitations, such as an incomplete understanding of user behavior, limited applicability across platforms, and challenges in predicting outcomes. It may not fully address business goals, cultural differences, or mental health impacts. Moreover, it doesn't account for the influence of artificial intelligence and automation in social media engagement.

### **The power of prediction with social media**

The article explores the potential of using social media data to predict future events and developments, recognizing it as a promising area for research across fields like computer science, economics, and statistics. However, it points out that current research is fragmented, lacks standardized evaluation methods, and remains limited in understanding the full scope of social media's predictive power and applicability.

The study examines various forecasting models tailored to social media data and surveys key research in this area. A taxonomy of prediction models is introduced, highlighting their advantages and specific use cases. The article identifies statistical models as the most effective approach for making predictions from social media data and discusses the main research areas and contributions in the field. It concludes by addressing the gaps in current research and suggesting future directions for advancing social media-based prediction and forecasting.

Social media prediction tools harness the power of big data and AI to transform social media interactions into valuable insights for decision-making. Businesses can predict consumer behavior, identify market trends, optimize marketing strategies, and mitigate risks. By utilizing predictive analytics, companies can enhance their decision-making processes and stay ahead of the competition, making social media a critical asset in modern business strategy.

### **Evaluation and decision making in social media marketing**

This paper explores the evaluation of Social Media Marketing (SMM) strategies, which is becoming more important as organizations increase their investment in social media. Through interviews with 18 experts from SMM agencies, the paper develops a stage model for evaluating SMM and uncovers the challenges involved. The framework consists of six stages: setting evaluation objectives, identifying key performance indicators (KPIs), selecting metrics, data collection and analysis, report generation, and management decision-making. The paper highlights key challenges, particularly the agency-client relationship and limitations of social analytics tools. The study contributes to the literature by addressing the integration of objectives, KPIs, and metrics within the marketing campaign planning process, and offers insights into the complexities of SMM evaluation. It also provides recommendations for future research and practical applications.

With the proposed title, the study will help businesses enhance their social analytics tools and improve their overall SMM evaluation process. By identifying key challenges, such as the agency-client relationship and the limitations of existing tools, businesses can refine their strategies to gather more accurate data, optimize decision-making, and achieve more effective social media marketing campaigns. Additionally, the framework developed in the study provides a structured approach for setting clear objectives, selecting appropriate KPIs, and analyzing results, enabling businesses to better assess the performance of their social media efforts and make informed adjustments to their strategies.

### **A study of the impact of social media on consumers**

This study explores the role of social media in the development of e-commerce into social commerce, focusing on how social media facilitates consumer interaction, trust, and purchase intentions. A multidisciplinary model, based on the Technology Acceptance Model and literature on trust and social media, was developed and validated using SEM-PLS. Survey data reveal that social media encourages consumer interaction, which boosts trust and the intention to buy. Trust was found to have a significant direct impact on purchase intentions, while the perceived usefulness (PU) of a site also contributed. The paper concludes by discussing the results, implications, limitations, and suggestions for future research.

This study highlights how small businesses can leverage social media to build trust with their consumers and gain valuable insights into customer preferences. By actively engaging with customers on platforms like Instagram, Facebook, and Twitter, businesses can gather direct feedback, understand consumer needs, and develop stronger relationships with their audience. Social media also allows businesses to track customer interactions, providing data that can inform product development and marketing strategies. Ultimately, this approach helps small businesses better align their offerings with customer demands, leading to increased satisfaction and loyalty.

### **Predictive analytics for market trends using AI: A study in consumer behavior**

This study explores the transformative role of AI-powered predictive analytics in forecasting market trends and consumer behavior. By analyzing vast datasets, AI algorithms, including machine learning, natural language processing, and deep learning, detect patterns and predict future trends with high accuracy. These techniques help businesses understand consumer preferences and market dynamics, especially in today's rapidly changing environment influenced by factors like economic conditions and social media. The study showcases practical applications, such as inventory predictions in retail and personalized recommendations in e-commerce. However, challenges like data quality, privacy concerns, and the need for specialized skills are noted. The study emphasizes the potential of

AI-driven predictive analytics to provide actionable insights, helping businesses stay competitive and meet evolving market demands, while highlighting the need for ongoing research to improve AI's effectiveness in various market contexts.

