



ASSESSING THE EFFECTIVENESS OF SOCIAL MEDIA MARKETING IN ENHANCING CUSTOMER ENGAGEMENT IN NASUGBU, BATANGAS

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ABSTRACT

This study aimed to assess the effectiveness of social media marketing in enhancing customer engagement in Nasugbu, Batangas. It focuses on how social media marketing strategies influence the level of interaction and participation of customers.

The participants in the study were fifteen (15) business owners, fifteen (15) marketing managers, and fifteen (15) employees handling social media marketing using correlational type of Quantitative Research methods. A purposive sampling technique will be used to select respondents who are directly involved in implementing social media marketing strategies.

The researcher conducted survey which was especially accustomed for the use of gathering significant data regarding respondents' profile specifically the age, sex and educational attainment. The significance of effectiveness of social media marketing in enhancing customer engagement in terms of Customer engagement, Sales, and Exclusive promotions.

The study yielded the following findings: it shows that most of the respondents are between the ages of 21 to 25, majority of them were female and most were either college graduates or college undergraduates. The three significance of peer recommendation in consumer purchasing decision are not significant variables. Despite this, a marketing plan can

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be developed to address these areas by focusing on social media strategies that enhance customer interaction and foster stronger connections, thereby increasing overall customer engagement in Nasugbu, Batangas.

Keywords: *Peer recommendation, Advertising Exposure, Family Influence, Personal Preferences, Prior Experiences*



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