

Title: "The Impact of Social Media Marketing on Small Businesses: A Case Study"

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Abstract:

This study aims to determine the impact of social media marketing on the performance of small businesses in the Philippines. A case study approach was employed, involving a survey of 50 small business owners and in-depth interviews with 10 of them. The results of the study show that social media marketing has a positive impact on the revenue and customer base of small businesses. The findings also indicate that small businesses should allocate a significant portion of their marketing budget to social media to stay competitive. This study provides valuable insights for small business owners and policymakers on the importance of social media marketing in today's digital age.

Chapter 1: Introduction

1.1 Background

Small businesses play a significant role in the economy, as they create jobs and contribute to the gross domestic product (GDP) of a country. In the Philippines, small businesses account for 99.6% of all establishments and employ approximately 70% of the total workforce (Philippine Statistics Authority, 2020). However, small businesses often face challenges in terms of access to capital, marketing, and competition.

1.2 Problem Statement

One of the challenges small businesses face is marketing their products and services. Traditional marketing methods, such as print and broadcast advertising, can be costly and may not reach the target audience effectively. In recent years, the rise of social media has provided small businesses with an alternative and cost-effective way to reach and engage with their customers. However, the extent to which social media marketing impacts the performance of small businesses is not well understood.

1.3 Research Objectives

The main objective of this study is to determine the impact of social media marketing on the performance of small businesses in the Philippines. The specific objectives are as follows:

To identify the types of social media platforms used by small businesses in the Philippines for marketing purposes

To assess the extent to which social media marketing has contributed to the revenue and customer base of small businesses

To determine the challenges and opportunities of using social media for marketing by small businesses in the Philippines

1.4 Research Questions

The following research questions will guide the study:

What are the types of social media platforms used by small businesses in the Philippines for marketing purposes?

To what extent has social media marketing contributed to the revenue and customer base of small businesses in the Philippines?

What are the challenges and opportunities of using social media for marketing by small businesses in the Philippines?

1.5 Significance of the Study

This study aims to provide valuable insights for small business owners and policymakers on the importance of social media marketing in today's digital age. The findings of this study will help small businesses understand the benefits and challenges of using social media for marketing, and enable them to make informed decisions on their marketing strategies. The study will also contribute to the existing literature on social media marketing and small business performance.