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Research Article

Utilization of Social Media Marketing Among Microenterprises in Olongapo City: Challenges and Output

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ABSTRACT

This study aimed to examine the utilization of social media marketing among microenterprises in Olongapo City, focusing on the challenges they face, the outputs they achieve, and the recommendations that can be made. A total of 365 microenterprise owners participated in the study through quota sampling. The findings revealed that most respondents were young adults, predominantly female, married, and engaged in service businesses operating for 3–4 years. The study found that respondents strongly agreed on the significance of brand awareness, while they generally agreed on customer engagement, customer feedback, customer relationships, and market reach as key factors influencing the effectiveness of social media marketing. In terms of challenges, respondents acknowledged their understanding of regulatory compliance, integration of legacy systems, and funding; however, they expressed concerns over insufficient government support. Statistical analysis indicated no significant difference in brand awareness and market reach when grouped according to profile variables. However, customer engagement, customer feedback, and customer relationships significantly varied based on the type of business. Furthermore, significant differences were found in the social media practices of microenterprises when grouped according to dimensions, highlighting variations in funding, government support, integration of legacy systems, and regulatory compliance. The study also established a significant relationship between the output of social media marketing practices and challenges in brand awareness, customer engagement, customer feedback, customer relationships, and market reach. Based on these findings, a proposed action plan was developed to enhance social media marketing effectiveness. Key recommendations include promoting brand awareness through transparent engagement, strengthening customer confidence via testimonials and responsive communication, and improving customer engagement using automated tools. Additionally, businesses are encouraged to expand market reach through targeted advertising and influencer collaborations, address financial constraints through alternative funding sources, and maximize government support by actively engaging in local business programs. The study underscores the importance of

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digital tools for integrating legacy systems and maintaining regulatory compliance through continuous training. These insights provide a roadmap for microenterprises to leverage social media marketing for business growth and sustainability.

Keywords: *Brand awareness, Capitalization, Customer engagement, Customer feedback, Social media marketing*

Introduction

In the rapidly changing digital world, social media has become a transformative force, reshaping the marketing strategies of microenterprises (Hang L, 2024). Social media, in particular, has various advantages in promotional activities. For example, conveying information to consumers does not require significant cost and effort, and even the time used to communicate information to many people is very short (Borah et al., 2022).

Platforms such as Facebook, Instagram, TikTok, and Twitter offer affordable avenues to expand market reach, enhance brand visibility, and foster customer engagement (Henry, 2019; Singh, 2024).

Typically characterized by limited resources and minimal capital, microenterprises make up the majority of businesses worldwide, especially in developing countries, where they form the backbone of domestic economies (Donga, 2024; Valdez-Juárez, 2023).

Effective adoption is uneven and hindered by challenges, including gaps in digital literacy, resource constraints, and the oversaturation of promotional content (Cheing, 2020). Much of the existing literature focuses on broader regional analyses or specific industries, leaving important gaps in understanding localized challenges and outcomes associated with social media marketing.

Although some studies have examined social media's role in mitigating economic disruptions during crises such as the COVID-19 pandemic (Social Media Marketing as a Lifeline for COVID-19-Affected MSMEs, 2025), evidence on the long-term effects of these challenges and outcomes in microenterprise settings remains limited.

In line with a rapidly digitizing economy, the Philippine Development Plan (2017–2022) underscores the importance of leveraging digital platforms to support microenterprise development and encourages innovative approaches. Despite these opportunities, the use of social media marketing by microenterprises in Olongapo City remains underexamined.

In Olongapo City, Philippines, where microenterprises play a significant role in the local economy, social media marketing has become vital for overcoming barriers such as limited access to traditional advertising channels and constrained financial resources.

Additionally, while indicators of social media marketing effectiveness have been explored in larger contexts, they require further refinement to reflect the specific operational dynamics of microenterprises in Olongapo City (Cheing, 2020).

This study addresses these gaps by examining how microenterprises in Olongapo City utilize social media marketing, with a focus on the challenges they encounter, the outputs they generate, and the tangible outcomes of their efforts.

Significance of the Study

The study of the utilization of social media marketing among microenterprises in Olongapo City, its challenges, and outputs will benefit the following individuals, groups, and organizations.

Enterprises. The results of this study would have benefited microenterprises in Olongapo City by providing important data on the challenges and outputs of microenterprises utilizing social media marketing, which could have been used as a baseline for determining how and what to do to overcome social media challenges to become competitive.

Government. The results of this study would help the national and local governments update their relevant policies by giving them a better understanding of how their microenterprises

are doing and where they plan to grow in the future.

Business owners. The study provided useful and pertinent information that helped business owners effectively consider the challenges and outputs of utilizing social media marketing in microenterprises.

Microenterprise owners. The results of this study would help microenterprise owners understand the threats and challenges that their businesses may face today and offer potential solutions to address them quickly. This allowed the owners to take more initiative in monitoring and assessing their businesses.

Investors. The study would help current investors understand what they are getting into and what the future holds for the companies in which they invest their funds, time, and energy.

Communities. The result of this study would give the communities where these microenterprises operated a comprehensive understanding of their current circumstances, enabling them to make decisions about how best to support them and provide the infrastructure they require.

Future Researchers. The study's results gave them a better understanding of the challenges and outputs of social media utilized by microenterprises in Olongapo City. The findings added to the literature an important perspective on social media marketing. This study provided researchers with baseline data to study the management of the challenges and outputs utilizing social media marketing on microenterprises.

Statement of the Problem

This study investigated the utilization of social media marketing among microenterprises in Olongapo City: challenges and outputs. It examined the challenges and outputs faced by microenterprises in business.

Specifically, the researcher sought to answers to the following questions:

1. What is the profile of the respondents in terms of:
   1.1. Age;
   1.2. Sex;
   1.3. Civil Status;
   1.4. Type of Business; and
   1.5. Number of years in Business?
2. How do the respondents consider the challenges in the utilization of using social media marketing in terms of:
   2.1. Capitalization;
   2.2. Integration of Legacy Systems; and
   2.3. Regulatory compliance?
3. How do the respondents consider the outputs in the utilization of using social media marketing in terms of:
   3.1. Brand Awareness;
   3.2. Customer Engagement;
   3.3. Customer Feedback;
   3.4. Customer Relationship; and
   3.5. Market Reach?
4. Is there a significant difference on the responses on the challenges in the utilization of using social media marketing when grouped according to profile variables?
5. Is there a significant difference on the responses on the outputs in the utilization of using social media marketing when grouped according to profile variables?
6. Is there a significant relationship between the challenges and outputs in the utilization of using social media marketing among microenterprises in Olongapo City?
7. Based on the results, what action plan may be recommended?

Scope and Limitations of the Study

This study examined the challenges and outputs of social media marketing (SMM) among microenterprise owners in Olongapo City. It identified their SMM strategies, assessed how SMM affected their businesses, and tested whether challenges and outputs were significantly associated with specific strategies.

The respondents were n = 365 business owners operating microenterprises across Olongapo City's 17 barangays. Covered sectors included wholesale and retail trade; service businesses, restaurants, and bars; motor vehicle repair; financial and insurance services; and medical services.

A descriptive quantitative research design was employed, and data were collected through structured surveys administered in compliance with health and safety protocols.

Questionnaire items were derived from a review of relevant literature to ensure content validity and coverage.

Data were analyzed using descriptive statistics and inferential tests, specifically Pearson's correlation and one-way ANOVA, to examine relationships among social media marketing (SMM) challenges, outputs, strategies, and perceived business effects.

The results relied on self-reported information, which may introduce recall or social desirability bias. Some owners were hesitant to participate due to concerns about business exposure or taxation; to mitigate this, the researcher emphasized confidentiality and anonymity. Nonresponse and delays also posed challenges due to late or unreturned questionnaires; the researcher conducted follow-up visits and, when necessary, completed the questionnaire through oral responses provided by the owner.

Administrative data gaps were encountered because records from the Business and Licensing Unit (BPLU) of Olongapo City, although a key source, were incomplete in some cases, necessitating direct data collection from individual microenterprise owners.

The findings of this study were limited to microenterprise owners within Olongapo City and may not be generalizable to other localities, larger enterprises, or unrepresented sectors. Given its cross-sectional design, the study captured associations at a single point in time and did not establish causality or long-term effects.

The scope was delimited to microenterprises within Olongapo City, with owners as the sole respondents. Analyses were confined to the specified sectors and variables operationalized as social media marketing (SMM) challenges, outputs, and recommendations, and business effects during the study period.

Ethical standards were observed, participation was voluntary, respondents were assured of confidentiality and the protection of their identities and business information, and all data were used solely for research purposes and reported in aggregate.

Framework of the Study

This chapter presented a review of related literature and studies that the researcher considered to strengthen the importance of the present study. It also presented the synthesis of the literature to enhance understanding of the research for better comprehension of the study as a whole. This part also included discussions of the theoretical framework, conceptual framework, presentation of the null hypothesis, and definitions of terms.

Review of Related Literature and Studies

Roles of Social Media in Micro Enterprises. In today's technology-driven environment, microenterprises are encouraged to leverage social media to remain competitive and foster growth. Social media marketing transformed how businesses operated, creating unprecedented opportunities for marketing, customer engagement, and expansion (Smith, J., 2020).

Smith and Johnson (2022) showed that microenterprises with fewer than ten employees were significant beneficiaries of this transformation. Platforms such as Facebook, Instagram, TikTok, and WhatsApp enabled these firms to reach broader audiences, enhance brand visibility, and improve financial performance.

Doe and Lee (2021) suggested that using online platforms to reach potential customers allowed microenterprises to compete more effectively with larger companies. Social media offered accessible and relatively low-cost channels for promoting products and services.

Furthermore, social media has also reshaped the business-to-customer relationship through increased participation, interaction, communication, and, most importantly, information control (Hashim et al., 2021). However, Umboh and Aryanto (2023) noted that limited digital literacy and resources often hindered the full utilization of these platforms. Additional obstacles included resource constraints, legacy-system integration, and regulatory compliance (Ramphele, 2022; Bruce, 2023).

Studies by Shahzady (2024) and Purba et al. (2025) indicated that Facebook, Instagram, and TikTok provided affordable marketing options that expanded customer reach and increased brand awareness.

Sustainable growth was supported by improved customer loyalty, brand image, and closer consumer relationships achieved

through effective social media strategies (Suriyanti et al., 2024). Furthermore, entrepreneurial competencies such as creativity and risk-taking further amplified social media's positive effects on marketing performance (Anyadighibe et al., 2024).

Social media platforms provided cost-effective access to large audiences, enabling microenterprises to enhance brand awareness, customer engagement, and sales (Fountain, 2021; Santos et al., 2024). These businesses also played a vital role in employment and poverty reduction, particularly in developing regions (ILO, 2021; World Bank, 2020).

The literature revealed a complex landscape of opportunities and challenges. Studies by Lestari (2024) and Calvert-Antoye, (2024) highlighted significant improvements in sales, customer retention, and competitive advantage; for example, social media marketing was associated with 10–30% increases in annual sales among small and microenterprises (Lestari, 2024), Hidayati (2020) reported that platforms like TikTok and Instagram were particularly effective for product promotion during the COVID-19 pandemic, when traditional marketing channels were disrupted.

Macharia (2021) and Solomon (2024) emphasized that the effectiveness of social media marketing depended on factors such as managerial expertise, cultural context, and technological infrastructure. While social media remained cost-effective, its impact varied across industries and regions, underscoring the need for tailored approaches (Belás, 2021).

Hashim et al. (2021) and Muhammad Ali and Hussain (2023) showed that online interaction and user-generated content, such as reviews and ratings, significantly influenced consumer trust and purchasing decisions.

Multiple studies confirmed positive effects on microenterprise growth, including gains in efficiency, customer relations, and innovation (Chatterjee et al., 2021; Syaifullah et al., 2021; Fakhreldin et al., 2020; Montenegro et al., 2024; Teston, 2024).

An adaptive, learning-oriented approach that experimented with strategies and iterated based on outcomes was identified as critical for sustained digital marketing success (Santos et al., 2024). Building a strong digital presence and engaging meaningfully across platforms became essential for shaping consumer decisions and sustaining long-term growth (Statista, 2023).

Despite the expanding literature, important questions remained about how microenterprises could best deploy social media to overcome constraints and achieve durable success. Prior research often focused on microenterprises in general and paid limited attention to their specific characteristics and limitations (Majláth, 2012; Erdogan, 2023).

Moreover, although positive outcomes were documented, the mechanisms, such as network effects, customer engagement, and brand loyalty, were not yet fully understood (Yang, 2018; Chen, 2025).

In the Philippines, social media, particularly Facebook, Instagram, and TikTok had become integral to the growth and resilience of microenterprises. Binuluan et al. (2024) reported that these platforms helped firms refine marketing strategies, increase brand awareness, and engage customers efficiently, all of which were critical for boosting sales and strengthening client relationships. Similar conclusions were drawn in The Role of Social Network Marketing to Micro, Small, and Medium Enterprises in the Luzon Area (2023).

The COVID-19 pandemic accelerated adoption, pushing many microenterprises toward digital marketing to remain viable during lockdowns (Sălăgean, 2023). Cruz et al. (2024) find that social media enhances communication and engagement in addition to facilitating product promotion, thereby expanding market reach.

Nonetheless, challenges such as time constraints and intense competition persist, highlighting the need to optimize social media strategies for sustainability and performance (Binuluan et al., 2024).

Impact of the COVID-19 Pandemic on Microenterprises. COVID-19 pandemic caused one of the most significant global disruptions in recent memory, profoundly affecting businesses, societies, and economies.

Microenterprises are often the backbone of economic activity in many countries, especially developing ones were among the hardest hit. Typically employing fewer than five people and frequently operating in the informal sector, they faced limited institutional support,

restricted access to capital, and heightened vulnerability to external shocks. The pandemic intensified these vulnerabilities with sharp declines in consumer demand, supply-chain disruptions, and liquidity constraints (UNCTAD, 2022; Dagpin et al., 2022).

Despite their role in local employment and economic resilience, microenterprises were often overlooked in mainstream policy responses. Governments and international organizations prioritized large corporations and macroeconomic stability, leaving microenterprises to navigate the crisis with limited external assistance (Greenwood, 2020; Belitski, 2021).

Early studies documented substantial economic losses, frequently reporting income reductions exceeding 50% (Chetty, 2020). Calvo et al. (2023) and Karr et al. (2020) highlighted adaptive tactics adopted by many firms, including shifting to online sales, diversifying product lines, and leveraging local resources.

Belitski (2022) noted that many microenterprises lacked the digital infrastructure and capabilities to implement these adaptations effectively. Gendered analyses indicated that women-led microenterprises were disproportionately affected, with burdens intensified by social norms and caregiving responsibilities (Rahayu, 2023).

In the Philippines, the pandemic significantly disrupted the business sector, which declined amid strict quarantine protocols (Zeidy, 2020). Beginning March 16, 2020, widespread temporary closures further weakened the economy.

The Inter-Agency Task Force enforced measures such as physical distancing, mask and face-shield use, and regulated access to essential goods. Movement restrictions required quarantine IDs and limited purchasing activities primarily to adults. During this period, social media platforms served as crucial communication tools, enabling video calls, group messaging, and direct outreach via services like Messenger (Venkata et al., 2020).

The rise of social media during the pandemic supported both personal and business needs. Platforms such as Facebook, TikTok, Messenger, and Twitter were widely used to share information and promote products and services, with a heightened focus on supporting employees and customers and disseminating accurate information (Kushner, 2020).

Social media became a practical channel for online selling and promotional activities, posting ads, invitations, and product showcases due to its accessibility and visibility (Flores, 2021).

As the Philippines was often cited as a global social media hub, it experienced a surge in online activity during lockdowns and work-from-home arrangements, with daily screen time increasing markedly, especially on social networks used for work, study, and social connection (Guillen, 2021).

Firms that invested in multi-platform social media-maintained momentum by enabling faster, more direct communication with customers. Users could voice concerns, offer feedback, and express satisfaction, providing business owners with timely, actionable insights for decision-making. These low-friction communication channels also simplified the process for consumers to share comments and request support (Rane, Achari, & Choudhary, 2023).

According to the Statista Research Department (2021), both consumers and microenterprise owners increasingly prioritized health and safety, accelerating the shift toward social media–based marketing. Through these platforms, businesses could create pages and microsites to present offerings effectively and reach diverse market segments.

Chaffey (2020) argued that such channels offered cost-effective means of maintaining visibility, with increased views translating into higher online conversions for sales and leads.

To succeed, owners needed to ensure responsive, high-quality customer service, including comprehensive approaches to inquiries and issue resolution. Social media emerged as a particularly relevant tool: with a single click, users could locate products, services, and information, often encountering embedded advertisements in short-form videos.

Challenges in Social Media Marketing Utilization

Capitalization. Small businesses faced substantial hurdles in leveraging social media marketing due to financial constraints, technical barriers, and strategic misalignments (Wibawa, 2023).

A core challenge was capitalization on the ability to convert social media strategies into tangible financial outcomes. Microenterprises limited in operational scale frequently restricted their ability to attract and retain skilled personnel in technology, finance, and management, all essential for productivity and growth (Albaz et al., 2020).

Respondents highlighted several capitalization-specific difficulties in social media marketing. Khoiriah and Maris (2024) noted concerns about misinformation and investment scams, particularly when untrained influencers disseminate advice without adequate financial knowledge, undermining investor confidence and capital-market integrity. Security risks were also common firms had to manage threats to their online presence and customer data, which could deter effective marketing efforts (Golzadeh & Gharachorloo, 2021).

Othman et al. (2022) reported that small business owners frequently lacked the resources and expertise required to use social media effectively for marketing. Compounding this, both internal and external challenges complicated social media management, demanding nuanced, context-specific strategies (Ram, 2023). As a result, many microenterprises remained excluded from formal funding channels.

In the Philippines, exclusion was reflected in the banking sector's allocation of only 4.52% of loan portfolios to micro, small, and medium enterprises (MSMEs) in 2023, well below the government's 10% target (First Circle, 2024). These underfunding signals indicated institutional hesitancy and underscored the need for more inclusive credit policies. Moreover, complex documentation requirements and low financial literacy prevented many microenterprises from accessing available financial services.

Uddin (2022) emphasized the importance of tailored financing solutions that recognized firm-specific characteristics and addressed cognitive and informational barriers. Such approaches could help microenterprises secure capital, strengthen social media capacities, and better convert digital engagement into measurable financial performance.

Integrating Legacy Systems. One of the primary challenges for microbusinesses in utilizing social media marketing was integrating legacy systems. Respondents cited data fragmentation and security concerns as the main issues when integrating social media marketing with legacy systems.

Legacy system integration often involved time-consuming procedures that impeded prompt decision-making and effective data exchange because these systems operated in silos, which resulted in inefficiencies. Security issues were also significant, as companies had to manage the challenges of safeguarding private data while using social media platforms for marketing (Golzadeh & Gharachorloo, 2021).

This integration was further complicated by internal and external obstacles related to social media use in project management, as companies needed to address both technological and human factors to use social media effectively (Ram, 2023).

According to Yusuf et al. (2019), many microenterprises operated with old or traditional systems that did not support modern social media platforms and advertising automation solutions. Consequently, data transfer was difficult, and analysis of customer engagement and campaign performance required more detailed examination.

Chen and Li (2022) found that the technical complexity of integrating legacy systems presented significant resistance, particularly given limited organizational resources and the digital literacy of microenterprises. This includes compromised hardware upgrades, the upgrading of the software suite to be compatible with newer applications, and even a lack of expertise in implementation, hindering small enterprises from adopting integrated marketing solutions.

As a result, many microenterprises still maintained manual, fragmented processes that reduced business efficiency and responsiveness. The lack of integration in the underlying system also affected the ability to make data-based decisions, which were crucial for social media marketing.

Furthermore, Kumar et al. (2020) emphasized that fragmented information negatively impacted the design of coherent marketing strategies and the long-term benefits of social media engagement. To address these problems,

cheaper, user-friendly, and integrated (cloud-based) tools such as cloud-based platforms and third-party connectors were recommended. However, they were not widely implemented due to resource constraints and a lack of awareness (Nguyen & Tran, 2023).

Likewise, Agustín, Hidalgo, and Morante (2024), in their study of microenterprises in Nueva Ecija, noted that many operated with legacy systems that were not designed to accommodate modern digital technologies. Integrating these systems with new digital solutions was complex and costly, requiring careful planning to ensure smooth transitions without disrupting business operations.

Regulatory Compliance. Microenterprises faced regulatory compliance burdens that hindered their growth and sustainability. Kale and Girbane (2021) noted that challenges in using social media marketing included regulatory compliance, which disproportionately affected microenterprises due to limited administrative resources and capacity.

Regtech studies, including Avantis, Regtech, and Nieuwenhuizen (2019), argued that developing nations implemented laws aimed at environmental control, fair competition, consumer protection, and tax compliance, but administrative capacity and national priorities determined the regulatory burden on businesses.

Common laws governing taxes and licenses were often intricate and time-consuming, requiring extensive paperwork and navigation of several disorganized agencies (World Bank, 2020).

The UP Diliman Research Institute indicated that regulatory compliance in the Philippines aligned with promoting public interest. It emphasized that regulations were driven by constitutional and statutory provisions to prevent market failures and protect the economy. Still, it acknowledged that regulation could impose burdens on regulated industries and sometimes affect the survival of entities or the development of entire industries.

Agustín, Hidalgo, and Morante (2024) observed that many microenterprises remained dependent on antiquated legacy systems incompatible with modern digital marketing platforms, which impeded effective social media marketing. Technical obstacles included system incompatibility, data migration, and expensive integration, with updates often blocked by fears of disrupting operations.

Outputs in Social Media Marketing Utilization

Brand Awareness. One of the primary outputs of microbusinesses utilizing social media marketing is increased brand awareness. Brand awareness was a critical initial step in the consumer journey toward purchase decisions.

Kumar & Jhamb (2022) stated that microenterprises could reach a wider audience and build their brand identity at a lower cost through social media. Brand awareness reflected how much consumers recognized, recalled, and identified a particular brand when they saw or heard about it.

According to (Kim & Chao, 2019; Rijal, 2023), establishing partnerships with influencers who share the same interests or sectors as microbusinesses could have a significant positive impact. Working with influencers relevant to their industry or niche proved very beneficial for microenterprises.

This collaboration made it easier to connect with individuals difficult to reach using conventional marketing techniques. Lou & Yuan (2019) noted that influencers often had highly engaged and interested followers. An audience that was already attentive could be reached when an influencer shared a brand.

Microenterprises could reach potential clients who were already interested in their products or services by selecting influencers with comparable passions or areas of expertise. Influencers were also adept at producing visually appealing and captivating content, using imagery, storytelling, and strategies to maintain follower interest. Microenterprises could leverage this creativity to present their brand more attractively. Agustian, Kresnawidiansyah & Hidayat, Rachmat & Zen, Agustian & Sekarini, Ratih & Malik, Aulia. (2023)

As a result, followers began to associate the brand with the person they trusted and admired, making it a familiar and often preferred option when considering a purchase in that industry or niche (AO et al., 2023). Ibáñez-Sánchez et al. (2022) described working with

influencers as sowing the seeds of brand recognition that grew into a fully realized presence in the minds of engaged followers.

Authenticity was a strong component of influencer marketing. Influencers frequently advocated for goods and services aligned with their personal beliefs and lifestyle. The authenticity of influencer marketing stemmed from influencers choosing to associate with brands that truly matched their values, tastes, and experiences, rather than merely promoting products for financial gain (Audrezet et al., 2020).

Additionally, influencer marketing differed from traditional advertising due to the authenticity it conveyed (Leung et al., 2022).

Measuring the results of influencer marketing was straightforward. Data and analytics enabled businesses to assess how well influencer campaigns increased sales and brand awareness. Metrics such as engagement rates, sales growth attributable to influencer campaigns, and the number of new followers acquired provided important insights into the effectiveness of this approach (Tjandrawibawa, 2020).

SMEs could conduct a thorough assessment of their campaigns by leveraging data-driven analytics in influencer marketing. They could monitor key performance indicators (KPIs) relevant to their marketing goals. For instance, microenterprises could assess the campaign's effect on brand exposure by tracking the growth of their social media following (Ausat & Azzaakiyyah, 2023).

Tjandrawibawa (2020), the degree of audience interaction and interest sparked by influencer-generated content could also be determined by monitoring engagement metrics such as likes, comments, and shares.

Customer Engagement. Increased customer engagement was an important result of social media marketing (SMM). The section reviewed the literature on SMM and its impact on consumer engagement, noting that increased engagement facilitated real-time communication between businesses and consumers.

Santos et al. (2024) indicated that microenterprises benefited from this interaction by addressing queries, gathering feedback, and building loyalty. These exchanges enhanced customer satisfaction and trust, with feedback mechanisms such as comments, reviews, and messages helping businesses refine their offerings to better meet customer needs.

Tlapana and Dike (2020) argued that long-term success depended on strong emotional bonds between consumers and brands, developed through consistent online engagement. SMM also drove measurable results such as higher sales, with microenterprises attracting new customers and retaining existing ones through paid ads, promotional campaigns, and targeted content. User-generated content and influencer collaborations further boosted brand awareness and conversions (Ao et al., 2023).

SMM tools offered analytics to monitor consumer behavior and preferences, enabling businesses to optimize marketing strategies and boost sales (Tjandrawibawa, 2020). Lim et al. (2022) emphasized that a well-managed social media presence, characterized by professionalism, accessibility, and responsiveness, could serve as a competitive advantage.

Dwivedi et al. (2023) noted that social media provided valuable insights into customer trends and preferences, enabling microbusinesses to make informed decisions on pricing, customer service, and product development. Its interactive features also reduced market risk by allowing microenterprises to test new concepts and gather instant feedback, thereby minimizing the chances of market failure.

Market Reach. One of the most important outputs of social media marketing was the extension of market reach, especially for microbusinesses seeking to expand in competitive markets. Social media platforms such as Facebook, Instagram, and TikTok had transformed marketing by providing scalable, affordable, and accessible tools that reached larger and more diverse audiences beyond traditional geographic borders (Kumar & Jhamb, 2022).

Kumar & Jhamb (2022) argued that social media marketing greatly increased microbusinesses' market reach by offering scalable and accessible tools that overcame the drawbacks of conventional marketing.

According to Tjandrawibawa (2020), SMM platforms provided sophisticated analytics and targeting tools that allowed companies to find and connect with users based on location, age, interests, and behavior, significantly increasing

the effectiveness of outreach campaigns. Collaborations with influencers and the development of online communities also enhanced market reach. Influencer collaborations gave microbusinesses access to existing, devoted, and highly active.

Furthermore, AO et al. (2023) noted that influencer marketing enabled microbusinesses to connect with highly responsive audiences that conventional advertising might have found difficult to reach.

Additionally, involving consumers in online forums or brand communities promoted advocacy and sharing, which naturally increased reach through word of mouth. Social media marketing also increased the likelihood of viral exposure by enabling instantaneous, real-time visibility. Within minutes, a single well-timed post or user-generated review could reach thousands of prospective customers.

According to Santos et al. (2024), microenterprises stood to gain a great deal from this viral marketing potential, particularly if their content spoke to user interests, social issues, or current trends.

Finally, Lim et al. (2022) argued that social media provided an affordable way to grow market reach. Social media marketing offered substantial outreach potential at a comparatively low cost when compared to traditional marketing channels, enabling microenterprises to advertise continuously and sustain brand awareness without exceeding budget, which was crucial for small-business sustainability.

Utilization of Social Media Marketing among Microenterprises and Their Significance for the Master's in Business Administration (MBA) Program

The transition in social media marketing within microenterprises due to the COVID-19 pandemic reshaped the business landscape. Social media marketing had become an essential resource for microenterprises seeking to improve visibility and engage with customers in today's digital environment (Al-Abdallah et al., 2024; Bartik et al., 2020).

Moslehpour et al. (2021) indicated that microenterprises with constrained resources used social media marketing as an economical means to connect with wider audiences, build brand recognition, and increase sales.

The integration of Social Media Marketing (SMM) into business education improved graduates' employability and entrepreneurial potential, particularly for those aiming to work with or start microenterprises, while aligning academic instruction with current market demands (Ramphele, 2022).

The lack of rigorous SMM training in MBA education had real-world implications. Graduates were at risk of being unprepared for the digital nuances of modern entrepreneurship, which could perpetuate inefficiencies in SMEs and cause missed growth opportunities in digital markets (Hauer, 2023; Davies, 2023).

Although certifications and short-term experiential programs emerged as stopgap measures, their fragmented nature limited depth and systemic impact on employability and entrepreneurial outcomes (Kamal, 2023).

Pedagogical inconsistencies across institutions hindered widespread adoption of effective SMM training methodologies (Crowne, 2020). There was an immediate need to examine how MBA programs could be changed to better support microenterprises and enhance graduates' entrepreneurial capabilities. In particular, the lack of systematic methods for adopting effective SMM practices and limited opportunities for experiential learning represented untapped potential for addressing performance issues faced by resource-constrained small firms, affecting profitability and survival in competitive markets.

Consequently, the research suggested exploring how customized SMM programs could leverage microenterprises' operational and strategic capabilities, focusing on the synergy between academic pedagogy and real-world practice.

