

Social media marketing and sales performance of thrift stores in San Jose, Occidental Mindoro

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Received: 23 April 2024

Available Online: 31 May 2024

Revised: 13 May 2024

DOI: 10.5861/ijrsm.2024.1052

Accepted: 20 May 2024



ISSN: 2243-7770

Online ISSN: 2243-7789

OPEN ACCESS

Abstract

With the rise of social media as a platform for online activities, thrift stores have increasingly utilized social media marketing. Thus, this research determines the relationship between social media marketing and the sales performance of thrift stores in San Jose, Occidental Mindoro. This examines the impact of live selling, online advertising, and online shopping on thrift stores' brand awareness and consumer engagement. A descriptive correlational design was employed to measure the relationship between social media marketing and sales performance. Data was collected from 31 thrift store owners in San Jose, Occidental Mindoro, who have been using social media marketing strategies for over a year. The study utilized a 27-item modified-adapted questionnaire, including multiple-choice and Likert scale questions. The findings reveal that the majority of thrift stores are located near the highway and have been operating for 1–3 years. Thrift store owners perceive their performance in live selling, online advertising, and online shopping as effective. They also believe that their social media marketing strategies significantly influence their brand awareness and consumer engagement performance. The research found that there is a significant relationship between social media marketing and sales performance. However, there was no significant relationship between the profiles and sales performance. This study recommends that thrift store owners should develop strategic business

plans, fully utilize social media marketing, maximize social media resources, stay updated with social media trends, and focus on dynamic marketing strategies. Future research can further explore the influence of social media marketing on thrift store sales performance.

Keywords: sales performance, social media marketing, online shopping, online advertising, thrift stores

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1. Introduction

Nowadays, different people are engaged in online activities, specifically social media. As Dixon (2023) claimed, one of the most common internet activities is using social media. Globally, during the year 2022, there were more than 4.59 billion social media users, and by 2027, the number might reach roughly six billion. In the Philippines, based on the statistics delivered by OOSGA (2023), on average, there are 93.8 million monthly active social media users, with a 3.4% annual growth rate in 2021–2022. The number of active social media users is equivalent to 82.4% of the entire population. Each social media user has an average of 8.5 accounts and spends 4.1 hours of their time on social media every day. In addition, the Statista Research Department (2023) mentioned that the Philippines has earned the title of "social media capital of the world" because of the country's exceptionally high usage of the platform, which is three hours each day. Among Filipino internet users, Facebook, TikTok, and Instagram have emerged as the top three websites visited each month. Filipinos are also known for being exceptionally internet-savvy and early users of technology. These skills helped popularize the rise of social media marketing. It was claimed by Ongson (2023) that social media advertising is a popular and efficient marketing strategy used for personal and professional networking in the Philippines. It is exceptional as it makes it possible to advertise to a large audience of consumers quickly and affordably, guaranteeing that the intended audience sees the promotion. Examples of this are live selling, online advertisements, and online shops. With this, different businesses started using social media to market and advertise their businesses.

In the Philippines, thrift stores, also known as Ukay-Ukay, are becoming well-known to the public. Ukay-Ukay store is a clothing business that sells second-hand clothes, bags, shoes, and other accessories, which are sold at a fair price. As Fausto (2023) mentioned, the Tagalog word *halukay*, which means to search through or sort through, is the origin of the word ukay-ukay. Early in the 1980s, Baguio City saw the rise of this kind of industry, which has since spread across the nation. The concept of thrift stores is to purchase second-hand or used things such as clothing, shoes, accessories, and other stuff at an inexpensive and bargain price. According to Locsin's 2007 study (as cited by Biana, 2020), some Filipinos shop and purchase items from thrift stores to possess signature goods, be stylish and up-to-date with fashion, and do it without exceeding their budget. As pre-loved items became more sustainable, the emergence of thrift shops grew. For additional information, Taubenfligel (2023) mentioned that the share of sustainable products in the global clothing market might increase from 3.9% in 2021 to 6.1% in 2026. As a result, the demand for sustainable apparel will expand quickly and continue for some time. Thus, customers are becoming more accustomed to thrift stores, which have a significant role in the fashion industry.

