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The Impact of Social Media Marketing on the Sales Performance of Micro-Businesses in Barangay Sto. Niño, Parañaque City During 2025 – 2026

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Abstract

This study examined the impact of social media marketing on the sales performance of micro-businesses in Barangay Sto.Niño, Parañaque City during 2025-2026. Grounded in the Technology Acceptance Model(TAM), this study investigated how social media platforms such as Instagram, TikTok and Facebook support consumer engagement, brand visibility, and business growth among small business owners. The researchers used a quantitative descriptive-correlational research design and collected data from 100 respondents using a validated survey questionnaire. The results of the study indicated that most of the respondents consistently use social media platforms to promote their products and services through regular posting, content creation, and customer interaction. Furthermore, the study showed that social media marketing significantly enhances brand awareness, product promotion, customer engagement, and increased business profit. The respondents evaluated how well their promotional efforts worked by tracking sales, monitoring likes, shares, comments, and gathering customer feedback. However, the study found several challenges faced by micro-business owners. These included creating engaging content, managing social media accounts regularly, and reaching the right audience. The findings suggest that efficient use of social media marketing can significantly improve the sales performance and growth of small businesses. This study highlights the importance of digital marketing strategies in helping small businesses to stay competitive, improve customer relationships, and broaden their market presence in today's digital marketplace.

Article Info

Keywords:
Micro-Business, Social Media Marketing, Sales Performance, Barangay Sto. Niño, Parañaque City, Technology Acceptance Model (TAM), Customer Engagement, Brand Awareness

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INTRODUCTION

Social media marketing refers to the use of online platforms such as Facebook, Instagram, and TikTok to promote products, communicate with customers, and increase sales. In the context of micro-businesses, which the Department of Trade and Industry (DTI) defines as enterprises with limited assets and a small number of employees, marketing is key to keeping operations going. In the past, many small businesses relied on traditional methods like word-of-mouth, flyers, and physical displays to attract customers.

While these techniques are still in use today, recent studies show a trend toward digital platforms. Social media enables faster communication, wider reach, and more affordable promotion. Compared to traditional marketing, social media marketing provides more interactive and measurable ways to engage customers, making it increasingly important for micro-businesses.

This study aims to explore the relationship between social media marketing and the sales performance of micro-businesses. Specifically, it seeks to find out if using social media platforms leads to increased customer engagement and better sales results. The researchers intend to provide a clearer understanding of how digital tools can support small businesses in adapting to current market trends. More broadly, this study hopes to contribute to the growing discussion on the role of technology in business, particularly in helping small entrepreneurs remain competitive in a digital economy.

This research is important for several reasons. First, it can help micro-business owners identify effective ways to use social media to improve their sales and overall business performance. Second, it may serve as a useful reference for students and future entrepreneurs who are interested in digital marketing and business management. Third, the findings may also help the local community. Stronger micro-businesses can lead to economic growth and job creation. Lastly, the study supports ongoing efforts by the Department of Trade and Industry (DTI) to encourage small businesses to adopt digital practices. The study will take place in Barangay Sto. Niño, Parañaque City, an area where many micro-businesses operate, such as small retail shops, food vendors, and online sellers. Over time, especially during the COVID-19 pandemic, many of these businesses started using social media platforms to keep their operations going and reach customers despite restrictions. This shift toward online marketing has continued even after the pandemic, making the area a relevant setting for studying how social media affects business performance.

Social media marketing has become an important tool for modern businesses, especially for micro-enterprises that need cost-effective ways to promote their products. This study looks at the connection between sales performance and how it can help businesses grow. It examines micro-businesses in Barangay Sto. Niño, Parañaque City. The research aims to offer practical insights for entrepreneurs, students, and the local community. The findings are expected to contribute to a better understanding of how digital marketing influences small business success.

BACKGROUND OF THE STUDY

Social media marketing refers to the use of online platforms such as Facebook, Instagram, and TikTok to promote products, communicate with customers, and increase sales. In the context of micro-businesses, which the Department of Trade and Industry (DTI) defines as enterprises with limited assets and a small number of employees, marketing is key to keeping operations going. In the past, many small businesses relied on traditional methods like word-of-mouth, flyers, and physical displays to attract customers.

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STATEMENT OF THE PROBLEM

This study seeks to examine the impact of social media marketing in the sales performance of micro-businesses in Barangay Sto. Niño, Parañaque City during the period 2025 to 2026. Specifically, it aims to answer the following questions:

1. To identify the profile of the respondents in terms of:
   1.1 Age
   1.2 Gender
   1.3 Type of business
   1.4 Years of business operation
   1.5 Monthly income

2. To examine how micro-businesses utilize social media marketing in terms of:
   2.1 Do you use social media platforms (e.g., Facebook, Instagram, TikTok) to promote your business?
   2.2 Do you post regularly on your social media accounts?
   2.3 Do you try to create different kinds of content (like photos, videos, or reels)?

3. To analyze the strategies, do micro-businesses plan to improve their social media marketing in terms of:
   3.1 Do you plan to try new types of content (such as videos or reels)?
   3.2 Do you plan to work with influencers or partner with other businesses?
   3.3 Do you plan to schedule your posts to stay more consistent?

4. To examine if the micro-businesses measure the success of their social media marketing in terms of:
   4.1 Do you track sales from social media
   4.2 Do you monitor likes, shares, and comments
   4.3 Do you gather customer feedback

5. To identify if social media marketing helps micro-businesses in promoting their products or services in terms of:
   5.1 Do you create brand awareness
   5.2 Do you highlight new products or services
   5.3 Does using social media marketing increase your profit?

6. To identify the challenges micro-businesses experience when using social media marketing in terms of:
   6.1 Do you find it hard to create appealing content
   6.2 Do you struggle to manage accounts consistently
   6.3 Do you have trouble reaching the right audience

OBJECTIVES OF THE STUDY

This study seeks to examine the impact of social media marketing in the sales performance of micro-businesses in Barangay Sto. Niño, Parañaque City during the period 2025 to 2026. Specifically, it aims to answer the following questions:

1. To identify the profile of the respondents in terms of age, gender, type of business, years of business operation, and monthly income.
2. To examine how micro-businesses utilize social media marketing in terms of platforms used (Facebook, Instagram, or TikTok), frequency of posting, and type of content.
3. To analyze the strategies, micro-businesses plan to improve their social media marketing in terms of trying new content formats (videos, reels, posts), collaborating with influencers or other businesses, and scheduling posts for better consistency.
4. To examine, micro-businesses measure the success of their social media marketing in terms of tracking sales or orders from social media, monitoring engagement (likes, shares, comments), and gathering customer feedback.
5. To identify if social media marketing helps micro-businesses promote their products or services in terms of creating brand awareness, highlighting new products or services, and to know if social media marketing increases their profit.
6. To identify the challenges micro-businesses experience when using social media marketing in terms of creating appealing content, managing social media accounts consistently, and reaching the right audience online.

