



THE EFFECTIVENESS OF SOCIAL MEDIA AS A MARKETING TOOL FOR SELECTED MSMEs COFFEE SHOPS IN MANILA

BY

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Article History

Received: 01/06/2024

Accepted: 08/06/2024

Published: 10/06/2024

Vol –3 Issue – 6

PP: -17-26

Abstract

The use of social media for business purposes is becoming increasingly popular among entrepreneurs today. Many studies have demonstrated social media's potential as a marketing tool. However, only a few studies have shown its efficacy in MSMEs coffee shops. This study examined the effectiveness of social media as a marketing tool in MSME coffee shops within Padre Noval and Dapitan Sampaloc, Manila, and its influence on Grade 12 ABM students' purchasing decisions. Researchers conducted a mixed method study, specifically an exploratory sequential study, using a structured observation guide to observe MSMEs coffee shops based on the 4Ps Marketing Mix Theory and selected only three involved in the survey questionnaire as screening questions. The researchers then distributed the survey questionnaire via Google Forms and employed simple random sampling to collect the needed quantitative data, utilizing the universal sample size of 100. Findings showed a relationship between MSME coffee shops, the effect of social media as a marketing tool, and the influence of social media on the purchasing behavior of Grade 12 ABM students. Findings also revealed that the social media platform Facebook is an effective platform for social media marketing.

Keywords: MSMEs, local coffee shops, social media marketing, purchasing decisions

INTRODUCTION

Local coffee shops, a subset of Micro, Small, and Medium-sized Enterprises, commonly known as MSMEs, have a massive role in the economic development the government promotes as they are considered to be the backbone of Asia's economies. In the Philippines, small businesses contribute to local economies by providing employment opportunities to individuals who value flexibility in innovation and creativity, for they resist larger companies' rigid rules and structures (Tecson & Vigonte, 2022). MSMEs are often tagged as heroes of the Philippine economy as they provide work to at least 60% of the active Filipinos in the worker's category (Khatibi, 2021). As a modern business with strategies and development supported by digital technology, the MSMEs sector was involved in the early emergence of coffee shop outlets as a business engaged in the food and beverage industry (Ardhi et al., 2021).

According to statistics, there has been a growing interest in social media in the Philippines, as it is used by 82.4% of the population – this equates to 92.05 million social media users nationwide (Amurthalingam, 2022). Many businesses take advantage of this prevalent use of social media by promoting

their products and services on these platforms. However, it is still being determined how MSMEs coffee shops can follow this trend similarly, because few studies discuss the effectiveness of social media as a marketing tool for MSMEs coffee shops such as the study of Haryani et al. (2023), which stated that the effective and efficient use of digital marketing significantly impacted the sales of their coffee shop, the study of Purwarna (2017), (as cited by Haryani et al., 2023), which argued that digital marketing tactics are more promising since they enable clients to instantly get product information and conduct online transactions, and the study of Chevy et al. (2021) which stated that the significant impact of social media on local coffee shops in Medan City suggested a focus on the usage of social media marketing for competitive advantage. According to Sumerli et al. (2022), MSMEs coffee shops must be able to find a competitive strategy, one of which is social media marketing. Thus, in this study, the researchers determined how effective social media is as a marketing tool for MSMEs, specifically coffee shops within Sampaloc, Manila, in expanding their reach and improving their financial performance. These are the questions that arose:

1. Which among Facebook, Instagram, Twitter, YouTube, and TikTok do MSMEs coffee shops utilize to market their products?
2. How frequently does social media help MSME's coffee shops market their product?
3. Is there a significant relationship between MSME's coffee shops and the effects of social media as a marketing tool?
4. Is there a significant relationship between the purchasing decisions of Grade 12 ABM students and social media marketing?

REVIEW OF RELATED LITERATURE

Micro, Small, and Medium Enterprises (MSMEs)

MSMEs are defined as small companies owned and managed by someone or a small group of people with a certain amount of wealth and income (Lontoh et al., 2021; Turner & Endres, 2017). They are businesses that deal in commerce or other endeavors related to entrepreneurship and are owned by individuals or individual business entities that satisfy the requirements for MSMEs as outlined by the law. Given the prevalence of MSMEs, it is reasonable to assume that they can stimulate economic growth by employing people who would otherwise be unemployed or living in poverty (Joseph et al., 2020). In low and middle-income countries, MSMEs are the only means of economic survival (Ghanem, 2013, as cited by Chatterjee & Kar, 2020). Thus, according to Nurjaman (2021), MSMEs are critical to the country's economic growth and development as they are one of the economy's pillars. With that, MSMEs are motivated to think of unique ideas and gimmicks.

