

Original Article

Factors Affecting Social Media Advertising on Coffee Shops in Cabanglasan, Bukidnon

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Abstract. This study addresses the lack of research on how social media advertising functions in rural coffee shops, particularly in Cabanglasan, Bukidnon. Its objective is to examine whether business profile characteristics – years in business, number of employees, and social media platforms used – relate to the effectiveness of social media advertising. A descriptive-correlational design was used, and data were gathered from all licensed coffee shop owners in Cabanglasan who actively use social media. Results show that while most coffee shops are new, small-scale, and primarily rely on Facebook, these business profile factors do not significantly influence advertising effectiveness. Instead, owners emphasized that engaging content, consistent posting, and customer interaction are the primary drivers of online visibility and customer response. The study concludes that coffee shops should prioritize improving content quality and platform use strategies rather than relying on business size or longevity. These insights offer practical guidance for small rural businesses and contribute to the growing body of digital marketing research in non-urban settings.

Keywords: *Business profiles; Social media advertising; Years in business; Number of employees; Social media platforms.*

In the dynamic landscape of digital marketing, social media advertising has become a powerful tool that reshapes how businesses communicate with and influence their audiences. With billions of active users on platforms such as Facebook, Instagram, TikTok, and LinkedIn, its reach and impact are unprecedented. As Barbu (2024) notes, approximately 4.59 billion people worldwide used social media in 2024, a figure projected to reach nearly 6 billion by 2027. This expanding user base offers businesses vast opportunities to engage, inform, and build relationships with consumers in real time.

Globally, social media has become an essential component of modern business communication (Ghoshal, 2019). In the coffee industry, for instance, successful brands leverage these platforms to broaden their reach and strengthen engagement. Philz Coffee in the United States demonstrates how strategic content can drive high levels of engagement, ranking first on TikTok and second on Facebook and Instagram among coffee shop brands (Gualtieri, 2023). Nationally, Starbucks Philippines has built a strong social media presence, amassing over 600,000 Instagram followers, aided by its popular rewards system that encourages repeat purchases (Starbucks PH, 2022). These examples illustrate how social media strategies can significantly influence consumer behavior and brand loyalty.

However, the realities faced by rural coffee shops may differ from those of large, urban, or nationwide brands. While major coffee chains benefit from vast resources, strong brand recognition, and established online communities, rural coffee shops—such as those in Cabanglasan, Bukidnon—mainly use social media to showcase their products and services to local audiences. According to Li et al. (as cited in Okonkwo 2023), social media’s evolution into “consumer-generated media” has fundamentally changed how businesses and customers interact, enabling more personalized, creative, and engaging communication. However, these opportunities may not be equally accessible across settings.

Existing research highlights clear distinctions between urban and rural social media marketing dynamics. Lee and Kim (2019) found that urban coffee shops often achieve substantial customer engagement through strategic and visually appealing content. In contrast, Park and Lee (2020) observed that rural business owners frequently struggle to produce engaging material that aligns with their audience’s preferences. Similarly, Smith et al. (2021) emphasize that effective social media engagement requires a deep understanding of local consumer behavior—something that may differ significantly in rural areas. Diebes (2019) further stresses that social media plays a critical role in building customer relationships, influencing brand awareness, knowledge, and purchase intentions.

Despite growing interest in social media marketing, a significant research gap remains concerning its effectiveness in rural coffee shops. Much of the existing literature, including studies by Lee and Kim (2019) and Smith and Anderson (2020), focuses mainly on urban food service businesses, leaving a limited understanding of how these strategies translate to rural contexts such as Cabanglasan. This lack of rural-specific research raises important questions about the applicability of urban-based findings to smaller, locally rooted coffee shops that operate under different market conditions.

Therefore, this study aims to examine the effects of social media advertising on coffee shops in Cabanglasan, Bukidnon, Philippines. By exploring how local establishments use and benefit from social media platforms, the research aims to provide practical guidance for rural coffee shop owners to enhance their online presence. Moreover, it contributes to the broader field of digital marketing by offering insights into how social media operates in rural business environments. This area remains understudied yet vital to inclusive economic growth and digital participation.

Methodology

Research Design

This study used a descriptive-correlational research design. According to Thompson et al. (2023), this kind of research examined existing conditions and explored whether relationships existed among variables. The study described the business profiles of coffee shops and how business owners think about their social media advertising, and then tested whether these factors are related.