SIGNIFICANCE OF THE STUDY

The significance of the study specifies who will gain from the research and how. The value and contribution of the study to various groups are highlighted in this section:

Entrepreneurs - Can support them in making better business decisions and adapting to the growing digital market. This information can help identify effective and practical ways of using social media platforms to promote their products and services.
Government - May also use the findings to help formulate policies that support small businesses and economic development.
Vendors - can benefit from this study by gaining a better understanding of how social media marketing strategies influence customer behavior and sales. This can help them improve their marketing to attract more customers and increase their business performance.
Students - Can use this study as a reference for understanding how social media marketing works in real-life business settings, especially those studying business-related courses.
Researchers - Future researchers can use this study as a reference for studies related to social media marketing and business performance. It may also help them explore other factors that influence the success of micro-businesses.

SCOPE AND LIMITATIONS

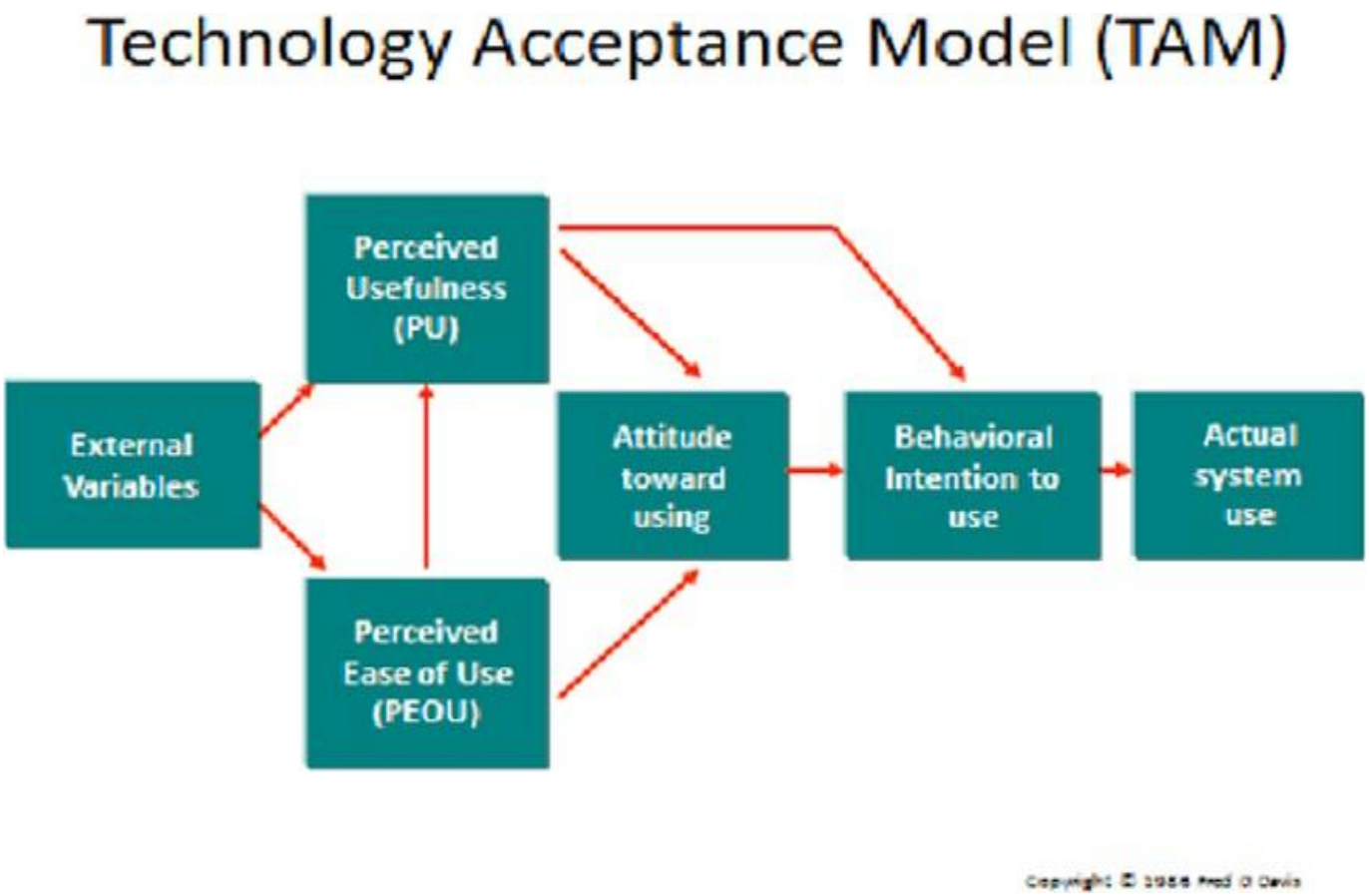
Scope

This study looks at how social media affects the marketing of businesses. It focuses on micro-business owners in Barangay Sto. Niño, Parañaque City, especially those who use platforms like Facebook, Instagram, and TikTok to promote their products or services.

Limitations

The limitations are factors that are beyond the researcher's control that may affect the outcome of the study in Barangay Sto. Niño, Parañaque City. Lack of time, Excessive Heat may hinder the researcher from covering all small business owners and vendors. Some may not be available and may not be willing to provide the required response. However, the researcher aims to provide accurate and relevant information.