There are numerous thrift stores in the Philippines. In San Jose, Occidental Mindoro thrift stores are seen one after another. Each thrift store has its distinctions and strategies for its business. Some names are well-known, while others are just starting. The stores use different promotional techniques to establish authenticity. With the emergence of social media, the stores joined the bandwagon and started social media marketing. As for this, thrift stores use social media to begin live selling, create online shops, and advertise and promote their products. The study targeted thrift stores in San Jose, Occidental Mindoro, that have been using social media marketing for over a year. This is supported by the fact that thrift store owners are now just starting to be engaged in social media. This determined the effects of social media marketing on the sales performance of thrift shops in San Jose, Occidental Mindoro. Sales performance refers to the overall effectiveness of a business in achieving goals and objectives. Sales performance is necessary because companies can learn vital lessons about their overall success and pinpoint areas where they can improve by keeping track of it. This enables them to establish sensible objectives and take deliberative actions that may result in higher earnings and growth. Moreover, the study observed the results and effects of live selling, online shopping, and online advertising on thrift stores.

This study determined the relationship between social media marketing and the sales performance of thrift stores in San Jose, Occidental Mindoro. This helped to raise knowledge among thrift store owners about what to improve with their businesses and marketing strategies. This study highlighted the importance and significance of social media marketing to every type of business, especially thrift stores that are just starting to get exposed to this type of marketing. This study was conducted to establish new information that is relevant to entrepreneurs and the market.

Statement of the Problem - The study aimed to determine the relationship between social media marketing and the sales performance of thrift stores in San Jose, Occidental Mindoro. Specifically, the study answered the following questions: (1) What is the profile of the thrift stores in terms of location and years of existence? (2) What is the level of performance of thrift stores in social media marketing in terms of live selling, online advertising, and online shopping? (3) What is the level of the sales performance of thrift stores, in terms of brand awareness and consumer engagement? (4) Is there a significant relationship between the profile and the sales performance of thrift stores in San Jose, Occidental Mindoro? (5) Is there a significant relationship between social media marketing and the sales performance of thrift stores in San Jose, Occidental Mindoro?

Significance of the Study - This study determined the relationship between social media marketing and the sales performance of thrift stores in San Jose, Occidental Mindoro. The result of this study will be helpful to the following individuals: The study will benefit thrift shop owners in San Jose, Occidental Mindoro, by providing valuable insights into how social media marketing strategies can impact the sales performance of their stores. This will enhance their knowledge of how social media marketing works. Owners can utilize the findings and results of the study to improve their online marketing efforts and increase sales. Thus, with the help of the findings of the study, thrift shop owners can effectively utilize social media marketing. The study will help other business owners increase their engagement level with social media marketing strategies that fit their type of business. The findings of the study will provide insights into what concepts they need to improve in their business. In addition, the study will aid and serve as a guide to other business owners on how they can market their goods and services effectively.

This study will benefit consumers by enhancing their knowledge of why different businesses use social media marketing. Also, this will guide them on what information they should and should not entertain on social media. In addition, with the help of this study, the students will have better online shopping experiences and increased product visibility. Additionally, they will learn more about the promotional activities on social media platforms. This study will help the Local Government Unit of San Jose, Occidental Mindoro. This will help improve the businesses in the area. Thus, the study will help contribute to the economic growth and development of the municipality. This study will be a helpful resource for future researchers looking into the relationship between social media marketing and sales performance in many business sectors, particularly thrift stores. The findings of the study can provide insights into the role of social media in boosting sales and growth in the retail industry in the area. The conclusions and recommendations will serve as a guide for future researchers to support their study and provide evidence for their claims.