By examining both the use of SMM in microenterprises and its application in higher education, the study aimed to provide constructive feedback to make MBA programs more relevant to an evolving economic environment.

It addressed the need for evidence-based curriculum design to reduce discrepancies between theoretical education and entrepreneurs' practical realities and explored how equipping business students with digital marketing expertise could serve both educational and economic needs.

Theoretical Framework

The theories serve as the foundation of this research:

Marshall McLuhan's Media Theory (1995) contends that individual behavior and larger culture are influenced by the media itself, not its content. According to McLuhan, the messages conveyed through new media may remain the same, but the interactivity and regularity of new communication patterns will change behavior forever.

The media often has a greater impact on culture than its content. As technology becomes more widespread, how businesses interact with customers and how plans are developed change. This theory highlights how social media can shape marketing objectives and strategies by monitoring and understanding the demands, preferences, purchasing patterns, and dislikes of the target market.

The Engel, Blackwell, and Kollat (EBK) Model (Engel, Blackwell, & Kollat, 1968) provides a comprehensive framework for understanding consumer behavior, reflecting that the purchasing decision process involves selecting a good or service. It emphasizes stages in the decision process and how information is sought and processed.

Kotler's Black Box Model (Kotler, 2004) offers another useful representation by focusing on the process and the variables that affect customers' decision-making. This paradigm suggests that by analyzing stimuli and responses, one can gain insights into the customer's "black box." It is used to investigate purchase behavior, including how customers gather data, compare it with prior experiences and perceptions, and make decisions.

Voramontri and Kriegl (2018) discuss that during the decision-making process, customers are influenced by internal and external factors and by how they perceive themselves after purchasing.

Conceptual Framework

This study presents a representation of the utilization of social media among microenterprises in Olongapo City. The research, guided by the Independent and dependent variable (IV-DV) model provides a simple but effective framework for research design.

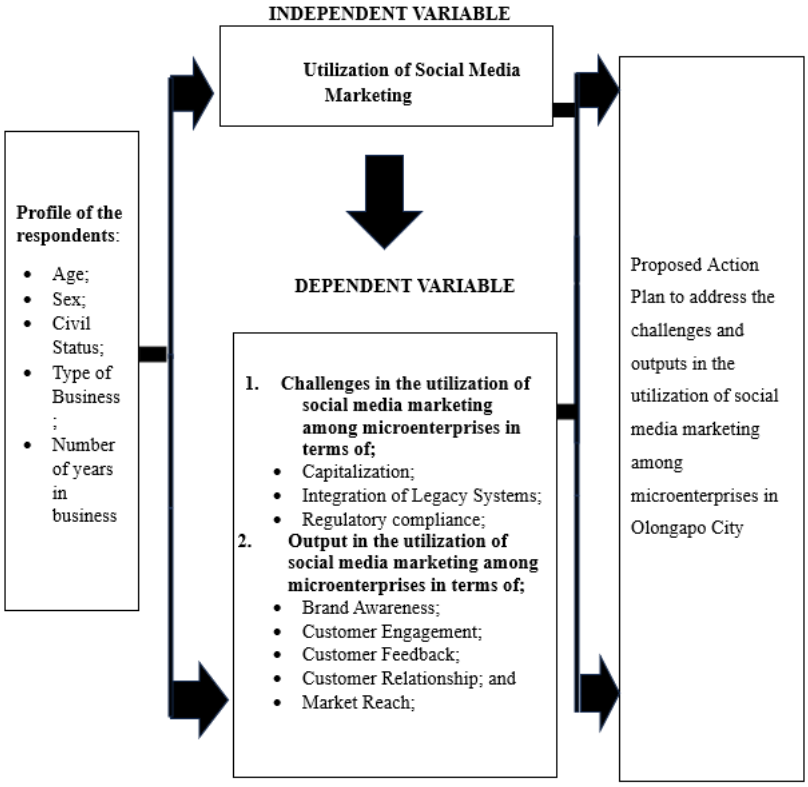

Figure 1. Paradigm of the Study

Figure 1 depicted the study's paradigm, illustrating a research framework that examined the relationship between the utilization of social media marketing as the independent variable and its challenges and outputs as the dependent variables.

The framework included respondent profiles (age, sex, civil status, type of business, and years in business) that provided contextual data influencing the study's results.

The independent variable centered on how microenterprises utilized social media marketing, including the extent and manner of use for promotion, customer engagement, and brand building. It showed that this utilization could lead to various challenges such as capital limitations, difficulties integrating legacy systems, and ensuring regulatory compliance.

The dependent variables were divided into two areas: the challenges in using social media marketing and the outputs or benefits gained from it. Challenges included capitalization issues, the complexity of integrating new tools with existing systems, and regulatory compliance.

Outputs encompassed increased brand awareness, higher customer engagement, valuable customer feedback, stronger customer relationships, and expanded market reach. The diagram indicated that respondent profiles influenced how social media marketing was utilized, which in turn resulted in specific challenges and outputs that were measured to understand the effectiveness of social media marketing practices among microenterprises.

Overall, the framework aimed to identify how the extent of social media use impacted both difficulties encountered and benefits achieved, providing insights to develop better strategies for microenterprises to optimize social media marketing during various business challenges. Based on the results, an action plan might have been recommended.

The process involved data gathering through a survey questionnaire administered to respondents, with some interview clarifications. Afterward, the data were to be analyzed, and descriptive statistics were to be applied for data treatment and interpretation of findings.

The foundation for developing an action plan could have been recommended for the utilization of social media marketing challenges among microenterprises. The output displayed the results of the data collection.

Null Hypotheses

In this study, the following hypotheses were tested:

1. There is no significant difference on the responses on the challenges in using social media marketing when grouped according to profile variables.
2. There is no significant difference on the responses on the outputs in using social media marketing when grouped according to profile variables; and
3. There is no significant relationship between the challenges and outputs in using social media marketing among microenterprises in Olongapo City.

Definition of Terms

The following terms are defined operationally and conceptually for a clearer understanding of the study.

Brand Awareness. Brand awareness refers to how well your target audience knows and recognizes your brand. It is the extent to which consumers are familiar with your brand name, logo, values, and offerings, as well as their ability to recall or recognize them among competitors (Kotler, P., & Keller, K. L., 2020).

Capitalization. To support business operations, maintain profitability, ensure financial stability, and achieve long-term sustainability, capitalization entails making strategic financial management decisions regarding the selection and allocation of capital. (Anginer, Demirgüç-Kunt, Huizinga, & Ma, 2020).

Customer Engagement. Customer engagement is all about developing meaningful relationships with customers to drive loyalty, retention, and word-of-mouth growth, often on a tight budget but with a personal touch that large corporations cannot easily replicate. It is vital in enhancing customer loyalty and for customer relationship management, and discussing the effect of customer relationship management efforts on customer retention. (Rane, Nitin & Achari, Anand & Choudhary, Saurabh, 2023).

Customer Feedback. Customer feedback helps businesses understand what customers value, what they dislike, and what they expect from a product or service. (Shah, Zeel & Rai, Shambhu. 2022).

Customer Relationship. Customer relationships in social media marketing enable businesses to engage with customers in real time, providing support, addressing concerns, and creating a connection that fosters loyalty. (Gaffar, Koeswandi, & Ciptagustia, 2024).

Integration of Legacy Systems. A legacy integration system is the process or technology that connects older, outdated software systems with modern applications or platforms so they can work together seamlessly. (Gartner, 2021).

Market Reach. Social media marketing enables microenterprises to enhance their market presence by engaging with potential and existing customers, facilitating geographical reach expansion, attracting new clientele, and reinforcing customer relationships (Li, Larimo, & Leonidou, 2021).

Microenterprises. These refer to the small company with a few employees, also known as a micro business. A microenterprise is typically founded with limited capital from a bank or other institution and employs fewer than ten people. Most micro businesses focus on providing goods or services to their immediate communities.

In the Philippines, it can be defined according to the size of assets, the size of equity capital, and several employees. A typical micro business is a business that employs nine people or fewer, with assets of ₱3 million or below. (Philippine Statistics Authority, 2019)

Regulatory Compliance. Regulatory compliance in business refers to adhering to laws, regulations, guidelines, and specifications that are relevant to a company's operations. These rules can be established by governments, industry bodies, or international organizations, and compliance is essential to avoid legal penalties, financial losses, and reputational harm. (OECD. 2020)

Social media. These refer to the online platforms where users can share information and connect with virtual communities through text, video, photos, and other content. The World Wide Web-based, or web-based, platforms are accessible as a content generator, a communications channel, and a content source through the Internet. (Sandel, Todd & Ju, Bei., 2019).

Social media marketing. This refers to social media marketing, which is the use of social media platforms on which users build social networks and share information to build a company's brand and increase sales. It became a marketing strategy that companies use to promote their products through social media (Tauran et al., 2022)

Methodology

This chapter presented the various approaches and procedures of data collection and analysis that were relevant to the research. It included a discussion of the research design, research locale, instrument, validation of the instrument, data administration and collection, and statistical treatment of the data.

Research Design

The research on the utilization of social media marketing among microenterprises in Olongapo City, as well as the challenges and outputs, was conducted using a quantitative and descriptive design with documentary and survey analysis. This method was used to gather data about various subjects and was undertaken when the investigator aimed to probe or explore areas where little was known about the research problem.

The descriptive quantitative research design, a quantitative method, aimed to collect quantifiable information for statistical analysis of the population sample. The data was intended to determine the extent to which various conditions were present among these subjects. This enabled the collection of data and information, as well as the statistical analysis of numerical data, to assess the utilization of social media marketing among microenterprises in Olongapo City.

The descriptive design presented and analyzed information in an easy, usable, and understandable format. This method was widely praised by experts due to its numerous benefits. It also interpreted the critical location that was used during data collection.

Respondent and Location

The respondents of the research were members of the community who owned businesses classified as microenterprises in Olongapo City. The sample frame, which was provided by the Business and Licensing Unit (BPLU) of Olongapo City, included 7,002 microenterprises. Using the Raosoft calculator, the sample size of the respondents was determined to be 365. The population was selected based on the assumption that individuals within the research area were already operating businesses under the microenterprise category, which guided the selection of the data sample.

Olongapo City had 17 barangays that included businesses engaged in wholesale and retail trade, service industries, restaurants/bars, motor vehicle repair, financial and insurance services, and medical services. Table 1 presented the distribution of the respondents across these business categories.

Table 1. Distribution of respondents by type of businesses and micro-enterprise owners in Olongapo City

Type of Business	**Frequency (f)**	**(Percentage (%)**
Wholesale and Retail Trade	132	36.34
Service Business	155	42.58
Restaurant / Bar	39	10.61
Repair of Motor Vehicles	10	2.61
Financial and Insurance	20	5.45
Medical Services.	9	2.41
Total	365	100.00

Source: Olongapo City Business and Licensing Office

Table 1 showed that total population of three hundred sixty-five (365) wholesale and retail trade, service businesses, restaurant/bar, repair of motor vehicles, financial and insurance, and medical services are the respondents from this study. They are all microenterprise owners in the 17 barangays of Olongapo City.

In this study, a quota sampling technique is employed to select respondents from the population of microenterprise owners. According to Creswell (2014), quota sampling allows researchers to intentionally select participants who meet specific characteristics to ensure that the sample reflects the diversity of the larger population. The population was divided into subgroups based on key demographic variables such as age, sex, civil status, type of business, and number of years in business.

The map showing the location of the different microenterprises in Olongapo City is shown in Figure 2.



Source: https://www.google.com/maps

Figure 2. Map of Olongapo City, Showing the Locale of the Study

The study was conducted at Olongapo City covering seventeen barangays, namely: Barretto, East Bajac-bajac, East Tapinac, Gordon Heights, Kalaklan, Mabayuan, New Asinan, New Banicain, New Cabalan, New Ilalim, New Kababae, New Kalalake, Old Cabalan, Pag-asa, Santa Rita, West Bajac-bajac and West Tapinac. The microenterprises include wholesale and retail trade, restaurant/bar, service business, repair of motor vehicles, financial and insurance, and medical services.

The Instrument

The researcher used a researcher-made questionnaire checklist composed of two (2) parts. The first part of the questionnaire deals with the profile of the respondents. The second part deals with the respondents and the social media marketing utilization among microenterprises. The respondents assessed the indicators of part 2 using a four-point scale from 4 (Strongly Agree), 3 (Agree), 2 (Disagree), and 1 (Strongly Disagree).

The main instrument of the research study is a survey questionnaire. According to Solanki (2022), a questionnaire is a set of questions used to gather statistically useful information from the respondents. For Tefera & Kim (2019), a questionnaire is a set of closed and open-ended questions used to collect data and can be administered face-to-face by an interviewer, on the web, or by self-completion.

The instrument, in its first draft, was presented to the panel of oral examiners for the research proposal and the research adviser of the PRMSU Graduate School. All noted discrepancies and suggestions are considered in the finalization of the questionnaire.

To further ensure the validity, reliability, clarity, and clearness of the item indicators, the researcher conducted a pilot test among the microenterprise owners in Olongapo City. Thirty (30) respondents were considered for the appropriateness of each item in the questionnaire to be included and its ability to measure the desired information. A pilot project would afford the researcher one final opportunity to ensure that the survey instrument was clear, easy to read and follow, and could be completed easily. (Kim, Y., 2017).

After the pilot test, the results are subjected to the computation of Cronbach's alpha values. Cronbach's Alpha interpretation for the three indicators of the challenges of social media marketing utilization: Capitalization, with a result of 0.818, indicates good reliability and suggests consistency for evaluating the challenges in social media marketing. The Integration of the Legacy System yields a result of 0.791, indicating acceptable internal consistency. This suggests that the items effectively measure the extent to which outdated or incompatible systems pose difficulties in implementing social media marketing strategies. Lastly, Regulatory compliance shows results of 0.793, indicating good internal consistency among the items. This suggests that the set of statements effectively measures businesses' concerns and difficulties related to regulatory compliance in social media marketing.

The output of social media marketing Cronbach's Alpha interpretations indicates varying levels of internal consistency among different outputs in utilizing social media marketing on microenterprises. Brand Awareness, with a result of 0.817, indicating good internal consistency, shows that the items reliably measure how social media contributes to increased customer satisfaction. Customer feedback with a result of 0.805, indicating good internal consistency, suggests that the items reliably capture how businesses collect and respond to customer input through social media. Customer relationship with a result of 0.839, indicating good internal consistency, shows that the items reliably measure how social media supports businesses in building and maintaining strong relationships with their customers. Market Reach, with the results of 0.830, indicating good internal consistency, shows that the items reliably reflect the role of social media in increasing business exposure and connecting with broader markets. Lastly, the lowest score, Customer Engagement, with results of 0.742, indicating acceptable internal consistency, suggests that the items reliably assess the level of customer interaction driven by social media activities.

The overall Cronbach's Alpha value for the entire instrument (combining all the variables) was 0.775, a reliability index. Note that a reliability coefficient of 0.70 or higher is considered "acceptable" in most social science research situations of the entire survey. The results show that the survey instrument is reliable and suitable for measuring the constructs in this study. All variables exceeded the threshold of 0.70, indicating strong internal consistency across the items.

Data Collection

To implement the quantitative method, the researcher sent a letter requesting permission to gather the necessary data for the study to the Office of the Mayor in Olongapo City, along with endorsement letters and an acknowledgment signature from the seventeen (17) barangays in Olongapo City.

After the request was approved, the researcher personally managed the distribution and retrieval of the survey questionnaire. The distribution of the survey questionnaires to the owners of microenterprises occurred from the first week of January until the fourth week of February 2025. The objectives of the study were explained to the respondents, and sufficient time was provided for them to complete the instrument. The data collected from the research instruments were analyzed, interpreted, and discussed, with the key findings from the study serving as the foundation for concluding relevance to the micro-enterprise owners in Olongapo City.

Ethical considerations were strictly adhered to throughout the research process. Participation was voluntary, and informed consent was obtained from all respondents. The confidentiality and anonymity of the respondents were maintained to protect their privacy. The study was conducted in compliance with the ethical guidelines of the research institutions.

Data Analysis

Upon retrieval of the distributed survey questionnaire, the data were tallied and tabulated according to the objectives of the study. The data were analyzed using descriptive statistics (percentage, frequency, and weighted mean).

The following statistical techniques were employed in the analysis and interpretation of the results.

1. **Percentage.** It was the ratio of any number to the whole. It was used to determine the proportion of respondents who fell under the personal profile variables of the microenterprises of Olongapo City.
2. **Frequency.** Frequency was used to determine the actual responses of the respondents to specific questions in the survey questionnaires.
3. **Weighted Mean.** This was used to compute the overall perceptions of the respondents regarding the perceived four key indicators of challenges and output in the utilization of social media marketing among microenterprises. For meaningful interpretations of the results of the respondents' perceptions, the following 4-point scale was used.

Point	Point Scale	Qualitative Interpretation	Symbol
4	3.25-4.00	Strongly Agree	SA
3	2.50-3.24	Agree	A
2	1.75-2.549	Disagree	D
1	1.00-1.74	Strongly Disagree	SD

Likert Scale: meaningful interpretations of the results of the perceptions of the respondents
References: Pimentel, J. L. (2010). A note on the usage of Likert Scaling for research data analysis. USM R&D Journal, 18(2), 109-112.

4. **Analysis of Variance.** (ANOVA). This was used to determine the significant difference among indicators.

The following are the decision rules under ANOVA:

Decision Rule 1: If the computed significance (Sig.) value is less than or equal to the 0.05 level of significance (Sig. ≤ 0.05), reject the null hypothesis. There is a significant difference.

Decision Rule 2: If the computed significance (Sig.) value is greater than the 0.05 level of significance (Sig. ≥ 0.05), accept the null hypothesis. There is no significant difference.

5. **Pearson r Correlation Coefficient**. "This was used to determine the significant relationship between the challenges and outputs in using social media marketing among micro-enterprises in Olongapo City." If the computed significant value was greater than (>) 0.05 alpha level of significance, the null hypothesis would be accepted and reject the alternative. If the computed significant value was less than (<) 0.05 alpha level of significance, the null hypothesis would be rejected and accept the alternative.

The degree of linear relationship was interpreted through the use of the range of values for the Pearson product-moment correlation coefficient as shown below.

Range of Values Interpretation for Correlation Coefficients

Correlation Coefficient (r)	Interpretation
± 0.91 to ±1.00	Very high positive(negative) correlation
±0.71 to ± 0.90	High positive correlation
±0.51 to ± 0.70	Moderate positive (negative) correlation
±0.31 to ± 0.50	Low positive (negative) correlation
±0.00 ±0.30	Very low, if (negative) correlation

References: Evans, J. D. (1996). Straightforward Statistics for the Behavioral Sciences. Pacific Grove, CA: Brooks/Cole Publishing.

Results and Discussions

This chapter presents the gathered data in tabular form, analyzed and interpreted so as to provide clear understanding on the problems as stated in Chapter 1.

1. Profile of the Respondents

Table 2 shows the Frequency and Percentage Distribution of the Respondents' Profile.

Table 2. Frequency and Percentage Distribution of the Respondents' Profile N=365

	Profile Variable	Frequency (f)	Percentage (%)
Age Mean=40.94 years old	61 & older	42	11.50
	56-60	12	3.30
	51–55	35	9.60
	46–50	43	11.80
	41–45	47	12.90
	36–40	53	14.50
	31–35	36	9.90
	26-30	39	10.70
	26 below	58	15.90
	Total	**365**	**100.00**
Sex	Male	156	42.70
	Female	209	57.30
	Total	**365**	**100.00**
Civil Status	Single	131	35.90
	Married	190	52.10
	Widowed	37	10.10
	Separated	7	1.90
	Total	**365**	**100.00**

1.1 Age. Out of Three Hundred Sixty-Five (365) respondents, the majority of 58 or equivalent to 15.90% were from 26 years old and below, while the least of 12 or 3.30% were from 56-60 years old. This implies that most of the owners of businesses are young adult who are into social media.

According to Seow, Choong & Ramyah (2021), today, with the rise of digital platforms, social media marketing, and e-commerce, young adults have greater access to tools and resources that enable them to start their own businesses with minimal capital. In addition, the increasing number of young adults venturing into business reflects a global shift towards entrepreneurship as a viable career path.

Furthermore, the widespread use of social media, digital marketing, and e-commerce platforms allows young entrepreneur to establish brands, reach wider audiences, and compete with larger businesses. With the ability to navigate digital tools efficiently, in which can create cost-effective business strategies that maximize visibility and customer engagement (Sulfikar, 2023).

1.2 Sex. Out of Three Hundred Sixty-Five (365) respondents, the majority of 209 or equivalent to 57.30% were females, and 156 or equivalent to 42.70% were males. This means that the number of women venturing into business showing the growing emphasis on gender equality and women's empowerment in economic activities.

Nowadays, as stated by Ruhi (2018), more women are breaking traditional barriers and pursuing entrepreneurship as a means of financial independence, career fulfillment, and leadership. This shift is influenced by government programs, non-profit organizations, and business incubators that actively promote women entrepreneurs through funding, training, and networking opportunities.

1.3 Civil Status. Out of Three Hundred Sixty-Five (365) respondents, the majority of 190 or equivalent to 52.10% were married, 131 or equivalent to 35.90% were single, 37 or equivalent to 10.10% were widowed, and 7 or equivalent to 1.90% were separated. This means that the increasing number of married women engaging in business through social media marketing highlights the need for financial stability and additional household income.

According to Park et. al. (2021), entrepreneurship provides married women with the flexibility to balance work and family life, making it an attractive option using a modernized way compared to traditional employment. In addition, married women are increasingly entering business to achieve financial stability and contribute to household income.

Table 2. Continuation Frequency and Percentage Distribution of the Respondents' Profile N=365

Profile Variable		Frequency (f)	Percentage (%)
Type of Business	Wholesale and Retail Trade	132	36.20
	Service Business	155	42.50
	Restaurant/ Bar	39	10.70
	Repair of Motor Vehicles	10	2.70
	Financial and Insurance	20	5.50
	Medical Services	9	2.50
	Total	**365**	**100.00**
Number of Years in Business Mean=5.55 years	11 years & up	80	21.90
	9-10 years	19	5.20
	7-8 years	30	8.20
	5-6 years	47	12.90
	3-4 years	100	27.40
	1-2 years	89	24.40
	Total	**365**	**100.00**

1.4 Type of Business. Out of Three Hundred Sixty-Five (365) respondents, the majority of 155 or equivalent to 42.50% belongs to service business, 132 or equivalent to 36.20% belongs to wholesale of retail trade, 39 or equivalent to 10.70% belongs to restaurant/bar, 20 or equivalent to 5.50% belongs to financial and insurance, 10 or equivalent to 2.70% belongs to repair of motor vehicles, and 9 or 2.50% belongs to medical services. This implies that the people investing in service-based businesses emphasizes the growing reliance on social media marketing as a cost-effective and efficient tool for customer engagement.

Service businesses, such as consulting, freelancing, home maintenance, and wellness services, benefit from social media's ability to reach target audiences without requiring a physical storefront. Social media marketing allows service businesses to build trust and credibility through customer reviews, testimonials, and user-generated content. Unlike product-based businesses, service providers rely heavily on reputation and word-of-mouth referrals to attract clients (Nakara, Benmoussa, & Jaouen, 2017).

1.5 Number of Years in Business. Out of Three Hundred Sixty-Five (365) respondents, the majority of 100 or equivalent to 27.40% have 3-4 years in the business, 89 or equivalent to 24.40% have 1-2 years in the business, 80 or equivalent to 21.90% have more than 11 years in the business, 47 or equivalent to 12.90% have 5-6 years in the business, 30 or equivalent to 8.20% have 7-8 years in the business, and 19 or equivalent to 5.20% have 9-10 years in the business. This indicates that business owners have already established their initial customer base and brand identity, but they need to refine their marketing strategies to stay competitive.

Having operated for several years, microenterprises in this stage must also address the challenge of market saturation and differentiation. Social media marketing provides opportunities to highlight unique selling points and establish a competitive edge through consistent content creation and brand storytelling.

Supporting business owners in developing creative and data-driven content strategies can improve their visibility and engagement (Jarrett & Varki, 2021).

2. Challenges in the utilization of social media marketing among microenterprises in Olongapo City

2.1 Capitalization. Table 3 shows the Challenges in the utilization of social media marketing among microenterprises in Olongapo City in terms of Capitalization.

The respondents assessed "Agree" on all indicators, indicator 3 "The business struggles with high rates of interest" with a weighted mean of 2.93 and ranked 1. While indicator 5, "Businesses must use social media technology, which requires financial resources and adequate funding" with a weighted mean of 2.75 and ranked 5.

Table 3. Challenges in the utilization of social media marketing among microenterprises in Olongapo City in terms of Capitalization

	Capitalization	Weighted Mean	Qualitative Interpretation	Rank
1	The business faces difficulties with the high price of new technology.	2.87	Agree	2
2	Challenges in getting financial institutions to lend money.	2.80	Agree	4
3	The business struggles with high rates of interest.	2.93	Agree	1
4	The business offers financial support and sets a standard for using social media.	2.83	Agree	3
5	Businesses must use social media technology, which requires financial resources and adequate funding.	2.75	Agree	5
	Overall Weighted Mean	**2.84**	**Agree**	

The computed overall weighted mean on the Challenges in using social media marketing among microenterprises in Olongapo City in terms of Capitalization was 2.84, with a qualitative interpretation of "Agree." This reveals that high interest rates are the most pressing funding challenge for microenterprises, limiting their ability to invest in effective social media marketing strategies. This financial burden restricts business growth, reducing opportunities for digital advertising, content creation, and customer engagement.

Nowadays, high-interest rates on loans or credit facilities make it difficult for small businesses to allocate sufficient resources to digital marketing efforts. Many businesses are constrained by financial burdens that limit their ability to invest in promotional strategies that despite recognizing the importance of social media marketing (Nakara, et. al., 2017).

However, Zhang, et. al. (2020) states that access to affordable financing remains a critical issue for businesses to struggle in maintaining consistent advertising, invest in high-quality content, or leverage paid promotions, which are essential for increasing market reach and customer engagement.

2.2 Integration of Legacy Systems. Table 4 shows the Challenges in the utilization of social media marketing among microenterprises in Olongapo City in terms of the Integration of Legacy systems.

The respondents assessed "Agree" on all indicators, indicator 2 "The business uses social media for posts and customer feedback to settle issues about my business" with a weighted mean of 3.06 and ranked 1. While indicator 3, "The business uses social media to track the impact of social media promotions on sales" with a weighted mean of 2.89 and ranked 5.

Table 4. Challenges in the utilization of social media marketing among microenterprises in Olongapo City in terms of the Integration of Legacy System

	Integration of Legacy System	Weighted Mean	Qualitative Interpretation	Rank
1	The business uses social media to inform our customers about the products.	3.04	Agree	2.5
2	The business uses social media for posts and customer feedback to settle issues about my business.	3.06	Agree	1
3	The business uses social media to track the impact of social media promotions on sales.	2.89	Agree	5
4	The staff understands how to integrate social media which makes day-to-day operations easier.	2.90	Agree	4
5	The incorporation of social media practices into my legacy systems has increased operational efficiency in the business.	3.04	Agree	2.5
	Overall Weighted Mean	**2.99**	**Agree**	

The computed overall weighted mean on the Challenges in the utilization of social media marketing among microenterprises in Olongapo City in terms of Integration of Legacy System, was 2.99, with a qualitative interpretation of "Agree." This implies that microenterprises heavily rely on social media for handling customer feedback and resolving issues, indicating a shift from traditional legacy systems to digital communication. While this approach enhances responsiveness and transparency, it also emphasizes the need for businesses to adapt to evolving technology and customer expectations.

Businesses view social media as a crucial platform for addressing customer concerns, resolving issues, and maintaining their reputation. However, it also emphasizes the challenges of integrating traditional business practices with modern digital solutions, particularly in terms of customer service and feedback management (Goanta, & Wildhaber, 2019).

Furthermore, unlike traditional feedback mechanisms such as in-person complaints or suggestion boxes, social media allows customers to voice their concerns instantly. While this can be beneficial for businesses looking to improve their services, it also presents a challenge that businesses must be prepared to respond quickly and effectively to maintain customer trust and prevent negative publicity (Broekemier, et. al., 2015).

2.3 Regulatory compliance. Table 5 shows the Challenges in the utilization of social media marketing among microenterprises in Olongapo City in terms of Regulatory compliance.

The respondents assessed “Strongly Agree” on indicator 1 “The business is knowledgeable about regulatory compliance.” with a weighted mean of 3.61 and ranked 1. While “Agree” on indicator 5, “The business regularly reviews social media platforms to ensure compliance with laws and regulations” with a weighted mean of 2.79 and ranked 5.

The computed overall weighted mean on the Challenges in using social media marketing among microenterprises in Olongapo City in terms of Regulatory compliance was 3.20, with a qualitative interpretation of "Agree." This indicates that microenterprises with strong regulatory compliance knowledge can effectively navigate legal requirements, reducing risks associated with social media marketing. This expertise enhances business credibility, ensuring ethical practices and consumer trust while avoiding potential legal challenges.