When the COVID-19 pandemic hit last 2020, the MSME sector was affected financially (Sayuti & Hidayati, 2020; Sumarni, 2020; Yamali & Putri, 2020). Due to this, MSMEs are still suffering from minimal income and customer loss. Thus, MSMEs fight to keep their businesses alive and thriving (Lontoh et al., 2021). According to Ahmad et al. (2018) and Syaifullah et al. (2021), it is undeniable that business owners are shifting their sales to social media because these online platforms not only have lower costs than other conventional media but also offer the benefits of being able to set target audiences appropriately. Social media marketing (SMM) is one method that may help small businesses survive longer (Jordan, 2018).

Coffee MSMEs

The primary concept of a coffee shop was to create a space where coffee enthusiasts could unwind with their favorite beverage. Despite this, the purpose of coffee shops gradually shifted throughout several generations and cultural shifts (Ismoyowati et al., 2021). Coffee shops are a promising business sector in the coffee industry that is extremely popular with everyone, from young to old adults (Widawati et al., 2022). This is due to the fact that, unlike other food and beverage enterprises such as restaurants, coffee shops provide special significance for their customers (Aprillia & Suryani, 2020). According to Risnawati et al. (2022), coffee shops are popular places to drink coffee and meet for various reasons,

such as gathering with friends, reuniting, or conducting business. It evolved into a cultural focal point and an ideal place for individuals to engage in social activity since it offers customers a setting where they can meet, converse, compose, or read, regardless of whether they are by themselves or with others (Suarez et al., 2017). Furthermore, Natalie and Redaputri (2021) stated that most consumers want a coffee shop with a good ambiance and setting to socialize with friends and family, as well as lovely spots for taking Instagram-worthy images or selfies.

According to Sumerli et al. (2021), the expansion of coffee shops in various locations reflects the result of rising market demands. Due to the public's preference for cafes in easily accessible locations, such as shopping centers and by the side of the road, competition is fierce among coffee shops (Alfonsius et al., 2021). In addition, Pramagista and Wandebori (2021) mentioned that coffee consumption is constantly increasing. The present issues for coffee shop owners are to develop a strategic technique to preserve the business, ensure product purchases and favorable customer responses, as well as revenue, especially in light of the COVID-19 pandemic, which has had an enormous impact on the coffee shop industry (Joesyiana et al., 2021). Thus, according to several studies, coffee shops must innovate strategies to survive the constantly fierce competition. One way they can do this is by implementing social media marketing strategies (Adolf et al., 2020; Eza et al., 2022; Tauran et al., 2022).

Social Media Marketing

Social media allows users to communicate with millions of other users. For marketers and business owners, this has huge potential and is an opportunity to use it as a marketing communication tool and increase the popularity of their business. Social media makes it easy for users to share information (Dharmayanti et al., 2020). According to Alfeel and Ansari (2019), the word "social media" refers to a form of media that is built on conversion and interaction between people online. The use of social media is an important aspect of digital marketing that businesses must address while marketing in and with nowadays. Social media became a channel for connecting brands with consumers as it also gives users a platform for focused networking and social engagement (Cocktail Analysis, 2012; Fleishman-Hillard, 2012), as cited by (Ganesan & Suresh, 2020). The term social media marketing describes the process of producing promotional content for different social media websites (Nurjaman, 2021). It became a marketing strategy that companies use to promote their products through social media (Tauran et al., 2022). According to Wibowo et al. (2020), Kim and Ko created the concept of social media marketing (SMM) to highlight how using social media as a marketing tool will appeal to different audiences than using more conventional marketing channels like billboards and printed advertisements. Several studies have shown that social media is a low-cost marketing strategy that businesses can use to run product campaigns through social media platforms in a fast

and effective way and reach more customers faster than other marketing strategies. (Bennett, 2017; Begum et al., 2020)

According to Maspul (2021), certain social media platforms uplift people's emotions in order to turn their impressions into buying actions. According to Manojkumar et al. (2021), positive emotions brought on by sensory marketing unavoidably lead to behaviors like buying or returning. The decision-making process for customer transactions is influenced by sensory markets. Digital marketing often adheres to a traditional marketing platform of one-way exchanges, but social media marketing combines the use of social media to create two-way communication between client and business. It has become a potent marketing channel that facilitates relationship-building, cohesion, and information dissemination (Lupo, 2018). According to Getaruelas (2019), social media advertisement can help capture the attention of the intended consumers if it includes specific and comprehensive information on the product's relevance. Research has shown that employing social media as a marketing tool improves the likelihood that brand awareness will rise and that consumer involvement will increase as well (Karima & Mulia, 2021).