THEORETICAL FRAMEWORK



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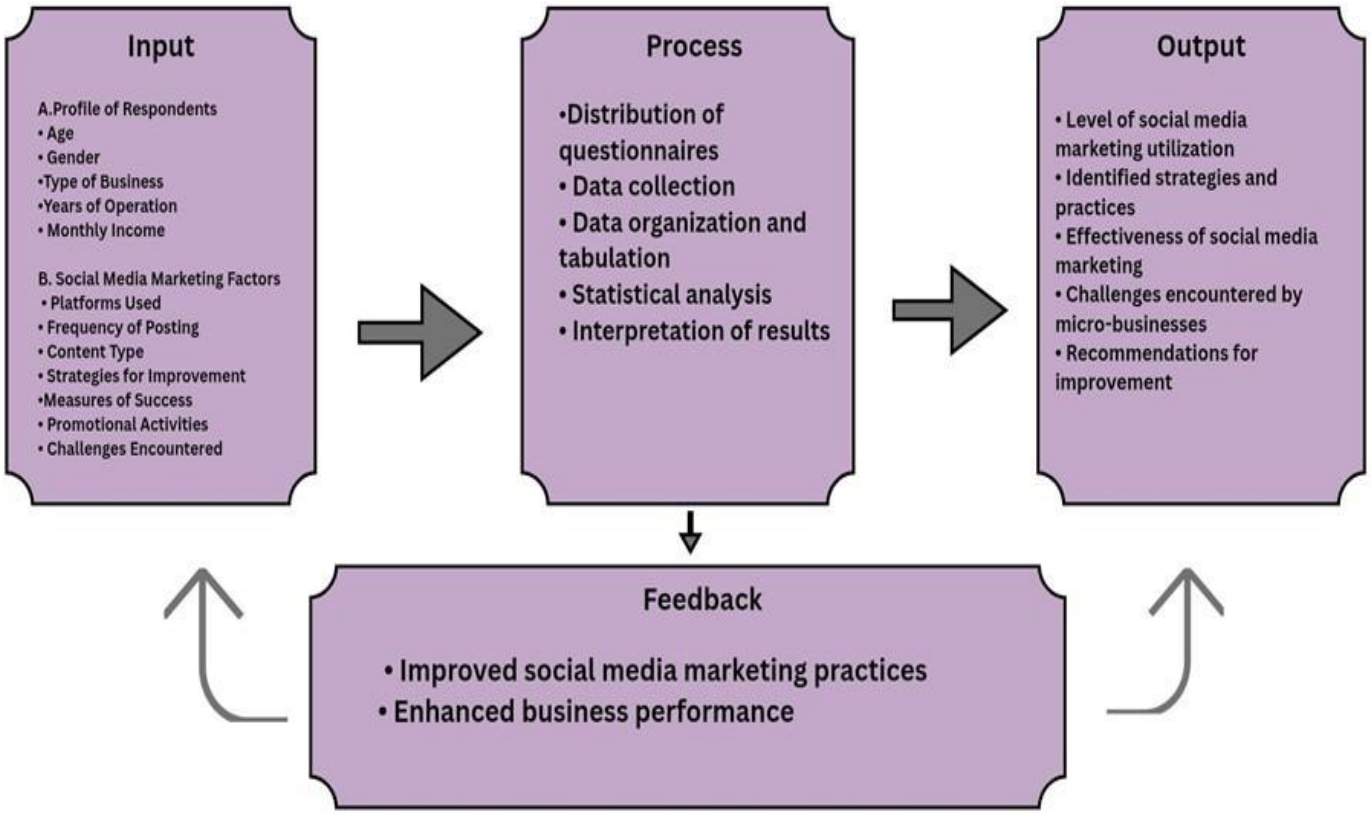
This study is relevant to the early days of social media adoption by businesses. It is related to the Technology Acceptance Model (TAM) developed by Fred Davis in 1986 to help explain and predict information technology adoption, including the social media that small businesses are starting to adopt as marketing tools for their micro businesses. Two key elements of TAM are Perceived Usefulness (PU), the extent to which a person believes that using a particular system would help him or her to reach his or her goals (increase performance); and Perceived Ease of Use (PEU), the extent to which a person believes that using the system would reduce cognitive effort (free from effort).

Through the understanding of these drivers, the study offers insight into how small business owners (micro-business) would decide to use social media for their marketing activities.

The use of social media for marketing purposes offers small business owners many new opportunities for marketing and customer interaction. Easy-to-use social media platforms offer a cost-effective means to reach

a global market, promoting products and services while simultaneously fostering customer service interactions and building brand awareness. For the business owner, the decision to engage in social media marketing is influenced by several factors. Viewed through the TAM model, social media marketing adoption is predicted by perceived ease of use and perceived performance, including increased sales, website traffic, and exposure, as well as positive relationships with current and potential customers.

CONCEPTUAL FRAMEWORK



This study is guided by the Input–Process–Output (IPO) model, which illustrates the relationship between social media marketing and the business performance of micro-businesses. The input includes the respondents' profiles and social media marketing factors. The process involves data collection and analysis, while the output presents the effectiveness of social media marketing and the challenges encountered. The feedback component provides recommendations to improve marketing practices and enhance business performance.

HYPOTHESES

This study is to examine the relationship between social media marketing and the sales performance of micro-businesses in Barangay Sto. Niño, Parañaque City from 2025 to 2026. The following hypotheses are formulated:

Null Hypothesis (HO)

H_o1: Social media marketing negatively improves customer engagement of micro-businesses. H_o2: Social media marketing negatively improves brand awareness of micro-businesses.

H_o3: Social media marketing positively improves customer interaction and relationships of micro-businesses.
H_o4: Social media marketing negatively improves the sales performance of micro-businesses.
Alternative Hypothesis
Ha1: Social media marketing positively improves customer engagement of micro-businesses. Ha2: Social media marketing positively improves brand awareness of micro-businesses.

Ha3: Social media marketing positively improves customer interaction and relationships of micro-businesses.
Ha4: Social media marketing positively improves the sales performance of micro-businesses.

DEFINITION OF TERMS

The following terms are defined for this study:

1. **DTI (Department of Trade and Industry)** - is a government agency in the Philippines responsible for trade, industry, consumer protection, and promoting business opportunities within the country.
2. **SMES (Small and Medium Enterprises)** - are independent, non-subsidiary firms defined by limited staff numbers and lower revenue or asset thresholds compared to large corporations.
3. **TAM (Technology Acceptance Model)** - mean to perceive usefulness and perceive ease of use of social media marketing.

REVIEW OF RELATED LITERATURE

Technology Acceptance Model (TAM) developed by Fred Davis in 1986, is a theoretical framework designed to predict how likely individuals or organizations are to embrace new technology systems. TAM postulates that the acceptance of technology is predicted by the users' behavioural intention, which is, in turn, determined by the perception of technology usefulness in performing the task and perceived ease of its use (Marikyan & Papagiannidis, 2024). This theoretical approach supports our study by understanding how micro-business owners adopt social media marketing and how it impacts their sales performance.

There are two key factors of Technology Acceptance Model(TAM), Perceived Usefulness(PU) and Perceived Ease of Use(PEU). Perceived Usefulness refers to the range to which a person believes that using a specific technology will enhance their performance or outcomes. In contrast, Perceived Ease of Use refers to how easy the technology is to use. Together, these factors shape the users' attitudes toward using the technology, ultimately predicting whether they will accept and utilize the system. Technology Acceptance Model has been commonly used in studies related to digital marketing, digital commerce, and online platforms, as it helps describe user behavior in adopting technological tools for business growth and development. (Dziak & Mark, 2024).

Technology Acceptance Model(TAM) is strongly related to the current study because small business owners nowadays use technology, specifically social media to advertise their products or services. Micro-business owners use social media platforms to communicate with customers, increase brand visibility and reach a wide market. Nevertheless, whether they perceive social media platforms as useful tools in improving their marketing outcomes and easy to manage in their daily business activities is essential. Social media marketing boosts revenue and competition advantage, it is a potent tool that business management may use to aid in marketing and sales to draw people to make online purchases.(Makmor et al., 2024). For that reason , TAM was applicable in explaining the use of social media marketing, particularly showing that perceived ease of use influenced perceived usefulness and users' attitudes toward social media marketing.

Additionally, study revealed that nearly 100% of the subjects utilized Facebook for their businesses. Those who used Facebook were also more likely to use LinkedIn. While these platforms may be compatible with the audience SMEs want to target, they need to do the proper research to ensure they are reaching their intended audience. For example, if an SME's intended audience or wants to target Generation Y or Z, Instagram should be adopted for this particular audience (Lacurci, 2021).