Table 5. Challenges in the utilization of social media marketing among microenterprises in Olongapo City in terms of Regulatory compliance

	Regulatory compliance	Weighted Mean	Qualitative Interpretation	Rank
1	The business is knowledgeable about regulatory compliance.	3.61	Strongly Agree	1
2	The business respects intellectual property rights.	3.60	Strongly Agree	2
3	The business ensures that we protect the privacy of our customers from data collected from our social media.	3.14	Agree	3
4	The businesses' social media promotions are clear and not misleading to customers.	2.89	Agree	4
5	The business regularly reviews social media platforms to ensure compliance with laws and regulations.	2.79	Agree	5
	Overall Weighted Mean	**3.20**	**Agree**	

Today, businesses recognize the need to comply with various regulations, including data privacy laws, advertising standards, and intellectual property rights when operating online. Having a solid understanding of these rules helps businesses avoid legal risks, fines, and reputational damage. The National Privacy Commission (NPC) enforces the Data Privacy Act of 2012. Also, businesses that are knowledgeable about regulatory compliance can operate with greater confidence and credibility, making them more attractive to customers and potential business partners. (Vitasek, K. 2024, March 20).

Table 6 shows the Summary of Challenges in the utilization of social media marketing among microenterprises in Olongapo City.

Table 6. Summary of Challenges in the utilization of social media marketing among microenterprises in Olongapo City

	Dimensions	Overall Weighted Mean	Qualitative Interpretation	Rank
1	Capitalization	2.84	Agree	3
2	Integration of Legacy Systems	2.99	Agree	2
3	Regulatory compliance	3.20	Agree	1
	Grand Mean	**3.01**	**Agree**	

The respondents "Agree" on Regulatory Compliance with a weighted mean of 3.20 and ranked 1, Integration of Legacy with a weighted mean of 2.99 and ranked 2, and Capitalization with a weighted mean of 2.84 and ranked 3.

The overall computed grand mean for the Challenges in the utilization of social media marketing among microenterprises in Olongapo City was 3.01 with qualitative interpretation of "Agree". This indicates that regulatory compliance is a major challenge for microenterprises, requiring them to stay informed about legal guidelines to avoid penalties and operational setbacks. Ensuring compliance in social media marketing helps businesses build trust and maintain credibility while mitigating legal risks.

According to Francesca, et. al. (2017), social media platforms frequently update their policies regarding content moderation, consumer protection, and data handling, making it difficult for small businesses to stay compliant. Additionally, government regulations on digital marketing, such as tax obligations, consumer rights, and fair competition policies, add another layer of complexity. Without proper guidance, microenterprises may unintentionally violate rules, leading to penalties or restrictions.

The need for greater education and awareness regarding regulatory compliance in social

media marketing. Many small business owners lack formal training in legal matters and may not have access to legal advisors. Also, the importance of government agencies, business associations, and digital platforms providing accessible resources, workshops, and advisory services to help microenterprises navigate compliance requirements effectively (Ilavarasan et. al., 2018).

3. Outputs on the utilization of social media marketing among microenterprises in Olongapo City that affect microenterprises.

3.1 Brand Awareness. Table 7 shows the output in the utilization of social media marketing among microenterprises in Olongapo City in terms of Brand Awareness.

The respondents assessed "Strongly Agree" on Indicator 1, "The business quickly recalls the brand's symbol or logo" with a weighted mean of 3.33 and ranked 1. While, "Agree" on indicator 5, "The level of trust in the business utilizing social media marketing" with a weighted mean of 3.24 and ranked 5.

The computed overall weighted mean on the Outputs in the utilization of social media marketing among microenterprises in terms of Brand Awareness was 3.30, with a qualitative interpretation of "Strongly Agree." This means that strong brand recognition which is a critical factor in enhancing brand awareness when a business quickly recalls its brand's symbol or logo.

Table 7. Outputs in the utilization of social media marketing among microenterprises in Olongapo City in terms of Brand Awareness

	Brand Awareness	Weighted Mean	Qualitative Interpretation	Rank
1	The business focused on the brand of the products on social media.	3.31	Strongly Agree	2.5
2	The business quickly recalls the brand's symbol or logo.	3.33	Strongly Agree	1
3	The business uses social media to develop a desired image.	3.30	Strongly Agree	4
4	The business uses social media marketing to communicate brand offerings.	3.31	Strongly Agree	2.5
5	The level of trust in the business utilizing social media marketing	3.24	Agree	5
	Overall Weighted Mean	**3.30**	**Strongly Agree**	

According to Kumar, Nanda, & Tawangar (2022), a well-designed and consistently promoted logo creates familiarity, making it easier for customers to associate products and services with the brand. Business may benefit significantly from visual branding strategies that emphasize their logo across various social media platforms.

Businesses prioritizing logo visibility in their social media marketing efforts mark themselves differently to the customers. Since social media is a highly visual medium, frequent exposure to a recognizable logo strengthens brand recall among consumers. This is particularly important for businesses that compete with larger businesses and need to establish a strong presence despite having limited marketing budgets (Garg,et. al., 2020).

Moreover, Luo, et. al. (2021) states that the importance of brand consistency in social media marketing using a brand's symbol or logo is consistently used across all online and offline marketing channels, which creates a sense of reliability and professionalism. Businesses that implement cohesive branding strategies can build trust and recognition among their target audience. This consistency also makes it easier for customers to distinguish the brand from competitors, leading to stronger customer retention and engagement.

3.2 Customer Engagement. Table 8 shows the output in the utilization of social media marketing among microenterprises in Olongapo City in terms of Customer Engagement.

The respondents assessed “Strongly Agree” on Indicator 1, “The customers can easily contact me anytime they want and can easily get customer feedback about my business” with a weighted mean of 3.26 and ranked 1. While, “Agree” on indicator 3, “The business can easily give additional information to those who need more details and easily answer inquiries.” with a weighted mean of 3.15 and ranked 5.

The computed overall weighted mean on the Outputs in the utilization of social media marketing among microenterprises in Olongapo City in terms of Customer Engagement was 3.21, with a qualitative interpretation of "Strongly Agree." This implies that the vital role of accessibility and responsiveness in customer engagement must need to be easily contact and easy to response to every query.

For businesses, social media serves as an essential tool for direct communication with customers, allowing them to address inquiries, concerns, and feedback promptly. This immediacy builds stronger relationships between businesses and consumers, enhancing trust and loyalty. Businesses must actively manage their social media channels to ensure continuous and effective interaction with their audience (Jarrett, & Varki, 2021).

Table 8. Outputs in the utilization of social media marketing among microenterprises in Olongapo City in terms of Customer Engagement

	Customer Engagement	Weighted Mean	Qualitative Interpretation	Rank
1	The customers can easily contact me anytime they want and can easily get customer feedback about my business	3.26	Strongly Agree	1
2	The business can easily target the right group of people for my business because of the increase in inquiries from my posted ads.	3.19	Agree	3.5
3	The business can easily give additional information to those who need more details and easily answer inquiries.	3.15	Agree	5
4	When the business ads are liked, the number of friends and followers for my business increases immediately.	3.19	Agree	3.5
5	The business can easily build trust in my brand by seeing consumers who like my business.	3.25	Strongly Agree	2
	Overall Weighted Mean	**3.21**	**Agree**	

Customers value businesses that are easily reachable and responsive to their concerns. In a digital-first era, where customers expect quick replies, microenterprises that promptly engage with their audience gain a competitive edge. Also, having dedicated personnel or automated response systems to handle customer inquiries can significantly improve satisfaction levels. Businesses that effectively manage customer interactions on social media are more likely to retain their existing customer base while attracting new ones (Mirchandani, & Gaur, 2019).

3.3 Customer Feedback. Table 9 shows the output in the utilization of social media marketing among microenterprises in Olongapo City in terms of Customer Feedback.

The respondents assessed “Agree” on all indicators, indicator 2 “Business operations use social media marketing to get innovative ideas from customers.” with a weighted mean of 3.22 and ranked 1. While indicator 4, “Using social media our service or our product was easy to use.” with a weighted mean of 3.08 and ranked 5.

The computed overall weighted mean on the Outputs in using social media marketing among microenterprises in Olongapo City in terms of Customer Feedback was 3.18, with a qualitative interpretation of "Agree." The means that the vital role of customer feedback

in social media marketing as a key driver of innovation for microenterprises.

According to Broekemier, Chau, & Seshadri (2015), social media serves as a powerful platform where businesses can directly interact with customers and gather insights that lead to product or service improvements. It is needed that businesses actively listen to their audience, as customer-driven innovation can help them remain competitive and responsive to market demands.

Investing in social media for feedback, businesses can gain fresh perspectives on customer needs, preferences, and emerging trends that allows to refine existing offerings or develop new products that better cater to their target market. In doing so, businesses create a customer-centric approach that enhances satisfaction and long-term loyalty (Ilavarasan, Kar, & Gupta, 2018).

Table 9. Outputs in the utilization of social media marketing among microenterprises in Olongapo City in terms of Customer Feedback

	Customer Feedback	Weighted Mean	Qualitative Interpretation	Rank
1	Business operations use social media marketing to obtain feedback from customers.	3.21	Agree	2
2	Business operations use social media marketing to get innovative ideas from customers.	3.22	Agree	1
3	Business operations use social media marketing to inform the current customers of our key internal reorganization	3.17	Agree	4
4	Using social media our service or our product was easy to use.	3.08	Agree	5
5	The price of our product or service is reasonable.	3.19	Agree	3
	Overall Weighted Mean	**3.18**	**Agree**	

Furthermore, businesses that encourage customer input through surveys, polls, comment sections, and discussion forums can generate valuable ideas for growth and development. And in particular, can benefit from these cost-effective strategies, as they provide real-time insights without the need for expensive market research (Seow, Choong, & Ramayah, 2021).

3.4 Customer Relationship. Table 10 shows the output in the utilization of social media marketing among microenterprises in Olongapo City in terms of Customer Relationship.

The respondents assessed "Agree" on all indicators, indicator 4 "The business commits time and resources to managing customer relationships." with a weighted mean of 3.18 and ranked 1. While indicator 5, "The business tries to find out what our key customers need" with a weighted mean of 3.07 and ranked 5.

Table 10. Outputs in the utilization of social media marketing among microenterprises in Olongapo City in terms of Customer Relationship

	Customer Relationship	Weighted Mean	Qualitative Interpretation	Rank
1	The key customers acquire customized services and products.	3.16	Agree	2
2	When the business has customers who want to modify a product or service, the business involved coordinates their efforts.	3.14	Agree	3.5
3	The business fully understands the needs of its key customers.	3.14	Agree	3.5

	Customer Relationship	Weighted Mean	Qualitative Interpretation	Rank
4	The business commits time and resources to managing customer relationships.	3.18	Agree	1
5	The business tries to find out what our key customers need.	3.07	Agree	5
	Overall Weighted Mean	**3.14**	**Agree**	

The computed overall weighted mean on the Outputs in using social media marketing among microenterprises in Olongapo City in terms of Customer Relationship was 3.14, with a qualitative interpretation of "Agree." This means that dedicating time and resources to managing customer relationships through social media enhances customer engagement and loyalty, ultimately strengthening brand trust. This investment enables microenterprises to gather valuable insights, personalize interactions, and improve overall customer satisfaction.

Social media marketing has transformed how businesses engage with customers, requiring continuous interaction and personalized service. Recognizing the importance of dedicating both time and resources to building and maintaining strong relationships with their customers, as doing so directly impacts customer retention, loyalty, and long-term business sustainability (Ruhi, 2018).

Businesses that actively manage customer relationships are more likely to gain customer trust and repeat business. Since social media allows for direct and immediate communication, businesses must ensure timely responses, personalized engagement, and consistent interaction with their audience (Al Mawajdeh, 2022).

In addition, in the study of Marušić (2021), businesses that invest in personalized interactions, loyalty programs, and proactive communication can distinguish themselves from competitors who rely solely on transactional engagements. The need for businesses to go beyond simply selling products or services and instead focus on creating a long-term relationship through trust, engagement, and responsiveness.

3.5 Market Reach. Table 11 shows the output in the utilization of social media marketing among microenterprises in Olongapo City in terms of Market Reach.

The respondents assessed “Agree” on all indicators, indicator 1 “Using social media makes it easy to connect with your target audience” with a weighted mean of 3.06 and ranked 1. While indicator 5, “The business struggles to compete with larger businesses in terms of proper channels to reach more customers” with a weighted mean of 2.92 and ranked 5.

The computed overall weighted mean on the Outputs in using social media marketing among microenterprises in Olongapo City in terms of Market Reach was 2.98, with a qualitative interpretation of "Agree." This indicates that social media enables microenterprises to efficiently connect with their target audience, expanding their market reach beyond traditional boundaries. This accessibility allows businesses to engage with potential customers in real time, fostering brand awareness and increasing sales opportunities.

Table 11. Outputs in the utilization of social media marketing among microenterprises in Olongapo City in terms of Market Reach

	Market Reach	Weighted Mean	Qualitative Interpretation	Rank
1	Using social media makes it easy to connect with your target audience.	3.06	Agree	1
2	Social media helps to improve communication with your customers.	3.04	Agree	2
3	Retaining existing customers through innovative interactions on social media.	2.95	Agree	3.5

	Market Reach	Weighted Mean	Qualitative Interpretation	Rank
4	Social media is an advantage over traditional media.	2.95	Agree	3.5
5	The business struggles to compete with larger businesses in terms of proper channels to reach more customers.	2.92	Agree	5
	Overall Weighted Mean	**2.98**	**Agree**	

In the study of Jarrett & Varki (2021), unlike traditional marketing methods, social media allows businesses to engage with a broader audience quickly and cost-effectively. Identifying social media as an essential tool for building brand awareness, reaching potential customers, and maintaining direct communication with their target market is evident.

With billions of users across different platforms, social media enables microenterprises to connect with potential customers regardless of geographic limitations. By focusing on targeted ads, hashtags, and audience insights, businesses can ensure their content reaches the right people, improving their chances of attracting and retaining customers (Bruce, et. al., 2022).

Businesses that actively respond to customer inquiries and participate in online discussions can create a loyal customer base while increasing brand credibility. The ease of connection also allows businesses to gather valuable feedback that can inform future marketing and operational strategies (Garg et. al., 2020).

Table 12 shows the Summary of the outputs in the utilization of social media marketing among microenterprises in Olongapo City.

Table 12. Summary of Outputs in the utilization of social media marketing among microenterprises in Olongapo City

	Dimensions	Overall Weighted Mean	Qualitative Interpretation	Rank
1	Brand Awareness	3.30	Strongly Agree	1
2	Customer Engagement	3.21	Agree	2
3	Customer Feedback	3.18	Agree	3
4	Customer Relationship	3.14	Agree	4
5	Market Reach	2.98	Agree	5
	Grand Mean	**3.16**	**Agree**	

The respondents "Strongly Agree" on Brand Awareness with a weighted mean of 3.30 and ranked 1. While "Agree" on Customer Engagement with a weighted mean of 3.21 and ranked 2, Customer Feedback with a weighted mean of 3.18 and ranked 3,

Customer Relationship with a weighted mean of 3.14 and ranked 4, and Market Reach with a weighted mean of 2.98 and ranked 5.

The overall computed grand mean for the Outputs in the utilization of social media marketing among microenterprises in Olongapo City was 3.16 with qualitative interpretation of "Agree". This means that social media marketing significantly enhances brand awareness for microenterprises, ranking it as the most impactful factor. A strong online presence helps businesses increased visibility, attract new customers, and establish a recognizable brand identity in a competitive market.

According to Olanrewaju, et. al (2020), social media platforms provide businesses with a cost-effective way to reach a broader audience, ensuring that potential customers recognize and remember their brand. Valuing social media as a tool for establishing a strong market presence and differentiating themselves from competitors is putting an edge and comparison.

Businesses understand the importance of consistently promoting their brand online through regular posting, engaging content, and strategic use of visuals, microenterprises can

reinforce their brand identity and make a lasting impression on their target audience. The ability to frequently appear in users' feeds increases brand recall, making customers more likely to consider the business when making purchasing decisions (Mirchandani, & Gaur, 2019).

4. Test of difference on the responses to the challenges in the utilization of social media marketing among microenterprises when grouped according to the profile variable

4.1 Capitalization. Table 13 shows the Analysis of Variance to test the difference on the perceived challenges in using social media marketing among micro-enterprises in Olongapo City in terms of capitalization when grouped according to profile variables.

The computed value of 0.564 for age, 0.095 for sex, 0.409 for civil status, and 0.244 for no. of years in business were greater than > the 0.05 Alpha level of significance, therefore, the null hypothesis was accepted, hence, there is no significant difference on the perceived challenges in the utilization of social media marketing among micro-enterprises in Olongapo City in terms of capitalization when grouped according to profile variables.

Table 13. Analysis of Variance to test difference on the perceived challenges in the utilization of social media marketing among microenterprises in Olongapo City in terms of capitalization when grouped according to profile variables

Sources of Variations		SS	df	MS	F	Sig.	Decision
Age	Between Groups	2.224	8	0.278	0.844	0.564	Accept Ho Not Significant
	Within Groups	117.298	356	0.329			
	Total	119.523	364				
Sex	Between Groups	0.915	1	0.915	2.801	0.095	Accept Ho Not Significant
	Within Groups	118.607	363	0.327			
	Total	119.523	364				
Civil Status	Between Groups	0.951	3	0.317	.965	0.409	Accept Ho Not Significant
	Within Groups	118.572	361	0.328			
	Total	119.523	364				
Type of Business	Between Groups	9.023	5	1.805	5.863	0.000	**Reject Ho Significant**
	Within Groups	110.499	359	0.308			
	Total	119.523	364				
No. of years in Business	Between Groups	2.200	5	0.440	1.346	0.244	Accept Ho Not Significant
	Within Groups	117.323	359	0.327			
	Total	119.523	364				

On the other hand, the computed value of 0.000 for type of business were lesser than < the 0.05 Alpha level of significance, therefore, the null hypothesis was rejected, hence, there is significant difference on the perceived challenges in the utilization of social media marketing among micro-enterprises in terms of capitalization when grouped according to type of business. This means that the perceived difficulties in employing social media marketing vary greatly based on the nature of the microenterprise. Also means that some types of businesses can experience special barriers or constraints in utilizing social media efficiently.

Based on Jeswani (2023), social media marketing is a vital resource for micro-enterprises to raise visibility, connect with customers, and boost sales. It offers cheap platforms that have a wider outreach than traditional advertising. Nonetheless, the level to which micro-enterprises can maximize the benefits from social media marketing depends on various factors, among them being capitalization. Companies with disparate capital structures also differ in their exposure to resources, equipment, and labor power and hence will shape their experience with and reactions toward the difficulty of using social networking sites as business tools.

Companies with different capital compositions have varying degrees of resource, tool, and manpower access, which can affect their ability to interpret and handle the challenge of

using social media platforms effectively. Capitalization has direct implications on how a business invests in technology, employs specialist professionals, and has effective digital marketing campaigns. More capitalized microenterprises will be able to outsource managing social media platforms, spend money on ad buying, and avail themselves of big data analytics platforms (Sharabati, et. al., 2024).

4.2 Integration of Legacy Systems. Table 14 shows the Analysis of Variance to test difference on the perceived challenges in the utilization of social media marketing among microenterprises in Olongapo City in terms of integration of legacy systems when grouped according to profile variables.

The computed value of 0.232 for age, 0.943 for sex, 0.424 for civil status, and 0.195 for no. of years in business were greater than > the 0.05 Alpha level of significance, therefore, the null hypothesis was accepted, hence, there is no significant difference on the perceived challenges in using social media marketing among micro-enterprises in terms of integration of legacy systems when grouped according to profile variables.

Table 14. Analysis of Variance to test difference on the perceived challenges in the utilization of social media marketing among microenterprises in Olongapo City in terms of integration of legacy systems when grouped according to profile variables

Sources of Variations		SS	Df	MS	F	Sig.	Decision
Age	Between Groups	3.716	8	0.464	1.320	0.232	Accept Ho Not Significant
	Within Groups	125.236	356	0.352			
	Total	128.952	364				
Sex	Between Groups	0.002	1	0.002	0.005	0.943	Accept Ho Not Significant
	Within Groups	128.950	363	0.355			
	Total	128.952	364				
Civil Status	Between Groups	0.995	3	0.332	0.935	0.424	Accept Ho Not Significant
	Within Groups	127.957	361	0.354			
	Total	128.952	364				
Type of Business	Between Groups	15.057	5	3.011	9.492	0.000	**Reject Ho Significant**
	Within Groups	113.895	359	0.317			
	Total	128.952	364				
No. of years in Business	Between Groups	2.606	5	0.521	1.481	0.195	Accept Ho Not Significant
	Within Groups	126.346	359	0.352			
	Total	128.952	364				

On the other hand, the computed value of 0.000 for type of business were lesser than < the 0.05 Alpha level of significance, therefore, the null hypothesis was rejected, hence, there is significant difference on the perceived challenges in the utilization of social media marketing among microenterprises in terms of integration of legacy systems when grouped according to type of business. This suggests that perceived difficulties associated with incorporating legacy systems into social media marketing vary largely between different forms of micro-enterprises.

According to Fersaoui & Benaoula (2025), since micro-enterprises are relying more on social media marketing, integrating legacy systems like older versions of accounting software, inventory management software, or customer relationship management (CRM) systems becomes a central focus point. Legacy systems are usually change-resistant because they are using outdated technology or are not compatible with contemporary platforms and hence present enormous challenges in implementing new marketing techniques, particularly on internet platforms.

The processes of integrating these systems with social media applications (like scheduling platforms, analytics dashboards, and advertising solutions) may be a challenging process demanding heavy resources. Micro-enterprises across various industries, based on the

dependence on legacy systems, encounter diverse levels of difficulty in bypassing these barriers, impacting their capacity to successfully leverage social media marketing (Abhulimen & Ejike, 2024).

4.3 Regulatory Compliance. Table 15 shows the Analysis of Variance to test difference on the perceived challenges in the utilization of social media marketing among microenterprises in Olongapo City in terms of regulatory compliance when grouped according to profile variables.

The computed value of 0.070 for age, 0.537 for sex, 0.109 for civil status, 0.860 for type of business, and 0.195 for no. of years in business were greater than > the 0.05 Alpha level of significance; therefore, the null hypothesis was accepted; hence, there is no significant difference in the perceived challenges in using social media marketing among microenterprises in terms of regulatory compliance when grouped according to profile variables.

Table 15. Analysis of Variance on the Differences in Perceived Challenges in the Utilization of Social Media Marketing Among Microenterprises in Olongapo City in Terms of Customer Engagement When Grouped According to Profile Variables

Sources of Variations		SS	df	MS	F	Sig.	Decision
Age	Between Groups	2.259	8	0.282	1.833	0.070	Accept Ho Not Significant
	Within Groups	54.854	356	0.154			
	Total	57.113	364				
Sex	Between Groups	0.060	1	0.060	0.382	0.537	Accept Ho Not Significant
	Within Groups	57.053	363	0.157			
	Total	57.113	364				
Civil Status	Between Groups	0.948	3	0.316	2.031	0.109	Accept Ho Not Significant
	Within Groups	56.165	361	0.156			
	Total	57.113	364				
Type of Business	Between Groups	0.304	5	0.061	0.384	0.860	Accept Ho Not Significant
	Within Groups	56.809	359	0.158			
	Total	57.113	364				
No. of years in Business	Between Groups	1.210	5	0.242	1.554	0.172	Accept Ho Not Significant
	Within Groups	55.903	359	0.156			
	Total	57.113	364				

Microenterprises typically encounter the same fundamental regulatory issues. They include having to ensure that their advertising processes align with consumer protection legislation, respecting customers' data privacy, and staying clear of copyright or intellectual property problems. Social media marketing regulations are often established by the government and cover all businesses generally. For micro-enterprises, such regulations can pose a major challenge when marketing their products or services through social media platforms (Lonzetta & Hayajneh, 2020).

5. Test of difference on the responses on the outputs in the utilization of social media marketing among microenterprises when grouped according to the profile variable.

5.1 Brand Awareness. Table 16 shows the Analysis of Variance to test difference on the perceived outputs in the utilization of social media marketing among microenterprises in terms of brand awareness when grouped according to profile variables.

Table 16. Analysis of Variance to test difference on the perceived outputs in the utilization of social media marketing among microenterprises in Olongapo City in terms of brand awareness when grouped according to profile variables

Sources of Variations		SS	df	MS	F	Sig.	Decision
Age	Between Groups	4.448	8	0.556	1.285	0.250	Accept Ho Not Significant
	Within Groups	154.079	356	0.433			
	Total	158.527	364				
Sex	Between Groups	0.210	1	0.210	0.481	0.488	Accept Ho Not Significant
	Within Groups	158.317	363	0.436			
	Total	158.527	364				
Civil Status	Between Groups	1.403	3	0.468	1.074	0.360	Accept Ho Not Significant
	Within Groups	157.124	361	0.435			
	Total	158.527	364				
Type of Business	Between Groups	3.127	5	0.625	1.445	0.207	Accept Ho Not Significant
	Within Groups	155.400	359	0.433			
	Total	158.527	364				
No. of years in Business	Between Groups	1.312	5	0.262	0.599	0.701	Accept Ho Not Significant
	Within Groups	157.215	359	0.438			
	Total	158.527	364				

The computed value of 0.250 for age, 0.488 for sex, 0.360 for civil status, 0.207 for type of business, and 0.701 for no. of years in business were greater than > the 0.05 Alpha level of significance, therefore, the null hypothesis was accepted, hence, there is no significant difference on the social media marketing practices in terms of brand awareness when grouped according to profile variables. This means that brand awareness through social media marketing remains consistently effective across different business profiles, indicating that factors such as size, industry, or experience do not significantly influence its impact. This finding emphasizes the universal importance of social media in enhancing visibility and recognition for microenterprises, regardless of their characteristics.

Cheng, et. al. (2021) informs that social media marketing provides a level playing field for businesses in building brand awareness regardless of characteristics of the customers, for the businesses likely experience similar benefits in using social media to establish and reinforce brand recognition and produces how social media marketing impacts its brand visibility.

The adaptability of social media marketing across different business segments, whether a business is new or well-established, selling products or offering services, social media provides a consistent way to create brand recognition (Bouwman, et. al., 2019).

Another, is that businesses focusing on refining their social media strategies determine their success in brand awareness. Since differences in business characteristics do not significantly impact branding outcomes, the effectiveness of social media marketing likely depends more on content quality, engagement efforts, and consistency assuming or targeting different people (Kumar, et. al., 2022).

5.2 Customer Engagement. Table 17 shows the Analysis of Variance to test difference on the perceived outputs in the utilization of social media marketing among microenterprises in Olongapo City in terms of customer engagement when grouped according to profile variables.

The computed value of 0.073 for age, 0.457 for sex, 0.082 for civil status, and 0.614 for no. of years in business were greater than > the 0.05 Alpha level of significance, therefore, the null hypothesis was accepted, hence, there is no significant difference on the utilization social media marketing among microenterprises in terms of customer engagement when grouped according to profile variables.

Table 17. Analysis of Variance on the Differences in Perceived Outputs in the Utilization of Social Media Marketing Among Microenterprises in Olongapo City in Terms of Customer Engagement When Grouped According to Profile Variables

Sources of Variations		SS	df	MS	F	Sig.	Decision
Age	Between Groups	4.894	8	0.612	1.817	0.073	Accept Ho Not Significant
	Within Groups	119.841	356	0.337			
	Total	124.735	364				
Sex	Between Groups	0.190	1	0.190	0.553	0.457	Accept Ho Not Significant
	Within Groups	124.546	363	0.343			
	Total	124.735	364				
Civil Status	Between Groups	2.293	3	0.764	2.254	0.082	Accept Ho Not Significant
	Within Groups	122.442	361	0.339			
	Total	124.735	364				
Type of Business	Between Groups	5.780	5	1.156	3.489	0.004	**Reject Ho Significant**
	Within Groups	118.955	359	0.331			
	Total	124.735	364				
No. of years in Business	Between Groups	1.227	5	0.245	0.713	0.614	Accept Ho Not Significant
	Within Groups	123.508	359	0.344			
	Total	124.735	364				

On the other hand, the computed value of 0.004 for the type of business were lesser than > the 0.05 Alpha level of significance; therefore, the null hypothesis was rejected; hence, there is a significant difference in the utilization of social media marketing among microenterprises in terms of customer engagement when grouped according to type of business. This implies that customer engagement in social media marketing varies significantly based on business profile variables, such as industry type. Also, it implies that microenterprises may need to tailor their engagement strategies to better suit their specific characteristics and target audiences for more effective interactions.

Different types of businesses adopt varying engagement strategies, and their effectiveness may depend on their unique characteristics and market demands. New businesses may focus on aggressive engagement tactics, such as frequent promotions and interactive content, to build a following, whereas more established businesses may rely on loyalty programs and personalized responses. Similarly, businesses in different industries might use social media differently retail businesses may emphasize customer inquiries and product showcases, while service-oriented businesses may prioritize client testimonials and consultations (Kumar, et. al, 2022).

Furthermore, Lou, et. al. (2021) noted that businesses must determine the most effective frequency of posts, types of content, and interaction methods that resonate with their particular customer base to assess their unique needs and target audience behaviors to develop customized engagement tactics.

5.3 Customer Feedback. Table 18 shows the Analysis of Variance to test difference on the perceived outputs in the utilization of social media marketing among microenterprises in Olongapo City in terms of customer feedback when grouped according to profile variables.

