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RESEARCH ARTICLE

DIGITAL MARKETING PRACTICES OF SMALL BAKESHOPS IN NASUGBU: BASIS FOR A LOCAL MARKETING INFOGRAPHICS

KRISTINE JOY B. MANANQUIL
Dr. Francisco L. Calingasan Memorial Colleges Foundation Inc.
mananquilkristinejoy@gmail.com

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ABSTRACT

This study examined the digital marketing practices of small bakeshops in Nasugbu, Batangas. Specifically, it identified the social media platforms used, the types of digital content posted, the frequency of online posting and customer interaction, and the owners' perceptions of the usefulness and ease of using digital platforms. It also assessed the digital literacy of bakeshop owners and examined the relationship between digital marketing practices and perceived usefulness and ease of use. The study employed a quantitative descriptive research design involving 50 respondents and used a researcher-made questionnaire to gather data. The findings showed that digital marketing practices received a composite mean of 3.41, while perceived usefulness, ease of use, and digital literacy obtained composite means of 3.54, 3.55, and 3.58, respectively. However, the relationships between digital marketing practices and perceived usefulness and ease of use were not statistically significant. Based on the findings, the study proposed local marketing infographics to help small bakeshops improve content variety, posting consistency, customer engagement, and practical digital marketing skills.

INTRODUCTION

Digital marketing has become an important tool for small businesses seeking to promote their products and reach more customers. In Nasugbu, Batangas, small bakeshops contribute to the local economy but may experience challenges such as limited financial resources, technical knowledge, and consistency in online promotion. Social media platforms provide accessible ways to share product information, communicate with customers, and promote baked goods. However, effective digital marketing requires appropriate content, regular posting, and the ability to use available digital tools. This study assessed the digital marketing practices of small bakeshops in Nasugbu and used the findings as a basis for developing local marketing infographics to support their promotional activities.

LITERATURE REVIEW

The reviewed literature highlights the importance of digital marketing in improving the visibility, customer engagement, and competitiveness of small businesses. Studies discussed in the thesis, including Chatterjee and Kar (2020), emphasize the role of social media marketing in supporting small and medium-sized enterprises. Rasool, Shah, and Islam (2020) highlight the importance of digital customer engagement in developing customer relationships. Puriwat and Tripopsakul (2021) discuss how expected benefits and ease of using technology influence social media adoption. Other studies reviewed in the thesis also emphasize the value of creative content, consistent online communication, and digital literacy. These studies provide a foundation for examining the digital marketing practices of small bakeshops in Nasugbu and developing practical promotional infographics.

RESEARCH QUESTIONS

The study sought to answer the following questions:

1. What digital marketing practices are utilized by small bakeshops in terms of:

Social media platforms used for marketing;

Types of digital content regularly posted or shared; and

Frequency of online posting and customer interaction?

2. What are the owners' perceptions regarding the usefulness and ease of using digital platforms in terms of:

Perceived usefulness in improving visibility and sales;

Ease of using social media for business; and

Digital literacy in online marketing?

3. Is there a significant relationship between the digital marketing practices of small bakeshops and their perceived usefulness and ease of using digital platforms?

4. What promotional infographics may be developed based on the results of the study?

METHODOLOGY

The study employed a quantitative descriptive research design to examine the digital marketing practices of small bakeshops in Nasugbu, Batangas. It involved 50 respondents consisting of bakeshop owners, managers, and employees directly involved in marketing and promotional activities. The researcher used a researcher-made questionnaire developed according to the study's objectives and research questions. The questionnaire underwent expert validation and pilot testing to assess its reliability. Data were analyzed using descriptive statistical tools, including frequency, percentage, and weighted mean, while Pearson's correlation coefficient was used to examine relationships between the variables. The study focused on selected small bakeshops in Nasugbu, particularly those operating in Poblacion Barangays 1–12.

FINDINGS

The findings revealed that small bakeshops in Nasugbu actively used digital platforms for product promotion and customer communication, obtaining an overall weighted mean of 3.41, interpreted as high.

The respondents strongly agreed that digital marketing was useful for their businesses, with a composite mean of 3.54. Promoting products online to increase customer inquiries received the highest weighted mean of 3.98 among the perceived usefulness indicators.

The respondents also strongly agreed that digital marketing tools were easy to use, with a composite mean of 3.55. Their digital literacy obtained a composite mean of 3.58, indicating familiarity with basic online marketing activities, simple graphic creation, and troubleshooting minor technical problems.

Pearson's correlation analysis showed no significant relationship between digital marketing practices and perceived usefulness ($r = 0.095,\ p = 0.510$) or ease of use ($r = -0.024,\ p = 0.869$). Since both p-values exceeded the 0.05 significance level, the null hypothesis was not rejected.

Based on these results, the study proposed local marketing infographics focusing on content variety, product promotion, posting consistency, customer engagement, and practical digital marketing skills.

CONCLUSIONS

The study concluded that digital marketing is already part of the promotional activities of small bakeshops in Nasugbu. However, there is still room to improve content variety, creativity, and posting consistency to strengthen their online presence.

The respondents recognized the usefulness and ease of using digital platforms and demonstrated satisfactory digital literacy skills. Nevertheless, the statistical analysis did not

establish a significant relationship between digital marketing practices and perceived usefulness or ease of use.

The proposed local marketing infographics may serve as a practical reference for bakeshop owners by providing accessible guidance on creating promotional content, organizing posting schedules, engaging with customers, and improving their digital marketing skills.

RECOMMENDATIONS

Small bakeshop owners are encouraged to diversify their online content by posting product photographs, short videos, promotional offers, customer testimonials, and behind-the-scenes activities. They should also establish a regular posting schedule and respond promptly to customer inquiries and comments.

Bakeshop owners and employees may participate in digital marketing training to improve their skills in basic graphic design, content planning, online security, and engagement monitoring. They are also encouraged to use accessible digital tools that match their budgets and business needs.

Local business support organizations and relevant educational institutions may provide workshops and simple instructional materials to help small bakeshops improve their digital marketing practices. Future researchers may examine additional factors, such as financial resources, customer demographics, and competitive positioning, to gain a broader understanding of digital marketing among small businesses.

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