Scope and Delimitation of the Study - The primary focus of this study is to determine the relationship between social media marketing and the sales performance of thrift stores in San Jose, Occidental Mindoro. This study discovered how live selling, online advertising, and online shopping helped thrift store owners improve their sales performance as measured by brand awareness and consumer engagement. In addition, this study encountered the following limitations: The study is done exclusively in San Jose, Occidental Mindoro. Thus, the respondents were limited to the thrift store business owners of San Jose, Occidental Mindoro, as they were just starting to utilize social media marketing. Thus, the sample of the study was selected among the 40 active thrift store owners surveyed in San Jose, Occidental Mindoro. This study was conducted from September 2023 until January 2024. The researchers used quantitative procedures in gathering and analyzing the data from the respondents. Thus, questionnaires were utilized for the collection of data. However, the questionnaire that was used in conducting the study faced constraints and limitations. The questionnaires were limited to the questions written on the paper. Also, there was no interaction between the researchers and the respondents as they were answering the questionnaire.

Thus, the researchers were not able to explain the questions further for the respondents to understand the purpose of the study in an in-depth manner. Similarly, the respondents were not able to add extraneous information because it was not asked in the questionnaire. Nonetheless, the researchers asked the respondents concise, well-organized, and accurate questions that fell within their level of comprehension and the objectives of the study.

2. Methodology

Research Design - The researchers used a quantitative research methodology with an emphasis on a descriptive correlational design that aimed to determine the social media marketing and sales performance of thrift stores in San Jose, Occidental Mindoro. The study utilized only quantitative approaches to measure the level of relationship between variables. A descriptive correlational design allowed the researchers to gather information from a sample of thrift store owners to study the correlation between the level of live selling, online advertising, and online shopping and the sales performance, particularly the brand awareness and consumer engagement of thrift stores in San Jose, Occidental Mindoro. Similarly, this design examined and evaluated the relation of demographic profile to the sales performance of thrift stores. Therefore, the researchers utilized this approach to investigate the connection among the profiles, social media marketing, and the sales performance of thrift stores.

Respondents of the Study - In the pursuit of comprehensively examining the utilization of social media marketing among thrift stores, the researchers employed a stratified random sampling approach. This strategy provided a broad representation by categorizing thrift shops based on their utilization of social media marketing. The division of thrift stores into strata based on relevant attributes ensured that every subgroup was sufficiently represented, improving the study's generalizability to all thrift stores in San Jose, Occidental Mindoro. The researchers found out that there are 40 thrift stores in San Jose, Occidental Mindoro. Each was categorized into two categories: thrift stores that utilize social media marketing and thrift stores that do not utilize social media marketing, 38 thrift stores utilize social media marketing. While two out of the 40 thrift stores do not utilize social media marketing, The study specifically studied thrift stores that utilized social media marketing. Additionally, the sample consisted of 38 members of the population that utilized social media marketing. However, not all thrift store owners were available for the survey, so the survey questionnaire was administered to only 31 thrift store owners who were accessible during the survey period.

Research Instrument - The researchers used modified-adapted questionnaires, as the main research instrument. The researchers used a questionnaire derived from a validated set of questions that were anchored in the studies of Señara et al. (2022) for determining the level of live selling, online advertising, and online shopping performance of thrift stores. Additionally, the researchers utilized the study of Kilei et al. (2016) to determine the overall sales performance of thrift stores in terms of brand awareness and consumer engagement. An adapted modified questionnaire involves modifying predefined queries to relate to the purpose of the study. As a result, this research instrument utilized the independent variables to reveal the responses of thrift store owners toward the dependent variables, which helped the researcher acknowledge the differences made by social media marketing. The researchers adapted and modified a 27-item structured questionnaire, which consisted of two parts. The first part contained two multiple-choice questions for the profile of the thrift store and the second part used a four-point Likert scale-based question about the level of agreement of the thrift store owners in terms of utilizing social media marketing. The researchers of the study yielded structured data that was easy to analyze; they offered a fixed group of answer choices to make it easier for the respondents to complete the survey. Moreover, a Likert scale was utilized to determine whether the thrift store owners agreed or disagreed under certain circumstances and to examine their views about the level of the agreement.

Along with the modified-adapted questionnaire, the researcher tested the validity of the question with the help of experts and professionals. It was verified by their research instructor and the Senior High School faculty of Divine Word College of San Jose. To meet the need for an objective method of gauging the internal consistency and reliability of an instrument used in a research project, the researchers sought questionnaires from other related studies. To ascertain whether the survey items measured the same thing before approving the results, the researcher

employed Cronbach's alpha.