The computed value of 0.143 for age, 0.217 for sex, 0.431 for civil status, and 0.310 for no. of years in business were greater than > the 0.05 Alpha level of significance, therefore, the null hypothesis was accepted, hence, there is no significant difference on in the utilization of social media marketing among microenterprises in terms of customer feedback when grouped according to type of business.

Table 18. Analysis of Variance to test difference on the perceived outputs in the utilization of social media marketing among microenterprises in Olongapo City terms of customer feedback when grouped according to profile variables

Sources of Variations		SS	df	MS	F	Sig.	Decision
Age	Between Groups	3.825	8	0.478	1.537	0.143	Accept Ho Not Significant
	Within Groups	110.713	356	0.311			
	Total	114.538	364				
Sex	Between Groups	0.481	1	0.481	1.530	0.217	Accept Ho Not Significant
	Within Groups	114.057	363	0.314			
	Total	114.538	364				
Civil Status	Between Groups	0.869	3	0.290	0.920	0.431	Accept Ho Not Significant
	Within Groups	113.669	361	0.315			
	Total	114.538	364				
Type of Business	Between Groups	4.148	5	0.830	2.698	0.021	**Reject Ho Significant**
	Within Groups	110.390	359	0.307			
	Total	114.538	364				
No. of years in Business	Between Groups	1.878	5	0.376	1.197	0.310	Accept Ho Not Significant
	Within Groups	112.660	359	0.314			
	Total	114.538	364				

On the other hand, the computed value of 0.021 for type of business were lesser than > the 0.05 Alpha level of significance, therefore, the null hypothesis was rejected, hence, there is significant difference in the utilization of social media marketing among microenterprises in terms of customer feedback when grouped according to profile variables. This means that customer feedback in social media marketing varies based on business profile factors, emphasizing the need for microenterprises to adapt their feedback management strategies to their specific market and customer needs.

Certain businesses may be more proactive or effective in gathering customer insights through social media than others. For instance, newer businesses might actively encourage customer feedback to establish credibility, while more established enterprises may rely on their existing customer base for reviews and testimonials (Zulfikar, 2023).

Similarly, businesses in retail might receive more direct feedback through comments and ratings, whereas service-based businesses may gather feedback through inquiries and consultations (Park, et. al., 2017).

5.4 Customer Relationship. Table 19 shows the Analysis of Variance to test difference on the perceived outputs in the utilization of social media marketing among microenterprises in Olongapo City in terms of customer relationship when grouped according to profile variables.

The computed value of 0.265 for age, 0.362 for sex, 0.234 for civil status, and 0.223 for no. of years in business were greater than > the 0.05 Alpha level of significance, therefore, the null hypothesis was accepted, hence, there is significant difference in the utilization of social media marketing among microenterprises in terms of customer relationship when grouped according to profile variables

Table 19. Analysis of Variance to test difference on the perceived outputs in the utilization of social media marketing among microenterprises in Olongapo City terms of customer relationship when grouped according to profile variables

Sources of Variations		SS	df	MS	F	Sig.	Decision
Age	Between Groups	2.983	8	0.373	1.257	0.265	Accept Ho Not Significant
	Within Groups	105.627	356	0.297			
	Total	108.610	364				

Sources of Variations		SS	df	MS	F	Sig.	Decision
Sex	Between Groups	0.249	1	0.249	0.833	0.362	Accept Ho Not Significant
	Within Groups	108.361	363	0.299			
	Total	108.610	364				
Civil Status	Between Groups	1.275	3	0.425	1.429	0.234	Accept Ho Not Significant
	Within Groups	107.335	361	0.297			
	Total	108.610	364				
Type of Business	Between Groups	4.181	5	0.836	2.874	0.015	**Reject Ho Significant**
	Within Groups	104.429	359	0.291			
	Total	108.610	364				
No. of years in Business	Between Groups	2.080	5	0.416	1.402	0.223	Accept Ho Not Significant
	Within Groups	106.529	359	0.297			
	Total	108.610	364				

On the other hand, the computed value of 0.015 for type of business were lesser than > the 0.05 Alpha level of significance, therefore, the null hypothesis was rejected, hence, there is significant difference in the utilization of social media marketing among microenterprises in terms of customer relationship when grouped according to type of business. This implies that social media marketing for customer relationship management varies by business type, requiring microenterprises to customize their engagement strategies based on industry dynamics and customer expectations.

The nature of a business whether it is in retail, services, food, or another industry affects how it builds and maintains relationships with customers through social media. Since customer interaction varies by business type, enterprises must adopt relationship management strategies that align with their industry's best practices (Bruce, et. al., 2022).

The customer relationship-building efforts are not uniform across all businesses. Other businesses may focus on frequent promotional content and real-time customer support to drive sales, while service-oriented businesses might emphasize long-term client engagement through consultations and follow-ups. While other enterprises may rely on user-generated content, such as customer reviews and social media mentions, to foster loyalty, whereas professional services might use direct messaging and personalized support to maintain strong relationships (Ancillai, et. al., 2019).

5.5 Market Reach. Table 20 shows the Analysis of Variance to test difference on the perceived outputs in the utilization of social media marketing among microenterprises in Olongapo City in terms of market reach when grouped according to profile variables.

The computed value of 0.766 for age, 0.776 for sex, 0.882 for civil status, 0.157 for type of business, and 0.946 for no. of years in business were greater than > the 0.05 Alpha level of significance, therefore, the null hypothesis was accepted, hence, there is no significant difference in the utilization of social media marketing among microenterprises in terms of market reach when grouped according to profile variables. This indicates that social media marketing ensures consistent market reach across different demographics and business types, offering equal opportunities for microenterprises to grow their audience.

Table 20. Analysis of Variance to test difference on the perceived outputs in the utilization of social media marketing among microenterprises in Olongapo City in terms of market reach when grouped according to profile variables

Sources of Variations		SS	Df	MS	F	Sig.	Decision
Age	Between Groups	1.355	8	0.169	0.615	0.766	Accept Ho Not Significant
	Within Groups	98.079	356	0.276			
	Total	99.434	364				

Sources of Variations		SS	Df	MS	F	Sig.	Decision
Sex	Between Groups	0.022	1	0.022	0.081	0.776	Accept Ho Not Significant
	Within Groups	99.412	363	0.274			
	Total	99.434	364				
Civil Status	Between Groups	0.182	3	0.061	0.221	0.882	Accept Ho Not Significant
	Within Groups	99.252	361	0.275			
	Total	99.434	364				
Type of Business	Between Groups	2.179	5	0.436	1.609	0.157	Accept Ho Not Significant
	Within Groups	97.255	359	0.271			
	Total	99.434	364				
No. of years in Business	Between Groups	0.328	5	0.066	0.237	0.946	Accept Ho Not Significant
	Within Groups	99.106	359	0.276			
	Total	99.434	364				

The effectiveness of social media as an inclusive marketing strategy for companies can increase their followers by utilizing similar means, including focused ads, content-based engagement, and direct customer interaction. New or established companies, retail or service, reach the broad market in a more determined manner through marketing than based on company type or owner demographics (Rosario & Dias, 2023).

In addition, whether the personal traits of the owner or the industry that they operate in, may also concentrate on social media channels to access more customers who have the potential for similar success with reaching online buyers (Khanom, 2023).

6. Test the relationship between the challenges and outputs utilization in using social media marketing among microenterprises in Olongapo City.

Table 21 shows the Pearson Product Moment Coefficient of Correlations to test relationship between the challenges and outputs in the utilization using social media marketing among microenterprises in Olongapo City.

For Brand Awareness, the r=0.207, p=0.000 for Capitalization; r=0.235, p=0.000 for Integration of Legacy Systems; and r=0.195, p=0.021 for Integration of Regulatory compliance which denotes little correlation and significant relationship. Therefore, the null hypothesis was rejected, hence there is a significant relationship between the outputs of social media marketing and challenges in the utilization of social media marketing among microenterprises as to brand awareness. This means that the effectiveness of social media marketing in building brand awareness depends on how microenterprises address challenges like funding, regulatory compliance, and technology adaptation.

According to Hassan, & Shahzad (2022), enterprises that can allocate sufficient resources to digital marketing, respond effectively to customer interactions, and maintain consistency in their online presence are more likely to establish a recognizable brand identity. However, businesses struggling with financial burdens, high interest rates, or a lack of training may find it difficult to sustain their social media efforts, thereby limiting their brand reach.

Furthermore, Moon, & Iacobucci (2022) stated that the need for businesses to address operational challenges that hinder their social media performance. For instance, businesses with limited knowledge of regulatory compliance may hesitate to engage in online marketing due to fears of legal issues, affecting their ability to build a trustworthy brand. Similarly, enterprises that do not have access to affordable funding options may struggle to invest in paid advertising, which could limit their brand exposure and engagement with potential customers.

Table 21. Pearson Product Moment Coefficient of Correlations to test relationship between the challenges and outputs in utilization in Olongapo City using social media marketing among microenterprises in Olongapo City

Sources of Correlations		Capitalization	Integration of Legacy Systems	Regulatory compliance
Brand Awareness	Pearson Correlation	.207**	.235**	.195
	Sig. (2-tailed)	.000	.000	.021
	N	365	365	365
Customer Engagement	Pearson Correlation	.215**	.279**	.139**
	Sig. (2-tailed)	.000	.000	.005
	N	365	365	365
Customer Feedback	Pearson Correlation	.228**	.358**	.112*
	Sig. (2-tailed)	.000	.000	.034
	N	365	365	365
Customer Relationship	Pearson Correlation	.308**	.324**	.109*
	Sig. (2-tailed)	.000	.000	.039
	N	365	365	365
Market Reach	Pearson Correlation	.372**	.360**	.161**
	Sig. (2-tailed)	.000	.000	.002
	N	365	365	365

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

For Customer Engagement, the r=0.215, p=0.000 for Capitalization; r=0.279, p=0.000 for Integration of Legacy Systems; and r=0.139, p=0.005 for Integration of Regulatory compliance, which denotes little correlation and significant relationship. Therefore, the null hypothesis was rejected, hence, there is a significant relationship between the outputs and challenges in the utilization of social media marketing among microenterprises as to customer engagement. This implies that customer engagement in social media marketing is influenced by challenges like limited resources, regulations, and technology, stressing the need for strategic solutions to strengthen relationships and drive growth.

While social media can facilitate meaningful customer interactions, challenges such as financial constraints, lack of technical knowledge, and inconsistent marketing strategies can hinder businesses from fully optimizing their digital engagement. Businesses that effectively address these challenges are more likely to build strong and lasting relationships with their customers (Jagongo & Kinyua, 2018).

However, given the constraints faced by businesses, it is needed to find creative and cost-effective ways to interact with their audience, such as leveraging user-generated content, running community-driven campaigns, and utilizing free engagement tools on social media platforms (Cheng, et. al., 2021).

For Customer Feedback, the r=0.228, p=0.000 for Capitalization; r=0.258, p=0.000 for Integration of Legacy Systems; and r=0.112, p=0.034 for Integration of Regulatory compliance, which denotes little correlation and significant relationship. Therefore, the null hypothesis was rejected, hence there is a significant relationship between the outputs and challenges in the utilization of social media marketing among microenterprises as to customer feedback. This means that the effectiveness of customer feedback in social media marketing depends on how microenterprises address challenges like resource constraints, regulations, and digital adaptation to improve satisfaction and business growth.

According to Chen, Ma, & Wang (2021), enterprises that actively encourage reviews, conduct online surveys, and respond promptly to customer concerns tend to create a more customer-centric business model and can gain valuable insights that contribute to business growth.

In addition, without proper systems in place, businesses may find it challenging to filter relevant insights from social media interactions. Implementing tools such as automated response systems, sentiment analysis software, or simple tracking mechanisms can help businesses manage customer feedback more efficiently, even with limited resources (Bouwman, et. al, 2019).

For Customer Relationship, the r=0.308, p=0.000 for Capitalization; r=0.324, p=0.000 for Integration of Legacy Systems; and r=0.109, p=0.039 for Integration of Regulatory compliance which denotes little correlation and significant relationship. Therefore, the null hypothesis was rejected, hence there is a significant relationship between the output in the utilization of social media marketing among microenterprises and challenges in the utilization of social media marketing among micro-enterprises as to customer relationship. This indicates that the effectiveness of customer relationship management in social media marketing depends on addressing financial, regulatory, and technological challenges to strengthen connections, loyalty, and business sustainability.

Businesses that effectively manage their social media interactions can establish stronger customer relationships. Businesses that regularly engage with their audience, respond to inquiries, and personalize their communication create a sense of connection and reliability. (de Oliveira et al. 2020),

Additionally, businesses need to develop structured strategies for handling customer interactions on social media. Without a clear approach, businesses may struggle with inconsistent responses, delayed interactions, or mismanagement of customer concerns, leading to dissatisfaction (de Oliveira et al. 2020).

For Market Reach, the r=0.372, p=0.000 for Capitalization; r=0.360, p=0.000 for Integration of Legacy Systems; and r=0.161, p=0.002 for Integration of Regulatory compliance which denotes little correlation and significant relationship. Therefore, the null hypothesis was rejected, hence there is a significant relationship between the output in the utilization of social media marketing among microenterprises and challenges in the utilization of social media marketing among microenterprises as to market reach. This means that Microenterprises' market reach through social media depends on overcoming financial, digital literacy, and accessibility challenges to expand visibility and growth opportunities.

Businesses that consistently create engaging content, use targeted advertising, and interact with their followers can significantly expand their customer base. However, those struggling with high operational costs and limited knowledge of social media algorithms may fail to maximize their online presence, resulting in minimal market penetration (Mirchandani, & Gaur, 2019).

Also, the businesses must explore cost-effective ways to expand their market reach, such as collaborating with influencers, participating in online communities, and utilizing organic engagement techniques. By adopting innovative and affordable marketing strategies, businesses can continue to grow their audience despite financial and operational barriers (Goanta, C., & Wildhaber, I., 2019).

7. Proposed Action Plan in Challenges and Outputs in the utilization of social media marketing among microenterprises in Olongapo City

To develop and implement effective social media marketing strategies that enhance the capitalization, integration of legacy systems, and regulatory compliance of microenterprises in Olongapo City. This action plan aims to optimize digital platforms to address key business challenges, improve brand visibility, and strengthen the overall competitiveness of microenterprises in the local market.

The total budget for the action plan for the social media marketing campaign is estimated at ₱49,390. This includes ₱29,400 for facilitator fee content creation and design tools, ₱ 6,000 for materials, ₱5,500 allocated for targeted advertising over three months, and ₱4,000 for training sessions to enhance staff skills. A contingency fund of 10% (₱4,490) is included to cover unexpected costs. This budget ensures sufficient resource allocation to execute a comprehensive strategy that effectively reaches our target audience and meets our promotional goals.

Activities	Objectives	Targets	Funding Requirement	Person / Office Responsible	Expected Outcome
Challenge 1. Capitalization					
Financial Literacy Campaigns – Conduct social media webinars and post educational materials on financial management, loan options, and interest rate negotiations.	To educate microenterprise owners on effective financial management strategies and loan options to reduce financial burden.	At least 100 microenterprise owners participate in webinars and access financial literacy content.	Government grants, local business organizations, sponsorships from financial institutions. ₱9,800 (materials, facilitator, & venue)	Local Business Development Office, Microfinance Institutions, Private Banks, Chamber of Commerce	Business owners gain financial literacy skills, helping them manage debts and reduce interest costs.
Crowdfunding & Digital Fundraising Initiative – Encourage businesses to use social media platforms to launch crowdfunding campaigns and attract investors.	To provide alternative funding sources for businesses struggling with high-interest loans.	30% of participating microenterprises initiate and successfully raise funds through crowdfunding platforms.	Private sector sponsorships, community support, business contributions ₱2,500 (design & promotion)	Digital Marketing Consultants, Business Support Organizations, Local Government	More businesses secure funding without relying on high-interest loans.
Networking with Financial Institutions – Organize online forums where businesses can connect with banks, microfinance institutions, and cooperatives offering lower-interest loans.	To increase access to better loan terms and financial assistance for microenterprises.	At least 3 financial institutions partner with microenterprises to offer lower-interest loan products.	Minimal (government agency or financial institution sponsorships). ₱9,800 (venue, invitations & coordination)	Local Government, Financial Institutions, Business Support Groups	More businesses gain access to low-interest loans and financial aid.
Advocacy for Lower Interest Rates – Use social media campaigns to raise awareness about the impact of high interest rates and lobby for policy changes.	To encourage financial institutions and policymakers to consider lowering interest rates for microenterprises.	1,000 social media engagements (shares, comments, sign-ups) in advocacy efforts.	Community support, non-governmental organizations (NGOs), and local business associations. ₱3,000 (for campaign material, infographics, and boosted posts)	Business Advocacy Groups, Local Economic Development Office, Entrepreneurs' Associations	Stronger policy discussions on interest rate reductions, leading to improved financing options for businesses.

Challenge 2. Integration of Legacy Systems					
Social Media Customer Support Training – Conduct online workshops to teach businesses best practices in managing customer feedback and resolving issues through social media.	To equip microenterprise owners with skills to efficiently handle customer concerns and enhance online reputation.	At least 100 microenterprise owners trained on social media customer service strategies.	Government support, business associations, and private sector sponsorships. ₱9,800 (venue, speaker, and materials)	Local Business Development Office, Digital Marketing Experts, Business Associations.	Improved business response time and customer satisfaction through effective social media management.
Automated Chatbot & Response System Integration – Introduce affordable chatbot solutions to help businesses manage inquiries and complaints	To improve customer response time and ensure timely resolution of concerns.	At least 50 microenterprises adopt chatbot systems for customer engagement.	Private sector relationships, business funding, technology grants. ₱2,000 (setup and subscription)	IT Support Teams, Social Media Consultants, Business Organizations.	Increased efficiency in handling customer concerns with real-time responses.
Customer Feedback & Engagement Campaigns – Develop interactive social media polls, surveys, and Q&A sessions to proactively gather customer insights and address concerns.	To strengthen customer 5184 elationship by actively involving them in business improvements.	At least 500 customers participate in feedback campaigns per business.	Minimal (business owners' contributions, community-driven efforts). ₱1,000 (for digital templates)	Business Owners, Social Media Managers, Marketing Teams.	Enhanced customer trust and business improvements based on real-time feedback.
Challenge 3. Regulatory Compliance					
Regulatory Compliance Training and Workshops – Conduct webinars and seminars on business permits, tax regulations, labor laws, and data privacy policies.	To educate microenterprise owners on legal requirements and compliance to avoid penalties.	At least 100 microenterprise owners attend training sessions.	Government support, private sector sponsorships, and business associations. ₱3,000 (training cost)	Local Business Development Office, Bureau of Internal Revenue (BIR), Department of Trade and Industry (DTI), Legal Consultants.	Increased compliance awareness, reducing legal risks and penalties.

Social Media Information Campaign – Share infographics, videos, and updates on regulatory changes via Facebook, Instagram, and LinkedIn.	To provide microenterprises with accessible and up-to-date regulatory information.	80% of participating businesses engage with educational content.	Minimal (business associations, NGOs, government agencies). ₱2,000 (for graphic design, boosted posts	Digital Marketing Teams, Business Regulatory Offices, Business Support Groups.	More businesses are staying updated on legal requirements and compliance.
Partnerships with Regulatory Agencies – Organize online forums and Q&A sessions with representatives from government regulatory bodies.	To foster direct communication between businesses and regulatory agencies for better compliance support.	At least 3 government agencies collaborate with microenterprises.	Government partnerships, private sector contributions. ₱2,000 (administrative costs for coordination)	Business Chambers, Government Offices (DTI, BIR, SEC, LGU).	Strengthened cooperation between businesses and regulatory institutions.

Summary of Findings

1. Profile of the Respondents
   - 1.1 Age. Out of Three Hundred Sixty-Five (365) respondents, the majority of 58 or equivalent to 15.90% were from 26 years old and below, while the least of 12, or 3.30% were from 56-60 years old.
   - 1.2 Sex. Out of Three Hundred Sixty-Five (365) respondents, the majority of 209 or equivalent to 57.30% were females, and 156 or equivalent to 42.70% were males.
   - 1.3 Civil Status. Out of Three Hundred Sixty-Five (365) respondents, the majority of 190 or equivalent to 52.10% were married, 131 or equivalent to 35.90% were single, 37 or equivalent to 10.10% were widowed, and 7 or equivalent to 1.90% were separated.
   - 1.4 Type of Business. Out of Three Hundred Sixty-Five (365) respondents, the majority of 155 or equivalent to 42.50% belongs to service business, 132 or equivalent to 36.20% belongs to wholesale of retail trade, 39 or equivalent to 10.70% belongs to restaurant/bar, 20 or equivalent to 5.50% belongs to financial and insurance, 10 or equivalent to 2.70% belongs ton repair of motor vehicles, and 9 or 2.50% belongs to medical services.
   - 1.5 Number of Years in Business. Out of Three Hundred Sixty-Five (365) respondents, the majority of 100 or equivalent to 27.40% have 3-4 years in the business, 89 or equivalent to 24.40% have 1-2 years in the business, 80 or equivalent to 21.90% have more than 11 years in the business, 47 or equivalent to 12.90% have 5-6 years in the business, 30 or equivalent to 8.20% have 7-8 years in the business, and 19 or equivalent to 5.20% have 9-10 years in the business.
2. Challenges in the utilization of social media marketing among microenterprises in Olongapo City.
   - 2.1 Capitalization. The respondents assessed "Agree" on all indicators, indicator 3 "The business struggles with high rates of interest" with a weighted mean of 2.93 and ranked 1. While indicator 5, "Businesses must use social media technology, which requires financial resources and adequate funding" with a weighted mean of 2.75 and ranked 5. The computed overall weighted mean on the Challenges in the utilization in using social media marketing among

microenterprises in terms of Capitalization was 2.84, with a qualitative interpretation of "Agree." This reveals that high interest rates are the most pressing funding challenge for microenterprises, limiting their ability to invest in effective social media marketing strategies.

2.2 Integration of Legacy Systems. The respondents assessed "Agree" on all indicators, indicator 2 "The business uses social media for posts and customer feedback to settle issues about my business" with a weighted mean of 3.06 and ranked 1. While indicator 3, "The business uses social media to track the impact of social media promotions on sales" with a weighted mean of 2.89 and ranked 5. The computed overall weighted mean on the Challenges in the utilization of social media marketing among microenterprises in terms of Integration of Legacy System was 2.99, with a qualitative interpretation of "Agree."

2.3 Regulatory compliance. The respondents assessed "Strongly Agree" on indicator 1 "The business is knowledgeable about regulatory compliance." with a weighted mean of 3.61 and ranked 1. While "Agree" on indicator 5, "The business regularly reviews social media platforms to ensure compliance with laws and regulations" with a weighted mean of 2.79 and ranked 5.

The computed overall weighted mean on the Challenges in the utilization of social media marketing among microenterprises in terms of Regulatory compliance was 3.20, with a qualitative interpretation of "Agree."

3. Outputs in the utilization of social media marketing that affect the microenterprise

3.1 Brand Awareness. The respondents assessed "Strongly Agree" on Indicator 1, "The business quickly recalls the brand's symbol or logo" with a weighted mean of 3.33 and ranked 1. While, "Agree" on indicator 5, "The level of trust in the business utilizing social media marketing" with a weighted mean of 3.24 and ranked 5. The computed overall weighted mean on the Outputs in the utilization of social media marketing among microenterprises in terms of Brand Awareness was 3.30, with a qualitative interpretation of "Strongly Agree."

3.2 Customer Engagement. The respondents assessed "Strongly Agree" on Indicator 1, "The customers can easily contact me anytime they want and can easily get customer feedback about my business," with a weighted mean of 3.26 and ranked 1. While, "Agree" on indicator 3, "The business can easily give additional information to those who need more details and easily answer inquiries." with a weighted mean of 3.15 and ranked 5. The computed overall weighted mean on the Outputs in utilization of social media marketing among microenterprises in terms of Customer Engagement was 3.21, with a qualitative interpretation of "Strongly Agree."

3.3 Customer Feedback. The respondents assessed "Agree" on all indicators, indicator 2 "Business operations use social media marketing to get innovative ideas from customers." with a weighted mean of 3.22 and ranked 1. While indicator 4, "Using social media our service or our product was easy to use." with a weighted mean of 3.08 and ranked 5. The computed overall weighted mean on the Outputs in using social media marketing among microenterprises in terms of Customer Feedback was 3.18, with a qualitative interpretation of "Agree."

3.4 Customer Relationship. The respondents assessed "Agree" on all indicators, indicator 4 "The business commits time and resources to managing customer relationships." with a weighted mean of 3.18 and ranked 1. While indicator 5, "The business tries to find out what our key customers need," with a weighted mean of 3.07 and ranked 5. The computed overall weighted mean on the Outputs in the utilization of social media marketing among microenterprises in terms of Customer Relationship was 3.14, with a qualitative interpretation of "Agree."

3.5 Market Reach. The respondents assessed "Agree" on all indicators, indicator 1 "Using social media makes it easy to connect with your target audience," with a weighted mean of 3.06 and ranked 1. While indicator 5, "The business struggles to compete with larger businesses in terms of proper channels to reach more customers" with a weighted mean of 2.92 and ranked 5. The computed overall weighted mean on the Outputs in the utilization of social media marketing among microenterprises in terms of Market Reach was 2.98, with a qualitative interpretation of "Agree."

4. Test of difference on the responses to the challenges in the utilization of social media marketing among microenterprises when grouped according to the profile variable.
   4.1 Capitalization. The computed value of 0.564 for age, 0.095 for sex, 0.409 for civil status, and 0.244 for no. of years in business were greater than > the 0.05 Alpha level of significance, therefore, the null hypothesis was accepted, hence, there is no significant difference on the perceived challenges in the utilization of social media marketing among microenterprises in terms of capitalization when grouped according to profile variables. On the other hand, the computed value of 0.000 for type of business were lesser than < the 0.05 Alpha level of significance, therefore, the null hypothesis was rejected, hence, there is significant difference on the perceived challenges in the utilization of social media marketing among microenterprises s in terms of capitalization when grouped according to type of business.
   4.2 Integration of Legacy Systems. The computed value of 0.232 for age, 0.943 for sex, 0.424 for civil status, and 0.195 for no. of years in business were greater than > the 0.05 Alpha level of significance, therefore, the null hypothesis was accepted, hence, there is no significant difference on the perceived challenges in the utilization of social media marketing among microenterprises in terms of integration of legacy systems when grouped according to profile variables. On the other hand, the computed value of 0.000 for type of business were lesser than < the 0.05 Alpha level of significance, therefore, the null hypothesis was rejected, hence, there is significant difference on the perceived challenges in the utilization of social media marketing among microenterprises in terms of integration of legacy systems when grouped according to type of business.
   4.3 Regulatory Compliance. The computed value of 0.070 for age, 0.537 for sex, 0.109 for civil status, 0.860 for type of business, and 0.195 for no. of years in business were greater than > the 0.05 Alpha level of significance, therefore, the null hypothesis was accepted, hence, there is no significant difference on the perceived challenges in the utilization of social media marketing among microenterprises in terms of regulatory compliance when grouped according to profile variables.
5. Test of difference on the responses on the outputs in the utilization of social media marketing among microenterprises when grouped according to the profile variable.
   5.1 Brand Awareness. The computed value of 0.250 for age, 0.488 for sex, 0.360 for civil status, 0.207 for type of business, and 0.701 for no. of years in business were greater than > the 0.05 Alpha level of significance, therefore, the null hypothesis was accepted, hence, there is no significant difference in the utilization of social media marketing among microenterprises in terms of brand awareness when grouped according to profile variables.
   5.2 Customer Engagement. The computed value of 0.073 for age, 0.457 for sex, 0.082 for civil status, and 0.614 for no. of years in business were greater than > the 0.05 Alpha level of significance, therefore, the null hypothesis was accepted, hence, there is no significant difference in the utilization of social media marketing among microenterprises in terms of customer engage-

ment when grouped according to profile variables. On the other hand, the computed value of 0.004 for type of business were lesser than > the 0.05 Alpha level of significance, therefore, the null hypothesis was rejected, hence, there is significant difference in the utilization of social media marketing among microenterprises in terms of customer engagement when grouped according to type of business.

5.3 Customer Feedback. The computed value of 0.143 for age, 0.217 for sex, 0.431 for civil status, and 0.310 for no. of years in business were greater than > the 0.05 Alpha level of significance, therefore, the null hypothesis was accepted, hence, there is no significant difference in the utilization of social media marketing among microenterprises in terms of customer feedback when grouped according to type of business. On the other hand, the computed value of 0.021 for type of business were lesser than > the 0.05 Alpha level of significance, therefore, the null hypothesis was rejected, hence, there is significant difference in the utilization of social media marketing among microenterprises in terms of customer feedback when grouped according to profile variables.

5.4 Customer Relationship. The computed value of 0.265 for age, 0.362 for sex, 0.234 for civil status, and 0.223 for no. of years in business were greater than > the 0.05 Alpha level of significance, therefore, the null hypothesis was accepted, hence, there is significant difference on the social media marketing practices in terms of customer relationship when grouped according to profile variables. On the other hand, the computed value of 0.015 for type of business were lesser than > the 0.05 Alpha level of significance, therefore, the null hypothesis was rejected, hence, there is significant difference in the utilization of social media marketing among microenterprises in terms of customer relationship when grouped according to type of business.

