

ABSTRACT

The impact of online marketing in small business establishments used descriptive method in the study. Purposive sampling was utilized. The respondents of the study were the thirty (30) business owners of small establishments from municipalities of Dao, Sigma, and Mambusao. The instrument used in this study was questionnaire made by the researcher. The statistical tools used was percentage, standard deviation, mean, independent samples test, t-test, and ANOVA were the statistical tools used in the study to analyze the data gathered. Findings of the study revealed that in terms of social and economic impact of online marketing. Moreover, there is a significant difference in the economic and social impact of the online marketing on small business establishments among the different municipalities. It implied that by using online marketing, the business not only talks about product but also incorporates general posts that the audiences would find interesting. The research builds upon literature of online marketing with the objective of understanding the impact of social and economic impact to small business establishments. A review of online marketing platforms are considered important in making online marketing. Using this as a basis, 2 major platforms; namely Facebook and Instagram are considered relevant in understanding the implications for online marketing. By building upon previous research in the area of online platform selection, we provide a means of classifying internet marketing initiative based on biographical profile of the respondents. The classification scheme based on the biographic profile can help analyze the significance of social and economic impact on the success of small business establishments online marketing. Further, the classification scheme is used to discuss decision support implications.