Table 1
Reliability Results of the Adapted Questionnaires

Variables	Reliability Coefficients	Number of Items	Internal Consistency Result
Social Media Marketing	0.895	15 items	Good
Sales Performance			
Brand Awareness	0.827	5 items	Good
Consumer Engagement	0.790	5 items	Acceptable

*Cronbach's Alpha based on standardized items

Table 1 shows the Cronbach's alpha reliability analysis of the modified-adapted questionnaires. It shows that the questionnaires for social media marketing are good, with a reliability coefficient of 0.895. On the other hand, the questionnaires for sales performances are divided into two. The brand awareness is good with a reliability coefficient of 0.827, while the questionnaires for consumer awareness are acceptable with a reliability coefficient of 0.790. In conclusion, the reliability analysis approves the acceptability of the modified-adapted questionnaires to be administered to the respondents of the study.

Data Gathering Procedure - The study was distributed and conducted specifically on the selected sample of the population, which was the 38 thrift store owners in San Jose, Occidental Mindoro. The researchers prepared a 27-item modified-adapted questionnaire to disseminate among the respondents to yield accurate and specific results for the study. Before gathering the data, the researcher prepared letters to validate and organize their procedures. The researchers sent a letter to the Office of the Senior High School coordinator to get permission to use the name of Divine Word College of San Jose outside the school's premises to conduct the research. The researchers also distributed consent forms to the thrift store owners to get their approval to participate in the study. After the researchers got a response to their letter from the Senior High School coordinator of the school and the sample chosen, they distributed a printed copy of the survey questionnaires face-to-face to the selected thrift store owners in San Jose, Occidental Mindoro. The researchers then retrieved the survey questionnaires from the respondents after they answered them within one week. After gathering data, the researchers directly analyzed and evaluated them using the statistical treatment of the study.

Statistical Treatment of the Data - The data that was gathered from the survey questionnaires was subjected to careful analysis. To provide significance to the data, the researchers utilized measures of central tendency, particularly the weighted mean. A weighted mean is a kind of arithmetic mean, determined by multiplying each value in a data set by a weight and then summing the results. When the values in a data set are not all equally important, the weighted mean is frequently utilized. The data were analyzed and presented using a frequency distribution. A frequency distribution is a tabular or graphical depiction of the number of observations within a specified interval. A variable's frequency distribution is its pattern, whereas its frequency is the number that appears in an interval regularly. Additionally, a five-point Likert scale was used in the questionnaire with its respective interpretation and description to determine the level of social media marketing to the sales performance of thrift stores in San Jose, Occidental Mindoro. On the other hand, to determine the relationship between the dependent and independent variables, the researchers used the Pearson correlation coefficient (r) and regression analysis. This measured the strength of the linear relationship between two variables. This effectively identified the correlation between the two variables.

Ethical Considerations - Before the study was conducted, the researchers provided the thrift store owners with clear information regarding the nature of the study, its purpose, objectives, risks, and benefits. Before the respondents chose to voluntarily participate in the conduct of the study, they were given informed consent, which emphasizes that participating in the study is completely voluntary and they may choose not to participate without any consequences. The researchers made sure that they maintained good communication with the respondents throughout the entire research. In which they are assured of their freedom and rights as respondents. They are not put under any pressure, but rather, they can involve themselves without restrictions. Throughout the entirety of the study, the researchers ensured that the privacy of the respondents was protected. They made sure that the

confidentiality of the thrift store owner's personal information and collected data were not disclosed by any means. Furthermore, to ensure the anonymity of individual respondents, the findings were anonymized and presented collectively. The respondents were treated with care and fairly. The researchers ensured that all the respondents received suitable support and resources equally. Also, the researchers avoided and mitigated the consequences that would cause them any harm mentally, physically, emotionally, and psychologically. The findings were also obtained with integrity. They were presented accurately and with all honesty. No manipulation was done to get better results. To make sure that there is no bias, the findings were reported as is. In addition, the researchers provided factual information without any alteration. The authors from different resources were also properly cited and given proper credit for the data they provided. The entire study was true and unbiased. These ethical considerations were adhered to to protect the rights of the respondents and to conduct an honest study. Beginning with informed consent, maintaining good communication, protecting confidentiality, making fair treatment, obtaining data with integrity, and proper citation helped the conduct of the study be ethical.