Brand loyalty is significantly influenced by social media marketing, brand trust, and product quality. Moreover, social media marketing, product quality, and brand loyalty all have a big impact on customers' intentions to return (Purba et al., 2022). It is best believed that social media marketing is important for keeping the relationship between companies and customers (Setyawati & Anindita, 2022). Among the various marketing techniques used by businesses to increase their profits is social media, such as Facebook, Instagram and Youtube (Soedarsono et al., 2020). Marketers and entrepreneurs use social media such as Facebook, Twitter, and Instagram for advertising on mobile phones.

In addition to social media as a tool for marketing communications, other e-commerce platforms can also be a successful approach to market and sell Food & Beverage products. (Hidayah et al., 2021). According to Linares and Pozzo (2018), creating a social media marketing plan makes it easier to identify customer profiles, preferences, and how they view particular products, giving the consumer confidence in the producer and a positive shopping experience.

Social Media Platforms

According to Nguyen, H. N. (2020), social media marketing is the creation of content for social media platforms like Facebook, Instagram, and Youtube to advertise goods and services. Fathan et al. (2023), states that using social media is one of the ways that this coffee establishment trades its goods. Uploading images to social media, particularly Instagram, Facebook, and Twitter, is therefore a step that is considered proper. However, because there are more active users on Instagram, interactions happen more frequently. Nowadays, Instagram is one of the social media platforms that is widely utilized by the general public, and its popularity is influenced by a number of engaging and entertaining features. As a result, Instagram becomes a platform for businesses such as

coffee shops to market their goods, one of which is by using promotional content to draw attention from the public and therefore drive indirect product sales. As a strategy tool for promoting or launching a business, YouTube has a few outstanding capabilities where you can post business information and advertisements, whereas Facebook has some of the most user-friendly and entertaining features where users can create many activities like creating profiles, posting photos and videos, sending and receiving messages, and creating private page (Getaruelas, 2019). Ibrahim et al. (2021) states that Twitter can be a reliable source of data for examining consumer opinions and reconsidering marketing and advertising efforts for businesses. According to Poteraşu, A. (2023), many people choose Instagram, Facebook, Twitter, or different platforms for promoting their businesses. TikTok, a recent application that Generation Z really enjoys for expressing their views, has emerged in the past two years.

According to Aulia et al. (2021), on TikTok's social media platform, numerous users have shared their original works over time. Additionally, the marketing division started to infiltrate Tiktok. This is evident from the numerous adverts for online shops, restaurants, coffee shops, services providers, and other businesses that are there to promote their goods. Luh et al. (2022), states that TikTok is a very successful medium for promoting the sales of products. There are tens of thousands of users of TikTok globally. Everyone is familiar with the goods TikTok advertises. TikTok is used by young people and a variety of enterprises. On TikTok, many of them advertise their services or businesses. According to the study of Pratiwi et al. (2023) TikTok is being used as a marketing tool because it has recently launched on social media, providing a platform to display videos with long duration in order to present a more thorough picture to potential customers. It provides a song as the video's background music, which can help the video go viral. This has the potential to spread not only domestically but even internationally.

Purchasing Decisions

Awaludin and Sukmono (2020) define buying decisions as customers wanting or not wanting to acquire a product. Purchase decisions are actions taken after carefully weighing all of one's options (Fajri et al., 2021). Consumer decision-making factors originate from desire and are related to available resources. According to Adolf et al. (2020), buying starts when customers identify a problem or need. They also stated that there are five steps in consumer decision-making: problem recognition, information search, evaluating alternatives, purchase decisions, and post-purchase decisions. Kotler and Keller (2012), as cited by Hamid (2020), state that the decision-making process involved in a purchase is natural in which the buyer is active. In addition, choosing two or more options from a range of options helps someone make a purchasing decision (Wicaksana et al., 2022).

Purchasing decisions are the indicator that establishes a link between the consumer's interest and the actual purchase of the consumer (Ganesan & Suresh, 2020). At this step, consumers shall make the decision to buy the product they like most by

asking themselves whether or not to buy, which brand they are going to buy, from which seller they would buy, why they buy, when, where, how, how many, how often to buy and how much time spent in buying (Chumnanna, 2022).