5.5 Market Reach. The computed value of 0.766 for age, 0.776 for sex, 0.882 for civil status, 0.157 for type of business, and 0.946 for no. of years in business were greater than > the 0.05 Alpha level of significance, therefore, the null hypothesis was accepted, hence, there is no significant difference in the utilization of social media marketing among microenterprises in terms of market reach when grouped according to profile variables.

6. Test of the relationship between the challenges and outputs in the utilization of social media marketing among microenterprises in Olongapo City.

For Brand Awareness, the r=0.207, p=0.000 for Capitalization; r=0.235, p=0.000 for Integration of Legacy Systems; and r=0.195, p=0.001 for Integration of Regulatory compliance which denotes little correlation and significant relationship. Therefore, the null hypothesis was rejected, hence there is a significant relationship between the output and challenges in the utilization of social media marketing among microenterprises as to brand awareness.

For Customer Engagement, the r=0.215, p=0.000 for Capitalization; r=0.279, p=0.000 for Integration of Legacy Systems; and r=0.139, p=0.005 for Integration of Regulatory compliance, which denotes little correlation and significant relationship. Therefore, the null hypothesis was rejected, hence there is a significant relationship between the output in the utilization of social media marketing among microenterprises and challenges in the utilization of social media marketing among microenterprises as to customer engagement.

For Customer Feedback, the r=0.228, p=0.000 for Capitalization; r=0.258, p=0.000 for Integration of Legacy Systems; and r=0.112, p=0.034 for Integration of Regulatory compliance, which denotes little correlation and significant relationship. Therefore, the null hypothesis was rejected, hence there is a significant relationship between the outputs and challenges in the utilization of social media marketing among microenterprises as to customer feedback.

For Customer Relationship, the r=0.208, p=0.000 for Capitalization; r=0.224, p=0.000

for Integration of Legacy Systems; and r=0.109, p=0.039 for Integration of Regulatory compliance which denotes little correlation and significant relationship. Therefore, the null hypothesis was rejected, hence there is a significant relationship between the output in the utilization of social media marketing among microenterprises and challenges in the utilization of social media marketing among microenterprises as to customer relationship.

For Market Reach, the r=0.272, p=0.000 for Capitalization; r=0.260, p=0.000 for Integration of Legacy Systems; and r=0.161, p=0.002 for Integration of Regulatory compliance which denotes little correlation and significant relationship. Therefore, the null hypothesis was rejected, hence there is a significant relationship between the output in the utilization of social media marketing among microenterprises and challenges in the utilization of social media marketing among microenterprises as to market reach.

7. The action plan may be recommended for the utilization of social media marketing among microenterprises in Olongapo City.

For Capitalization. Financial literacy campaigns, conduct webinars and distribute educational materials via social media platforms to promote financial management skills, provide loan information, and assist entrepreneurs in negotiating interest rates. Crowdfunding and Digital Fundraising Initiatives. encourage businesses to use social media platforms to launch crowdfunding campaigns and attract potential investors, thereby generating new sources of funding. Networking with financial institutions, set up online forums where microenterprises can connect with banks, microfinance institutions, and cooperatives that provide low-interest loans and other financial assistance. Advocate for Lower Interest Rates, implement social media campaigns to raise public awareness about the negative effects of high interest rates, and advocate for policy changes that will make borrowing more affordable for small businesses.

For the Integration of Legacy Systems, Social Media Customer Support Training Conduct online workshops to provide businesses with best practices for managing customer feedback and effectively resolving issues via social media platforms. Automated Chatbot and Response System Integration. introduce cost-effective chatbot solutions to help businesses handle customer inquiries, respond quickly, and manage complaints. Customer Feedback and Engagement Campaigns. Create interactive initiatives like social media polls, surveys, and Q&A sessions to proactively gather customer feedback and address concerns.

For Regulatory Compliance. Training & Workshops, conduct webinars and seminars on critical topics such as business permits, tax regulations, labor laws, and data privacy policies to ensure that businesses remain compliant with existing regulations. Social Media Information Campaigns. increase awareness and accessibility by sharing infographics, short videos, and timely updates on regulatory changes via platforms such as Facebook, Instagram, and LinkedIn. Partnerships with regulatory agencies, organize online forums and Q&A sessions with representatives from government regulatory bodies to give businesses direct advice and clarification on compliance issues.

Conclusions

Based on the summary of the investigations conducted, the researcher has concluded that:

1. The majority of the respondents belongs to young adulthood, female, married, with service business for 3-4 years in the business.
2. The respondents agree on Regulatory Compliance, Integration of Legacy, and Capitalization on the Challenges in the utilization of social media marketing among microenterprises.
3. The respondents strongly agree on Brand Awareness, while agree on Customer Engagement, Customer Feedback, Customer Relationship, and Market Reach as outputs in the utilization of social media marketing among microenterprises.
4. There is no significant difference on the perceived challenges in the utilization of social media marketing among microenterprises in terms of regulatory compliance when grouped according to profile variables. On the other hand, there is significant difference on the perceived challenges in the utilization of social media marketing

among microenterprises in terms of capitalization, integration of legacy system. when grouped according to type of business.

5. There is no significant difference in the utilization of social media marketing among microenterprises in terms of brand awareness and market reach when grouped according to profile variables. On the other hand, there is significant difference in the utilization of social media marketing among microenterprises in terms of customer engagement, customer feedback, and customer relationship when grouped according to type of business.
6. There is a significant relationship between the outputs in the utilization of social media marketing among microenterprises and challenges in the utilization of social media marketing among microenterprises as to brand awareness, customer engagement, customer feedback, customer relationship, and market reach.
7. A Proposed Action Plan for the utilization of social media marketing among microenterprises in Olongapo City.

Recommendations

Based on the findings and conclusions of the study, the following recommendations are as follows:

1. Considering the demographic profile of the respondents, training programs and social media marketing initiatives may be designed to address the needs and circumstances of microenterprise owners. Relevant seminars, workshops, and capacity-building activities may be provided to help them improve their digital marketing knowledge, skills, and business practices.
2. To address the identified challenges, micro-enterprises may explore alternative funding sources such as government grants, microfinance programs, and crowdfunding platforms. To ensure financial sustainability, micro-enterprises may develop cost-effective social media marketing strategies that maximize organic reach and minimize reliance on paid promotions.

   To enhance the integration of legacy systems, microenterprises may adopt digital tools that streamline social media interactions, automate customer feedback management, and improve issue resolution. To ensure efficiency, micro-enterprises may invest in user-friendly platforms that bridge traditional and modern communication channels, allowing seamless engagement with customers.

   To determine crucial features and data dependencies, thoroughly evaluate the current legacy systems. To reduce disruption, create a phased integration plan with distinct milestones and make use of middleware or API techniques. Hire qualified IT specialists and make sure that adequate testing is done before full deployment. To adjust the integrated system to changing business requirements, ongoing monitoring and updates are necessary.

   To strengthen regulatory compliance, microenterprises may regularly update their knowledge of digital marketing laws, data privacy regulations, and industry standards through training and consultation. To ensure adherence, microenterprises may implement clear policies for social media content, customer data protection, and ethical marketing practices.
3. To sustain and improve the identified outputs, microenterprises can enhance brand awareness; microenterprises may consistently engage with their audience through authentic and transparent social media interactions, building trust and credibility over time. To strengthen customer confidence, micro-enterprises may prioritize responsive communication, customer testimonials, and high-quality content that reinforces their brand's reliability.

   To improve customer engagement, micro-enterprises may utilize automated messaging tools and dedicated customer support teams to provide prompt and accurate responses to inquiries. To ensure accessibility, microenterprises may actively monitor their social media channels and offer clear, detailed information through posts, FAQs (Frequently Asked Questions), and interactive content.

   To enhance customer feedback, microenterprises highly encourage users to share their experiences through reviews, testimonials, and interactive posts

highlighting the ease of using their products or services. To build trust and credibility, micro-enterprises may actively respond to feedback, address concerns promptly, and showcase user-generated content demonstrating customer satisfaction.

To strengthen customer relationships, microenterprises may encourage social media analytics and direct interactions to identify key customer needs and preferences. To create loyalty, microenterprises may personalize their engagement strategies, offer personalized solutions, and consistently adapt their products or services based on customer insights.

To expand market reach, microenterprises may utilize targeted social media advertising, collaborations with influencers, and strategic content marketing to compete with larger competitors. To maximize visibility, micro-enterprises may explore niche markets, engage with local communities, and optimize their presence across multiple digital platforms.

4. Microenterprise owners are encouraged to strengthen their practices in capitalization and integration of legacy systems by adopting strategies suited to the specific needs and nature of their businesses.

   Since no significant differences were found in these areas when grouped according to type of business, business owners should consider implementing appropriate financial management strategies, allocating sufficient resources, and improving the integration of existing systems to support their social media marketing activities. Furthermore, since no significant differences were found in regulatory compliance when grouped according to profile variables, microenterprises should continue to observe applicable laws, regulations, and policies to ensure responsible and compliant social media marketing practices.
5. Microenterprise owners are encouraged to develop and implement business-specific social media marketing strategies, particularly in improving customer engagement, gathering customer feedback, and strengthening customer relationships.

   Since significant differences were found in these areas when grouped according to type of business, marketing strategies should be tailored to the needs, preferences, and characteristics of their respective customers.

   Furthermore, microenterprises should continuously enhance their brand awareness and market reach through consistent online promotion, engaging content, and effective use of various social media platforms, regardless of their profile characteristics.
6. Microenterprise owners are encouraged to strengthen both the challenges and the outputs associated with social media marketing. Because there is a significant relationship between the challenges and the outputs in terms of brand awareness, customer engagement, customer feedback, customer relationships, and market reach, business owners should implement strategies that address operational challenges while maximizing the benefits of social media marketing. These may include improving financial resource allocation, enhancing customer interaction, regularly monitoring customer feedback, maintaining strong customer relationships, and developing effective promotional strategies to expand market reach and increase brand visibility.
7. The proposed action plan is recommended for adoption and implementation among microenterprises in Olongapo City. It offers practical approaches to addressing challenges related to capitalization, legacy system integration, and regulatory compliance while strengthening brand awareness, customer engagement, customer feedback, customer relationships, and market reach. Microenterprise owners are encouraged to implement the proposed strategies based on their available resources, business objectives, and operational capacity. Furthermore, regular monitoring and evaluation should be conducted to assess the effectiveness of the action plan and determine areas that require further improvement.
8. Another research may be conducted to verify the results obtained.

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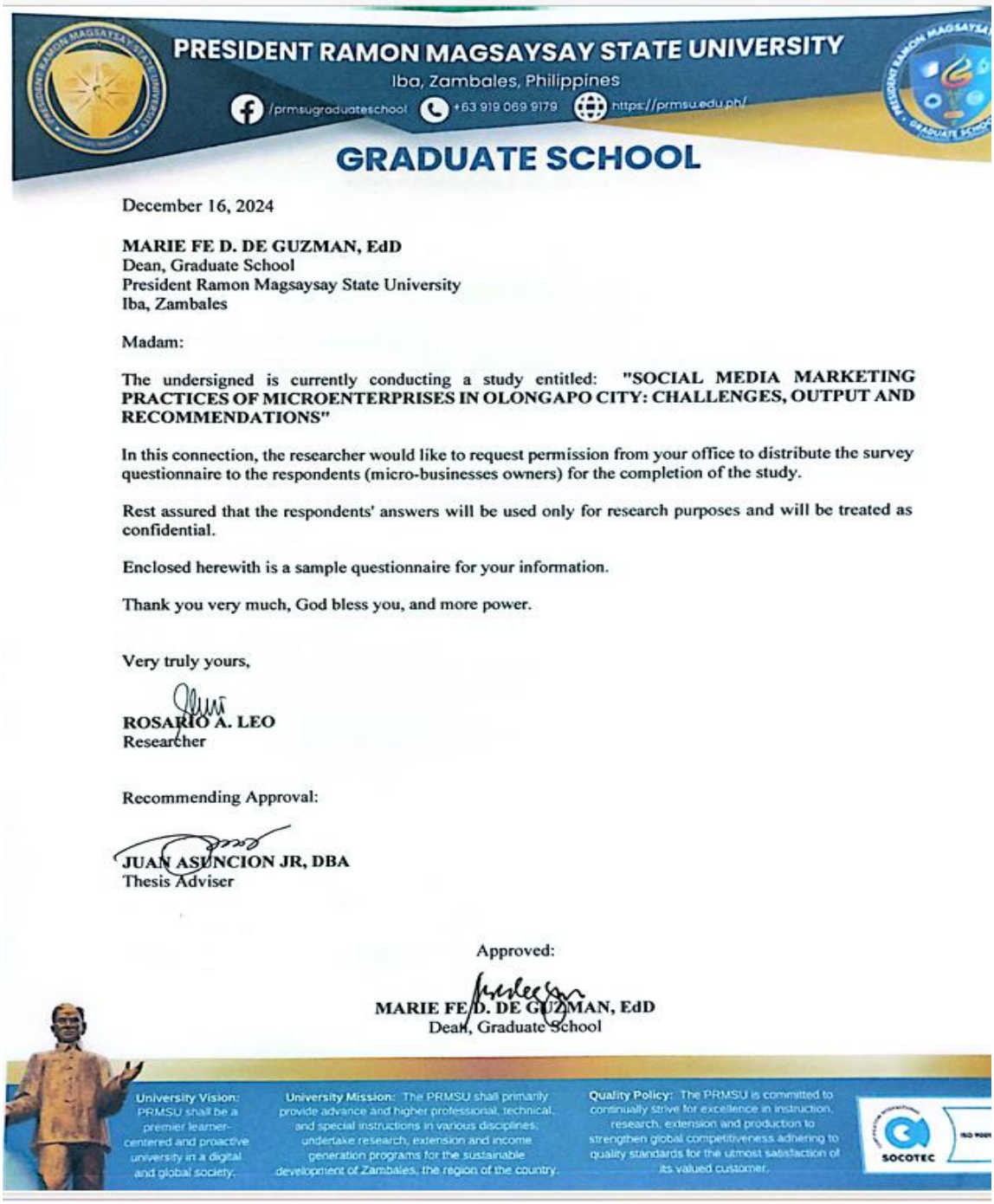
Appendix A: Letter of Request



PRESIDENT RAMON MAGSAYSAY STATE UNIVERSITY
Iba, Zambales, Philippines
/prmsugraduateschool +63 919 069 9179 https://prmsu.edu.ph/
GRADUATE SCHOOL

December 16, 2024

MARIE FE D. DE GUZMAN, EdD
Dean, Graduate School
President Ramon Magsaysay State University
Iba, Zambales

Madam:

The undersigned is currently conducting a study entitled: **"SOCIAL MEDIA MARKETING PRACTICES OF MICROENTERPRISES IN OLONGAPO CITY: CHALLENGES, OUTPUT AND RECOMMENDATIONS"**

In this connection, the researcher would like to request permission from your office to distribute the survey questionnaire to the respondents (micro-businesses owners) for the completion of the study.

Rest assured that the respondents' answers will be used only for research purposes and will be treated as confidential.

Enclosed herewith is a sample questionnaire for your information.

Thank you very much, God bless you, and more power.

Very truly yours,

ROSARIO A. LEO
Researcher

Recommending Approval:

JUAN ASUNCION JR, DBA
Thesis Adviser

Approved:

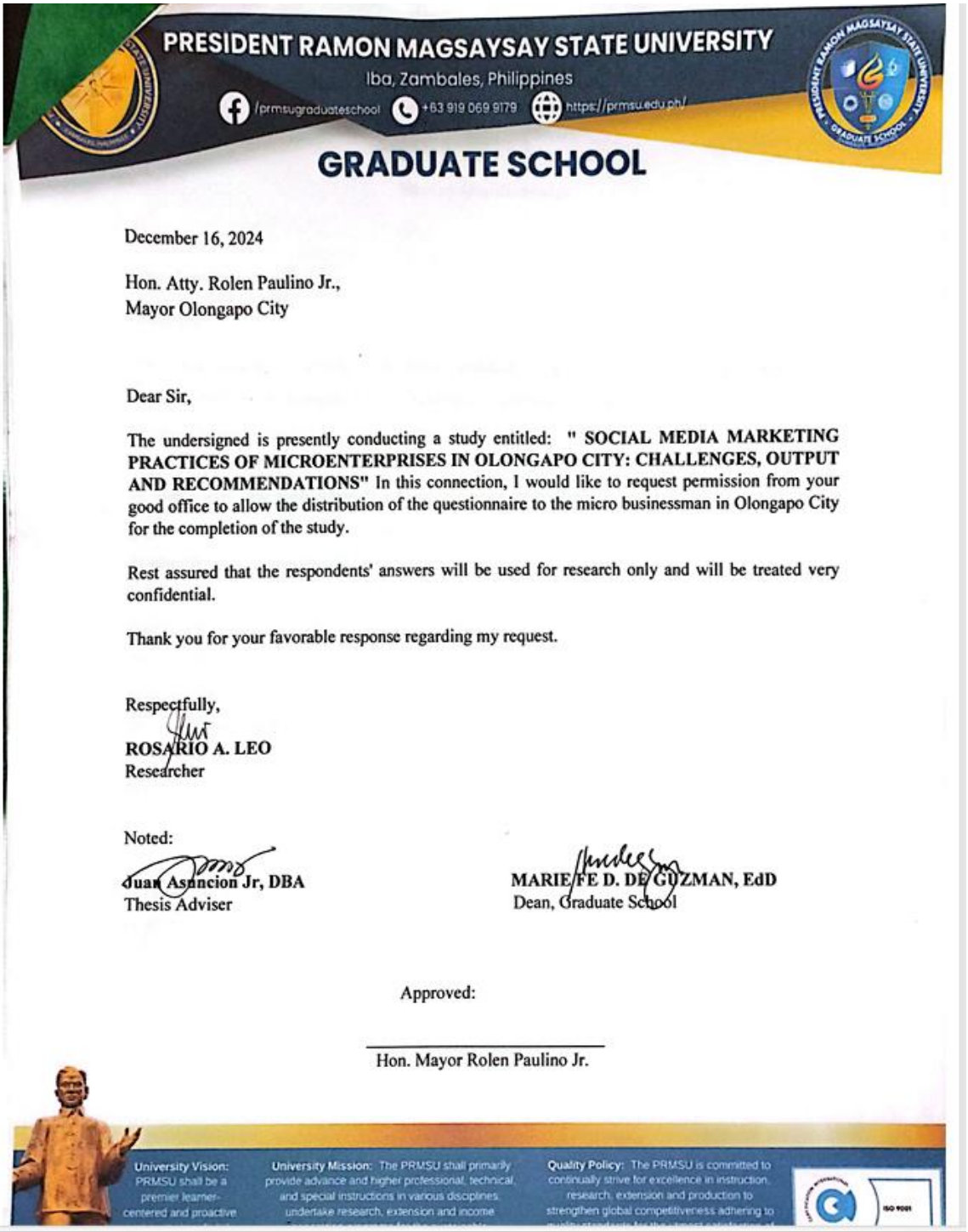
MARIE FE D. DE GUZMAN, EdD
Dean, Graduate School

University Vision: PRMSU shall be a premier learner-centered and proactive university in a digital and global society.

University Mission: The PRMSU shall primarily provide advance and higher professional, technical, and special instructions in various disciplines; undertake research, extension and income generation programs for the sustainable development of Zambales, the region of the country.

Quality Policy: The PRMSU is committed to continually strive for excellence in instruction, research, extension and production to strengthen global competitiveness adhering to quality standards for the utmost satisfaction of its valued customer.

SOCOTEC



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GRADUATE SCHOOL

December 16, 2024

Hon. Atty. Rolen Paulino Jr.,
Mayor Olongapo City

Dear Sir,

The undersigned is presently conducting a study entitled: **" SOCIAL MEDIA MARKETING PRACTICES OF MICROENTERPRISES IN OLONGAPO CITY: CHALLENGES, OUTPUT AND RECOMMENDATIONS"** In this connection, I would like to request permission from your good office to allow the distribution of the questionnaire to the micro businessman in Olongapo City for the completion of the study.

Rest assured that the respondents' answers will be used for research only and will be treated very confidential.

Thank you for your favorable response regarding my request.

Respectfully,

ROSARIO A. LEO
Researcher

Noted:

Juan Asuncion Jr, DBA
Thesis Adviser

MARIEFE D. DE GUZMAN, EdD
Dean, Graduate School

Approved:

Hon. Mayor Rolen Paulino Jr.

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Quality Policy: The PRMSU is committed to continually strive for excellence in instruction, research, extension and production to strengthen global competitiveness adhering to

ACTION SLIP

NAME OF REQUESTOR: Rosario A. Leo

DEPARTMENT or ADDRESS: #43 Bonifacio St. Pag. Asa Olongapo City

CELLPHONE NUMBER: 09983774681

SUMMARY OF DOCUMENTS: asking permission to conduct survey for micro-enterprises in Olongapo City

TYPE OF DOCUMENT: (CHECK OR MARK APPROPRIATE CIRCLE/S)

- O REPORT
- O REQUEST
- O BURIAL
- O FINANCIAL/ DONATION
- O MEDICAL
- O PERMIT (E.G MOTORCADE)
- O USE OF GOVERNMENT FACILITY (E.G. TRIANGLE)
- O OTHERS (PLEASE SPECIFY)
- O SCHOLARSHIP
- O TRANSPORTATION
- O WORK/JOB REFER
- O INVITATION
- O BUSINESS PROPOSAL
- O BARANGAY RESOLUTION/ORDINANCE
- O CITY RESOLUTION/ORDINANCE
- O OTHERS (PLEASE SPECIFY)

CITY MAYOR'S OFFICE
OLONGAPO CITY
RECEIVED
1-13-25
RECEIVED BY: [signature] TIME: 3:50 pm
CONTROL NO. A-385

ACTION REQUIRED (CHECK OR MARK APPROPRIATE CIRCLE)

- O FOR APPROVAL
- O FOR IMMEDIATE ACTION
- O FOR INFORMATION ONLY (FYI)
- O FOR APPROVAL
- O FOR SIGNATURE
- O OTHERS (PLEASE SPECIFY)

REPORTED REQUIRED /REQUESTED BY MAYOR _____

DO NOT FILL UP THIS LINE:

TO BE FILLED UP BY MAYOR'S OFFICE (PERSONNEL)

REFER TO: DUE DATE:

Pls. coordinate w/ Barangay. TJ

011625

TO BE FILLED UP BY REFERRED/CONCERNED PERSONAL COMMENTOR ACTION TAKEN:

FINAL ACTION TAKEN:

East Tapinac JEANETTE F. ALAGON (223-3444)
SANGGUNIANG BRGY 09215543002
SECRETARY

(OUTGOING)

RECEIVED BY: _____

SIGNATURE OVER PRINTED NAME/DATE/TIME

(INCOMING)

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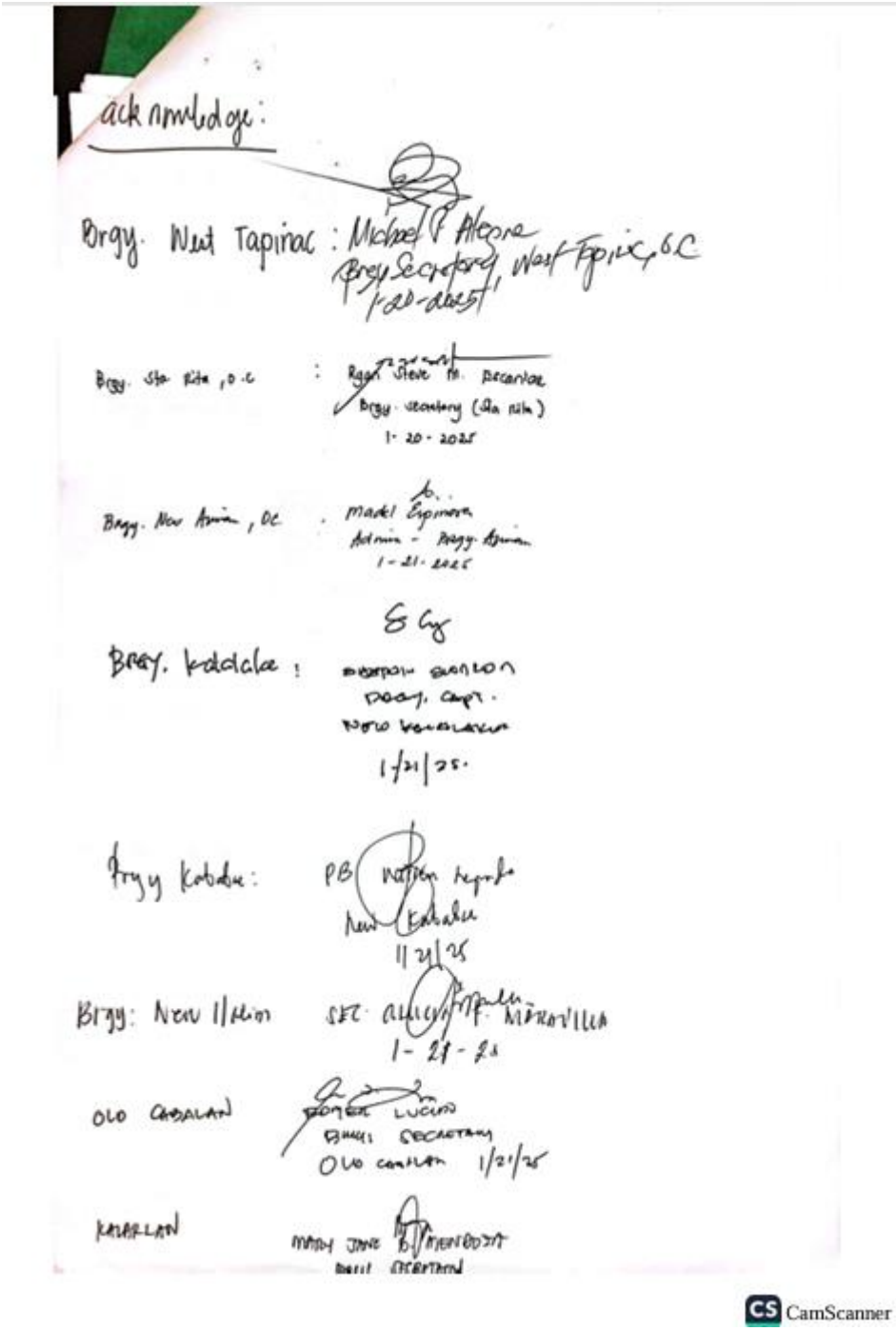

acknowledge:

Brgy. West Tapinac : Michael P Alegre
Brgy Secretary, West Tapinac, O.C
1-20-2025

Brgy. Sta Rita, O.C : Ryan Steve M. Escanlar
Brgy. Secretary (Sta Rita)
1-20-2025

Brgy. New Asinan, OC : Mariel Espinosa
Admin - Brgy. Asinan
1-21-2025

Brgy. Kalaklan : [illegible]
Brgy. Capt.
New Kalaklan
1/21/25.