Research Locale

This study was conducted in Cabanglasan, Bukidnon, a growing municipality in northern Mindanao, Philippines. According to local government data, Cabanglasan has experienced rapid development in recent years, with many new businesses emerging to serve its expanding population. The town, known for its cool climate and agricultural areas, proved to be a suitable setting for coffee shops and other small businesses.

Research Participants

The participants in this study were coffee shop owners in Cabanglasan, Bukidnon, who actively used social media in their business operations.

To determine eligibility, the study applied the following criteria:

- (1) The coffee shop must be a legally registered business within the municipality.
- (2) The establishment must maintain an active social media presence, specifically posting content related to their products, services, or promotions.

These criteria ensured that participants had direct experience with social media advertising, making their responses relevant to the study’s objectives.

Given that Cabanglasan has only 14 licensed coffee shops that meet these criteria, the researchers employed a

whole-population or census sampling approach. This approach allowed all qualified coffee shop owners to be included in the study, ensuring comprehensive data collection and minimizing sampling bias. By capturing the entire target population, the study provided a more accurate representation of how local coffee shops use platforms such as Facebook, Instagram, and other applications to interact with customers.

Research Instrument

The researchers modified the research questionnaire, based on the study by Gbandi and Iyamu (2022), to consist of 10 items. The questionnaire was designed based on the literature and studies on coffee shops and social media use. It had two main parts aimed at gathering the necessary information for the study. The first part of the questionnaire focused on the business profile of the coffee shops. It included basic questions such as how long the shop had been open, how many employees it had, and which social media platforms it used. These questions are simple to answer and help show what the coffee shops are like. This part uses regular questions that require owners to fill in information or pick from choices—the second focused on social media advertising of each coffee shop.

Data Gathering Procedure

The study used survey questionnaires to collect data from coffee shop owners. The survey administration followed a structured approach. First, the questionnaire was approved. The researchers sought validation and approval from the study experts to ensure the questionnaire was appropriate for use with the respondents. Second, the survey was administered to the participants. The researchers distributed printed questionnaire forms, and each survey took approximately 10 minutes to complete. The completed surveys were retrieved immediately after that time. The collected data were then analyzed using appropriate statistical tools.

Validation and Reliability of the Instrument

To ensure that the survey instrument accurately measured the intended concepts, it underwent content validation by experts knowledgeable in social media marketing, business management, and research methodology. These experts reviewed each item for clarity, relevance, and alignment with the study's objectives. Their feedback guided revisions that strengthened the instrument's content validity. After validation, the instrument was pilot-tested with a group of respondents with characteristics similar to those of the target participants but who were not included in the main study.

The purpose of the pilot test was to identify potential issues in item interpretation and to evaluate internal consistency. Cronbach's alpha was computed as a measure of reliability. The resulting value of 0.719 indicates acceptable internal consistency, suggesting that the instrument's items were sufficiently correlated and reliable for measuring social media advertising effectiveness in rural coffee shops.

Ethical Considerations

The researchers will follow the university's research guidelines. This will ensure the results are accurate and reliable. They will promise that the work is original and give credit to other researchers' findings by citing them correctly. Before conducting the survey, the researchers will send letters requesting permission. They will tell the participants about the study and how their information will be kept private. The researchers will also give consent forms to the participants before collecting data. They will strictly follow the rules for sharing information and ethics and complete all necessary paperwork. The researchers will also check the paper for plagiarism using tools like Plagiarism Detector and Grammarly. When sharing and publishing the study, the researchers will give equal credit to all the authors and the organisation that funded the research. The authors own the rights to the study. Moreover, the results should be acknowledged and cited if anyone uses them in the future.

Results and Discussion

Respondent's Profile

Table 1 shows that the majority of coffee shops in Cabanglasan, Bukidnon, are relatively new: 50% have been operating for 1-2 years, 42.86% for less than a year, 7.14% for 3-4 years, and none for more than 5 years. This indicates that the local coffee shop industry is still in its early stages, with entrepreneurs exploring market viability. This aligns with Suwarno et al. (2025), who noted that younger small businesses often prioritize rapid visibility and strategic engagement over longevity. Additionally, 64.29% of coffee shops employ 1-5 staff members, and 35.71% employ 6-10, suggesting that most operate on a small scale. While a minimal workforce may limit the capacity to execute large-scale marketing campaigns, it also allows for more personalized customer interactions,

