



## UTILIZING SOCIAL MEDIA ON THE PROMOTION OF MOTORBIKE AND MOTOR PARTS SHOP BUSINESS IN TUY, BATANGAS

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### ABSTRACT

This study aimed to utilize Social Media on the Promotion of Motorbike and Motor Parts Shop Business in Tuy, Batangas. It focuses on how social media used in promoting motorbike and motor parts.

The participants in the study were thirty (30) motorbike and motor parts shop owner and employees using correlational type of Quantitative Research methods. Purposive sampling was used in this study based on the following criteria: 1. Must be an employee or business owner of Motorbike and Motor parts shop 2. Must be residing in Municipality of Tuy, Batangas. The researcher conducted survey which was especially accustomed for the use of gathering significant data regarding respondents' profile specifically the age, sex, occupation and economic status, the significance of utilizing social media on the promotion of motorbike and motor parts shops which are product, price, place and promotion.

The study yielded the following findings: it shows that most of the respondents are between the ages of 18-25, the majority of them are male respondents than female respondents. Most of the respondents are employees and earned 10,000 below. Among the four significance of utilizing social media on the promotion of motorbike and motor parts shops, promotion had the greatest significance. Thus, with the Marketing Plan crafted, it can be applied as a guide strategic decision to either focus on or adjust in various aspects of marketing mix for better effectiveness.

**Keywords:** *Social Media, Motorbike and Motor Parts, Marketing Mix, Product, Price, Place and Promotion*

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