Brgy Kalaklan: PB [illegible]
New Kalaklan
1/21/25

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1-21-25

OLD CABALAN [illegible] LUCIAN
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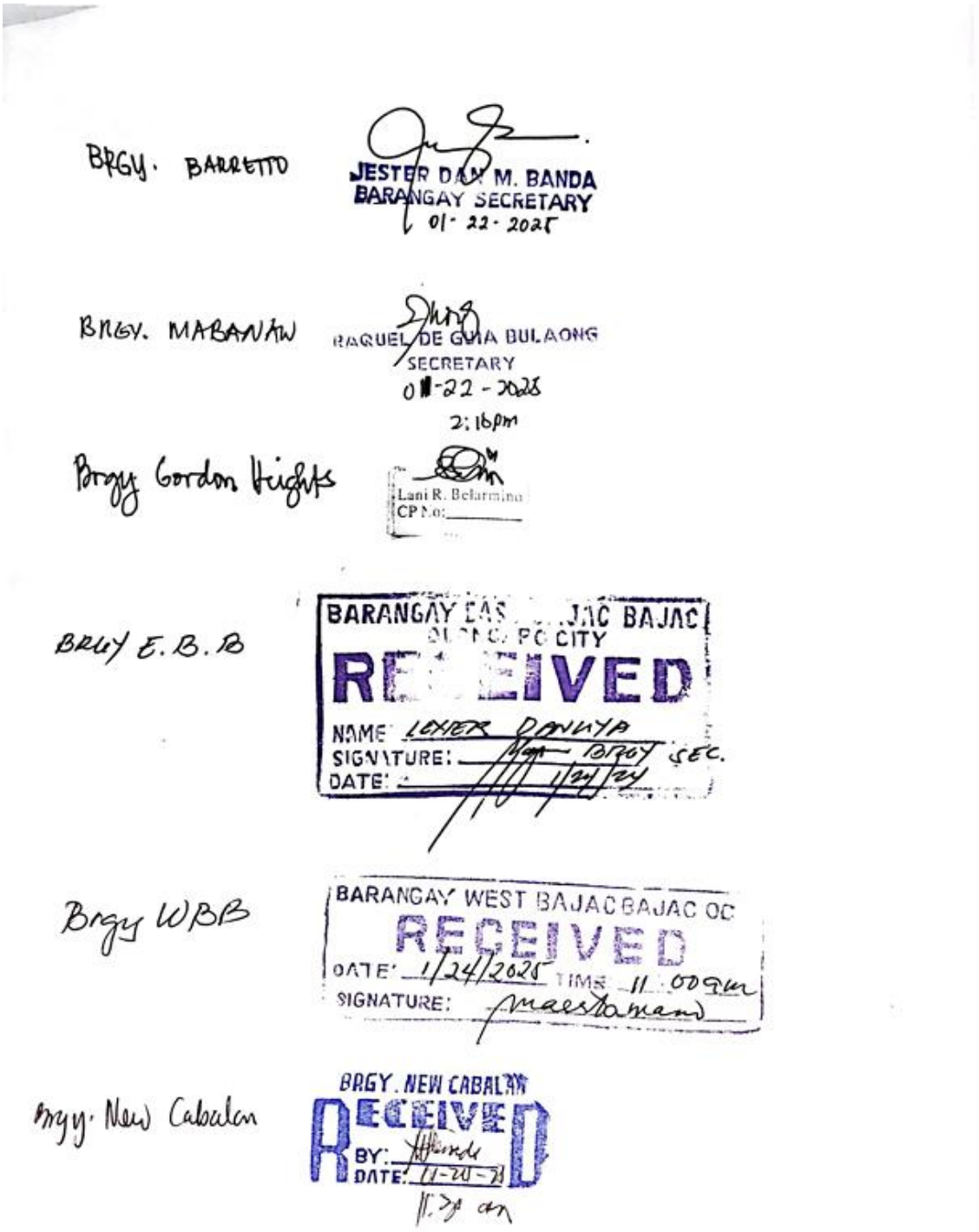
OLD CABALAN 1/21/25

KALARLAN MARY JANE B. MENDOZA
BRGY. SECRETARY

CamScanner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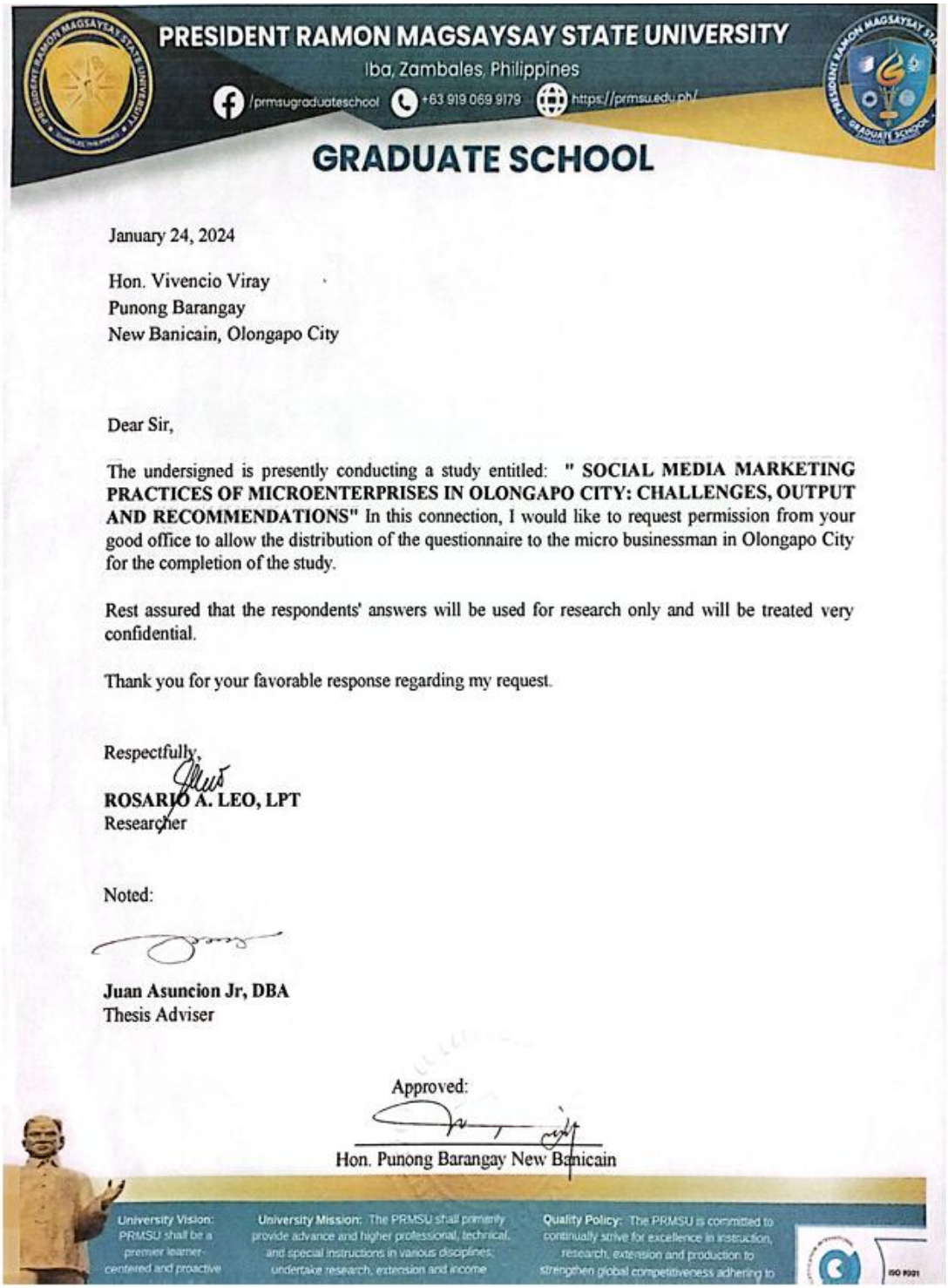

PRESIDENT RAMON MAGSAYSAY STATE UNIVERSITY
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GRADUATE SCHOOL

January 24, 2024

Hon. Vivencio Viray
Punong Barangay
New Banicain, Olongapo City

Dear Sir,

The undersigned is presently conducting a study entitled: **" SOCIAL MEDIA MARKETING PRACTICES OF MICROENTERPRISES IN OLONGAPO CITY: CHALLENGES, OUTPUT AND RECOMMENDATIONS"** In this connection, I would like to request permission from your good office to allow the distribution of the questionnaire to the micro businessman in Olongapo City for the completion of the study.

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Thank you for your favorable response regarding my request.

Respectfully,

ROSARIO A. LEO, LPT
Researcher

Noted:

Juan Asuncion Jr, DBA
Thesis Adviser

Approved:

Hon. Punong Barangay New Banicain

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Republic of the Philippines
City of Olongapo
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Phone no. :(047) 222-8037
Email: barangaypagasa.oc@gmail.com

BAGONG PILIPINAS

OFFICE OF THE PUNONG BARANGAY

CERTIFICATION

To Whom It May Concern,

I, **RODOLFO E. CATOLOGAN JR.**, Punong Barangay of Barangay Pag-asa Olongapo City, hereby authorize **ROSARIO A. LEO** to conduct survey for micro-enterprises in Barangay Pag-asa, Olongapo City.

Please extend full cooperation to the above-mentioned name to carry out her task. This authorization is valid for three (3) days from the date of issuance.

Thank you for your attention and cooperation.

Issued this 21st day of January 2025.

Sincerely,

HON. RODOLFO E. CATOLOGAN JR.
Punong Barangay

Appendix B: Questionnaire

Research Instrument

Survey Questionnaire

Dear Respondent
Good day!
The undersigned is writing this thesis entitled "Utilization of Social Media Marketing among Microenterprises in Olongapo City; Challenges, and Outputs" at the Graduate School, President Ramon Magsaysay State University (PRMSU) Iba, Zambales.

In this regard, the researcher is asking for your cooperation to complete the instrument and gather the needed data and information to complete the study. Your responses and feedback are invaluable to my research, and I truly appreciate your time and effort in completing this survey.

Please rest assured that all information you provide will be kept strictly confidential in line with the Data Privacy Act of 2012 (Republic Act no. 10173) of the Philippines. I am committed to safeguarding your data. Your answers will be used exclusively for research purposes and will not be shared with any third parties without your consent.

Sincerely,



Rosario A. Leo
Researcher

Direction: Please provide the necessary personal data by checking the appropriate answer corresponds to your choice.

Part 1: Profile of the Respondents

Name: (Optional)

SURVEY QUESTIONNAIRE

Age
( ) 61 & older ( ) 46 – 50 ( ) 31 – 35
( ) 56 - 60 ( ) 41 – 45 ( ) 26 – 30
( ) 51 – 55 ( ) 36 – 40 ( ) 26 below

Sex
( ) Male ( ) Female

Civil status
( ) Single ( ) Widowed
( ) Married ( ) Separated

Type of Business:
( ) Wholesale and Retail Trade ( ) Repair of Motor Vehicles
( ) Service Business ( ) Financial and Insurance
( ) Restaurant/ Bar ( ) Medical Services

No. of years of Business:
( ) 11 years & up ( ) 7- 8 years ( ) 3-4 years
( ) 9-10 years ( ) 5-6 years ( ) 1-2 years

Part II. Challenges in the utilization of social media marketing among microenterprises in Olongapo City. This part contains items/indicators on considering the challenges in using social media marketing among microenterprises. Please indicate the level of your agreement with each of the following statements by putting a check (/) mark below the scale that represents the number of your answers. Feel free to answer each item as objectively as you can. Use the code below:

4- Strongly agree 3- Agree 2- Disagree 1- Strongly disagree

Capitalization					
		4	3	2	1
1.	The business faces difficulties with the high price of new technology.	( )	( )	( )	( )
2.	Challenges in getting financial institutions to lend money.	( )	( )	( )	( )
3.	The business struggles with high rates of interest.	( )	( )	( )	( )
4.	The business offers financial support and sets a standard for using social media.	( )	( )	( )	( )
5.	Businesses must use social media technology, which requires financial resources and adequate funding.	( )	( )	( )	( )
Integration of Legacy System					
		4	3	2	1
1.	The business uses social media to inform our customers about the products.	( )	( )	( )	( )
2.	The business uses social media for posts and customer feedback to settle issues about my business.	( )	( )	( )	( )
3.	The business uses social media to track the impact of social media promotions on sales.	( )	( )	( )	( )
4.	The staff understands how to integrate social media which makes day-to-day operations easier.	( )	( )	( )	( )
5.	The incorporation of social media practices into my legacy systems has increased operational efficiency in the business.	( )	( )	( )	( )
Regulatory Compliance					
		4	3	2	1
1.	The business is knowledgeable about regulatory compliance.	( )	( )	( )	( )
2.	The business respects intellectual property rights.	( )	( )	( )	( )
3.	The business ensures that we protect the privacy of our customers from data collected from our social media,	( )	( )	( )	( )
4.	The businesses' social media promotions are clear and not misleading to customers.	( )	( )	( )	( )
5.	The business regularly reviews social media platforms to ensure compliance with laws and regulations.	( )	( )	( )	( )

Part III. Outputs in utilization in social media marketing among microenterprises in Olongapo City. This part contains items/indicators on the outputs in using social media marketing among microenterprises. Please indicate the level of your agreement with each of the following statements by putting a check (/) mark below the scale that represents the number of your answers. Feel free to answer each item as objectively as you can. Use the code below:

4- Strongly agree 3- Agree 2- Disagree 1- Strongly disagree

Brand Awareness				
	4	3	2	1
1. The business focused on the brand of the products on social media.	( )	( )	( )	( )
2. The business quickly recalls the brand's symbol or logo.	( )	( )	( )	( )
3. The business uses social media to develop a desired image.	( )	( )	( )	( )
4. The business uses social media marketing to communicate brand offerings.	( )	( )	( )	( )
5. The level of trust in the business utilizing social media marketing	( )	( )	( )	( )

Customer Engagement				
	4	3	2	1
1. The customers can easily contact me anytime they want and can easily get customer feedback about my business	( )	( )	( )	( )
2. The business can easily target the right group of people for my business because of the increase in inquiries from my posted ads.	( )	( )	( )	( )
3. The business can easily give additional information to those who need more details and easily answer inquiries.	( )	( )	( )	( )
4. When the business ads are liked, the number of friends and followers for my business increases immediately.	( )	( )	( )	( )
5. The business can easily build trust in my brand by seeing consumers who like my business	( )	( )	( )	( )

Customer Feedback				
	4	3	2	1
1. Business operations use social media marketing to obtain feedback from customers.	( )	( )	( )	( )
2. Business operations use social media marketing to get innovative ideas from customers.	( )	( )	( )	( )
3. Business operations use social media marketing to inform the current customers of our key internal reorganization	( )	( )	( )	( )
4. Using social media our service or our product was easy to use.	( )	( )	( )	( )
5. The price of our product or service is reasonable.	( )	( )	( )	( )

Customer Relationship				
	4	3	2	1
1. The key customers acquire customized services and products.	( )	( )	( )	( )
2. When the business has customers who want to modify a product or service, the business involved coordinates their efforts.	( )	( )	( )	( )
3. The business fully understands the needs of its key customers.	( )	( )	( )	( )
4. The business commits time and resources to managing customer relationships.	( )	( )	( )	( )
5. The business tries to find out what our key customers need.	( )	( )	( )	( )

Market Reach				
	4	3	2	1
1. Using social media makes it easy to connect with your target audience.	( )	( )	( )	( )
2. Social media helps to improve communication with your customers.	( )	( )	( )	( )
3. Retaining existing customers through innovative interactions on social media.	( )	( )	( )	( )
4. Social media is an advantage over traditional media.	( )	( )	( )	( )
5. The business struggles to compete with larger businesses in terms of proper channels to reach more customers.	( )	( )	( )	( )

Appendix C: Cronbach's Alpha Values Result (Pilot Testing Results)

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January 10, 2025

To whom it may concern:

This is to certify that the research instrument (survey questionnaire) submitted by the researcher, **Ms. ROSARIO A. LEO** was assessed for reliability. The Cronbach's alpha value and the corresponding qualitative interpretation are indicated in Table 1.

Table 1. Cronbach's alpha values and the qualitative interpretation

Domain	Cronbach's Alpha	Qualitative Interpretation
Part II. Social Media Marketing Practices Output in Olongapo City		
Brand Awareness	0.817	Good
Customer Engagement	0.742	Acceptable
Customer Feedback	0.805	Good
Customer Relationship	0.839	Good
Market Reach	0.830	Good
Part III. Challenges of Social Media Marketing Practices of Microenterprises		
Funding	0.818	Good
Government Support	0.916	Excellent
Integration of Legacy Systems	0.791	Acceptable
Regulatory compliance	0.793	Acceptable

The survey questionnaire, consisting of the following domains is recommended to be administered to the target respondents:

Part II. Social Media Marketing Practices Output in Olongapo City
- Brand Awareness
- Customer Engagement
- Customer Feedback
- Customer Relationship
- Market Reach

Part III. Challenges of Social Media Marketing Practices of Microenterprises
- Funding
- Government Support
- Integration of Legacy Systems
- Regulatory compliance

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Part III. Challenges of Social Media Marketing Practices of Microenterprises

Funding

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	Interpretation (extent of reliability)	Number of Items
0.818	0.820	Good	5

Government Support

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	Interpretation (extent of reliability)	Number of Items
0.916	0.925	Excellent	5

Integration of Legacy Systems

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	Interpretation (extent of reliability)	Number of Items
0.791	0.799	Acceptable	5

Regulatory compliance

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	Interpretation (extent of reliability)	Number of Items
0.793	0.799	Acceptable	5

[a]Interpretation of Cronbach's alpha and Cronbach's alpha based on standardized items (Gerorge and Mallery, 2003)

Alpha (reliability coefficient)	Descriptive interpretation of reliability
> 0.9	Excellent
> 0.8	Good
> 0.7	Acceptable
> 0.6	Questionable
> 0.5	Poor
< 0.5	Unacceptable

Reference

George, D., & Mallery, P. (2003). SPSS for Windows step by step: A simple guide and reference. 11.0 update (4th ed.). Boston: Allyn & Bacon.

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TEST OF QUESTIONNAIRE VALIDITY AND RELIABILITY

Test Performed:

SPSS version 20 Reliability Test using Cronbach's Alpha

Summary of Results:

Perception of the respondents on the challenges in the utilization of social media marketing among microenterprises in Olongapo City

Parameters	Cronbach's Alpha based on Standardized Items	Interpretation[b] (Extent of Reliability)
Capitalization	0.806	Good
Integration of Legacy Systems	0.708	Acceptable
Regulatory compliance	0.711	Acceptable

Perception of the respondents on outputs in the utilization of social media marketing among microenterprises in Olongapo City

Parameters	Cronbach's Alpha based on Standardized Items	Interpretation[b] (Extent of Reliability)
Brand Awareness	0.778	Acceptable
Customer Engagement	0.775	Acceptable
Customer Feedback	0.843	Good
Customer Relationship	0.741	Acceptable
Market Reach	0.813	Good

[b]Interpretation of Cronbach's alpha and Cronbach's alpha based on standardized items (George and Mallery, 2003)

Alpha (reliability coefficient)	Descriptive interpretation of reliability
> 0.9	Excellent
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> 0.6	Questionable
> 0.5	Poor
< 0.5	Unacceptable

Reference:

George, D., & Mallery, P. (2003). SPSS for Windows step by step: A simple guide and reference. 11.0 update (4th ed). Boston: Allyn& Bacon

Perception of the respondents on the challenges in the utilization of social media marketing among microenterprises in Olongapo City in terms of Capitalization

Reliability Statistics

Cronbach's Alpha	N of Items	Decision
.806	5	Good

Item Statistics

	Mean	Std. Deviation	N
Capitalization1	2.7000	.57124	20
Capitalization2	2.4500	.51042	20
Capitalization3	2.5000	.60698	20
Capitalization4	2.6000	.68056	20
Capitalization5	2.7500	.55012	20

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Capitalization1	10.3000	3.379	.541	.783
Capitalization2	10.5500	3.418	.616	.764
Capitalization3	10.5000	3.000	.701	.732
Capitalization4	10.4000	2.989	.590	.772
Capitalization5	10.2500	3.461	.527	.787

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.0000	4.842	2.20048	5

Perception of the respondents on the challenges in the utilization of social media marketing among microenterprises in Olongapo City in terms of the Integration of Legacy Systems

Reliability Statistics

Cronbach's Alpha	N of Items	Decision
.708	5	Acceptable

Item Statistics

	Mean	Std. Deviation	N
Integration of Legacy Systems1	2.9500	.75915	20
Integration of Legacy Systems2	3.0000	.79472	20
Integration of Legacy Systems3	2.7500	.71635	20
Integration of Legacy Systems4	2.5000	.60698	20
Integration of Legacy Systems5	2.6000	.59824	20

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Integration of Legacy Systems1	10.8500	3.397	.596	.599
Integration of Legacy Systems2	10.8000	2.905	.777	.500
Integration of Legacy Systems3	11.0500	3.629	.550	.623
Integration of Legacy Systems4	11.3000	4.853	.157	.762
Integration of Legacy Systems5	11.2000	4.589	.271	.726

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.8000	5.642	2.37531	5

Perception of the respondents on the Challenges in the utilization of social media marketing among microenterprises in Olongapo City in terms of Regulatory compliance

Reliability Statistics

Cronbach's Alpha	N of Items	Decision
.711	5	Acceptable

Item Statistics

	Mean	Std. Deviation	N
Regulatory compliance1	3.3000	.97872	20
Regulatory compliance2	3.5000	.60698	20
Regulatory compliance3	3.1500	.81273	20
Regulatory compliance4	2.6000	.75394	20
Regulatory compliance5	2.8000	.76777	20

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Regulatory compliance1	12.0500	4.892	.333	.737
Regulatory compliance2	11.8500	5.608	.458	.673
Regulatory compliance3	12.2000	5.116	.412	.686
Regulatory compliance4	12.7500	4.513	.690	.572
Regulatory compliance5	12.5500	4.892	.533	.637

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.3500	7.292	2.70039	5

Perception of the respondents on the outputs in the utilization of social media marketing among microenterprises in Olongapo City in terms of Brand Awareness

Reliability Statistics

Cronbach's Alpha	N of Items	Decision
.778	5	Acceptable

Item Statistics

	Mean	Std. Deviation	N
Brand Awareness1	3.3500	.74516	20
Brand Awareness2	3.2500	.71635	20
Brand Awareness3	3.5000	.60698	20
Brand Awareness4	3.6000	.59824	20
Brand Awareness5	3.3500	.67082	20

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Brand Awareness1	13.7000	3.484	.685	.687
Brand Awareness2	13.8000	3.747	.607	.717
Brand Awareness3	13.5500	4.155	.574	.731
Brand Awareness4	13.4500	4.471	.441	.771
Brand Awareness5	13.7000	4.221	.462	.766

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.0500	5.945	2.43818	5

Perception of the respondents on the outputs in the utilization of social media marketing among microenterprises in Olongapo City in terms of Customer Engagement

Reliability Statistics

Cronbach's Alpha	N of Items	Decision
.775	5	Acceptable

Item Statistics

	Mean	Std. Deviation	N
Customer Engagement1	3.1500	.36635	20
Customer Engagement2	3.3000	.57124	20
Customer Engagement3	2.9500	.68633	20
Customer Engagement4	2.9500	.75915	20
Customer Engagement5	2.8500	.74516	20

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Customer Engagement1	12.0500	5.313	-.009	.849
Customer Engagement2	11.9000	3.779	.597	.721
Customer Engagement3	12.2500	3.145	.746	.658
Customer Engagement4	12.2500	2.934	.739	.658
Customer Engagement5	12.3500	3.187	.635	.702

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.2000	5.432	2.33057	5

Perception of the respondents on the Outputs in the utilization of social media marketing among microenterprises in Olongapo City in terms of Customer Feedback

Reliability Statistics

Cronbach's Alpha	N of Items	Decision
.843	5	Good

Item Statistics

	Mean	Std. Deviation	N
Customer Feedback1	3.3000	.65695	20
Customer Feedback2	3.0000	.64889	20
Customer Feedback3	3.0000	.64889	20
Customer Feedback4	2.8500	.67082	20
Customer Feedback5	2.9000	.78807	20

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Customer Feedback1	11.7500	4.829	.674	.805
Customer Feedback2	12.0500	5.208	.533	.841
Customer Feedback3	12.0500	4.787	.704	.798
Customer Feedback4	12.2000	4.800	.666	.807
Customer Feedback5	12.1500	4.345	.682	.804

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.0500	7.208	2.68475	5

Perception of the respondents on the outputs in the utilization of social media marketing among microenterprises in Olongapo City in terms of Customer Relationship

Reliability Statistics

Cronbach's Alpha	N of Items	Decision
.741	5	Acceptable

Item Statistics

	Mean	Std. Deviation	N
Customer Relationship1	2.9500	.68633	20
Customer Relationship2	3.1000	.71818	20
Customer Relationship3	3.0500	.68633	20
Customer Relationship4	2.9500	.68633	20
Customer Relationship5	2.8000	.69585	20

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Customer Relationship1	11.9000	3.989	.534	.684
Customer Relationship2	11.7500	3.987	.495	.699
Customer Relationship3	11.8000	3.747	.642	.642
Customer Relationship4	11.9000	4.621	.282	.773
Customer Relationship5	12.0500	3.839	.587	.663

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.8500	5.924	2.43386	5

Perception of the respondents on the outputs in the utilization of social media marketing among microenterprises in Olongapo City in terms of Market Reach

Reliability Statistics

Cronbach's Alpha	N of Items	Decision
.813	5	Good

Item Statistics

	Mean	Std. Deviation	N
Market Reach1	2.9500	.75915	20
Market Reach2	2.9500	.75915	20
Market Reach3	2.8000	.69585	20
Market Reach4	2.9000	.78807	20
Market Reach5	2.9500	.51042	20

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Market Reach1	11.6000	4.463	.676	.753
Market Reach2	11.6000	4.147	.803	.709
Market Reach3	11.7500	4.513	.748	.732
Market Reach4	11.6500	4.134	.765	.721
Market Reach5	11.6000	6.884	.024	.896

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.5500	7.208	2.68475	5

Summary of Cronbach's Alpha on Assessment of the respondents on the challenges in the utilization of social media marketing among microenterprise owners in Olongapo City.

Parameters	**Cronbach's Alpha based on Standard Items**	**Interpretation (Extent of Reliability)**
Capitalization	0.806	Good
Integration of Legacy Systems	0.708	Acceptable
Regulatory compliance	0.711	Acceptable

Interpretation of Cronbach's alpha and Cronbach's alpha based on standardized items (George and Mallery, 2003)

Summary of Cronbach's Alpha on Assessment of the respondents on the outputs in the utilization of social media marketing among microenterprise owners in Olongapo City.

Parameters	**Cronbach's Alpha based on Standard Items**	**Interpretation (Extent of Reliability)**
Brand Awareness	0.778	Acceptable
Customer Engagement	0.775	Acceptable
Customer Feedback	0.843	Good
Customer Relationship	0.741	Acceptable
Market Reach	0.813	Good

[b]Interpretation of Cronbach's alpha and Cronbach's alpha based on standardized items (George and Mallery, 2003)

Appendix D: Proposed Plan

7. Proposed Action Plan in Social Media Marketing Among Microenterprises in Olongapo City

ACTIVITIES	OBJECTIVES	TARGETS	FUNDING REQUIREMENT	PERSON / OFFICE RESPONSIBLE	EXPECTED OUTCOME
Challenge 1. Capitalization					
Financial Literacy Campaigns – Conduct social media webinars and post educational materials on financial management, loan options, and interest rate negotiations.	• To educate microenterprise owners on effective financial management strategies and loan options to reduce financial burden.	• At least 100 microenterprise owners participate in webinars and access financial literacy content.	• Government grants, local business organizations, sponsorships from financial institutions. • ₱9,800 (materials, facilitator, & venue)	• Local Business Development Office, Microfinance Institutions, Private Banks, Chamber of Commerce	• Business owners gain financial literacy skills, helping them manage debts and reduce interest costs.
Crowdfunding & Digital Fundraising Initiative – Encourage businesses to use social media platforms to launch crowdfunding campaigns and attract investors.	• To provide alternative funding sources for businesses struggling with high-interest loans.	• 30% of participating microenterprises initiate and successfully raise funds through crowdfunding platforms.	• Private sector sponsorships, community support, business contributions • ₱2,500 (design & promotion)	• Digital Marketing Consultants, Business Support Organizations, Local Government	• More businesses secure funding without relying on high-interest loans.
Networking with Financial Institutions – Organize online forums where businesses can connect with banks, microfinance institutions, and cooperatives offering lower-interest loans.	• To increase access to better loan terms and financial assistance for microenterprises.	• At least 3 financial institutions partner with microenterprises to offer lower-interest loan products.	• Minimal (government agency or financial institution sponsorships). • ₱9,800 • (venue, invitations & coordination)	• Local Government, Financial Institutions, Business Support Groups	• More businesses gain access to low-interest loans and financial aid.

ACTIVITIES	OBJECTIVES	TARGETS	FUNDING REQUIREMENT	PERSON / OFFICE RESPONSIBLE	EXPECTED OUTCOME
Advocacy for Lower Interest Rates – Use social media campaigns to raise awareness about the impact of high interest rates and lobby for policy changes.	• To encourage financial institutions and policymakers to consider lowering interest rates for microenterprises.	• 1,000 social media engagements (shares, comments, sign-ups) in advocacy efforts.	• Community support, non-governmental organizations (NGOs), and local business associations. • ₱3,000 (for campaign material, infographics, and boosted posts)	• Business Advocacy Groups, Local Economic Development Office, Entrepreneurs' Associations	• Stronger policy discussions on interest rate reductions, leading to improved financing options for businesses.
Challenge 2. Integration of Legacy Systems					
Social Media Customer Support Training – Conduct online workshops to teach businesses best practices in managing customer feedback and resolving issues through social media.	• To equip microenterprise owners with skills to handle customer concerns and enhance online reputation efficiently.	• At least 100 microenterprise owners trained on social media customer service strategies.	• Government support, business associations, private sector sponsorships. • ₱9,800 (venue, speaker and materials)	• Local Business Development Office, Digital Marketing Experts, Business Associations.	• Improved business response time and customer satisfaction through effective social media management.
Automated Chatbot & Response System Integration – Introduce affordable chatbot solutions to help businesses manage inquiries and complaints	• To improve customer response time and ensure timely resolution of concerns.	• At least 50 microenterprises adopt chatbot systems for customer engagement.	• Private sector 5217 elationshi, business funding, technology grants. • ₱2,000 (setup and subscription)	• IT Support Teams, Social Media Consultants, Business Organizations.	• Increased efficiency in handling customer concerns with real-time responses.