which can strengthen customer relationships and loyalty. Agustina et al. (2024) emphasized that smaller or newer firms benefit most when they adopt tailored platform strategies, such as focusing on Facebook or Instagram and creating content that resonates with their target audience. Consistent with this, the survey revealed that Facebook is the most widely used platform among coffee shops (51.14%), followed by TikTok and Instagram (14.29% each), and Twitter and YouTube (7.14% each). The preference for Facebook likely reflects its broad reach and ease of use, allowing small teams to engage with customers efficiently. Sharma (2023) found that early-stage businesses can adapt quickly to social media trends and leverage limited staff more effectively to produce timely, responsive content. These findings suggest that coffee shop owners in Cabanglasan should focus on platforms that maximize engagement efficiency, such as Facebook, and create content strategies tailored to their customer base. Small teams can use their advantage in personalization to build stronger relationships and encourage repeat visits. Moreover, even with limited staff, adopting flexible and trend-responsive social media practices can significantly enhance brand visibility and customer engagement, helping new businesses compete effectively in a growing local market.

Table 1. *Demographic Profile of Respondent*

Demographics	Frequency (n = 50)	Percentage (%)
Years in Business		
Less than a Year	6	42.86%
1-2 Years	7	50%
3-4 Years	1	7.14%
5-6 Years	0	0%
More than 7 Years	0	0%
No. of Employees		
May-01	9	64.29%
Oct-06	5	35.71%
Nov-20	0	0%
21-30	0	0%
Social Media Platform		
Facebook	8	57.29%
TikTok	2	14.29%
Twitter	1	7.14%
Instagram	2	14.29%
YouTube	1	7.14%
Total	14	100%

The Level of Coffee Shop Owners' Perception Towards Social Media

The findings reveal that coffee shop owners widely use social media advertising, particularly on Facebook, Twitter, and YouTube, to promote their products and services. Facebook emerged as the most widely used platform, with high mean scores across various indicators. While social media advertising is prevalent, it does not always guarantee direct customer engagement. Notably, the highest-rated item, "Social media marketing has led to the growth of my business" (Mean = 4.64, SD = 0.50), indicates that social media remains a crucial factor in expanding business reach and visibility. The low standard deviation suggests a strong consensus among respondents regarding the value of social media in driving growth. Facebook is especially effective in helping coffee shops understand customer needs (Mean = 4.33, SD = 0.72), increase customer numbers (Mean = 4.27, SD = 0.96), and encourage repeat purchases (Mean = 4.07, SD = 0.59). These results align with previous studies highlighting Facebook's capacity to foster direct engagement, enhance brand awareness, and boost sales (Dwivedi et al., 2021). Twitter is used occasionally, showing moderate effectiveness in increasing sales (Mean = 3.67, SD = 0.72). While some coffee shops benefit from Twitter marketing, its impact appears less consistent than Facebook. YouTube, in contrast, is primarily used for showcasing products (Mean = 4.00, SD = 0.55) and is regarded as beneficial for advertising (Mean = 3.86, SD = 0.77). However, it has the lowest direct impact on customer purchases (Mean = 3.36, SD = 0.74). Prior research (Hoffman & Richards, 2024) suggests that visually rich content on platforms like Instagram and TikTok often generates higher engagement than text-heavy posts on Facebook, highlighting opportunities for coffee shops to diversify content strategies.

These findings suggest that coffee shops should prioritize Facebook as their primary platform for customer engagement and business promotion, while exploring complementary platforms such as YouTube for visual storytelling and TikTok or Instagram for interactive content. Owners should focus on producing high-quality, engaging content that resonates with their target audience to strengthen brand visibility, encourage repeat purchases, and drive business growth. Additionally, even small teams can leverage social media effectively by adopting consistent posting schedules, using multimedia content, and analyzing customer interactions to tailor

marketing strategies. Overall, social media represents a powerful, cost-effective tool for coffee shops to enhance customer engagement, increase sales, and remain competitive in a growing local market.

Table 2. *The Level of Coffee Shop Owners' Perception Towards Social Media*

Indicators	Mean	SD	Interpretation
I use Facebook to understand my customers' needs.	4.33	0.72	The respondents use social media advertising most of the time, but not always.
In my business, Facebook helped me increase customer numbers.	4.27	0.96	The respondents use social media advertising most of the time, but not always.
My product's brand awareness has increased thanks to Facebook.	4.00	0.53	The respondents use social media advertising most of the time, but not always.
Most of my customer uses my business post for their subsequent purchases.	4.07	0.59	The respondents use social media advertising most of the time, but not always.
My usage of Twitter in my business has increased my sales.	3.67	0.72	The respondents use social media advertising occasionally.
My customer is influenced to buy my products through Facebook.	4.07	0.59	The respondents use social media advertising most of the time, but not always.
YouTube has showcased my products through videos and sound.	4.00	0.55	The respondents use social media advertising most of the time, but not always.
I am finding that YouTube Advertising is beneficial for my business.	3.86	0.77	The respondents use social media advertising most of the time, but not always.
I have influenced customers to buy my products through YouTube.	3.36	0.74	The respondents use social media advertising most of the time, but not always.
Social media marketing has driven my business growth.	4.64	0.50	The respondent regularly uses social media advertising.
Overall	40.27	6.67	Social media advertising is often used.