Therefore, the Technology Acceptance Model(TAM) serves as a suitable theoretical structure for this study on the impact of social media marketing on the sales performance of small business owners. It helps explain how micro-business owners guide their adoption and continued use of social media as an effective marketing tool. Assuming, social media platforms are examined as effective in enhancing visibility, attracting customers, enhancing sales performance and if they are more likely to adopt them in their business processes. As a result,

TAM provides a direct and useful basis for assessing how the acceptance of social media marketing may support better sales performance among micro-businesses.

Theory of Planned Behavior explains that a person's actions are influenced by their own beliefs, the opinions of others, and how much control they feel they have over a situation. In this study, micro-business owners may choose to use social media marketing if they believe it is helpful, feel encouraged by others, and are confident in their ability to use it. This is relevant because it helps explain why business owners decide to adopt social media and how it may affect their sales performance. It also shows how personal confidence and social pressure can shape their decision-making.

Social Influence Theory suggests that people are often influenced by the opinions and actions of others, especially on social media platforms. According to Herbert Kelman (1958), individuals tend to adjust their behavior based on interactions and feedback from others. This is important to the study because customer reviews, comments, and recommendations can influence buying decisions, which may help improve the sales of micro-businesses. It highlights how online interactions can directly affect customer trust and behavior.

Social Media Engagement Theory focuses on how businesses connect and interact with customers through social media. Simple actions like liking, commenting, sharing, and messaging can help build trust and stronger relationships with customers. This is relevant to the study because higher engagement can lead to increased customer loyalty, which may result in better sales performance. It also shows that active communication plays an important role in maintaining customer interest.

Diffusion of Innovations Theory explains how new ideas and technologies spread and are adopted over time. In this study, social media marketing can be seen as an innovation that micro-business owners may adopt at different stages. This is important because it helps explain how the use of social media can gradually influence business growth and improve sales performance. It also helps in understanding why some businesses adopt trends faster than others.

The people who did the study, Lumbab et al. and his team found out in the year 2024 that social media is really good for the money side of retail businesses in Cebu City. They saw that the businesses that use media usually do better with money than the ones that do not use social media. Social media really helps the performance of these small retail businesses in Cebu City. The study is relevant to the present study on "The Impact of Social Media Marketing on the Sales Performance of Micro-Businesses in Barangay Sto. Niño, Parañaque City during 2025–2026." The study was conducted in Cebu City and focused on retail businesses, which is different from the setting of our study in Parañaque City. However, both studies share the same main idea, which is the role of social media in improving business performance. The findings showed that businesses using social media tend to perform better financially compared to those that do not. This is helpful for our study in exploring whether the same pattern can also be observed among micro-businesses in Sto Niño Parañaque City.

The study by Santos and his team in 2024 looked at ways to make social media marketing better for businesses in San Isidro, Nueva Ecija. They used a method to collect numbers and got information from 68 small business owners by asking them questions. The study checked how these small businesses use media and how it helps their marketing. What they found out was that social media is really important for telling people about products, getting customers and making the business do better overall. This idea is closely related to the goal of our study, "The Impact of Social Media Marketing on Small Businesses in Sta. Niño, Parañaque City." Both studies show how important social media is in helping businesses reach more people and connect with customers. It also supports our goal of helping local businesses improve how they use social media so they can increase their sales and grow their business.

Cammayo and Perez did a study in 2021. They looked at how marketing strategies affect the performance of small and medium businesses in Isabela, Philippines. What they found out is that there is a connection between marketing strategies and better financial performance of these small businesses. This means that when small

businesses use marketing practices they can make more money and grow their business. The study by Cammayo and Perez shows that marketing strategies are important for the performance of MSMEs, in Isabela, Philippines. The study is relevant to our research because both focus on small businesses or MSMEs and examine the relationship between marketing practices and business performance. The study of Cammayo and Perez (2021) focuses on overall marketing strategies and financial performance, and our study examines social media marketing and its impact on sales performance. This idea is closely related to the objective of our study, "The Impact of Social Media Marketing on Small Businesses in Sta. Niño, Parañaque City." It supports the view that using the right marketing strategies, including social media, can help businesses improve their sales and grow. This also strengthens our goal of helping local businesses use social media more effectively to achieve better results.

In summary, the local studies by Lumbab et al. and his team in 2024, Santos and his team in 2024 and Cammayo and Perez in 2021 are relevant to our research on "The Impact of Social Media Marketing on the Sales Performance of Micro-Businesses in Barangay Sto. Niño, Parañaque City from 2025 to 2026". These studies were done in parts of the Philippines like Cebu City, Nueva Ecija and Isabela.. They all look at micro, small and medium enterprises and say that marketing strategies, especially social media marketing, are crucial for improving business performance. Lumbab and his team found out in 2024 that using media in micro retail businesses helps with financial performance. This means that businesses that use media tend to do better than those that do not. Santos and his team also said in 2024 that social media plays a role in getting customers to promote products and making the business perform better. Cammayo and Perez found out in 2021 that there is a connection between marketing strategies and the financial performance of micro, small and medium enterprises. They said that good marketing helps businesses grow and increase their revenue. All these findings support the idea that social media marketing and good marketing strategies can really improve the performance of micro-businesses. Even though these studies were done in other places, their findings give us a good reason to look at similar patterns in Barangay Sto. Niño, Parañaque City.

Our study is relevant to these studies because it examines the same key variables,especially social media marketing and business performance among micro-businesses. It is useful because it helps us find out if the things we learned from places in the Philippines also apply to Barangay Sto. Niño, Parañaque City. Our study also helps us understand how social media marketing affects sales performance in an area and supports the creation of better evidence-based marketing strategies for micro-businesses.

Qureshi(2025) observed that small businesses can benefit from social media marketing. By utilizing social media platforms like Facebook and Instagram for marketing, small businesses were able to see increases in sales performance and customer engagement, but faced challenges such as limited budgets and the need for digital marketing skills. As the report on small businesses and the impact of social media marketing highlights, effective online marketing can boost the performance of small businesses. But there is a need for support and guidance on the strategy and resources to help small businesses to build on their growth. This study highlighted the impact and the benefits of social media marketing in micro-businesses, the challenges they faced, and also the needed support and guidance to help them on their growth.