## **Product Development and Management**

Data-driven product development involves using customer data to guide decisions in product creation and optimization. By analyzing market trends, customer feedback, and product usage data, businesses can prioritize features that align with consumer needs and preferences. This approach helps in building data-driven roadmaps and selecting features that will positively impact the business. Common user metrics include Net Promoter Score (NPS), Retention Rate, Churn Rate, Customer Acquisition Cost (CAC), and Lifetime Value (LTV). Product analytics tools, such as Indicative, Coupler.io, and Tableau, help businesses gather and visualize data for actionable insights.

Challenges in data-driven product management include over-relying on single metrics and misinterpreting data. It's crucial to analyze data contextually and address potential biases. Product Managers must also focus on building data literacy within their teams, presenting data clearly, and creating data-driven roadmaps that align with business goals.



By adopting best practices—such as setting clear KPIs (Key Performance Indicator), conducting user research, analyzing customer behavior, and maintaining a culture of continuous improvement—organizations can drive product success. Data-driven decisions help optimize product performance, improve user engagement, and ensure that development efforts are aligned with customer needs and business objectives. With the existence of the proposed title, it provides a comprehensive framework to tackle the challenges of data-driven product development. By promoting effective data collection, analysis, and application, it empowers product managers to make informed, efficient, and customer-centric decisions, leading to better products and improved business outcomes.

### **AI-Driven Decision Support Systems in Management: Enhancing Strategic Planning and Execution**

This study explores the integration of artificial intelligence (AI) into strategic decision-making processes within organizations. AI-driven decision support systems, particularly those using machine learning-based recommendation systems, have enhanced managerial capabilities by improving analytic capacities, competitive response times, and vision planning. However, challenges related to transparency and trust in advanced automation techniques were also noted. The research emphasizes AI's growing role in supporting high-level strategic design and execution by decision-makers and leaders. The study concludes with implications for the responsible

development of AI tools, especially as their adoption continues to accelerate in organizations.

### **Technology trends analysis and forecasting application based on decision tree and statistical feature analysis**

The paper discusses the importance of analyzing mass information and supporting foresight, particularly in the fields of science and technology. This task is crucial for researchers, government officials, and business leaders, but it is also highly time-consuming. Many existing tools for technology forecasting rely on subjective expert opinions and primarily focus on explaining current situations rather than predicting future trends.

To address these limitations, the paper proposes a new technology trends analysis and forecasting model based on quantitative analysis and text mining technologies. The model aims to provide a more systematic, objective, and effective way of analyzing and forecasting technology trends. Additionally, the paper compares the proposed model with Gartner's widely used forecasting model to validate its effectiveness. The results show that the proposed model, which includes the Technology Life Cycle Discovery (TLCD) model and Emerging Technology Discovery (ETD) model, demonstrates over 86% accuracy compared to Gartner's model, making it a promising approach for forecasting future technology trends.

### **Technology Forecasting: Recent Trends and New Methods**

Discusses the growing importance of technology forecasting in predicting future technological trends to guide decision-making across industries. The paper highlights that While precise predictions are not possible, technology forecasting offers valuable insights for long-term planning. Recent advancements in data collection, processing, and communication have enhanced traditional forecasting methods and led to the development of new techniques. The methods are categorized into five key blocks: environmental scanning, expert opinion, trend analysis and statistical methods, modeling and simulation, and scenarios and road mapping. Each method's role and evolution are explored, with a focus on how they help organizations stay ahead of technological shifts and disruptions. The paper emphasizes how new technologies like big data and AI have made forecasting more accurate and actionable.

### **Social Media as a Source of Predictive Power to Forecast Market Needs**

This literature review explores whether social media, specifically Twitter, can be a reliable source of predictive power for forecasting market trends. It explains various strategies for predicting future market demands using social media data, particularly raw data from Twitter. The study demonstrates that Twitter can provide insights into potential future consumer behavior. However, it also concludes that forecasting strategies must be tailored to account for relevant data. The review introduces the "Extended Market Pull Innovation Process" as a

guideline for effectively utilizing Twitter data, offering a valuable tool for marketing departments to create accurate market forecasts and drive innovation.