Post-purchase Decisions

As stated by Kamal and Eren (2019), consumers share their personal experiences, and it plays a role in influencing consumer behavior. According to Chumnanna (2022), post-purchase decisions can be divided into two parts. First, consumer consumption is associated with consumption opportunities, places, methods, quantities, emotions, and expectations. Second, post-purchase behavior is also about the consumer's experiences of satisfaction and dissatisfaction with a product. If consumers are satisfied with the product, He stated that loyalty shall occur, leading to a good relationship and a positive word of mouth.

Thus, when a business incorporates social media into its marketing strategy, it will have an opportunity to have a conversation with its customers that is not one-sided. Moreover, social media is significantly quicker and more effective at disseminating information, communicating with, and comprehending customers. As a result of all of these, a growing number of businesses are using social media marketing. Understanding the link between customers' buying decisions and their actual purchases and consumption and having a thorough understanding of consumers and their shopping behaviors is essential when assessing the efficacy of social media marketing to businesses.

Hypotheses

The following are the researcher's hypotheses for the study on the effectiveness of social media marketing to MSMEs coffee shops within Sampaloc, Manila.

H_{01} : Social media advancements rarely benefit both the business and the consumers.

H_{a1} : Social media advancements will frequently benefit both the business and the consumers.

H_{02} : There is no significant relationship between MSME's coffee shops and social media as a marketing tool.

H_{a2} : There is a positive correlation between MSME's coffee shops and social media as a marketing tool.

H_{03} : The use of social media marketing has no significant impact on Grade 12 ABM students' purchasing decisions.

H_{a3} : The use of social media marketing has a significant impact on Grade 12 ABM students' purchasing decisions.

METHODOLOGY

The study employed a mixed method approach, specifically, an exploratory sequential mixed method. According to Doyle et al. (2016), this mixed method design features a primary qualitative phase that progresses into a quantitative phase. In the study, the quantitative design is the focus or dominant design because the qualitative design is only used for observing certain coffee shops to be selected and included in the survey questionnaire, where it would act as a screening

question. The coffee shops selected will be the basis of the purchasing behavior of the respondents showing how social media marketing is an effective tool for those coffee shops. Thus, in order to have a basis for the current topics for the quantitative design, observing certain coffee shops first and including only 3 of them in the survey questionnaire was done to provide a credible conclusion on how social media is an effective marketing tool for coffee shops within Sampaloc, Manila.

The study employed a descriptive design for both the qualitative and quantitative phases. Although the descriptive design is quantitative, it can also be used in qualitative research. Descriptive design is used to describe people, events, or conditions in their natural state. It only describes the variables and does not manipulate them (Siedlecki, 2020). As the purpose of the study is to evaluate the effectiveness of social media as a marketing tool for coffee shops within Sampaloc, Manila the research design is employed to investigate the phenomenon without manipulating the additional variables of the study, namely the purchasing decisions of SHS students. The descriptive design was also used by Joesyiana et al. (2021) in their previous qualitative-quantitative study, they conducted observation, interviews, and a survey questionnaire to collect the necessary data to determine the opportunities and challenges of coffee shops during the COVID-19 pandemic in Pekanbaru, highlighting the social media marketing opportunities for those coffee shops. The only difference between the design of the present and the previous study is that the current study did not interview the coffee shops but only collected primary data through observation of the coffee shops based on the 4Ps marketing mix components. Additionally, after the observation, the coffee shops that are selected would be included in the screening question of the survey questionnaire, where the respondents can choose if they recognize those coffee shops. If the respondents recognized certain coffee shops, the questionnaire measures how the use of social media marketing of their selected coffee shops affects their purchasing behaviors.

The study included three (3) coffee shops within Sampaloc, Manila. These three (3) coffee shops were deliberately selected according to the following criteria: proximity, accessibility, and practicality. A purposeful sampling technique was used to select the coffee shops that were included in the survey questionnaire, whereas a simple random sampling technique was used to gather quantitative data from the target respondents. Purposive sampling, also known as judgemental sampling, is used because researchers only select coffee shops that meet the 4Ps Marketing Mix Theory components to be involved in the study. This sampling technique was also used by several related studies (Hijrah et al., 2021; Joseph et al., 2020; Natalie & Redaputri, 2021; Soedarsono et al., 2020; Wibisono, 2020; Widawati et al., 2022; Turner & Endres, 2017). Furthermore, because the study is concerned with the efficacy of social media as a marketing tool for MSME's coffee shops, it implemented simple random sampling. Thus, the researcher used a list of

the possible respondents, which was inputted into a random number generator. Several studies also employ this sampling technique as this ensures that all members of the population have an equal chance of being included in the sample (Alfeel & Ansari, 2019; Ganesan & Suresh, 2020). The respondents are 100 Grade 12 ABM senior high school students from a private university in Sampaloc, Manila aged 18 years old and above.