Jehanzeb(2023) Social Media Marketing Theory has long highlighted the importance of digital platforms as a strategic investment that helps small businesses get more customers and sales, giving them a long-term competitive edge. Recent studies on small and medium enterprises (SMEs) consistently underscore the significant influence of social media on sales performance, especially in urban areas with limited resources where conventional marketing is constrained by budget and reach. This theoretical perspective aligns profoundly with the objective of our study, "The Impact of Social Media Marketing on Small Businesses in Sta. "Niño, Parañaque City," which we wanted to help local businesses improve their digital marketing skills by making social media a useful tool for boosting sales and improving social and economic outcomes.
According to the study of Al-Emran et al. (2023) Social media marketing has attracted much attention from businesses regardless of their size or types. This study The Impact of Social Media Marketing on Small and Medium Enterprises (SMEs) Performance: The Mediating Role of Customer Engagement is one of them. The

study, along with its findings, was published in the International Journal of Advanced and Applied Sciences (IJAAS), Volume 10, Issue 3, 2023. The study employed a quantitative approach and used structural equation modelling to test the proposed hypotheses. The study results showed that social media marketing has a positive and significant impact on SMEs' performance via customer engagement, brand awareness, and sales conversion rate. While Instagram and Facebook were found to be low-cost platforms to engage with customers, results indicated that businesses that use social media have an average of 28% increase in customer interaction.
The study of Al-Emran et al. is relevant to our research on "The Impact of Social Media Marketing on Micro-Businesses in Sto. Niño, Parañaque City". The foreign study specifically focuses on SMEs in a Middle East setting, unlike our local research. Nonetheless, the study identified specific mediated effects via customer engagement that can still be relevant to the research, with possible incorporation of a certain theoretical framework like the Technology Acceptance Model. The findings support our hypothesis on the positive impact of social media marketing on the growth of micro-enterprises, particularly in terms of an increase in sales and visibility; however, this growth can be realized while addressing the challenges of the urban setting like intense competition in Parañaque City. This makes it very important to develop localized strategies for enhanced digital marketing ROI for the said type of businesses.

Mushi and Mbise (2021) found that social media is among the most cost-effective media channels for businesses to promote products. While few small businesses are actually making huge profits on social media, many are achieving a certain degree of sales success, which is the main focus of the current study. The study titled "Impact of Social Media Marketing on Small Businesses Sales Performance: A Case of Women Clothing Stores in Nyamagana District, Tanzania" examined the effect of social media marketing on the sales performance of small enterprises, particularly women-owned clothing stores in Tanzania. The descriptive survey research methodology involved a sample of 120 stores in Nyamagana. The outcome shows a significant positive relationship between the use of social media (primarily Facebook and WhatsApp) and sales performance. Analysis revealed that about 35% of sales variation was explained by social media marketing content characteristics, social media interactivity, advertising, and other factors. Small business owners face some challenges, including limited digital literacy for effective social media utilization, and slow internet access. However, social media marketing can reach a huge population within a very short period of time to attract potential customers, and evidence suggests that social media users, including those who own women's clothing stores in the study area, can achieve up to 22% increase in sales.
The foreign literature gives insight to our research on "The Impact of Social Media Marketing on Micro-Businesses in Sto. Niño, Parañaque City". The application of the said concept in a different developing economy offers a real-world assessment similar to the Philippine scenario. The said literature pertains to the study entitled "The impact of social media on marketing strategies of women-led small clothing enterprises in Malawi" conducted by Mushi and Mbise. The said research spotlighted the impact of social media marketing on sales of small businesses. Like our research, it identified tactics for using social media to increase the sales of small businesses. It outlined practical challenges that small businesses encounter, similar to the micro-enterprise profiles in the said research, such as a lack of digital infrastructure.

In a study conducted in Indonesia, Sutanto and Kurniawan (2021) examined factors influencing consumers in small markets to make purchases; the study explores the role of social media marketing alongside other influencing factors such as store environment, sales promotion, and perceived value. This quantitative study applies a structural equation modelling technique to examine the relationship between social media marketing and consumers' purchase decisions. The findings show that social media marketing significantly and positively affects consumers' purchase decisions by increasing awareness, interaction, and perceived value. Perceived value as a mediator also strengthened the effect of social media marketing on purchase intentions in small markets. However, its influence is limited in urban markets with greater resources. The study concluded that vendors in small markets can attain competitive advantage through social media marketing, particularly in generating awareness, interaction, and stronger sales.

This foreign research on "The Effect of Social Media Marketing on Purchase Decisions in Indonesian Small Markets" is similar to our research on *The Impact of Social Media Marketing on the Sales Performance of

Micro-Businesses in Barangay Sto. Niño, Parañaque City During 2025–2026*. Although their study is set in the context of small markets in Indonesia, the said research supports the argument that social media marketing can positively influence consumer behaviour and lead to sales in micro-scale retail operations such as those found in the Philippine context.

In summary, foreign literature also shows the fact that social media marketing is one of the most effective and low-cost strategies in order to boost sales and create brand awareness for small and micro enterprises in urban and developing economies. Qureshi (2025), Jehanzeb (2023), Al-Emran et al. (2023), Mushi and Mbise (2021), and Sutanto and Kurniawan (2021) found out that using platforms such as Facebook, Instagram, and WhatsApp can provide huge returns in terms of sales, customer engagement, awareness, perceived value, and competitive advantage, with an increase of 22% to 35% of sales. However, there are several challenges that most of the marketers and small enterprises are facing, such as lack of digital literacy, low digital budget, and poor internet infrastructure. Therefore, this study is justified to identify the problems and challenges encountered by micro enterprises in Sto. Niño, Parañaque City, and provide more specific and localized strategies for them

SYNTHESES

The reviewed literature shows that social media marketing significantly improves the performance of small and micro-businesses. It boosts sales growth, customer engagement, and market visibility. Studies by Qureshi (2025) and Jehanzeb (2023) point out that platforms like Facebook and Instagram are cost-effective tools. They enable small businesses to reach a larger audience and increase customer interaction. These findings suggest that social media marketing not only enhances sales but also gives businesses a competitive edge in today's digital world. This evidence supports the current study, which aims to explore the link between social media marketing and sales performance, particularly focusing on customer engagement and improved sales results.

Research by Al-Emran et al. (2023), Mushi and Mbise (2021), and Sutanto and Kurniawan (2021) backs the positive effects of social media marketing on business performance. These studies show that social media marketing greatly impacts customer engagement, brand awareness, and buying behavior, which leads to better sales outcomes. The results indicate that social media is an effective marketing tool across various countries and business environments, as it fosters more customer interaction and improves sales performance. However, the literature also highlights challenges such as low digital literacy, slow internet access, and high competition, especially in developing economies. This study acknowledges that while social media marketing offers many opportunities, micro-businesses must navigate these challenges as well.

Local literature underlines the growing importance of social media marketing for small and micro-enterprises in the Philippines. Research by Simborios, Gascon, and Bola shows that small businesses use platforms like Facebook, Instagram, and TikTok to market their products and engage with customers. Their findings reveal that regular use of social media improves a business's visibility, attracts more customers, and increases sales. Santos et al. (2024) also found that social media is essential for small businesses in Nueva Ecija to promote their products, acquire new customers, and foster overall business growth. These results suggest that social media is a key marketing tool, helping businesses enhance their strategies, gain customers, and boost sales.

The study by Cammayo and Perez (2021) emphasizes the role of marketing strategies in improving the performance of small and medium enterprises (MSMEs) in Isabela, Philippines. Their findings indicate that effective marketing practices are significantly related to better financial performance, suggesting that businesses investing in proper marketing strategies are more likely to grow. While their research focuses on general marketing strategies, it supports the current study by highlighting the Importance of marketing for business success. This suggests that more specific methods, like social media marketing, should be explored further.

