

The effectiveness of Facebook features to the sole entrepreneurs' marketing strategies in San Jose, Occidental Mindoro

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Abstract

With its large user base and various helpful functions, Facebook has become a powerful tool and platform for marketing. This study investigates the effectiveness of Facebook features on the marketing strategies of sole entrepreneurs in San Jose, Occidental Mindoro. The research aims to determine which Facebook features are most utilized and their perceived effectiveness in reaching target audiences, increasing sales, and building brand awareness. The study used a descriptive-correlational research design, utilizing a survey questionnaire distributed to 359 sole entrepreneurs in San Jose. Descriptive and inferential statistics describe the variables and determine their relationships. Results reveal that the marketplace feature allows entrepreneurs to showcase their products, expanding their target customer base and increasing profits. They can post, share, and engage with specific audiences through the marketplace and content sharing. Facebook is a valuable digital marketing tool, enabling businesses to communicate with customers, enhance brand recognition, and reach a broad audience. To make their products or services more appealing and easily recognizable, sellers must track and improve customer engagement to foster loyalty. Marketing strategies are crucial for every sole entrepreneur, as brand awareness helps them stand out among competitors and engage with customers through messages, loyalty rewards, and prompt responses to inquiries. Therefore, this study recommends that sole entrepreneurs join local buying and selling groups to enhance customer loyalty and brand awareness. Sellers may strive to create interesting and eye-catching content to achieve higher sales targets and be easily recognized by the Facebook audience.

Keywords: brand awareness, customer engagement, marketplace, content sharing, sole entrepreneur

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1. Introduction

In today's digitalized age, many essential tools and platforms help the world of entrepreneurship become more visible to consumers and target customers. Notably, social media transformed businesses in its supremacy through many innovations (Xie et al., 2023). Specifically, Facebook, with its large user base and its different helpful functions, has become a powerful tool and platform in marketing. It is clear from existing research that social media platforms like Facebook are widely used environments where users can interact with one another, share information, and engage directly with businesses (Tazeen & Mullick, 2023). For companies, Facebook pages can function as effective mechanisms to create brand visibility, reduce advertising expenses, foster strong customer relationships, and gain valuable feedback on new products while keeping costs low (Khan & Boehmer, 2013). This research investigates the effectiveness of Facebook features in the marketing strategies in San Jose, Occidental Mindoro. Sole entrepreneurs manage and lead all matters and aspects of their business. They make creative, effective, and efficient marketing strategies that are beneficial for their business to grow and survive. The researchers aim to investigate how these sole entrepreneurs utilize the different features and functions of Facebook, such as the business page, groups, advertising options, live streams, reels, and posting of content, and how these features help and contribute to their marketing outcomes. Serious problems include Facebook regularly modifying its algorithms and changing and switching content patterns, which affect organic reach. This implies that without sponsored and paid marketing, a solo proprietor's Facebook content might not reach a sizable fraction of their virtual audience, even if they have a devoted follower. There is also fierce competition for attention due to the significant number of businesses using Facebook (Stelzner, 2025). Sole proprietors, who sometimes have few resources, may struggle to stand out. Facebook provides customized advertising, but the prices may be too high for small business owners with limited funds. These advertisements may also vary. Consistent, excellent material is necessary to maintain an audience's interest. This might be difficult for sole proprietors, who frequently balance several obligations. It can be dangerous to rely only on Facebook for marketing. Unexpected platform problems or modifications to Facebook's regulations might significantly affect a company (Wilding et al., 2018).