The researchers gathered ordinal data via a Likert scale in the survey questionnaire. The questionnaire responses of the respondents were statistically examined using descriptive statistics and Spearman’s rho correlation. Descriptive statistics was used to answer SOP 1 and SOP 2. According to Kaur et al. (2018), descriptive statistics is used to describe data in an ordered manner by describing the connection between variables in a sample or population. Several related studies such as Getaruelas (2019), Puriwat and Tripopsakul (2021), Fajri et al. (2021), Aprillia and Suryani (2020), and Alfeel and Ansari (2019) also employed descriptive statistics in their quantitative research. The researchers used Spearman’s rho correlation to find answers for SOP 3 and 4 because the data collected from these was ordinal. According to Frost (2022), ordinal data is used to rank observations to assess the order of factors and variables. Thus, since the study’s primary purpose is to determine the strength and connection of social media marketing in MSMEs coffee shops, this form of analysis meets the research’s objectives.

ETHICAL CONSIDERATIONS

The study certifies that all ethical considerations, such as confidentiality, integrity, honesty, and transparency, were followed in the development of the study. This study underwent ethics clearance from the school’s research ethics committee.

FINDINGS

1. Topic and Discussion of the First Problem

Figure 1.

Social media platforms that are frequently used by coffee shops

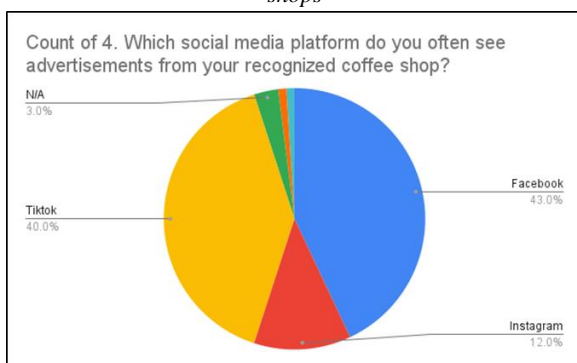


Figure 1 presents the social media platform used by the MSME’s coffee shops to market their products. Results revealed that the majority, or 43% of the total respondents and the mode of the data set, said that coffee shops are utilizing Facebook to utilize their products with a frequency of 43. While the minority, or 12% of the respondents, said that coffee shop owners are using Instagram to market their

products with a frequency of 12. This implies that Facebook is the most utilized marketing tool for MSME coffee shops. According to various studies such as Soedarsono et al. (2020), Nguyen, (2020), Fathan et al. (2023), and Poterasu, (2023) Facebook, along with Instagram, YouTube, and/or Twitter, are social media platforms that are used by businesses to create content, trade goods, and services, and promote their businesses to ultimately increase their profits. Moreover, Getaruelas (2019) stated that Facebook has some of the most user-friendly and entertaining features where users can create many activities. Thus, the researcher’s findings align with this article and provide further support for their results claiming that Facebook is the primary and most effective marketing tool employed by MSME coffee shops.

2. Topic and Discussion of the Second Problem

Table 1.

Frequency, Percentage, and Mode of the Data Set for SOP 2.

How frequently do you buy products from local coffee shops because of their advertisements online?	Frequency	Percentage
Never	12	12
Rarely	27	27
Often	37	37
Always	24	24
Total	100	100
Measure of Central Tendency		
MODE	Often	IQR=1

Table 1 presents the frequency, percentage, and mode of the frequency regarding the use of social media by MSME coffee shops in marketing their product. Results found that the majority, or 37% of the respondents, said that they often buy products from MSME coffee shops because of their advertisements online, while the minority, or 12% of the respondents, said that they never buy products from MSME coffee shops because of their advertisements online. This implied that social media is often helpful to MSME’s coffee shops to market their products, rejecting the null hypothesis. In support of the findings, an article by Getaruelas (2019) found that social media advertisement can help capture the attention of the intended consumers if it includes specific and comprehensive information on the product’s relevance. Based on the findings provided above, the use of social media marketing, often help MSMEs coffee shops to sell their products online. Thus, social media marketing may improve the likelihood that MSMEs coffee shop’s brand awareness will rise and that consumer involvement will increase as well.