In the context of this study, social media marketing provides an easy and cost-effective way for small businesses to promote their products, engage with customers, and improve their brand visibility. Social media platforms allow real-time interactions and broader market reach, leading to measurable results that can directly impact sales performance. This differs from traditional marketing methods. This study builds on the findings of Cammayo and Perez (2021) by examining how social media marketing, as a distinct strategy, affects the sales

performance of micro-businesses in Barangay Sto. Niño, Parañaque. This makes marketing strategies even more crucial for business growth in a digital and competitive landscape.

The reviewed literature shows that social media marketing is an effective and accessible tool for improving business performance. It enhances customer engagement, increases brand visibility, and supports sales growth, particularly for small enterprises. However, most existing studies focus on small and medium enterprises (SMEs) or broader business environments, giving limited attention to micro-businesses at the barangay level. This gap is significant because micro-businesses often have fewer resources and depend on low-cost, practical marketing strategies like social media.

This study aims to fill this gap by examining how social media marketing impacts the sales performance of micro-businesses in Barangay Sto. Niño, Parañaque City, from 2025 to 2026. It specifically looks at how using platforms like Facebook, Instagram, and TikTok affects customer engagement, market reach, and sales outcomes. By concentrating on a localized context, the research hopes to provide valuable insights and practical recommendations to help micro-entrepreneurs improve their marketing strategies, keep up with digital trends, and enhance their overall business performance in a competitive environment.

METHODOLOGY

RESEARCH DESIGN

This study will utilize a descriptive-correlational research design to determine the impact of social media marketing on the sales performance of micro-businesses in Barangay Sto. Niño, Parañaque City during 2025–2026. The descriptive aspect will aim to illustrate the profile of the micro-business owners, the social media platforms they use, the range of their social media marketing strategies, and their level of sales performance within the specific period.

On the other hand, the correlational aspect will determine whether a significant relationship exists between social media marketing strategies and the sales performance of micro-businesses. Particularly, it will determine how factors such as online product promotion, customer interaction, content posting, and perceived usefulness of social media platforms are related with sales performance, including market reach, sales growth, and financial performance. This design is suitable in this study because it seeks to explain existing conditions and identify statistical relationships between variables without manipulating them.

This research design is also aligned with the Technology Acceptance Model (TAM), which explains how users accept and use technology based on perceived usefulness and perceived ease of use. In this study, Technology Acceptance Model (TAM) will help explain how micro-business owners' acceptance and use of social media marketing platforms may influence their marketing practices and sales performance.

RESEARCH LOCALE

This study was conducted in Barangay Sto. Niño, a community where many small and micro-businesses operate in different kinds of industries. The barangay has a growing local economy, and many business owners use different ways to promote their products and services. Some businesses use social media platforms such as Facebook, Instagram, and TikTok to reach more customers and increase sales, while others still depend on traditional methods like word-of-mouth and direct selling. Because of these characteristics, Barangay Sto. Niño is considered a suitable place for this study.

The selection of this locale is important because it represents a community where businesses continue to adjust to changing marketing trends and customer preferences. The combination of digital and traditional marketing practices helps the researchers better understand how effective social media is in promoting small and micro-businesses. In addition, the willingness of business owners and the support of the local community helped the researchers gather reliable information for the study.

RESPONDENTS OF THE STUDY

The participants in this study were business owners from Sto. Niño, Parañaque City who use social media to promote their businesses. We selected individuals who are actively managing their own businesses and using platforms such as Facebook, Instagram and TikTok.
A total of 100 respondents participated in the study.

The respondents were grouped according to their age, sex, type of business, and years of business operation. This helped us compare their responses and better understand how social media marketing affects the growth and performance of micro-businesses

SAMPLING TECHNIQUE

The eligible participants for this study are the business owners who own small enterprises, utilize social media marketing and were involved in The Impact of Social Media Marketing on the Sales Performance of Micro-Businesses in Barangay Sto. Niño, Parañaque City During 2025–2026.
In this Study, convenience sampling will be utilized as the sampling technique. Convenience sampling, as described by Etikan et al.(2016), is a form of nonprobability sampling. This method involves selecting respondents who meet specific criteria that make them easily accessible, available, and willing to participate in the study. By employing convenience sampling, the Researchers aim to understand the impact of social media marketing on small enterprise sales performance.

RESEARCH INSTRUMENT

The research instrument used in this study was a survey questionnaire designed to gather data regarding the impact of social media marketing on the sales performance of micro-businesses. The questionnaire consisted of structured questions related to the respondents' use of social media marketing, marketing strategies, measurement of marketing success, promotion of products and services, and challenges encountered in using social media platforms.
The questionnaire was divided into several parts. The first part gathered the demographic profile of the respondents, including the type of business, years of business operation, and monthly income (optional). The succeeding parts focused on: (a) utilization of social media marketing, (b) strategies used to improve social media marketing, (c) methods of measuring the effectiveness of social media marketing, (d) the role of social media marketing in promoting products and services, and (e) challenges experienced by micro-businesses in using social media marketing.
The respondents answered the questionnaire using a 4-point Likert Scale to measure the frequency of their responses, which ranged from 'Never' to 'Always '. Always - 100%, Often - 60% to 80%, Sometimes - 25% to 50%, Never - 0%. The scale was used to determine the respondents' experiences and practices regarding the use of social media marketing in their businesses.
To ensure the validity of the instrument, the questionnaire was checked and approved by the research adviser before the conduct of data gathering. After the validation and approval process, the finalized questionnaire was distributed to the selected respondents. The researchers also ensured that all information gathered from the respondents was treated with confidentiality and used for academic purposes.

DATA GATHERING PROCEDURE

Approval to conduct the study was obtained from the research adviser. The researchers coordinated with selected micro-business owners who served as respondents of the study. The respondents were informed about the purpose of the research, the confidentiality of their responses, and the voluntary nature of their participation. Consent was obtained from the respondents before the distribution of the questionnaire.
The validated survey questionnaires were personally distributed by the researchers to the selected micro-business owners. The researchers provided clear instructions and explanations regarding the questionnaire to ensure that the respondents fully understood each item. The respondents were given sufficient time to answer the questionnaire honestly and completely.
After the completion of the questionnaires, the researchers collected and checked all responses to ensure completeness and accuracy. The gathered data were then organized, and encoded for statistical analysis. The data underwent cross-checking to ensure completeness and accuracy and were used for academic purposes.

DATA ANALYSIS

This study employed the following statistical tools:

1. Frequency and Percentage Distribution

Researchers applied this statistical tool to identify the demographic profile of the respondents in terms of age, gender, type of business they have, years of business operation, and monthly income. It provided a clear description of the characteristics of the respondents involved in the study.

2. Weighted Mean

Weighted Mean was utilized to measure the respondents' level of agreement and experiences regarding the use of social media marketing among micro-businesses. Specifically, it was used to analyze the utilization of social media platforms, strategies used to improve social media marketing, methods of measuring marketing effectiveness, the role of social media marketing in promoting products and services, and the challenges encountered by micro-business owners.

3. Mean Score and Standard Deviation

Mean scores were computed to identify the average responses of the respondents toward each indicator in the survey questionnaire. Standard deviation was used to determine the consistency or variation of the respondents' answers regarding social media marketing practices and sales performance.