3. Results and Discussions

The thrift store owners who served as respondents to the study comprised a sample of 31. Table 2 presents the frequency and percentage of the profile of thrift stores in terms of location and years of existence. This reveals that the majority of the thrift stores are located near the highway, with the highest frequency of 28 or 90.3%. While three, or 9.7%, of the thrift stores are located far from the highway. This table of data shows that most of the businesses are located within the cities or along the highway since it's more visible to the customers. The findings related to the location of the thrift stores are supported by the study of Ukamaka (2021), as the researcher found out that one of the most important factors in business development is a company's strategic location. This entails having an efficient road network, being close to raw materials, and having convenient access to business locations. According to studies, companies' strategic locations have contributed to their positive performance; that is, location provides them with an effective tool for thriving and succeeding in their business. Furthermore, location has a positive impact on company sustainability performance, implying that location influences the emergence of entrepreneurs and, as a result, their performance. Additionally, Salcedo et al. (n.d.) mentioned that to improve their chances of surviving, businesses in rural locations must overcome numerous challenges. The dearth of skilled laborers in rural labor markets is one of these challenges. It could be quite difficult for companies trying to grow or hire more experienced staff. This indicates that the creation of small enterprises in rural areas is either hampered by worker mobility or that skill development would be advantageous for the current workforce in rural areas.

Table 2

Profile of the Thrift Stores in terms of Location and Years of Existence

Profile (Location)	Frequency	Percentage
Near the Highway	28	90.3%
Far from the Highway	3	9.7%
Total	31	100%
Profile (Years of Existence)		
1-3 years	28	90.3%
4-6 years	2	6.5%
7 years and above	1	3.2%
Total	31	100%

In terms of years of existence, thrift stores existing for 1–3 years in business have the highest frequency of 28 or 90.3%. Based on these numbers, most of the thrift stores in San Jose, Occidental Mindoro, started their business after the pandemic. While 2 or 6.5% of the frequency belongs to those who started their businesses over 4–6 years ago, and 1, or 3.2% of the frequency reveals that the oldest existing thrift stores in San Jose are 7 years and older. These findings regarding the years of existence of thrift stores bear similar results to those from Lopez & Outtara (2021), as they realized that the second-hand clothing market is a growing sector that currently accounts for 2% of total sales in the fashion and luxury industries. Meaning it is newly introduced and has recently been recognized in the industry, following the results that most thrift stores are just recently established. Similarly, Engidaw (2020) examined the financial fragility of many small businesses and the extent to which the COVID-19 crisis has

impacted them. In their sample, which is skewed toward the retail sector, they discovered that 43% of businesses were temporarily closed, and employment had decreased by 40%. This is a shock to America's small businesses that have not been seen since the Great Depression in the 1930s. According to the study's findings, many of these businesses had little cash on hand at the start of the pandemic, meaning they would have to drastically cut expenses, incur additional debt, or declare bankruptcy. This highlights how the immediacy of new funding may affect medium-term outcomes.

Table 3

Mean Level of Performance of the Thrift Stores in Social Media Marketing in terms of Live Selling, Online advertising and Online Shopping

Indicators (Live Selling)	Weighted Mean	Verbal Description
1. I do live selling for a long period of time.	3.10	Agree
2. I make sure the live is accessed by my target market.	3.13	Agree
3. I can effectively show my product to my target market.	3.26	Strongly Agree
4. I build good communication and interaction with my customers through live selling.	3.39	Strongly Agree
5. I motivate customers to save their effort at purchasing through live selling.	3.26	Strongly Agree
COMPOSITE MEAN	3.23	Agree
Indicators (Online Advertising)		
1. I create online advertisements that are visually appealing to the market.	3.16	Agree
2. I put the basic information about my product in the online advertisement.	3.26	Strongly Agree
3. I put the basic information about my business in the online advertisement.	3.26	Strongly Agree
4. I create online advertisements that enhance my target market's ability to recall my product.	3.26	Strongly Agree
5. I make sure that the online advertisement reaches the target audience.	3.32	Strongly Agree
COMPOSITE MEAN	3.25	Agree
Indicators (Online Shopping)		
1. I make sure that the online shop is always active.	3.29	Strongly Agree
2. I am active in addressing my target market's concerns.	3.45	Strongly Agree
3. I maintain a good rating for my online shop.	3.16	Agree
4. I have all the products that I offer in my online shop.	3.10	Agree
5. I promote products effectively.	3.35	Strongly Agree
COMPOSITE MEAN	3.27	Strongly Agree