### **Machine learning software for optimizing SME social media marketing campaigns**

The revolutionary impact of machine learning in maximizing social media marketing tactics for small and medium-sized businesses (SMEs) is examined in this review study. It begins by highlighting the significance of social media marketing for SMEs, outlining the historical context of traditional marketing strategies, and examining current trends and emerging machine learning applications. The paper delves into the ethical issues of algorithmic bias and data privacy in addition to the technical difficulties of putting machine learning into practice, such as data quality, algorithm complexity, and system integration. Limitations unique to SMEs are also covered, such as financial limitations and a lack of technological know-how. Future directions highlight cutting-edge technologies like deep learning and reinforcement learning and provide helpful advice on how SMEs can best take advantage of these developments. The significance of machine learning for achieving competitive advantage and sustainable growth in the digital marketplace is emphasized in the conclusion.

### **Data-Driven Decision Making for Long-Term Business Success**

The book emphasizes the importance of leveraging data to inform business strategies and decisions. The rapid growth of technologies like blockchain, IoT, and AI has transformed business environments, creating both opportunities and risks. It outlines how businesses can use data analytics to drive performance, foster innovation, and maintain a competitive edge in the long run. The book covers the foundational principles of data-driven decision-making, including how to collect, analyze, and interpret data effectively. It also discusses the role of big data, machine learning, and advanced analytics in enhancing business outcomes. Additionally, it explores the organizational culture shifts needed to embrace data-driven decision-making, highlighting the importance of leadership support, employee buy-in, and the integration of data analytics into business processes. Through practical case studies and examples, the book demonstrates how data can be utilized to optimize operations, improve customer experiences, and ultimately drive sustainable business growth.

### **Using Predictive Analytics to Measure Effectiveness of Social Media Engagement: A Digital Measurement Perspective**

This research explores how predictive analytics can enhance marketing measurement in sports organizations, using social media data from a Division I football team. The study compares a support vector machine model to standard linear regression in predicting total interactions with Facebook posts. The predictive model serves two purposes: forecasting future post engagement and evaluating

marketing campaigns. Results showed that the support vector machine model outperformed linear regression, and the marketing campaign failed to meet its objectives. This study establishes a foundation for applying predictive analytics in social media and sports management research.

## **LOCAL REVIEW OF RELATED LITERATURE**

### **Business Decision Making Based on Social Media Analysis**

This article analyzes the impact of social media on daily life and introduces software that generates new knowledge based on user data analysis. It examines the strengths and orientations of major social media platforms, both globally and locally, by considering user demographics such as age, gender, and interests. The article also identifies key trends and proposes a user-friendly software interface for businesses. The software aims to analyze personal and business interest groups through benchmarking, allowing companies to innovate and make more efficient, informed decisions based on social media insights. However, the forecasting tool leverages machine learning algorithms to analyze historical campaign data and provide predictive insights into the potential success of planned campaigns.

### **Parasocial relationships and social media interactions: building brand credibility and loyalty**

This paper explores how parasocial relationships with Korean celebrity endorsers on social media influence brand credibility and

loyalty. The study used purposive sampling to focus on consumers who purchased products endorsed by Korean celebrities, specifically BTS, for a telecommunications company. Using partial least squares (PLS) path modeling, the findings supported all hypothesized relationships. Social media interaction was found to significantly enhance self-disclosure, which in turn strengthened parasocial relationships. These relationships, along with social media interactions, predicted source trustworthiness, ultimately boosting brand credibility and loyalty. This study is unique in examining how parasocial relationships with foreign celebrities on social media impact consumer behavior in the context of brand endorsements.

### **The Power of Social Media on Business and Networking in the Philippines: 2024 and Beyond**

In 2024, social media continues to be a major force in transforming business and professional networking in the Philippines, particularly after the pandemic. The country's extensive internet usage—86.98 million internet users, with 73.4% active on social media—has positioned it as the social media capital of the world. Platforms like Facebook, Instagram, and TikTok have become indispensable for businesses of all sizes, helping them engage with customers, build brand loyalty, and drive sales.

For businesses, especially small and medium-sized enterprises (SMEs), social media marketing has become essential. Over 67% of

businesses use social media for marketing, and 53% use it for customer service. The ability to run targeted ads and analyze real-time consumer behavior enables quick adaptation to market changes.