These analytical methods were considered suitable for this study because they efficiently examine quantitative data gathered through survey questionnaires. These methods helped the researchers describe the respondents' profiles, measure their responses, and determine the relationship between social media marketing and the sales performance of micro-businesses in Barangay Sto. Niño, Parañaque City.

ETHICAL CONSIDERATION

For participants who were involved as human participants in the research, the researcher conducted the research with an ethical approach. All participants were informed clearly that their participation was voluntary and that they could withdraw from the study at any stage without any repercussions. All due care and attention had been taken to ensure their information would remain confidential at all times. Methods and procedures used were not of a nature to pose any physical or psychological risk to participants, and all data collected was used for academic purposes only. No physical, psychological or social risks for the participants were created by the methods and procedures that were used in this research. All data that was collected with this research was used for academic purposes only. All data collected was used for the academic purposes of the research and has been stored safely.

SUMMARY

This chapter presents the methodology used in the study about the effects of social media marketing on micro-businesses in Sto. Niño, Parañaque City. By using a descriptive correlational research design and purposive sampling, we were able to gather relevant and reliable data from the selected respondents. The study also used validated research instruments and proper statistical tools to make sure the results are accurate, reliable, and objective. Because of this, the findings offer clear and useful insights into how social media marketing affects the performance and growth of micro-businesses in the community.

PRESENTATION, ANALYSIS, AND INTERPRETATION OF DATA

This chapter outlines the findings from the study, which involved 100 participants from The Impact of Social Media Marketing on the Sales Performance of Micro-Businesses in Barangay Sto. Niño, Parañaque City During 2025–2026. The results encompass various aspects, including the demographic profile of the respondents, utilization of social media marketing, strategies used to improve social media marketing, methods of measuring the effectiveness of social media marketing, the role of social media marketing in promoting products and services, and challenges. Additionally, the chapter examines the impact of social media marketing

in small businesses. To enhance understanding, tables and figures are included to visually represent the analyzed data.

PROFILE OF RESPONDENTS

Table 1

Profile Variable	Category	Frequency	Percentage
Age	14–20 years old	36	36%
	21–30 years old	42	42%
	31–40 years old	14	14%
	41 years old and above	8	8%
Total		100	100%
Gender	Male	42	42%
	Female	58	58%
Total		100	100%
Type of Business	Food-related Business	40	40%
	Sari-Sari Store	24	24%
	Online Selling	14	14%
	Service Business	15	15%
	Others	7	7%
Total		100	10%
Years of Business Operation	Below 1 year	15	15%
	1–3 years	45	45%
	4–6 years	28	28%
	7 years and above	12	12%
Total		100	100%
Monthly Income	Below ₱10,000	26	26%
	₱10,001–₱30,000	46	46%
	₱30,001–₱50,000	20	20%
	Above ₱50,000	8	8%
Total		100	100%

The table shows that the respondents are mostly 21-30 years old with a total of 42%. There are too many female 58% owners compared to male 42%. The business is more food 40% related and sari-sari stores 24%. Many of them are new in the business world and the monthly income of most of them is P10.000 below.

The table shows that most respondents were between the ages of 21-30 years old showing that the younger entrepreneurs are more engaged in small business who use social media marketing. Female respondents comprised the majority of the participants, showing the active involvement of women in small-scale business ventures. Food-related businesses and sari-sari stores were the most common types of enterprises in Barangay

Sto. Niño. And most of them are Just opened businesses who heavily rely on social media marketing. And they're monthly income is doing good because of using social media marketing.

Table 2

Indicators	Mean	Sd	Interpretation
Use of social media platforms to promote business	3.00	60%	Always
Posting regularly on social media accounts	2.00	52%	Always
Creating different kinds of content	2.00	48%	Often
OVERALL MEAN	2.33		Always

The table shows that the majority of respondents always use social media platforms to promote their businesses, with 60% obtaining the highest percentage. Posting regularly on social media accounts followed with 52%, interpreted as "Always," while creating different kinds of content received 48%, interpreted as "Often."
This means that micro-business owners in Barangay Sto. Niño actively utilized social media marketing to promote their businesses. The findings suggest that regular posting and creative content creation help businesses maintain online visibility and attract more customers.

Table 3

Strategies to Improve Social Media Marketing (N = 100)

Indicators	Mean	SD	Interpretation
Planning to try new content formats	3.00	55%	Always
Planning to partner with influencers or businesses	2.00	38%	Sometimes
Planning to schedule posts consistently	3.00	50%	Always
overall mean	2.67		Always

The table shows that 55% of the respondents are planning to try new content formats, 38% are planning to partner with influencers or businesses, while 50% are planning to schedule posts consistently in their social media marketing activities.
This means that micro-business owners are actively using different strategies to improve their social media marketing and strengthen customer engagement online.

Table 4

Measurement of Social Media Marketing Success (N = 100)

Indicators	Mean	SD	Interpretation
Tracking sales from social media	3.00	50%	Always
Monitoring likes, shares, and comments	3.00	58%	Always
Gathering customer feedback	3.00	62%	Always
Overall mean	3.00		Always

The table shows that 50% of the respondents always track sales from social media, 58% always monitor likes, shares, and comments, while 62% always gather customer feedback through social media platforms.

The results indicate that micro-business owners actively use different methods to measure the effectiveness of their social media marketing activities.

Table 5

The Contribution of Social Media Marketing to Business Promotion (N = 100)

Indicators	Mean	SD	Interpretation
Creation of brand awareness	3.00	42%	Always
Highlighting of new products or services.	3.00	42%	Always
Increase of business profit through social media marketing	3.00	34%	Always
Overall mean	3.00		Always

The table shows that the indicator "Creation of brand awareness" and "Highlighting of new products or services" are mostly answered "Always" with a total of 42%. The respondents also answered 34% for the indicator "Increase of business profit through social media marketing." Many of the micro-businesses in Barangay Sto. Niño heavily rely on social media marketing for their business promotion.

The table shows that the indicators for brand awareness and highlighting products were the most common benefits showing that the entrepreneurs are more engaged in promoting their offerings who use social media marketing. This shows the active involvement of businesses in leveraging digital tools for visibility in Barangay Sto. Niño. And most of them are small-scale ventures who find social media as the most efficient way to reach customers and increase their profit.

Table 6

Indicators	Mean	SD	Interpretation
Difficulty in creating appealing content	3.00	42%	Often
Struggle in managing accounts consistently	2.00	40%	Sometimes
Trouble reaching the right audience	3.00	45%	Often
Overall means	2.67		Often

The findings reveal that 42% often create appealing content, 40% struggle managing accounts, and 45% of them trouble reaching the right audience.

The table reveals that the respondents still encounter several challenges using social media marketing. Many respondents are finding it difficult to create appealing content and engaging content, still many of them

sometimes struggle managing accounts consistently because they are busy doing their businesses or no time at all, and many of respondents often have trouble reaching the right audience.