Internet connectivity can be accessed in various places in the Philippines, especially Occidental Mindoro. This may make Internet marketing initiatives less successful. Facebook marketing effectiveness may be impacted by customers' and entrepreneurs' differing levels of digital literacy. Some people might not know about recommended practices or advanced features. It is essential to comprehend the unique inclinations and customs of the local market. In a regional context, a general Facebook marketing approach might not work. In tiny communities, sole proprietors may have extremely tight budgets and little time. This makes it extremely challenging to put complicated Facebook marketing ideas into practice. Facebook's Ads Manager might be intimidating and complex for people unfamiliar with marketing. As previously stated, companies are forced to rely significantly on paid advertising due to the ongoing loss of organic reach. Social media user tastes are constantly changing. Effective marketing requires keeping up with these developments (Imtiaz et al., 2021; Dwivedi et al., 2021).

Facebook is a social platform designed to facilitate communication and information exchange among individuals. Today, online entrepreneurs promote their businesses by using this social network. Facebook Business guides online entrepreneurs on how to post effectively on their pages and how digital companies can reach their objectives (Bahcecik et al., 2019). The mastery of these tools and features can provide the sole entrepreneurs of San Jose, Occidental Mindoro, with valuable understanding and insights that will enable them to develop and optimize their Facebook presence and escalate the effectiveness of their marketing strategies.

This research examined the relationship between using Facebook's marketplace content and sharing features and key marketing metrics, such as brand awareness and customer engagement. In the final analysis, this research study examines and identifies the excellent practices and offers recommendations to sole entrepreneurs of San Jose, Occidental Mindoro, on leveraging business growth through Facebook.

Research Objectives - This study aimed to (1) determine the effectiveness of Facebook features in terms of marketplace and content sharing. (2) Determine the marketing strategies of the sole entrepreneurs in terms of brand awareness and customer engagement. (3) Determine the relationship between the effectiveness of Facebook features and the marketing strategies of sole entrepreneurs.

Significance of the Study - This study focused on providing valuable insights to the sole entrepreneurs regarding the effectiveness of Facebook features, especially in its marketplace and content-sharing options. This will empower independent business owners to improve marketing techniques to reach small to significant business goals. To the local business community of San Jose, Occidental Mindoro, by providing the proper guidance on using social media platforms for marketing that will benefit its growth and development. This study will be a valuable foundation for future researchers' investigation of the relationship between social media marketing and the power of local businesses, particularly in empowering sole proprietorships.

Scope and Delimitation of the Study - This study focused only on the sole entrepreneurs who operate in San Jose, Occidental Mindoro. The scope of this research determines the relationship among the chosen variables—Facebook features, Marketplace Place, and content sharing—and how these sole entrepreneurs improve their marketing strategies regarding brand awareness and customer engagement virtually. The marketing techniques were considered limited to brand awareness and customer engagement. The researchers will employ a quantitative research design and rely on data collected through surveys and interviews. The findings may not be generalizable to other regions or business types.

2. Methodology

Research Design - This research used a quantitative method, particularly the descriptive correlational design, to collect and evaluate numerical data to identify the patterns and correlations within the numbers. Moreover, the descriptive design was used to determine the effectiveness of Facebook features in terms of marketplace and content sharing and the marketing strategies of the sole entrepreneurs in terms of brand awareness and customer engagement, and correlational design was used to determine the relationship between the effectiveness of Facebook features and the marketing strategies of sole entrepreneurs.

Respondents of the Study - The respondents of this study were the sole entrepreneurs in San Jose, Occidental Mindoro. The sample size was computed using Raosoft's formula with a 5% margin of error and a 95% confidence level. Out of a 5,384 total population, the sample size was 359. The total population of the study is 5384 sole entrepreneurs. This study employs snowball sampling to identify and recruit participants who meet specific criteria by asking initial respondents to refer others with similar characteristics. The inclusion criteria of the study are that the respondents reside in the rural area of San Jose, have been operating a business for at least 1 year, have been using Facebook for their business for at least one year, and are willing to provide informed consent to participate in the study. The researcher could get the respondents who use Facebook features such as Marketplace and content sharing for their marketing strategies.