Pearson Correlation Coefficient of the Business Profile and Social Media Advertising

The data show no significant relationship between years in business and the effectiveness of social media advertising, as indicated by the Pearson correlation coefficient ($r = -0.32$, $p = 0.26$). This suggests that a coffee shop's length of operation does not determine its success in leveraging social media for marketing purposes. Recent studies support this finding, indicating that social media success depends more on strategy, content quality, and adaptability than on a business's age.

Coffee shops that prioritize audience engagement, digital agility, and data-driven decisions are more likely to perform well online, regardless of how long they have been established (Vargas et al., 2024; Zamri et al., 2024). Flexible, responsive marketing strategies, including timely content updates and trend-responsive campaigns, tend to outperform approaches based solely on traditional experience. Monroe and Patel (2023) further emphasized that newer businesses often have an advantage in digital marketing due to their willingness to experiment with innovative techniques such as influencer collaborations, viral marketing campaigns, and real-time audience engagement. They are also more likely to integrate advanced analytics, automation tools, and algorithm-driven placements to optimize reach and performance.

These findings suggest that coffee shop owners should not rely solely on years of operation as a measure of their marketing potential. Instead, they should focus on developing innovative, adaptable, and data-informed social media strategies. Even newly established coffee shops can achieve strong engagement and growth by analyzing customer insights, experimenting with creative content, and responding quickly to emerging trends. Emphasizing strategy, content quality, and digital skills can enable coffee shops of any age to compete effectively, build brand visibility, and increase customer loyalty in a digital marketplace.

Table 3. *Pearson Correlation Coefficient of the Business Profile and Social Media Advertising*

Dependent Variable	Years in Business			
	Correlation Coefficient	P-value	Degree	Remarks
Social Media Advertising	-0.32	0.26	High	Not Significant

Pearson Correlation Coefficient of the Sub-Variable, Number of Employees, and Social Media Advertising

The data show no significant relationship between workplace size and the effectiveness of social media advertising, as indicated by the correlation coefficient ($r = -0.22$, $p = 0.46$). This suggests that the number of employees in a coffee shop does not automatically determine its success in leveraging social media for marketing purposes. Instead, factors such as strategic use of digital tools, automation, and employee training play a more critical role in enhancing social media marketing outcomes.

Adesoye (2024) found that small businesses can overcome workforce limitations by adopting marketing technologies, including CRM systems, social media analytics, and automation tools, which enable efficient campaign management and a strong online presence despite limited staff. Similarly, Marolt (2022) noted that social media's impact on business performance is mediated by how effectively a business uses it for commerce and competitive advantage, rather than by workforce size alone.

These findings suggest that coffee shops should focus on improving the efficiency and effectiveness of their existing staff rather than expanding the team solely to improve social media marketing. Small teams can achieve strong results by leveraging automation tools, scheduling software, and social media management platforms to maintain consistent posting and customer engagement. Additionally, investing in employee training on content creation, customer interaction, and digital marketing strategies can further enhance performance. By prioritizing skill development and strategic tool use over workforce expansion, coffee shops can optimize social media advertising, increase customer engagement, and drive business growth even with limited staff.

Table 4. *Pearson Correlation Coefficient of the Sub-Variable, Number of Employees, and Social Media Advertising*

Dependent Variable	Number of Employees		Degree	Remarks
	Correlation Coefficient	P- value		
Social Media Advertising	-0.22	0.46	High	Not Significant

Pearson Correlation Coefficient of the Sub-Variable, Social Media Platform, and Social Media Advertising

The data show no significant relationship between the choice of social media platforms and the effectiveness of social media advertising, as indicated by a Pearson correlation coefficient of 0.27 and a p-value of 0.36. The low correlation value suggests only a weak positive relationship, and the high p-value confirms that this relationship is not statistically significant. This indicates that simply using a particular platform does not guarantee success in reaching or engaging customers.

Recent studies support this finding. Appel et al. (2020) emphasized that while social media platforms are important for marketing, their impact depends heavily on platform-specific strategies and how effectively businesses engage users. Similarly, Shareef et al. (2021) noted that consumer behavior in social commerce is influenced more by content interactivity, trust, and relevance than by the platform itself, suggesting that platform selection alone is insufficient for effective advertising.