SUMMARY, CONCLUSION, AND RECOMMENDATIONS SUMMARY OF FINDINGS

The main purpose of this study was to determine how social media marketing affected micro-businesses' sales performance in Barangay Sto. Niño, Parañaque City during the period 2025–2026. Specifically, the study aimed to identify the profile of the respondents in terms of age, gender, type of business, years of business operation, and monthly income. It also examined how micro-businesses utilize social media marketing, the strategies they use to improve their online marketing performance, the ways they measure the effectiveness of social media marketing, the contribution of social media marketing to business promotion, and the challenges experienced by micro-business owners in using social media platforms. A quantitative descriptive-correlational research design was used in the investigation. A total of 100 microbusiness entrepreneurs from Barangay Sto. Niño, Parañaque City participated in the survey as respondents. The main instrument for gathering data was a survey questionnaire created by the researcher. In order to determine the respondents' opinions and conduct regarding social media marketing, the responses were collected and analyzed using frequency and percentage distribution methods. The findings revealed that the majority of the respondents were between the ages of 21 and 30, suggesting that younger business owners are frequently involved in social media marketing. The majority of participants were female, and the most common types of businesses among the respondents were sari-sari stores and food-related businesses. Most businesses had been operating for one to three years and earned between ₱10,001 and ₱30,000 per month. Based on the findings of the study, the majority of participants consistently use social media platforms such as Facebook, Instagram, and TikTok to advertise their businesses. In order to attract potential customers and maintain online engagement, many respondents also frequently post on their social media accounts and provide various types of content, such as images, videos, and reels. The data showed that respondents are interested in exploring new forms of content and using more creative methods for online marketing in order to improve their social media marketing strategies. The importance of regularly scheduling updates to maintain customer engagement was also recognized by a large number of respondents. In order to expand their audience and increase brand awareness, several respondents also considered partnering with influencers and other businesses. In addition, the study found that respondents actively analyze sales, monitor likes, shares, and comments, and collect customer feedback in order to assess the effectiveness of their social media marketing initiatives. These methods help micro-business owners determine customer engagement and improve their marketing strategies and business performance. The results showed that social media marketing plays a major role in promoting businesses. The majority of respondents agreed that social media promotes brands, highlights products and services, and increases sales and profits. These results highlight social media's potential as an accessible and affordable marketing tool for microbusinesses. Despite these positive findings, the respondents still faced several difficulties while using social media marketing. Many respondents experienced challenges in reaching the right target market, continuously updating social media accounts, and producing engaging content. These difficulties show that although social media marketing has numerous benefits, micro-business owners still require additional knowledge, time, and resources to maximize its effectiveness.

CONCLUSIONS

As revealed by the study, social media marketing has a positive impact on the sales performance of micro-businesses in Barangay Sto.Niño, Parañaque City during 2025–2026. Most of the respondents consistently use social media platforms specifically Instagram, Facebook and TikTok to promote their products and services. The study found out that posting regularly, creating different kinds of content, and using diverse digital marketing approaches help small businesses improve customer engagement, increase brand awareness, and enhance brand visibility.The study further shows that social media marketing supports business promotion by helping business owners highlight their products and services and boost profits. Moreover, small business owners monitor customer feedback, likes, shares, comments, and sales performance to assess the effectiveness of their social media marketing activities. It simply shows that social media has become an important and effective marketing tool for micro-businesses in the community. Nevertheless, in spite of the benefits of social media marketing, the participants continue to experience challenges in terms of creating appealing content,

managing social media accounts consistently, and reaching the right audience. These challenges point out that small entrepreneurs still need further knowledge, time, and strategies to fully utilize the benefits of social media marketing. Hence, the study shows that social media marketing plays a significant role in improving the sales performance and growth of micro-businesses in Barangay Sto.Niño, Parañaque City. When applied effectively, social media platforms can facilitate small businesses by strengthening customer relationships, increase market reach, and remain competitive in the digital marketplace.

RECOMMENDATIONS

Entrepreneurs: we recommend attending seminars or free online workshops about social media marketing for your businesses. Utilize social media marketing to the fullest for more benefits. Establish a content calendar and use built-in analytics.

Government and barangay LGU: should create policies that benefit small businesses to utilize social media marketing such as platforms, capital, technology, and etc.

Future researchers: we advise to expand sample sizes to improve statistical accuracy and generalizability of your findings, Try different methods and approaches that we didn't use in our study such as interviews or focus groups. Conduct longitudinal research to observe how the correlation between social media marketing and business growth evolves over time. Include a comparison group of micro-businesses that do not use social media to strengthen the evidence for social media impact on sales.

SUMMARY OF THE OVERALL STUDY

This study examined the impact of social media marketing on the sales of micro businesses in Barangay Sto. Niño, Parañaque City from 2025 to 2026. The study was grounded in the Technology Acceptance Model (TAM), which explained how people's perception of usefulness and ease of use influenced their intention to use a technology. Most studies focused on small and medium enterprises (SMEs) or larger organizations, rather than on micro businesses at the barangay level. Although previous local studies were conducted in Cebu City, Nueva Ecija, and Isabela, this study aims to fill the research gap in Barangay Sto. Niño. Moreover, the tangible effect of social media marketing on actual sales, rather than merely increasing customer engagement, needed to be investigated in this study. A total of 100 micro-business owners were selected as respondents for this study. They were selected using purposive sampling. The survey questionnaire used for this study was validated and was used to gather data from the respondents. The frequency, percentage, weighted mean, and standard deviation were used to analyze the data gathered from the respondents. The findings of the study revealed that the majority of the respondents were between the ages of 21 to 30 years old, female, operating a sari-sari store or food-related business for one to three years, with monthly sales of
₱10,001 to ₱30,000. The findings also revealed that respondents consistently used Facebook, Instagram, and TikTok for business promotion, regularly posting a range of content, including images, videos, and reels. The findings also showed that using social media for business had a positive effect on brand awareness, product promotion, and business profit. Although using social media for business positively affected the sales of micro businesses in the study, the respondents also encountered several problems, such as creating appealing content, managing accounts, and reaching the intended audience. In general, the study concluded that social media marketing has a positive effect on the sales of micro businesses in Barangay Sto. Niño. This was because different approaches to digital marketing, such as regularly posting a variety of content on various social media platforms, increased customer engagement and the brand's and products' visibility, which in turn increased sales. However, using social media for business also requires knowledge, time, and resources to maximize its benefits. Thus, the study recommended that entrepreneurs attend digital marketing seminars, create a content calendar, and use the built-in analytics of the social media platforms that they use. The study also recommended that the government and the barangay LGU create policies that would support the use of social media for business and provide free training to the entrepreneurs in the study. Future studies on this topic should increase the number of participants, use qualitative methods such as interviews or focus group discussions, conduct a longitudinal study, and include a group of non-business social media users. The study also provided localized information that micro-businesses could use to increase their sales through social media marketing. It also served as a reference for students, future entrepreneurs, and policymakers. It also supported the Department of Trade and Industry's (DTI) effort to encourage digitalization of small enterprises.

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