



## **ACKNOWLEDGEMENT**

First and foremost, praises and thanks to God, the Almighty, for showering his blessings throughout this research work to successfully complete this paper.

The Group 1 Researchers of Grade 12-L. Pacioli of Accountancy, Business, and Management would like to express their deepest gratitude and appreciation to the people who have contributed assistance for the completion of this research paper and study. Every result shown in this paper was accomplished thanks to the people who have helped and supported it.

The completion of this paper wouldn't have been possible without the cooperation of everyone. A big thanks to Jamaica Arbalate, Mary Gabrielle Cruz, Mark Macahipay, Keanne Enriquez, Juliana Santos, John Mark Plotado, and Julia Gallardo for their hard work and cooperation in making this paper possible with the help of their research teacher, Mrs. Jerilyn Talagtag-Mantilla.

To Mrs. Jerilyn Talagtag-Mantilla, our Practical Research 2 teacher, for sharing her professional expertise and time to patiently teach us the proper ways to make this research possible, from its conceptualization to its finalization.

To all the selected small business owners for being the respondents for this Quantitative Research.

To our beloved parents for supporting us morally with their inspirational messages and words of encouragement, as well as their financial support.

Lastly, to everyone who has contributed their time to the completion of this paper, a big thanks to all of you.



## **DEDICATION**

The researchers wholeheartedly dedicate this fruition of work to the almighty God for his guidance, love, and spiritual support throughout the course of this paper.

The researchers would also like to express their sincere gratitude to those who have shared their effort and knowledge in order to make this research possible.

To our ever-loving parents for their unending support and belief in our abilities as individuals.

To our subject teacher, Mrs. Jerilyn Talagtag-Mantilla, who constantly guided and taught us to make this study better with her immense knowledge.

The researchers would like to express their deepest gratitude to all those who contributed in many ways to the success of this study and made it an unforgettable experience for them.



## 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

### DEDICATION

### ABSTRACT

### 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