These findings suggest that coffee shop owners should focus less on which platforms they use and more on how they use them. Success in social media advertising depends on creating engaging, relevant, and interactive content that resonates with the target audience. Coffee shops can maximize marketing outcomes by tailoring their posts to each platform's unique features, such as using videos on TikTok, visual storytelling on Instagram, or community engagement on Facebook. Additionally, consistent posting, audience analysis, and monitoring engagement metrics are more critical than the platform itself. By prioritizing content quality and engagement strategies, coffee shops can achieve stronger marketing results and better connect with customers, regardless of the social media platform they choose.

Table 5. *Pearson Correlation Coefficient of the Sub-Variable, Social Media Platform, and Social Media Advertising*

Dependent Variable	Social Media Platform		Degree	Remarks
	Correlation Coefficient	P-value		
Social Media Advertising	0.27	0.36	High	Not Significant

Pearson Correlation Coefficient of the Business Profile and Social Media Advertising

The results of the Pearson correlation analysis indicate that there is no significant relationship between a coffee shop's business profile and the effectiveness of social media advertising. The correlation coefficient ($r = 0.08$) suggests an extremely weak relationship, while the p-value of 0.78 is far above the conventional significance level of 0.05. This implies that any observed association between business profile characteristics such as years in operation, number of employees, or platform choice and social media advertising outcomes is likely due to chance. Consequently, the null hypothesis (H_0), which states that there is no significant relationship between business profile and social media advertising, is accepted.

These findings align with recent literature indicating that social media advertising alone does not automatically

enhance business performance or brand recognition. Guangming Cao (2023) found that the strategic use of social media can improve brand management capability. However, its effects on customer engagement and overall marketing performance primarily manifest through intermediary factors, such as targeted campaigns and quality content. Similarly, a systematic review by Nur Atiqah Binti Zamri (2024) highlighted that while digital marketing increases visibility and engagement, tangible business outcomes depend on internal capabilities, resource allocation, and integrated marketing strategies rather than mere online presence.

For coffee shops in Cabanglasan, these findings suggest that simply having a social media presence or maintaining a business profile is insufficient for achieving marketing success. Owners should focus on developing comprehensive strategies that integrate content creation, customer engagement, and brand storytelling. Leveraging analytics to understand customer behavior, using consistent, targeted campaigns, and combining online advertising with intense in-store experiences are likely to yield better results. In essence, social media should be treated as a strategic tool that complements broader marketing and operational efforts rather than a standalone solution, allowing coffee shops to maximize visibility, attract loyal customers, and support sustainable business growth.

Table 6. *Pearson Correlation Coefficient of the Business Profile and Social Media Advertising*

Dependent Variable	Business Profile			
	Correlation Coefficient	P-value	Degree	Remarks
Social Media Advertising	0.82	0.78	High	Not Significant

Conclusion

This study examined the factors affecting social media advertising among coffee shops in Cabanglasan, Bukidnon, focusing on business profile characteristics, including years in business, number of employees, and choice of social media platforms. The results indicate that most coffee shops are relatively new, having operated for less than 2 years, and maintain small teams of 1-5 employees. Facebook was identified as the most used platform for customer engagement and product promotion.

While social media advertising was generally effective in increasing customer engagement and brand awareness, there were no significant relationships between business profile factors and advertising effectiveness. This suggests that success in social media marketing is influenced more by content quality, posting consistency, and engagement strategies than by business age, workforce size, or platform selection. The lack of significant relationships suggests that coffee shop owners should prioritize strategic, customer-focused social media practices rather than relying on structural business characteristics.

Based on these findings, coffee shops can enhance marketing outcomes by implementing practical strategies such as creating visually appealing posts, sharing customer testimonials, and running promotions to encourage engagement and repeat visits. Leveraging analytics to monitor audience response and adjusting content accordingly can further improve results.

Overall, this study contributes to small business marketing by demonstrating that effective social media use depends on strategic execution rather than business size or age. Future research could examine customer perspectives, compare rural and urban settings, or explore the effectiveness of different content formats and platform strategies, providing further insights to optimize digital marketing for local businesses.

Contributions of Authors

All authors contributed to the conceptualization of this study.
 Authors 1, 2, and 3 led the research design, data collection, data analysis, and manuscript finalization.
 Authors 4 helped with the manuscript critique and finalization.

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Conflict of Interests

No conflict of interest.

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