ACTIVITIES	OBJECTIVES	TARGETS	FUNDING REQUIREMENT	PERSON / OFFICE RESPONSIBLE	EXPECTED OUTCOME
Customer Feedback & Engagement Campaigns – Develop interactive social media polls, surveys, and Q&A sessions to proactively gather customer insights and address concerns.	• To strengthen customer relationships by actively involving them in business improvements.	• At least 500 customers participate in feedback campaigns per business.	• Minimal (business owners' contributions, community-driven efforts). • ₱1,000 (for digital templates)	• Business Owners, Social Media Managers, Marketing Teams.	• Enhanced customer trust and business improvements based on real-time feedback.
Challenge 3. Regulatory Compliance					
Regulatory Compliance Training and Workshops – Conduct webinars and seminars on business permits, tax regulations, labor laws, and data privacy policies.	• To educate microenterprise owners on legal requirements and compliance to avoid penalties.	• At least 100 microenterprise owners attend training sessions.	• Government support, private sector sponsorships, and business associations. • ₱3,000 (training cost)	• Local Business Development Office, Bureau of Internal Revenue (BIR), Department of Trade and Industry (DTI), Legal Consultants.	• Increased compliance awareness, reducing legal risks and penalties.
Social Media Information Campaign – Share infographics, videos, and updates on regulatory changes via Facebook, Instagram, and LinkedIn.	• To provide microenterprises with accessible and up-to-date regulatory information.	• 80% of participating businesses engage with educational content.	• Minimal (business associations, NGOs, government agencies). • ₱2,000 (for graphic design, boosted posts	• Digital Marketing Teams, Business Regulatory Offices, Business Support Groups.	• More businesses staying updated on legal requirements and compliance.

ACTIVITIES	OBJECTIVES	TARGETS	FUNDING REQUIREMENT	PERSON / OFFICE RESPONSIBLE	EXPECTED OUTCOME
Partnerships with Regulatory Agencies – Organize online forums and Q&A sessions with representatives from government regulatory bodies.	• To foster direct communication between businesses and regulatory agencies for better compliance support.	• At least 3 government agencies collaborate with microenterprises.	• Government partnerships, private sector contributions. • ₱2,000 (administrative costs for coordination)	• Business Chambers, Government Offices (DTI, BIR, SEC, LGU).	• Strengthened cooperation between businesses and regulatory institutions.

Appendix E:

DATA MATRIX

DATA MATRIX

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	61 & older	42	11.5	11.5	11.5
	56-60	12	3.3	3.3	14.8
	51–55	35	9.6	9.6	24.4
	46–50	43	11.8	11.8	36.2
	41–45	47	12.9	12.9	49.0
	36–40	53	14.5	14.5	63.6
	31–35	36	9.9	9.9	73.4
	26-30	39	10.7	10.7	84.1
	26 below	58	15.9	15.9	100.0
	Total	365	100.0	100.0	

Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	156	42.7	42.7	42.7
	Female	209	57.3	57.3	100.0
	Total	365	100.0	100.0	

Civil Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	131	35.9	35.9	35.9
	Married	190	52.1	52.1	87.9
	Widowed	37	10.1	10.1	98.1
	Separated	7	1.9	1.9	100.0
	Total	365	100.0	100.0	

Types of Business

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Wholesale and Retail Trade	132	36.2	36.2	36.2
	Service Business	155	42.5	42.5	78.6
	Restaurant/ Bar	39	10.7	10.7	89.3
	Repair of Motor Vehicles	10	2.7	2.7	92.1
	Financial and Insurance	20	5.5	5.5	97.5
	Medical Services	9	2.5	2.5	100.0
	Total	365	100.0	100.0	

Number of years of Business

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11 years & up	80	21.9	21.9	21.9
	9-10 years	19	5.2	5.2	27.1
	7-8 years	30	8.2	8.2	35.3
	5-6 years	47	12.9	12.9	48.2
	3-4 years	100	27.4	27.4	75.6
	1-2 years	89	24.4	24.4	100.0
	Total	365	100.0	100.0	

Challenges in the utilization of social media marketing among microenterprises in Olongapo City in terms of Capitalization

	Capitalization	SA 4	A 3	D 2	SD 1	Total
1	The business faces difficulties with the high price of new technology.	73	184	95	13	365
2	Challenges in getting financial institutions to lend money.	69	172	106	18	365
3	The business struggles with high rates of interest.	89	175	87	14	365
4	The business offers financial support and sets a standard for using social media.	81	166	93	25	365
5	Businesses must use social media technology, which requires financial resources and adequate funding.	73	161	99	32	365

Challenges in the utilization of social media marketing among microenterprises in Olongapo City in terms of the Legacy System

	Integration of Legacy System	SA 4	A 3	D 2	SD 1	Total
1	The business uses social media to inform our customers about the products.	131	142	69	23	365
2	The business uses social media for posts and customer feedback to settle issues about my business.	134	139	73	19	365
3	The business uses social media to track the impact of social media promotions on sales.	72	204	67	22	365
4	The staff understands how to integrate social media which makes day-to-day operations easier.	75	198	73	19	365
5	The incorporation of social media practices into my legacy systems has increased operational efficiency in the business.	99	194	60	12	365

Challenges in the utilization of social media marketing among microenterprises in Olongapo City in terms of Regulatory Compliance

	Government Support	SA 4	A 3	D 2	SD 1	Total
1	The business received an adequate amount of financial support from government programs.	31	84	178	72	365
2	The business believes that participating in government programs has broadened my network and opportunities.	38	78	185	64	365
3	The business is highly satisfied with the level of support received from the government.	32	71	177	85	365
4	The business has access to government workshops and business seminars.	43	76	150	96	365
5	Government support is always available when the business needs it the most.	46	111	108	100	365

Outputs in the utilization of social media marketing among microenterprises in Olongapo City in terms of Brand Awareness

	Brand Awareness	SA 4	A 3	D 2	SD 1	Total
1	The business focused on the brand of the products on social media.	174	142	36	13	365
2	The business quickly recalls the brand's symbol or logo.	188	122	44	11	365
3	The business uses social media to develop a desired image.	178	130	44	13	365
4	The business uses social media marketing to communicate brand offerings.	175	139	40	11	365
5	The level of trust in the business utilizing social media marketing	152	158	45	10	365

Output in the utilization of social media marketing among microenterprises in Olongapo City in terms of Customer Engagement

	Customer Engagement	SA 4	A 3	D 2	SD 1	Total
1	The customers can easily contact me anytime they want and can easily get customer feedback about my business	142	186	28	9	365
2	The business can easily target the right group of people for my business because of the increase in inquiries from my posted ads.	133	180	40	12	365
3	The business can easily give additional information to those who need more details and easily answer inquiries.	132	163	63	7	365
4	When the business ads are liked, the number of friends and followers for my business increases immediately.	152	138	68	7	365
5	The business can easily build trust in my brand by seeing consumers who like my business.	143	175	41	6	365

Output in the utilization of social media marketing among microenterprises in Olongapo City in terms of Customer Feedback

	Customer Feedback	SA 4	A 3	D 2	SD 1	Total
1	Business operations use social media marketing to obtain feedback from customers.	124	200	35	6	365
2	Business operations use social media marketing to get innovative ideas from customers.	131	190	38	6	365
3	Business operations use social media marketing to inform the current customers of our key internal reorganization	129	176	54	6	365
4	Using social media our service or our product was easy to use.	119	163	78	5	365
5	The price of our product or service is reasonable.	146	148	64	7	365

Output in the utilization of social media marketing among microenterprises in Olongapo City in terms of Customer Relationship

	Customer Relationship	SA 4	A 3	D 2	SD 1	Total
1	The key customers acquire customized services and products.	124	184	50	7	365
2	When the business has customers who want to modify a product or service, the business involved coordinates their efforts.	122	175	64	4	365
3	The business fully understands the needs of its key customers.	124	169	70	2	365
4	The business commits time and resources to managing customer relationships.	134	167	61	3	365
5	The business tries to find out what our key customers need.	109	179	72	5	365

Output in the utilization of social media marketing among microenterprises in Olongapo City in terms of Market Reach

	Market Reach	SA 4	A 3	D 2	SD 1	Total
1	Using social media makes it easy to connect with your target audience.	107	186	59	13	365
2	Social media helps to improve communication with your customers.	95	196	67	7	365
3	Retaining existing customers through innovative interactions on social media.	85	181	94	5	365
4	Social media is an advantage over traditional media.	84	192	77	12	365
5	The business struggles to compete with larger businesses in terms of proper channels to reach more customers.	69	209	77	10	365

Output on the utilization of social media marketing among microenterprises in Olongapo City in terms of Regulatory compliance

	Regulatory compliance	SA 4	A 3	D 2	SD 1	Total
1	The business is knowledgeable about regulatory compliance.	248	95	18	4	365
2	The business respects intellectual property rights.	246	96	19	4	365
3	The business ensures that we protect the privacy of our customers from data collected from our social media.	106	208	46	5	365
4	The businesses' social media promotions are clear and not misleading to customers.	45	242	70	8	365
5	The business regularly reviews social media platforms to ensure compliance with laws and regulations.	41	220	90	14	365

Appendix F

Documentations/ Data gathering

Wholesale and Retail Trade











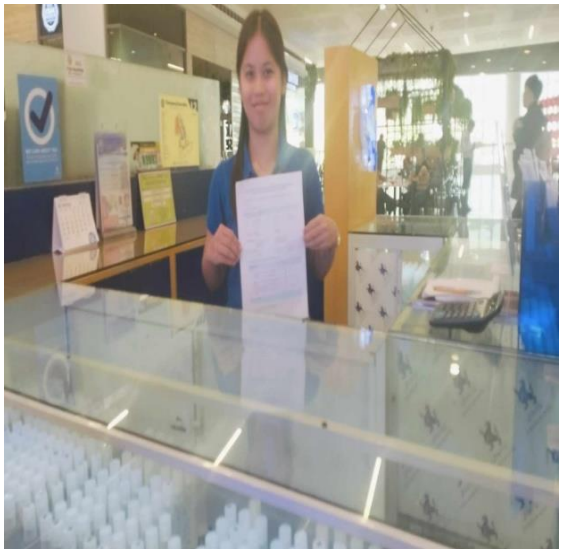







CLASSIC










8 BILLION


XEROX
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I.D. PICTURE
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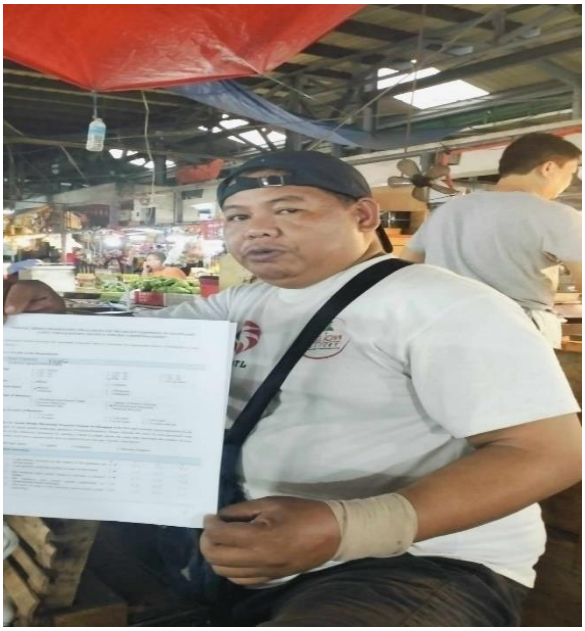
TYPING JOB
ONLINE SERVICES
SSS
PAG IBIG
PhilHealth
PSA APPOINTMENT

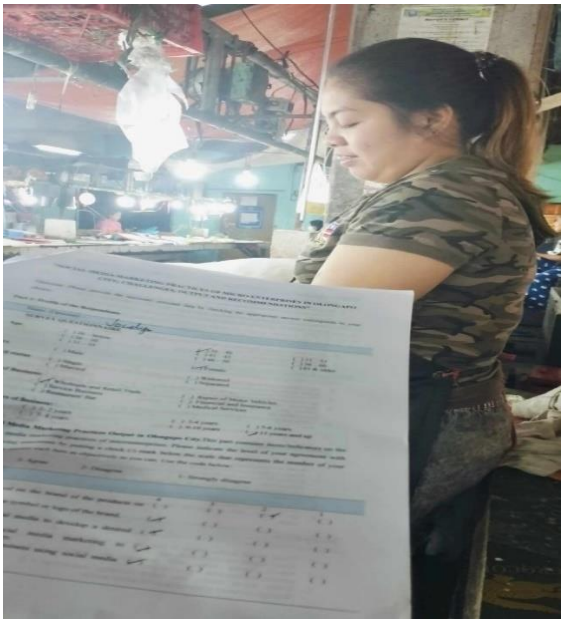


Service Business

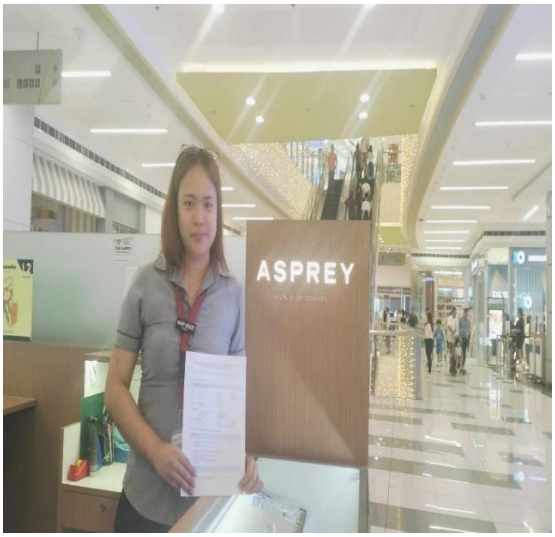








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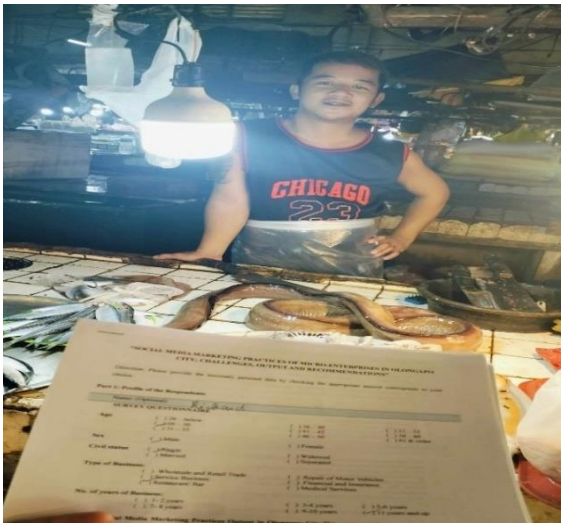
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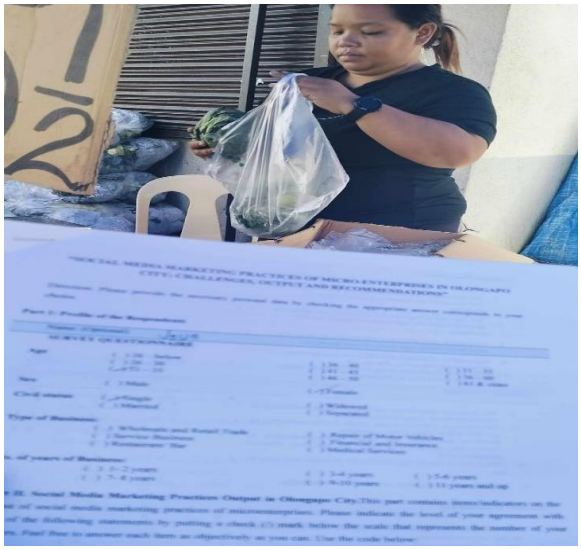





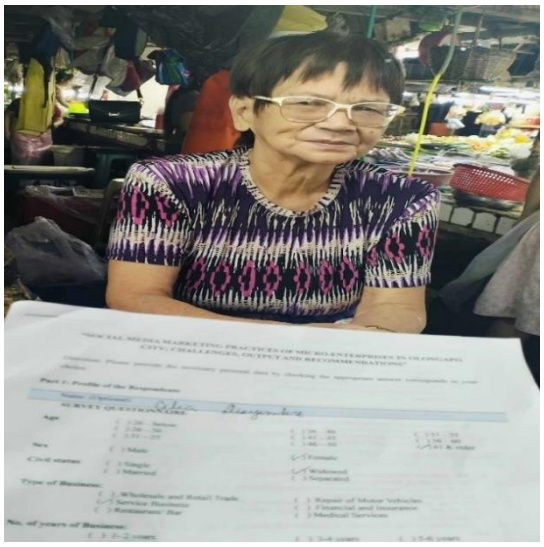










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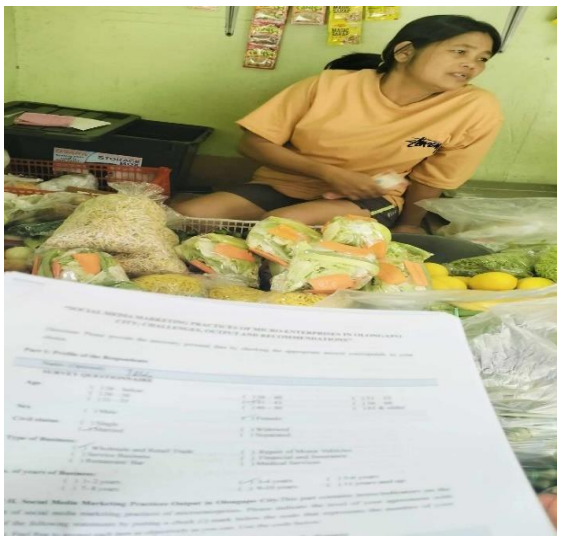

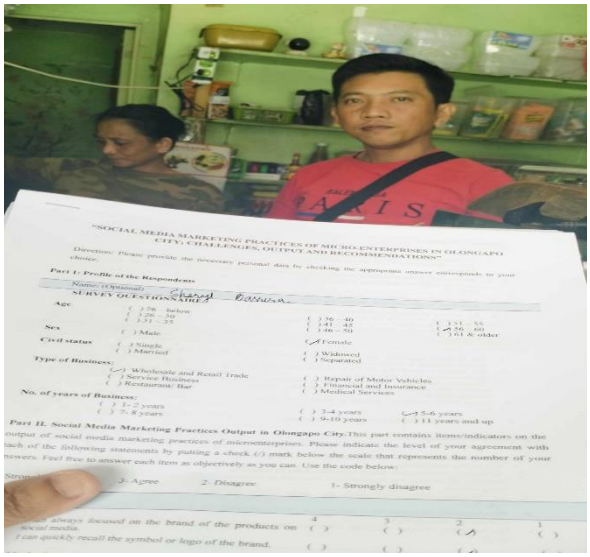
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Part I: Profile of the Respondents
Part II. Social Media Marketing Practices Output in Olongapo City.




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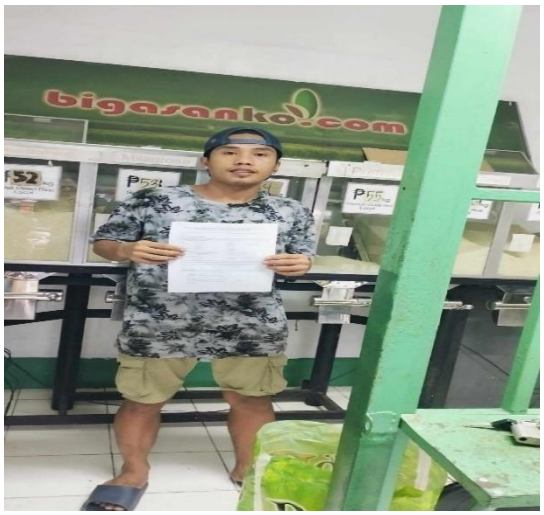
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TIPS
appreciated
THANK YOU




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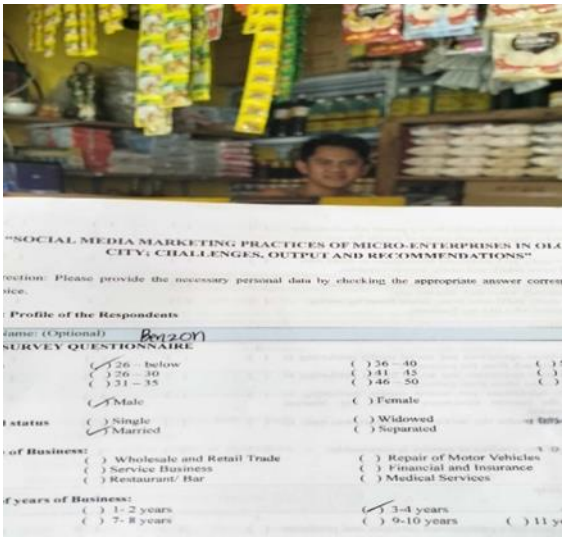
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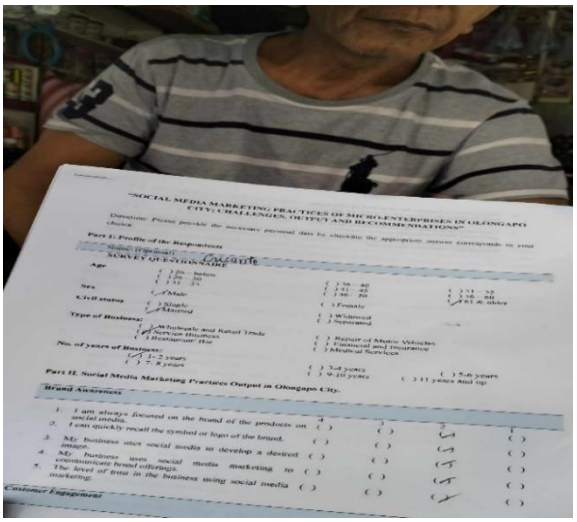
CITY: CHALLENGES, OUTPUT AND RECOMMENDATIONS"
Profile of the Respondents
SURVEY QUESTIONNAIRE
( ) 26 – below
( ) 26 – 30
( ) 31 – 35
( ) 36 – 40
( ) 41 – 45
( ) 46 – 50
( ) Male
( ) Female
( ) Single
( ) Married
( ) Widowed
( ) Separated
of Business:
( ) Wholesale and Retail Trade
( ) Service Business
( ) Restaurant/ Bar
( ) Repair of Motor Vehicles
( ) Financial and Insurance
( ) Medical Services
years of Business:
( ) 1-2 years
( ) 7- 8 years
( ) 3-4 years
( ) 9-10 years

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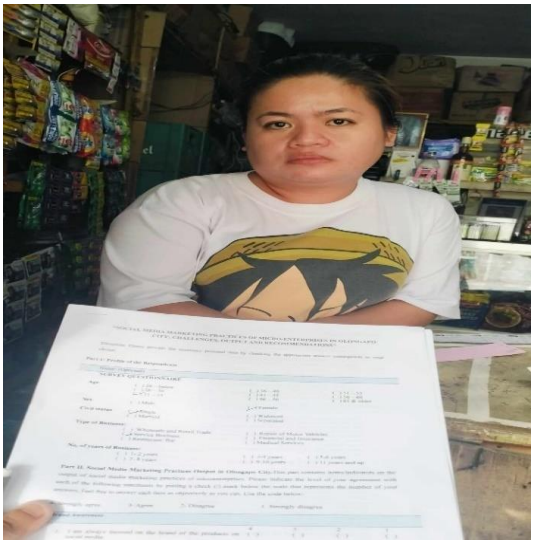
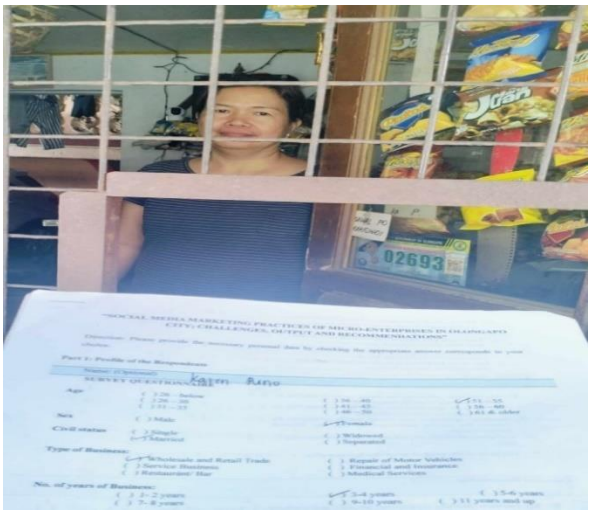
Part I: Profile of the Respondents
SURVEY QUESTIONNAIRE
Part II. Social Media Marketing Practices Output in Olongapo City.
Brand Awareness
Customer Engagement





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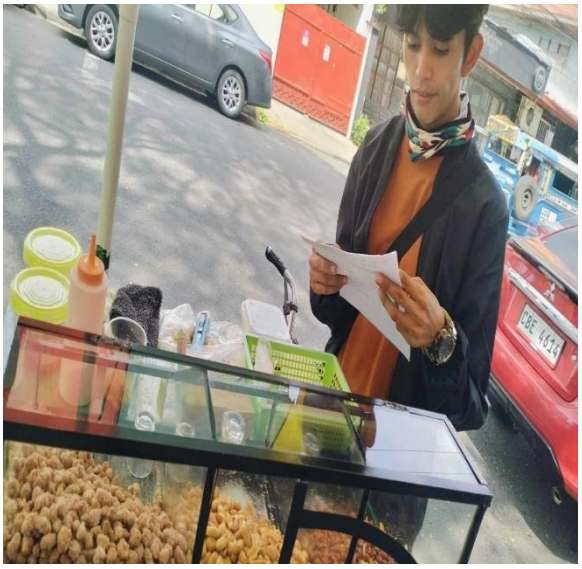



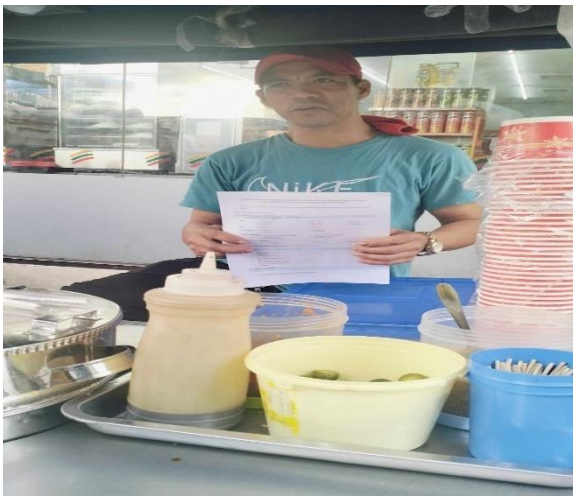


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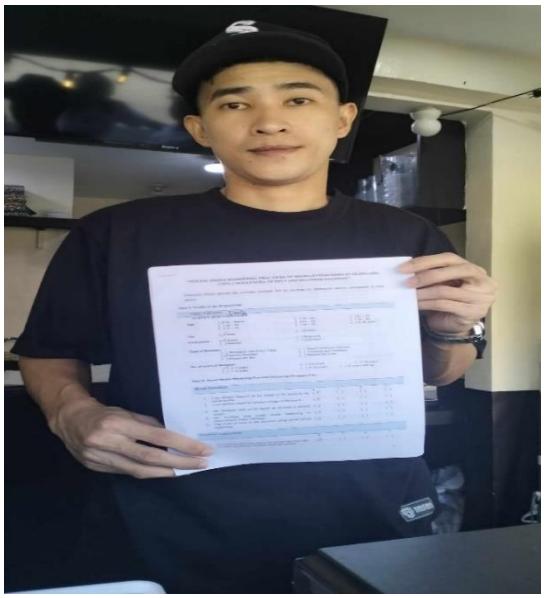
PEOS
E-REG RECOVERY
BOTTLED WATER




KC TROZZY
Purified Drinking Water

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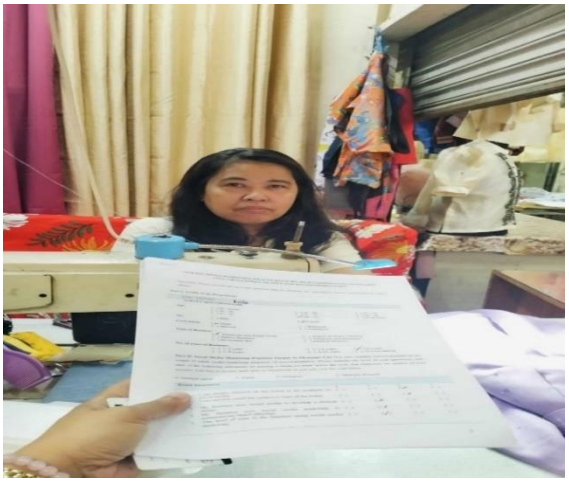
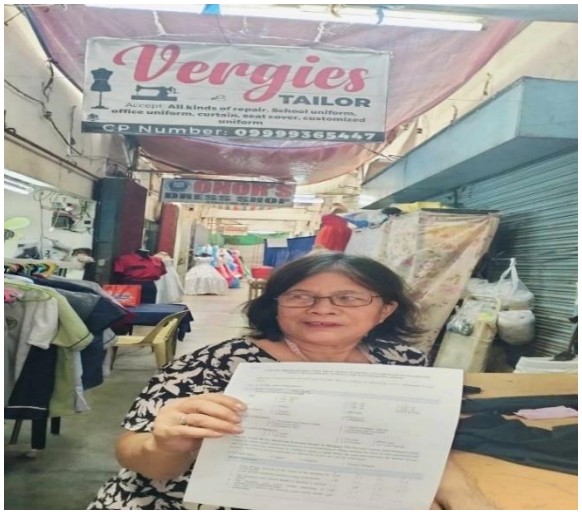
ENGINEERING
SERVICES