Research Instrument - The researchers utilized a researcher-made instrument. The instrument consists of 2 parts. The part of the questionnaire was to determine how sole entrepreneurs in San Jose, Occidental Mindoro, utilize Facebook features regarding Marketplace and Content Sharing. The second part is to determine the marketing strategies of the sole entrepreneurs in terms of brand awareness and customer engagement. The researchers used the 4-point Likert scale to answer the questionnaire, wherein the respondents were asked to rate whether the statements were agreeable on a scale of 1-4, with four as the highest, which means that they strongly agree, and one as the lowest, which means that the respondents strongly disagree. Experts from the Divine Word

College of San Jose validated the researcher-made instrument. Comments and suggestions from the experts were incorporated into the researcher-made instrument before distributing it to the final set of respondents.

Data Gathering Procedure - The researchers wrote a letter to the Department of Trade and Industry (DTI) in San Jose, Occidental Mindoro, to get the total number of sole entrepreneurs registered in the municipality. The researcher invited sole entrepreneurs to participate in the study by sending them a letter of intent signed by the research advisor. After getting the approval, the researchers conducted a face-to-face interview to determine if they fit the respondents' criteria. The final respondents were given enough time to answer the distributed survey questionnaire. After a week of interval, the survey questionnaires were retrieved personally by the researchers to ensure the confidentiality of the data.

Statistical Treatment of the Data - Weighted mean computation was applied to determine the effectiveness of Facebook features in terms of marketplace and content sharing, and the marketing strategies of the sole entrepreneurs in terms of brand awareness and customer engagement. Moreover, Pearson's correlation was used to determine the relationship between the effectiveness of Facebook features and the marketing strategies of sole entrepreneurs. The results of the computations for the descriptive and inferential problems were computed using MS Excel.

Ethical Considerations - Research ethics regulates the conduct of academic researchers. Ethical guidelines are crucial for safeguarding the dignity and rights of research participants. Authenticity and benevolence represent two elements of truthfulness linked to moral standards. This study was conducted in adherence to ethical principles. All necessary precautions were taken to ensure participant rights, confidentiality, and well-being. Protecting the identities and personal information requires upholding privacy and confidentiality. Transparent data collection and analysis were necessary, as was publicly disclosing the results without exaggeration or manipulation. Maintaining ethical standards in research requires acknowledging biases and conflicts of interest and respecting different viewpoints, cultures, and beliefs. Moreover, to properly cite the authors of the related literature used in this study, APA 7th Edition was used.

3. Results and Discussions.

Table 1 shows the mean level of effectiveness of Facebook features in terms of marketplace and content sharing. The overall mean of 3.01 at a high level implies that Facebook features are practical for promoting the product and reaching marketing efforts. The composite mean of the marketplace was 3.02, interpreted as a high level, suggesting that marketplaces are used to organize the products and can reach the target customers. Moreover, content sharing received a “high level” composite mean of 3.00, meaning that sellers must join different local buying and selling groups, encourage their loyal customers to share their products, and give some rewards and referrals. Some valuable features developed by Facebook Meta are the marketplace, comment section, like button, and sharing button that sole entrepreneurs use to promote their products and services. Marketplace is a feature that allows entrepreneurs to share their products to widen their target customers and give them a higher profit. They can post, share, and even engage with specific audiences using the marketplace and content sharing. Facebook is a valuable digital marketing tool since it allows businesses to communicate with customers, increase brand recognition, and reach a large audience. In addition, these findings align with Dwivedi et al. (2021) and Rosário & Dias (2023). Who found that Facebook may be used to market products, services, concepts, events, and experiences? For marketing and advertising purposes, it can be pretty helpful. Businesses can post advertisements on Facebook, where millions of users can view them (Al-Hadban et al., 2014).