Legend: 3.26 – 4.00 Strongly Agree, 2.51 – 3.25 Agree, 1.76 – 2.50 Disagree, 1.00 – 1.75 Strongly Disagree

Table 3 shows the mean level of the sales performance of thrift stores in terms of live selling, online advertising, and online shopping. Wongkitrungrueng and Assarut (2020) explained that by facilitating an immersive shopping experience, streaming media seeks to foster significant interpersonal relationships between customers and retailers. By sharing an experience, live selling aims to strengthen bonds between marketers and consumers. Customers are more likely to become devoted customers as a result of their increased trust in retailers. The table indicates that the thrift store has a composite mean of 3.23, 3.25, and 3.27, respectively leading to an agreement in the thrift store's level of performance. The paper by Wongkitrungrueng and Assarut (2020) supports the idea that many small businesses have started using live streaming platforms, specifically Facebook Live, as a tool for direct marketing. The thrift stores that have been using live selling for a long time have the lowest mean of 3.10, meaning that some of the thrift stores in San Jose, Occidental Mindoro, have only recently started using live selling or have not made full use of it as a means of promoting their goods. In contrast, live selling makes the work easier because it allows one to show customers everything they want to buy with just a request. According to research by Xu et al. (2020), it is beneficial for both buyers and sellers because people can improve communication by using efficient strategies and posing inquiries about the products they wish to buy via the real-time streaming platform.

The composite mean of 3.25 in the table, thrift stores concur with social media marketing for online advertising. The findings show agreement between the respondents and their online advertising performance is similar to those of Mishra and Mahalik (2017); they mentioned that online advertising provides marketers with powerful communication tools that are essential for crafting an interesting brand message. Additionally, social network

advertising is a relatively new but effective kind of electronic advertising, according to Madamombe and Kashora's (2018) study. The majority of customers claimed that an average of ten advertisements from social networking sites influenced their decision to buy Unibest goods. According to the responses, Facebook's sudden popularity has helped the company sell more products and boost sales. These results support the logical conclusion that social networking sites can increase an organization's sales volume. Customers think that the company's online marketing is significantly influencing its market share. Management claims that websites have a significant impact on Unibest Namibia's market share and sales volume.

Lastly, online shopping is a type of electronic commerce where buyers and sellers can transact directly over the internet using a computer browser with a composite mean of 3.27, which reveals that the respondents strongly agree with the effect of online shopping on the level of their sales performance. The findings are similar to Sohn et al. (2017), in that consumers are increasingly interested in shopping on Internet-enabled mobile devices such as smartphones and tablets. Richer modes of presentation (such as movies and animated images) are used to create mobile web shops, resulting in an increase in visual complexity as mobile technology advances. The impact of perceived visual complexity on consumers' perceptions and behavior-related intentions when using mobile online shops is critical for efficient mobile website processing. Furthermore, thrift stores are excellent at using social media, particularly for online shopping. The owners work hard to keep their online shops active and engaging, demonstrating how much they value their customers. They listen to what customers want and make sure there are a wide variety of items available for purchase online. Despite their success, there is still room for improvement in how they handle customer feedback. A study by Poli (2020) backs up how thrift stores use social media platforms such as Instagram to sell items online without the need for their own website. This allows people to communicate directly with sellers and negotiate prices.