Vergies
TAILOR
Accept: All kinds of repair, School uniform, office uniform, curtain, seat cover, customized uniform
CP Number: 09999365447



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SIOMAI PER EACH
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PALAMIG
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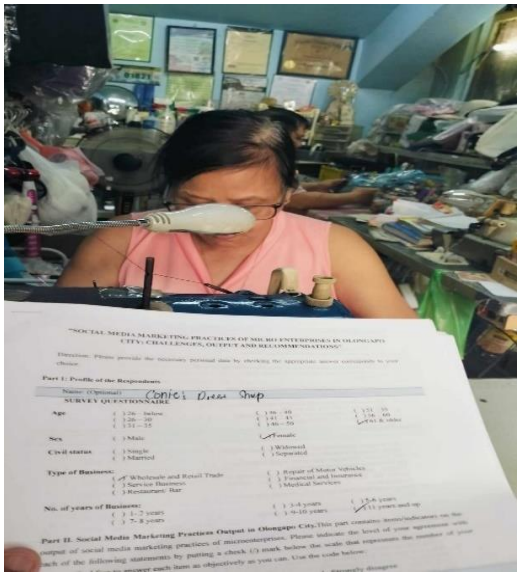
PESOS





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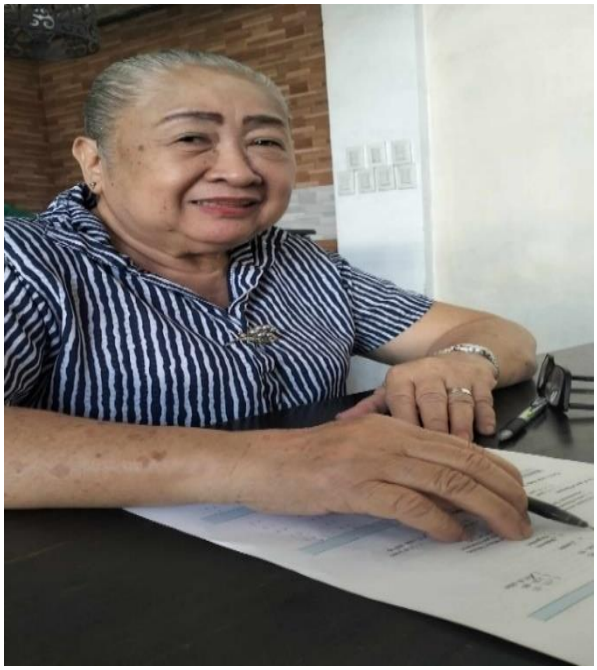
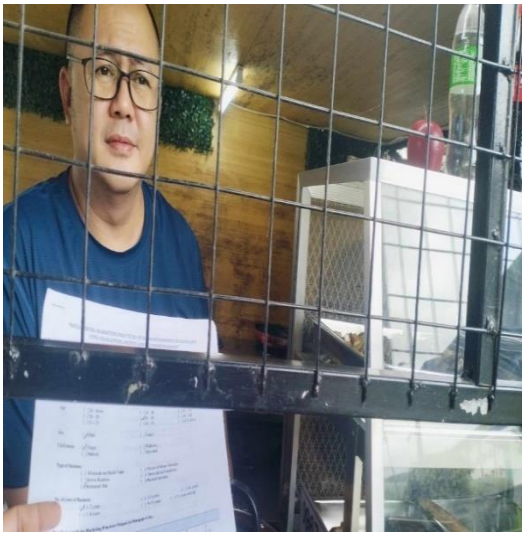
















Repair / Motor Vehicle











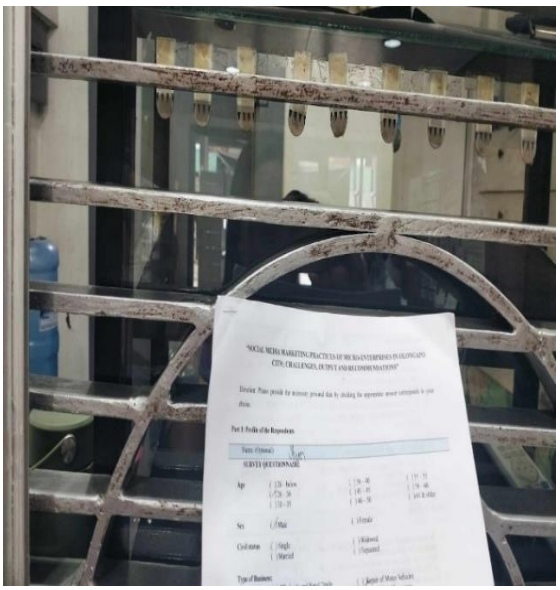


Financial and Insurance



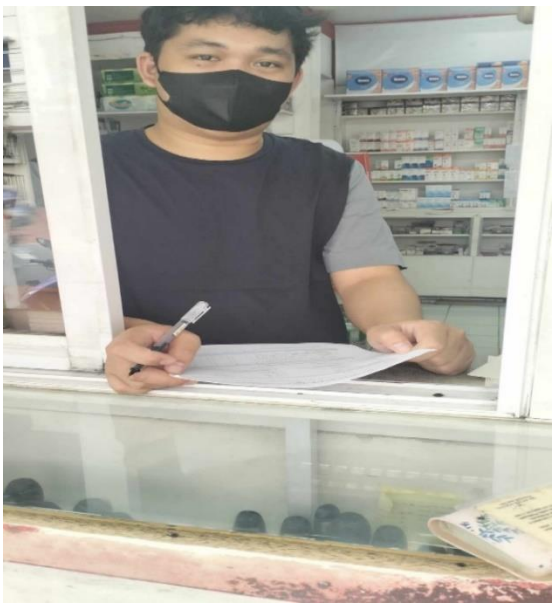


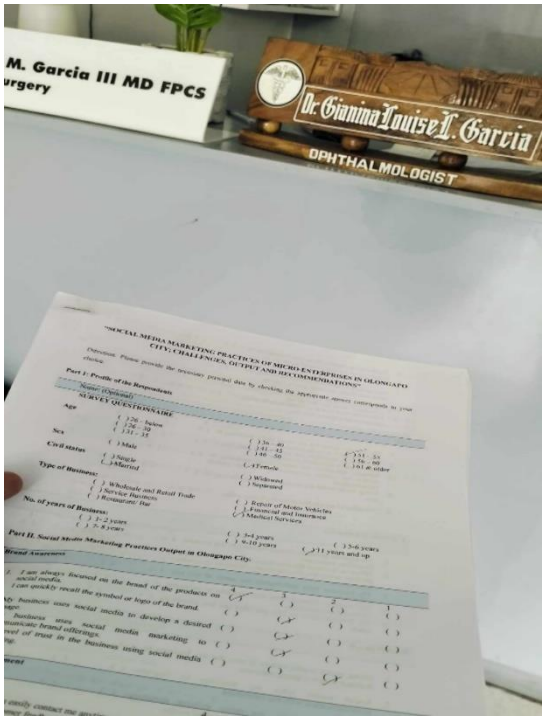


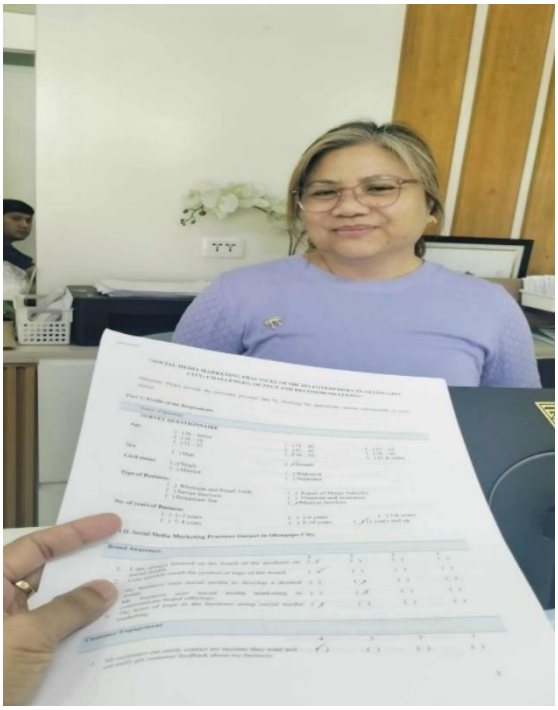


Medical Services









Appendix G

Duly Accomplished/ Signed Validation Forms



PRMSU-GS Form FD-A1

RESEARCH INSTRUMENT VALIDATION FORM

Name of Researcher: Rosario A. Leo
Title/Research Study: "Social Media Marketing of Microenterprises in Olongapo City; Challenges, Output and Recommendations"
Trimester/School Year: 2nd Trimester SY 2024 -2025
Date Accomplished: December 16, 2024

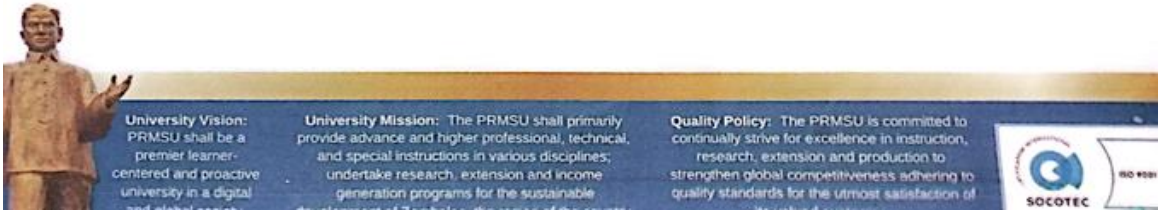
Direction: Read very carefully the attached instrument (survey checklist/questionnaire) and please determine its validity by completing this form.

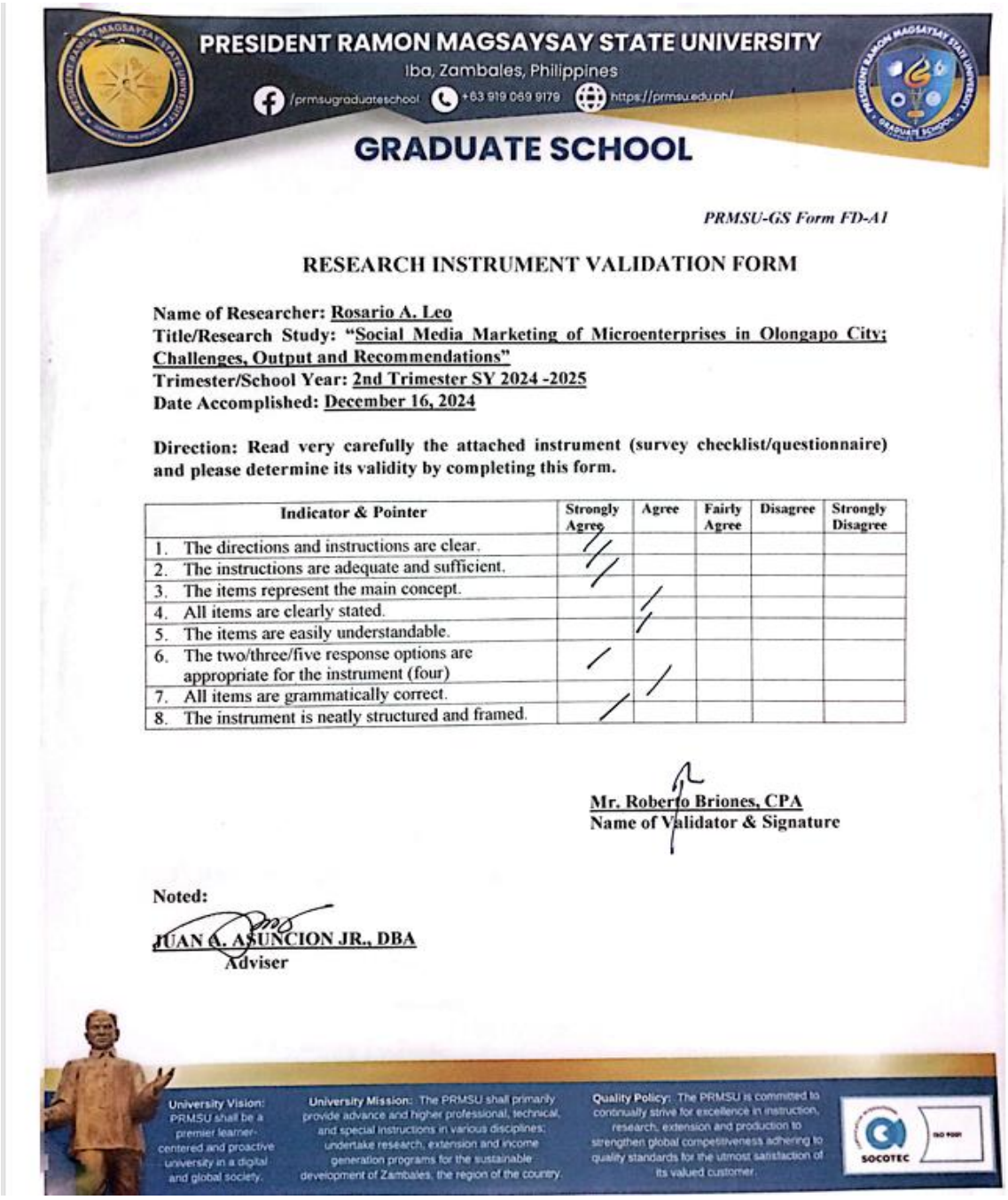
Indicator & Pointer	Strongly Agree	Agree	Fairly Agree	Disagree	Strongly Disagree
1. The directions and instructions are clear.		✓			
2. The instructions are adequate and sufficient.			✓		
3. The items represent the main concept.			✓		
4. All items are clearly stated.			✓		
5. The items are easily understandable.		✓			
6. The two/three/five response options are appropriate for the instrument (four) four Likert		✓			
7. All items are grammatically correct.			✓		
8. The instrument is neatly structured and framed.			✓		

12/16/24
JERRY S. CRISTOBAL, PhD
Name of Validator & Signature

Noted:

JUAN A. ASUNCION JR., DBA
Adviser





PRESIDENT RAMON MAGSAYSAY STATE UNIVERSITY
Iba, Zambales, Philippines
/prmsugraduateschool +63 919 069 9179 https://prmsu.edu.ph/
GRADUATE SCHOOL

PRMSU-GS Form FD-A1

RESEARCH INSTRUMENT VALIDATION FORM

Name of Researcher: Rosario A. Leo
Title/Research Study: "Social Media Marketing of Microenterprises in Olongapo City; Challenges, Output and Recommendations"
Trimester/School Year: 2nd Trimester SY 2024 -2025
Date Accomplished: December 16, 2024

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4. All items are clearly stated.		✓			
5. The items are easily understandable.					
6. The two/three/five response options are appropriate for the instrument (four)	✓				
7. All items are grammatically correct.		✓			
8. The instrument is neatly structured and framed.	✓				

Mr. Roberto Briones, CPA
Name of Validator & Signature

Noted:

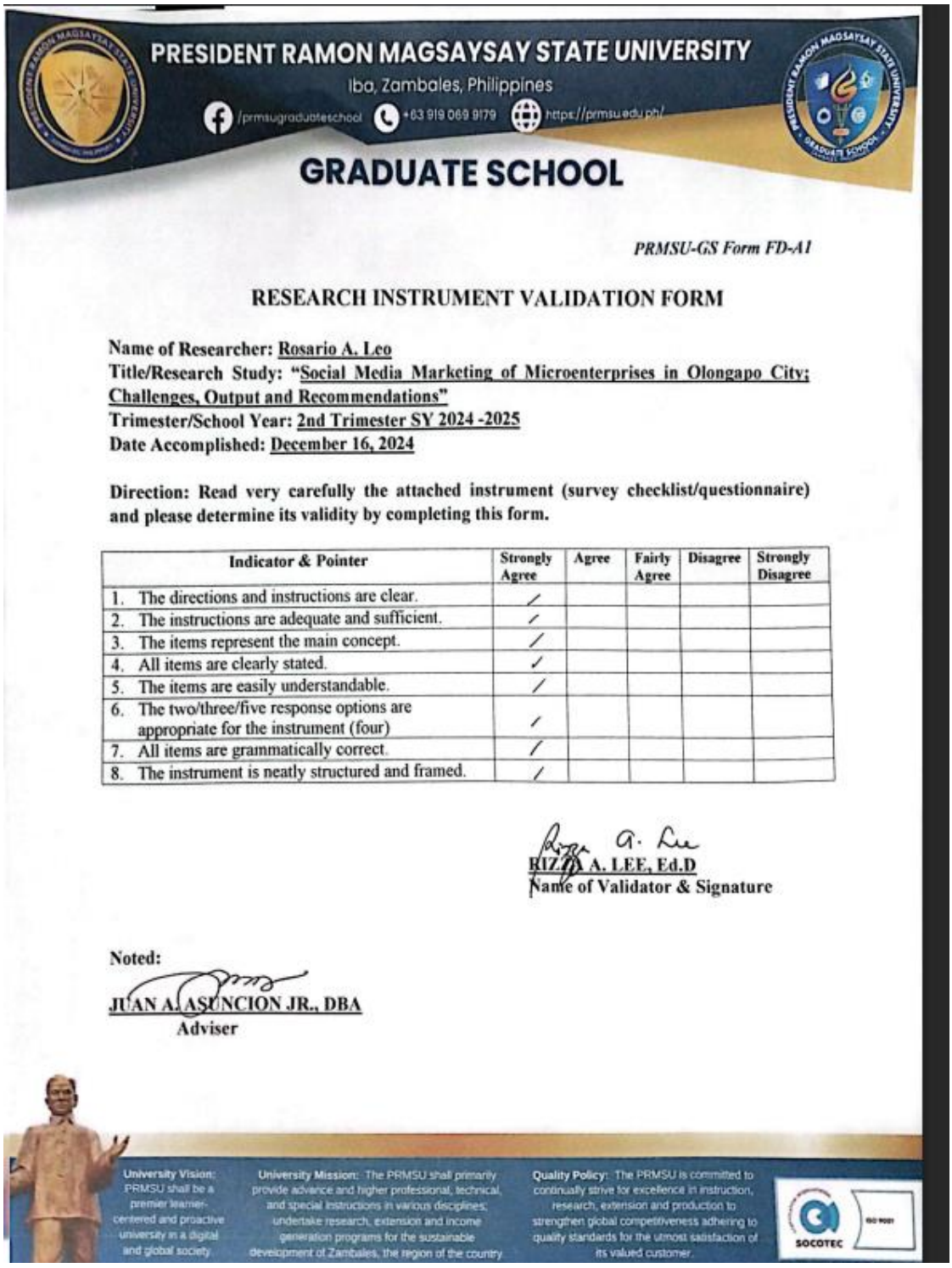
JUAN A. ASUNCION JR., DBA
Adviser

University Vision: PRMSU shall be a premier learner-centered and proactive university in a digital and global society.

University Mission: The PRMSU shall primarily provide advance and higher professional, technical, and special instructions in various disciplines; undertake research, extension and income generation programs for the sustainable development of Zambales, the region of the country.

Quality Policy: The PRMSU is committed to continually strive for excellence in instruction, research, extension and production to strengthen global competitiveness adhering to quality standards for the utmost satisfaction of its valued customer.

SOCOTEC



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Iba, Zambales, Philippines
/prmsugraduateschool +63 919 069 9179 https://prmsu.edu.ph/
GRADUATE SCHOOL

PRMSU-GS Form FD-A1

RESEARCH INSTRUMENT VALIDATION FORM

Name of Researcher: Rosario A. Leo
Title/Research Study: "Social Media Marketing of Microenterprises in Olongapo City; Challenges, Output and Recommendations"
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3. The items represent the main concept.	✓				
4. All items are clearly stated.	✓				
5. The items are easily understandable.	✓				
6. The two/three/five response options are appropriate for the instrument (four)	✓				
7. All items are grammatically correct.	✓				
8. The instrument is neatly structured and framed.	✓				

RIZZA A. LEE, Ed.D
Name of Validator & Signature

Noted:
JUAN A. ASUNCION JR., DBA
Adviser

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Quality Policy: The PRMSU is committed to continually strive for excellence in instruction, research, extension and production to strengthen global competitiveness adhering to quality standards for the utmost satisfaction of its valued customer.
SOCOTEC

Appendix H

Minutes of the Proposal Defense

PROPOSAL DEFENSE
Suggested Revisions and Recommendations

Business Plan Title	:	**The Challenges of Technological Advancements of SMEs in Olongapo City**
Researcher	:	Ms. Rosario Leo
Course	:	Master in Business Administration
Adviser	:	Dr. Juan A. Asuncion Jr.
Defense Panel		
Honorary Chair:		Dr. Roy N. Villalobos
Executive Chair:		Dr. Marie Fe D. De Guzman
Chairperson	:	Dr. Jerry S. Cristobal
Members	:	Dr. Rizza A. Lee
		Mr. Roberto C. Briones Jr.
Date of Defense	:	November 03, 2024

General editing is recommended, following a general format and style according to the guidelines of the Graduate School.

I. **INTRODUCTION**
- The panels noted that the scope of the study was too broad and recommended narrowing the focus to social media practices, specifically integrating these aspects into the survey questionnaire provided.
- The title of the study was revised to ***"Social Media Practices of Micro Enterprises in Olongapo City: Challenges, Outputs, and Recommendations,"*** a change that was mutually agreed upon by the researcher and her adviser.

II. **FRAMEWORK OF THE STUDY**
- The panels suggested that the researcher include operational definitions for key terms that will be utilized throughout the study.

III. **RESEARCH METHODOLOGY**
- The researcher was asked to determine and provide the total number of existing micro-enterprises in Olongapo City to aid in identifying the appropriate sampling method for her research.

IV. **RESULTS AND DISCUSSION**

V. **SUMMARY**

VI. **OTHERS**
- Use double space
- Follow the proper format (e.g. alignment, indentions)
- References used should be seen in the body of the manuscripts
- Check the table numbers based on the description

- *nothing follows* -

Prepared by:

DR. MICHELLE G. ACUAVERA
Defense Secretary

Noted by:

DR. JUAN A. ASUNCION JR.
Adviser

DR. JERRY S. CRISTOBAL
Chairperson – Panel

DR. RIZZA A. LEE
Member – Panel

MR. ROBERTO C. BRIONES JR.
Member - Panel

Appendix I

Minutes of Final Defense

Republic of the Philippines
PRESIDENT RAMON MAGSAYSAY STATE UNIVERSITY
(Formerly Ramon Magsaysay Technological University)
Iba, Zambales

GRADUATE SCHOOL

FINAL DEFENSE
Suggested Revisions and Recommendations

Thesis Title : **Utilization of Social Media Marketing among microenterprises in Olongapo City: Challenges and Outputs**

Researcher : Ms. Rosario Leo
Course : Master in Business Administration
Adviser : Dr. Juan A. Asuncion Jr.
Defense Panel
Honorary Chair: Dr. Roy N. Villalobos
Executive Chair: Dr. Marie Fe D. De Guzman
Chairperson : Dr. Jerry S. Cristobal
Members : Dr. Rizza A. Lee
Mr. Roberto C. Briones Jr.

Date of Defense : April 11, 2025

General editing is recommended, following a general format and style according to the guidelines of the Graduate School.

I. INTRODUCTION
List of Figures
- The panel suggested making it 100% results for the respondents

II. FRAMEWORK OF THE STUDY
- The panel suggested synthesizing and cutting a paragraph on RRL, strengthening analysis and interpretation of the results from 5-year back studies.
- The panels suggested that the researcher include operational definitions for key terms and variables used in the Statement of the problem.
- Revise the null hypothesis.
- The panels suggested that the researcher to revise the paradigm of the study instead of IPO using IV-DV

III. METHODOLOGY

IV. RESULTS AND DISCUSSION

V. SUMMARY

Republic of the Philippines
PRESIDENT RAMON MAGSAYSAY STATE UNIVERSITY
(Formerly Ramon Magsaysay Technological University)
Iba, Zambales

GRADUATE SCHOOL

- How much is the total cost of the proposed action plan
- How much its really needed for the proposed action plan.

VI. OTHERS
- References used should be seen in the body of the manuscript

- *nothing follows* -

Prepared by:

DR. MICHELLE G. ACUAVERA
Defense Secretary

Noted by:

DR. JUAN A. ASUNCION JR.
Adviser

DR. JERRY S. CRISTOBAL
Chairperson – Panel

DR. RIZZA A. LEE
Member – Panel

MR. ROBERTO C. BRIONES JR.
Member - Panel

CURRICULUM VITAE



Rosario A. Leo
Purok 4, Inhobol, Masinloc, Zambales 2211
(+639) 0998-377-4681
rosarioleo647@gmail.com

I. PERSONAL PROFILE:

ADDRESS	**:**	Purok 4 Inhobol, Masinloc, Zambales
AGE	**:**	46 years old
DATE OF BIRTH	**:**	October 12, 1978
PLACE OF BIRTH	**:**	Masinloc, Zambales
CIVIL STATUS	**:**	Married
WEIGHT	**:**	55kg
RELIGION	**:**	Catholic
CITIZENSHIP	**:**	Filipino
NAME OF MOTHER	**:**	Isabel Dacusin Angeles
NAME OF FATHER	**:**	Sabas Quilon Angeles

II. EDUCATIONAL BACKGROUND

July 20, 2025 : **Master in Business Administration**
Iba, Zambales

March 2020 : **Professional Education (18 units)**
Aura Mondrian College Subic Bay, Freeport Zone

TERTIARY : **Polytechnic University of the Philippines Sta. Mesa, Manila**
May 2000 Bachelor of Science in Business Administration major in Management

SECONDARY : **San Andres High School**
1992- 1995 Masinloc, Zambales

ELEMENTARY : Inhobol, Elementary School
1990-1991 Inhobol, Masinloc, Zambales

III. EMPLOYMENT DETAIL & STATUS

Senior High School Teacher : The Manila Times College of Subic

August 19, 2019 – June 30, 2024

Production Operator : Tong Hsing Electronic Industries. LTD

Taoyuan City, Taiwan

May 20, 2014- May 13, 2017

Production Senior Leader : Nidec Subic Philippines Corporation

Boton Area, Subic Bay Freeport Zone

August 23, 2004- May 11, 2014

IV. ELIGIBILITY:

Licensure Examination for Teachers : **March 19, 2023**

V. SEMINAR/WORKSHOP/TRAINING ATTENDED:

Inclusive Dates of Attendance

Title of Seminar/ Training	From	To	Conducted/ Sponsored
Bread and Pastry Production	Aug. 15, 2024	Sept. 30, 2024	Technical Education and Skills Development Authority (TESDA)
Navigating Leadership Across Careers and Discipline	Oct. 05, 2024	October 5, 2024	President Ramon Magsaysay State University, Iba Campus
Mental Health and Spirituality a journey towards wholeness and beingness	June 1, 2024	June 1, 2024	President Ramon Magsaysay State University, Iba Campus
Effective Management Strategies	Oct. 11, 2023	Oct. 11, 2023	The Manila Times College of Subic, Inc.
TeaSeries: Best Practices of Moreh Academyching in a New Normal	Feb. 19, 2021	Feb. 19, 2021	PAFTE- Region III Webinar
Super School	June 29, 2020	June 29, 2020	VIBAL Group
Curriculum Prime for Parents: A Guide in Using Online Platforms for Home Learning	June 26, 2020	June 26, 2020	VIBAL Group
Designing Instructional Materials Using TV and Radio as Platforms in Teaching	June 26, 2020	June 26, 2020	VIBAL Group
Empower Student Learning with Teacher Clarity	June 25, 2020	June 25, 2020	VIBAL Group
Capacitating Teachers in the use of Radio and TV in Teaching Basic Education	June 25, 2020	June 25, 2020	VIBAL Group
Equipping Teachers with Technological Instructional Competence and Professional Skills for the New Normal	June 27, 2020	June 27, 2020	National Association of Professional Teachers (NAPT)

Title of Seminar/ Training	From	To	Conducted/ Sponsored
Disciplining with love in these normal times	May14, 2020	May14, 2020	Teach and Engage Amid the Community Hurdles
Sustainability: The New Language of Education	May 13, 2020	May 13, 2020	Teach and Engage Amid the Community Hurdles
Sel-Faced- Out- of -Class Learning: An approach for Quarantine	May 13, 2020	May 13, 2020	Teach and Engage Amid the Community Hurdles
Designing Online Classes from Scratch: Sharing of Best Practices	May 12, 2020	May 12, 2020	Teach and Engage Amid the Community Hurdles
Learning Experience Design for Teachers	May 6, 2020	May 6, 2020	Teach and Engage Amid the Community Hurdles
Set Your Children Up for Success: Distance Learning in Time of COVID-19	May 5, 2020	May 5, 2020	Teach and Engage Amid the Community Hurdles
COVID-19: Changing How we Educate Future Generations	May 1, 2020	May 1, 2020	Teach and Engage Amid the Community Hurdles
Convergence Theory of Learning	April 27, 2020	April 27, 2020	Teach and Engage Amid the Community Hurdles
Virtue Challenge: Instilling Good Habits Through social media	April 26, 2020	April 26, 2020	Teach and Engage Amid the Community Hurdles

Character Reference

Ms. Laura Chavero-Mendoza, LPT, MA-ITE
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I certify that the information provided in this resume is true and accurate to the best of my knowledge.

Rosario A. Leo