Table 1*Mean Level of effectiveness of Facebook features in terms of Marketplace and Content Sharing*

Indicators (Marketplace)	Weighted Mean	Verbal Description
I use my listing to organize all of my selling activities.	3.10	High Level
I usually join the local buying and selling group.	2.88	High Level
I use the marketplace to promote my products.	3.02	High Level
I easily connect with my customers using chat messages.	3.04	High Level
I always adhere to Facebook commerce policies to maintain a positive selling experience.	3.04	High Level
Composite Mean	3.02	High Level
Indicators (Content Sharing)		
I actively encourage my Facebook followers to share my content (posts, videos, etc.) to their social media platforms.	2.89	High Level
I believe that shared content on Facebook significantly increases the reach of my marketing efforts.	3.07	High Level
I regularly use Facebook features (e.g., share buttons and calls to action) to facilitate my audience's content sharing.	2.96	High Level
I notice that the content my followers share on Facebook effectively attracts new potential customers to my business.	3.07	High Level
I am satisfied with the level of content sharing that occurs on my business's Facebook page.	3.02	High Level
Composite Mean	3.00	High Level
OVERALL MEAN	3.01	High Level

Legend: 1.00–1.74 = Very Low Level, 1.75–2.49 = Low Level, 2.50–3.24 = High Level, 3.25–4.00 = Very High Level

Businesses can now create fan pages and personal profiles to communicate with current and potential consumers. This was not possible in the past. Furthermore, among the Facebook features that the respondents were aware of, besides Messenger, group pages, posting, and live, were visual content sharing, marketplace and selling features, and limited to no idea (Ruita et al. 2025).

Table 2*Mean Level of Marketing Strategies of the Sole Entrepreneurs in terms of Brand Awareness and Customer Engagement*

Indicators (Brand Awareness)	Weighted Mean	Verbal Description
1. My Facebook audience easily recognizes my business brand.	2.94	High Level
2. My Facebook marketing efforts help improve brand recall among my target audience.	3.01	High Level
3. I actively monitor how often my brand is mentioned or tagged on Facebook.	3.01	High Level
4. My business's Facebook presence has helped differentiate my brand from competitors.	2.95	High Level
5. My Facebook page effectively communicates my brand's values and identity.	3.02	High Level
COMPOSITE MEAN	2.99	High Level
Indicators (Customer Engagement)		High Level
I actively respond to comments, messages, and interactions on my business's Facebook page.	3.06	High Level
I create content that encourages discussions and interaction from my Facebook followers.	3.01	High Level
I regularly use Facebook analytics to track and improve customer engagement.	2.98	High Level
I believe engaging with customers on Facebook strengthens their loyalty to my brand.	3.11	High Level
I am satisfied with the level of engagement my business receives on Facebook.	3.15	High Level
COMPOSITE MEAN	3.06	High Level
OVERALL MEAN	3.02	High Level

Legend: 1.00–1.74 = Very Low Level, 1.75–2.49 = Low Level, 2.50–3.24 = High Level, 3.25–4.00 = Very High Level

Table 2 shows the level of marketing strategies of the sole entrepreneurs regarding brand awareness and customer engagement. An overall mean of 3.02, interpreted as a high extent, implies that these marketing

strategies are effective for the business target and can easily track loyal customers. The composite mean of brand awareness is 2.99. It is interpreted as a high extent, which suggests that a Facebook page can help improve a brand's value and identity more than competitors. Moreover, customer engagement got a composite mean of 3.06, a high level. This suggests making the products or services more eye-catching and easily recognizable, and sellers must track and improve customer engagement to boost customer loyalty. Marketing strategies are crucial for every sole entrepreneur, as brand awareness helps sole entrepreneurs stand out among competitors and engage with customers through messages, loyalty rewards, and active responses to customer questions (Hilong, 2023). These can create positive relationships that lead to loyal customers. In today's ever-changing corporate environment, efficient marketing techniques are essential for the expansion and prosperity of businesses. Social media platforms, which provide digital places for sharing and interaction, have transformed how companies and customers interact (Khanom, 2023). Social media gives customers direct access to brands and opportunities by using comments, evaluating, creating, and sharing content. In addition to enabling more direct communication between owners and customers, accessibility fosters the growth of relationships based on openness and trust (Claesson & Mars, 2024).