1. Topic and Discussion of the Third Problem

Table 2.

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Spearman's Rhos Results of the Data Set for SOP 3

Variab les	r- valu e	Descrip tion	p- valu e	Alp ha	Decis ion	Remar ks
MSME Coffee Shop and the Effect of Social Media as market ing tool	.516	Low Associ ation	.005	.05	Rejec t Ho	Signifi cant

Table 2 presents the Spearman result that analyzes the effects of social media as a marketing tool for MSME's coffee shops. Specifically, it shows the relationship between MSME's coffee shops and the effects of social media as a marketing tool. This aims to show that social media marketing can help MSME's coffee shops boost their sales and engagements in today's generation.

Additionally, results revealed that there was a low correlation between the two variables ($r = .202$). Furthermore, it revealed statistically significant evidence to reject the null hypothesis ($p < .05$), which therefore implied that a significant relationship exists between the MSMEs coffee shops that the respondents are patronizing and the effects of social media as a marketing tool. A result from Getaruelas (2019) states that there's a concrete impact of social media on customer brand awareness and buying decision-making; this implies that upon the use of social media advertisements, International Coffee Companies gain recognition from customers. This substantiates the researchers' findings that social media does, in fact, have quite an impactful connection as a marketing tool for MSME coffee shops.

1. Topic and Discussion of the Last Problem

Table 3.

Spearman's Rhos Results of the Data Set for SOP 4

Variabl es	r- valu e	Descrip tion	p- valu e	Alp ha	Decis ion	Remark s
Social media market ing and purcha sing decisio ns	.516	Direct Modera te Correla tion	.000	.05	Rejec t Ho	Signifi cant

The table above presents the spearman's results for the level of agreement of the SHS students when it comes to their purchasing decisions with respect to social media marketing. Specifically, it shows the relationship between social media marketing and the purchasing decisions made by the SHS students. The result of the data revealed that there was a direct moderate correlation between the two variables ($r = .516$). Additionally, the study found statistically substantial evidence to reject the null hypothesis ($p < .05$), which means a significant relationship exists between the purchasing decisions of SHS students and the social media marketing of local coffee shops. Therefore, it can be concluded that SHS students' purchasing decisions regarding coffee shops are positively correlated to the coffee shop's social media marketing. Research results from Khatib (2016) show that social media had direct influences on every stage of the consumer decision-making process, including information acquisition, purchase behavior, post-purchase communication and evaluation, and influencing general opinions and attitude formation. In relation to the researchers' findings, this study offers further validation for their results, affirming that there is indeed a direct relationship between social media marketing and the purchasing decisions of coffee shop consumers

CONCLUSIONS AND RECOMMENDATIONS

Based on the indicated research findings, the researchers have drawn the following conclusions from the study:

1. The most used social media platforms Facebook, Instagram, Twitter, YouTube, and TikTok that MSMEs coffee shops use to market their products is the social media platform Facebook.
2. Social media is consistently an effective marketing tool for MSMEs coffee shops.
3. There is a significant relationship between MSME's coffee shops and social media as a marketing tool.
4. There is a significant relationship between Grade 12 ABM SHS students' purchasing decisions and social media marketing.

To summarize, social media marketing has a significant impact on the purchasing decisions of Grade 12 ABM SHS students in the MSMEs coffee shops. However, the effectiveness of social media marketing may be consistent, but MSMEs should still improve on how frequently they market their products online. In terms of where coffee shops market their products, it has been discovered that the social media platform Facebook has the most influence on MSMEs coffee shops when it comes to marketing their products.

The researchers proposed the following recommendations in light of the study's findings:

1. It is recommended that Facebook be utilized prominently and widely to maximize its potential impact on marketing the products of MSMEs. By allocating resources and effort toward optimizing their Facebook presence, MSME coffee shops can effectively reach and connect with their target market.

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2. To capitalize on social media's impact, MSME's coffee shops should prioritize enhancing their online presence with engaging content on platforms like Instagram, Facebook, Twitter, YouTube, and TikTok. Consistent posting and active engagement can boost brand visibility and attract more customers, ultimately driving sales and ensuring business growth and sustainability.
3. Since there is a significant relationship between the MSMEs coffee shop and social media marketing, MSME's coffee shop should maintain engagement by creating interactive content for students on social media.
4. The results showed that there is a significant relationship between Grade 12 ABM SHS students purchasing decisions and social media marketing, to increase the social media presence of the MSMEs, coffee shops constantly post on your page and experiment with different types of advertisements.

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