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DEDICATION

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ABSTRACT

In today's digital age, social media has become a powerful tool for marketing, especially for small businesses with limited resources. This study aims to quantitatively analyze the impact of social media marketing on small business sales. A sample of 100 small business owners from Convention in Malolos, Bulacan, was surveyed using a structured questionnaire. The study utilized Quasi-Experimental research design to assess the causal relationship between social media marketing and small business sales, also to identify the impacts of utilizing social media in promoting small businesses. The findings reveal that social media marketing significantly contributes to small business growth, with respondents acknowledging its role in boosting sales, enhancing brand visibility, and influencing consumer behavior. The study also highlights the positive impact of social media advertising on sales, showing that it influences consumer purchasing decisions and enhances brand interactions. These findings show the importance of social media marketing as a cost-effective strategy for small businesses to increase sales and enhance their overall market presence.

Keywords: *Digital age, Structured questionnaire, Quasi-Experimental, Cost-effective.*



TABLE OF CONTENTS

APPROVAL SHEET

ACKNOWLEDGEMENT..... i

DEDICATION..... ii

ABSTRACT..... iii

CHAPTER I _____

Introduction.....1

Background of the Study.....2

Statement of the Problem.....3

Significance of the Study.....3

Scope and Limitation of the Study.....4

Conceptual Framework.....4

Definition of Terms.....5

CHAPTER II _____

Foreign Literature.....7

Foreign Studies.....9

Local Literature.....11

Local Studies.....13

CHAPTER III _____

Research Design.....15

The Respondents of The Study.....15

Research Local.....15

Data Gathering Procedures.....16

Data Gathering Instrument.....16

Validation, Administration, and Retrieval of The Instrument.....17

Statisticals Tools.....17

CHAPTER IV _____



Presentation of Results.....18

CHAPTER V _____

Summary of Findings.....24

Conclusions.....24

Recommendations.....25

References.....26

Appendices.....

Appendix 1: Survey Questionnaires.....30

Appendix 2: Curriculum Vitae.....32