Table 3

Regression Analysis on the Level of Learning Experiences, the Teachers' Training, and Classroom Management

Variables	Correlation Coefficient	Effect Size (r ²)	Critical Value	t-value	p-value	Interpretation
Effectiveness of Facebook → Marketing Strategies						
Effectiveness (Marketplace) → Brand Awareness	0.742693	0.551593	1.968	20.98527	0.001	Highly Significant
Effectiveness (Content Sharing) → Brand Awareness	0.84052	0.706473	1.968	29.3539	0.001	Highly Significant
Effectiveness (Marketplace) → Customer Engagement	0.721068	0.519939	1.968	19.69108	0.001	Highly Significant
Effectiveness (Content Sharing) → Customer Engagement	0.786658	0.61883	1.968	24.10839	0.001	Highly Significant

Legend: p-value < 0.001 Highly Significant; p-value < 0.05 Significant

Table 3 shows a highly significant relationship between the effectiveness of Facebook features and the marketing strategies of sole entrepreneurs in San Jose, Occidental, with a p-value of <.001. All the parameters of Facebook features, such as marketplace and content sharing, were found to have a significant relationship with marketing strategies, with a critical value of 1.968. It can be gleaned from the table below that every parameter of the Facebook feature has a highly significant relationship to marketing strategies. The study found very strong proof that for single-person businesses in San Jose, Occidental, how well different parts of Facebook (like its Marketplace or sharing tools) work is closely tied to their overall marketing success. A very low p-value and results exceeding a key statistical benchmark strongly support this connection for all the Facebook aspects they looked at. Using these Facebook features is a crucial component of effective marketing for these entrepreneurs (Al-Hadban et al., 2014). Facebook features such as Marketplace and content sharing can build brand awareness and easily engage with customers, leading to the success of the business goal. Social media platforms offer entrepreneurs many benefits by increasing brand exposure, creating leads, and enabling direct customer connection. These platforms allow connecting with more people, forging closer bonds with existing ones, and learning about consumer preferences and industry trends. This is one of the easiest ways to connect, promote, buy, and sell products and services because online platforms like Facebook offer several features to help establish your brand presence. Social media is a platform that emphasizes user presence and makes it easier for users to communicate and share. Therefore, social media is a social bond and an online tool that improves user relationships. Social media marketing is a type of marketing strategy that uses social networks to either directly or indirectly increase brand or product awareness, memory, recognition, action, and loyalty (Faisal & Ekawanto, 2021). Online buying and selling is common, and social media is essential for connecting buyers and sellers and

ensuring that a product is sold. A strong relationship between producers and consumers will encourage customers to consistently buy and use our products or services (Devi et al. 2022).

4. Conclusions

Based on the study's findings, the effectiveness of Facebook features in the marketing strategies of sole entrepreneurs was interpreted as "high level." This could mean that using Facebook features such as Marketplace and content sharing, they can easily promote their products to their target audience and engage with customers, which leads to brand loyalty and good relationships with the customers. Moreover, sole entrepreneurs' brand awareness and customer engagement strategies can help their brand stand out among competitors and lead to customer loyalty. Lastly, the relationship between Facebook features and the marketing strategies of the sole entrepreneurs was interpreted as "highly significant." This implies that the Facebook feature can lead to the success of sole entrepreneurs' approaches, such as brand awareness and customer engagement.

Recommendations - In light of the findings and conclusions, many recommendations are offered to increase brand awareness and customer engagement using Facebook features: Sole entrepreneurs may join local buying and selling groups to increase loyal customers and brand awareness. The seller may make their content interesting and eye-catching so the Facebook audience easily recognizes it. Sole entrepreneurs may use different social media platforms to widen customer engagement and achieve higher sales targets. Future researchers may investigate other social media features like Instagram, Twitter, and TikTok.

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