Table 4
Mean Level of the Sales Performance of Thrift Stores in terms of Brand Awareness and Consumer Engagement

INDICATORS (BRAND AWARENESS)	Weighted Mean	Verbal Description
1. I have increased my brand recognition.	3.19	Agree
2. I have the market quickly determine the logo of my store.	3.19	Agree
3. I have created authenticity for my business.	3.26	Strongly Agree
4. I have my basic information remembered by the public.	3.32	Strongly Agree
5. I made my business become one of the most popular stores in the market.	3.13	Agree
COMPOSITE MEAN	3.22	Agree
INDICATORS (CONSUMER ENGAGEMENT)		
1. I have pleased my target market through my social media marketing.	3.26	Strongly Agree
2. I have increased the number of customers visiting my shop.	3.39	Strongly Agree
3. I have established a good image in my target market.	3.35	Strongly Agree
4. I have increased customer loyalty.	3.32	Strongly Agree
5. I have increased the levels of my customer service	3.26	Strongly Agree
COMPOSITE MEAN	3.32	Strongly Agree

Legend: 3.26 – 4.00 Strongly Agree, 2.51 – 3.25 Agree, 1.76 – 2.50 Disagree, 1.00 – 1.75 Strongly Disagree

Table 4 presents the mean level of the sales performance of thrift stores in terms of brand awareness and consumer engagement. Brand awareness, as defined by Rastogi and Parashar (2018), is how well a brand is remembered or recognized by consumers. It plays a significant role in predicting consumer behavior, controlling advertising, maintaining brands, and creating marketing strategies. A composite mean of 3.22, with a verbal description of agree reveals that the respondents agree that thrift stores level of social media marketing influences brand awareness. In the same way as the results suggest on the influence of social media marketing, Jeyalakshmi et al. (2020) revealed that the satisfaction of customers is greatly influenced by brand awareness and brand loyalty. Numerous factors, including brand equity and brand image, are used to quantify brand awareness. They cited that through teaching consumers about the many facets of the product, brand knowledge is developed among them. Therefore, it is recommended that several advertising strategies be used to increase brand awareness. However, Kilei et al. (2016) concluded that in order to draw customers' attention to their brands and consequently improve market brand performance, marketing managers must continue to create and conduct effective brand awareness

initiatives. A combination of powerful media platforms, including offline interactions and social media platforms, can be used to actively engage clients and forge lasting relationships with them in a two-way dialogue.

Moreover, in terms of consumer engagement, table shows a composite mean of 3.32, which reveals that the respondents strongly agree that thrift stores level of social media marketing affects consumer engagement. The findings of this study in relation to the effects of social media marketing are similar to those of Fernando et al. (2022). Through the use of marketing techniques, users can be persuaded to make a purchase on the spur of the moment if they come across intriguing details while scrolling through their social media feeds. By drawing clients to the business and retaining them there, successful content marketing techniques may also be used to maintain client loyalty. In addition to this, according to the study by Onuorah et al. (2022), social media marketing efforts will result in much-anticipated client involvement if the information they post on these platforms is enjoyable. Additionally, social media material that is tailored to the audience's demands and offers options for users to share their praise for or dissatisfaction with the company can boost brand engagement.

Table 5
Correlation Coefficients and p-values for Hypothesis Testing (Ho1)

Variables	Correlation Coefficient	Effect Size (r^2)	Critical value	t-value	P-value	Interpretation
Profile (Location)→ Sales Performance	0.179	0.120	2.045	0.980	0.335	Not Significant
Profile (Years of Existence) → Sales Performance	-0.01	0.038	2.045	-0.05	0.960	Not Significant

Legend: p-value<0.05 Significant

Table 5 presents the result of testing the hypothesis that there is no significant relationship between the profile and sales performance of the thrift stores in San Jose, Occidental Mindoro. The results from the table conclude that location has no significant relationship with the sales performance of thrift stores. This is supported by the correlation coefficient of 0.179, which implies that there is a very low positive correlation between the two variables. This is an indication that as the location changes, the sales performance is not affected. Also, the effect size of 0.120 implies that only 12% of the sample is significantly affected. Furthermore, the t-value of 0.980 is lower than the critical value of 2.045. These are supported by the p-value of 0.335, which is higher than 0.05 alpha level. Similarly, the years of existence and sales performance of thrift stores have no significant relationship. It has a correlation coefficient of -0.01, indicating that there is a very low negative correlation.