Social media is also reshaping professional networking, with platforms like LinkedIn growing significantly. Over 10 million Filipino professionals use LinkedIn to connect, collaborate, and explore job opportunities, particularly in a globalized job market. Looking ahead, several key trends are expected to shape the future of social media in business and networking: (1) Increased use of AI and automation for data analysis and customer interaction. (2) Growth of e-commerce integration within social media platforms. (3) Expansion of video content as a marketing tool. (4) Enhanced data privacy measures in response to rising concerns.

In summary, social media has become crucial to the business landscape in the Philippines, driving growth, customer engagement, and professional connections. By staying attuned to these evolving trends, businesses and professionals can ensure continued success and remain competitive in an increasingly digital world.

## **LOCAL REVIEW OF RELATED STUDY**

**Effective Digital Marketing Strategies Used by MSMEs in NCR Under New Normal**



This study examines the effectiveness of various digital marketing strategies, such as search engine marketing, content marketing, influencer marketing, social media marketing, and email marketing, used by MSMEs (Micro, Small, and Medium Enterprises) in NCR during the "new normal." Conducted through a survey of MSME owners, the results showed that social media marketing is highly effective, with a low positive relationship to digital content and influencer marketing. The study highlights the importance of these strategies in boosting sales for businesses under the new normal and suggests that they could provide long-term benefits as consumers adapt to online activities.

### **21st Century Learners' Social Media Utilization: An Interplay of Communication Theories**

This study examined how students at a higher education institution in the Philippines use social media, focusing on the platforms, frequency, time, and duration of use. With a sample size of 60 participants, the research employed both quantitative and qualitative methods, including questionnaires and in-depth interviews. The findings showed that Facebook, YouTube, and Instagram were the most frequently used platforms. Students visited their accounts several times a day, spending an average of three to six hours per week on these sites, and had been subscribed for one to three years. The study concluded that students are highly engaged with social media for a variety of tasks and are likely to continue using it in the future. The

research highlights the importance of integrating social media into education, suggesting that it could enhance the curriculum and better prepare students for academic and professional success.

### **Influence of social media as a Marketing Platforms for Food-related Products in the New Normal**

The study aimed to explore the influence of social media as a marketing platform for food-related products during the "new normal." Conducted with 55 senior high school students from Barcelona Academy in Marilao, Bulacan, the research used a standardized questionnaire and a descriptive-correlational study approach. The results indicated that social media did not significantly affect customer value in online food products, suggesting that consumers preferred traditional marketing methods over social media advertising. The study recommended that businesses become more active, innovative, and responsive to consumer feedback while avoiding repetitive advertising strategies.

### **The impact of social media influencers purchase intention in the Philippines**

The study aimed to assess consumers' perception of social media influencers' advertising effectiveness and its impact on their purchase intentions. The researcher emphasized the need for customized strategies to attract consumers. Using the "social media influencer questionnaire" developed by Xin Jean Lim, the study surveyed 200

participants from Metro Manila, with a majority aged 18-24. The findings revealed that influencers who are honest and trustworthy can positively influence consumers' behavior and purchasing decisions. Attractiveness and product-related relationships were also important factors. The study concluded that there is a significant relationship between influencer advertising effectiveness and consumer purchase intention, with female respondents showing a stronger perception of influencers than males, likely due to higher internet usage among women.

### **Digital Innovations in MSMEs during Economic Disruptions: Experiences and Challenges of Young Entrepreneurs**

This study examines the impact of the COVID-19 pandemic on micro, small, and medium enterprises (MSMEs) in the Philippines, focusing on digital innovations driven by young entrepreneurs. The research, based on in-depth interviews with 46 online entrepreneurs, identifies both drivers and barriers to digital entrepreneurship during economic disruptions. Motivations for shifting businesses to digital platforms are categorized as intrinsic (personal and professional growth) and extrinsic (e.g., mobility restrictions, market conditions). Barriers include a lack of skills, market-related challenges, poor internet infrastructure, and pandemic restrictions. The findings highlight the importance of supporting digital entrepreneurship through government policies and programs aimed at economic recovery, especially for young entrepreneurs in developing economies.