This means that as the years of existence change, there is no change in the sales performance. Furthermore, looking at the effect size of 0.038, only 3.8% of the sample size is affected. Additionally, the t-value of -0.5 is lower than the critical value. Also, this is implied by the p value of 0.960, which is greater than 0.05. Hence, these findings lead to the acceptance of the null hypothesis. The findings of the study, which indicate that there was no relationship between the profile and sales performance, however, are a contrary to what Radipere & Dhliwayo (2014) found out. They found out that business age and size are important and affect a business' performance. Empirically, prior research has demonstrated a favorable correlation between firm success and business size. Up until they reach a particular size, small firms typically operate rather effectively before becoming sluggish. If these companies are entrepreneurial, they typically do well; if not, they have a higher chance of failing than older companies with more seasoned owners and more resources. In addition, the study by Dhanalakshmi & Azees (2020) also found that examining the effects of the demographic profile on business performance reveals that marketing activities have the greatest influence on business performance. Business performance and demographic characteristics are largely correlated.

Table 6
Correlation Coefficient and p-value for Hypothesis Testing (Ho2)

Variables	Correlation Coefficient	Effect Size (r^2)	Critical value	t-value	P-value	Interpretation
Social Media Marketing → Sales Performance	0.713	0.508	2.045	5.47	0.000	Highly Significant

Legend: p-value < 0.05 Significant

Table 6 shows the result of testing the hypothesis that there is a significant relationship between social media marketing and the sales performance of thrift stores in San Jose, Occidental Mindoro. The results reveal that social media marketing has a direct and significant relationship with the sales performance of thrift stores. This is based on the correlation coefficient of 0.713, which indicates a high positive correlation between the two variables. This indicates that as thrift stores increase their social media marketing, the sales performance of their business increases as well. The effect size of 0.508, or 50.8%, additionally supported the relationship between the two variables. Additionally, the results of the t-value, which is 5.47, are higher than the critical value of 2.045. These are backed up by the P-value of 0.000, which is less than 0.05. Thus, this leads to the rejection of the null hypothesis. Correspondingly to the results of the study about the relationship between social media marketing and sales performance, as stated by Mulunda et al. (2021), social media marketing is a cost-effective tool for driving sales and lead generation as compared to the traditional forms of marketing that include television and billboard marketing. The study suggests that fashion businesses use effective social media marketing tools to guide their marketing campaigns and achieve their marketing goals. In addition to this, the results of the study done by Silvia (2019) show that social media and digital marketing campaigns are not only helpful in increasing brand awareness and engaging customers, but they are also critical for measuring results. Instead of only making traditional marketing efforts, these types of marketing efforts allow the effectiveness of each campaign to be measured, the behavior of customers or potential customers to be tracked ahead of time, and the reach of the message to be spread wider.

4. Conclusions

The following are the conclusions drawn based on the findings of the study: The majority of the thrift stores were located near the highway, and most of the thrift stores have been operating for 1-3 years. With an overall mean of 3.25, the respondents agree on the level of performance of their social media marketing. With an overall mean of 3.27, the respondents strongly agree that the level of their sales performance is affected by social media marketing. There was no significant relationship between the profile and sales performance level of thrift stores in San Jose, Occidental Mindoro, in terms of location or years of existence. There is a highly significant relationship between social media marketing and the sales performance of thrift stores in San Jose, Occidental Mindoro.

4.1 Recommendations

The following are the recommendations made based on the revealed findings and drawn conclusions of the study: Thrift store owners may consider creating a business plan for their business to strategically position their business on the market. Thrift store owners not yet fully utilizing social media marketing may consider using it to draw awareness and engagement for their business. Thrift store owners should maximize their social media resources to improve their marketing strategies and maintain the increasing sales performance of their business. Thrift store owners may focus more on their social media marketing strategies through business planning and research. Thrift store owners may move dynamically with the latest updates and trends in the social media world to market their businesses to a broader audience. Researchers may aim to determine how social media marketing influences thrift store sales performance.

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