
| RESEARCH ARTICLE

Marketing Strategies and Its Impact on the Online Business

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| ABSTRACT

Online businesses rely heavily on effective marketing strategies to attract customers and enhance their overall performance. This study examines the impact of marketing strategies on online businesses, focusing on the key elements of the marketing mix (4Ps): Product, Price, Place, and Promotion. The study follows a descriptive-correlational research design, employing an online survey to gather data from online customers of businesses operating in Imbatug, Baungon, Bukidnon. A sample of 101 respondents was determined using simple random sampling, ensuring a representative set of data. The collected data were analyzed using descriptive statistics such as mean and standard deviation, along with inferential techniques including t-tests, ANOVA, and Pearson correlation. The findings reveal that marketing strategies significantly influence the accessibility, brand awareness, sales performance, and customer engagement of online businesses. The overall effectiveness of marketing strategies was rated highly, with Promotion (M = 3.57, SD=0.56) and Product (M = 3.27, SD=0.59) emerging as the most impactful factors. Results indicate a strong positive relationship between the implementation of strategic marketing efforts and the growth of online businesses. The study further concludes that improvements in promotional strategies, competitive pricing, and product quality lead to enhanced business performance. Moreover, an increase in accessibility and brand awareness through targeted marketing efforts contributes to higher customer engagement and sales. The insights from this study highlight the necessity for online businesses to continuously refine their marketing strategies to sustain competitive advantage and long-term success in the digital marketplace. Given the dynamic nature of online commerce, businesses must adopt data-driven marketing approaches to remain competitive. Future research can explore the effectiveness of emerging digital marketing trends such as influencer marketing, artificial intelligence driven promotions, and personalized customer experiences. Understanding these evolving strategies will provide valuable insights for online entrepreneurs seeking to maximize their reach and profitability. Online businesses that actively engage with customer reviews, monitor purchasing behaviors, and leverage social media insights are more likely to develop strategies that align with consumer preferences. This approach not only enhances customer satisfaction but also fosters long-term loyalty, ultimately contributing to sustainable business growth.

| KEYWORDS

Marketing Strategies, Online Business, Customer Engagement, Brand Awareness, Accessibility, Sales Performance.

| ARTICLE INFORMATION

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1. Introduction

Marketing strategies are important for businesses seeking to achieve objectives such as increasing sales, strengthening brand awareness, and expanding market reach. According to Mohamed et al. (2014), marketing

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strategies are processes designed to maximize opportunities and enhance sales by addressing consumer demands and competitive conditions. In today's highly digitalized economy, where businesses operate in an environment of constant change, marketing strategies play a crucial role in providing enterprises with the means to compete effectively and to sustain long-term growth. This is especially important in the context of online businesses, where competition is fierce, customer loyalty is fragile, and trends change rapidly.

Globally, the rise of digitalization has reshaped the manner in which companies interact with their customers. The internet is no longer a supplementary channel for communication or commerce; it has become the backbone of modern business operations. As Bersin (2016) observed, technology has become deeply embedded in everyday life, streamlining commercial transactions while also creating new forms of challenges for firms. Becker et al. (2017) similarly argued that the integration of digital tools transforms organizational culture, operational structures, and strategic management decisions, fundamentally reshaping the competitive landscape. This global context underscores the growing urgency for businesses to reexamine their marketing practices to align with the digital-first reality.

The significance of digital marketing is not only apparent at the international level but also across developing nations, including the Philippines. According to Vasilev et al. (2020), digitalization impacts all aspects of social and economic interactions, from household consumption to industrial production and government services. In the Philippine setting, Santos (2020) emphasized that online marketing provides opportunities for businesses in rural areas to overcome geographic limitations, gain visibility, and interact with larger markets. This was especially evident during the COVID-19 pandemic, when businesses, both small and large, were forced to adopt digital platforms as a primary means of survival (Avila & Cabrera, 2021). These shifts brought both opportunities and challenges, such as increased competition, technological barriers, and limited resources among small-scale entrepreneurs.

In the local place of Imbatug, Baungon, Bukidnon, the rise of online snack bar businesses reflects these global and national transformations on a smaller scale. The community has witnessed increasing demand for food services offered through social media and online platforms. Local business owners, often operating on limited resources, use easy to access platforms like Facebook to promote and deliver their products. This shows how even rural areas are adapting to the broader digital development of commerce. Qureshi et al. (2021) highlighted how digital technology reshapes education, work, and daily life, and this is equally true in commerce, where small businesses adapt their operations to digital environments to remain relevant. The case of Imbatug shows that online food businesses not only make it easier for customers to buy food but also give people in the community a way to earn a living.

However, despite their growth, these online businesses face numerous challenges. Malaluan and Hirvone (2021) noted that digital adaptation often creates difficulties for organizations and individuals, especially in resource-limited environments. Connectivity issues, inconsistent infrastructure, and varying consumer purchasing behaviors limit the ability of small-scale online sellers to maximize the potential of marketing strategies. Similarly, Pandey and Pal (2020) argued that as digitization accelerates, the need for regulatory frameworks, technological literacy, and infrastructure investment becomes more pressing, especially in rural economies. These challenges can be seen in Baungon, where business owners face both good opportunities and problems as they try to use digital marketing.

The theoretical grounding of this study builds upon the Marketing Mix Theory (4Ps) developed by McCarthy (1960). This framework shows that product, place, promotion, and price are important factors that businesses must balance to influence consumer decision-making. That applied in the context of the online snack bars businesses, these factors help explain how owners plan their product, set fair pricing, ensure accessibility, and promote them to attract customers. The study also uses Consumer Behavior Theory (Engel, Blackwell, & Miniard, 1995), which explains how consumer attitudes, trust, and satisfaction shape purchasing decisions. In online businesses, where people don't meet face to face, these things are important if customers stay loyal or shift to competitors.

Scholars have highlighted the significance of marketing strategies in ensuring business competitiveness. Tiago and Verissimo (2014) noted that integrating digital tools such as search engine optimization and content marketing can greatly help businesses become more visible online. Kim et al. (2016) emphasized that trust, transparency, and perceived value are vital in online consumer relationships, making effective marketing strategies a necessity. Sweegney et al. (2015) also asserted that customer experience is very important for building loyalty, and this idea also applies to all snack bars, where good service and friendly interaction make customers buy again.

Also, the Philippines is a great place to learn how online marketing works. Azarenko et al. (2018) said that as technology keeps improving in developing countries, people need new skills and training to help both business owners and customers join online business. This idea also matches what Al-Rahmi et al. (2020) said—that communication technology changes how organizations work and how people learn and behave. In today's world, many Filipino entrepreneurs are now using social media and online platforms to promote their products. This shows how digital tools are becoming an important part of daily business and communication. Learning how to use these tools properly can help businesses grow and reach more customers.

For rural entrepreneurs, this means that learning to leverage digital platforms is both a challenge and a necessity in order to sustain a competitive advantage. The relevance of this study is heightened by the observed growth of online snack bar businesses in Imbatug, Baungon. These businesses provide a microcosm of the larger global digital transformation, showcasing how local enterprises adapt and innovate despite structural constraints. According to Abusharekh et al. (2020), being able to understand and use data is very important in today's economy. Businesses need to study customer feedback and change their strategies based on it. For the entrepreneurs in Baungon, it's important to know how customers see their product quality, prices, accessibility, and promotions to keep their business growing.

By analyzing the experiences of 101 customers from selected online businesses in the locality, this study seeks to shed light on the actual impacts of marketing strategies on consumer perceptions and business outcomes. It will look into how the 4Ps — product, price, place, and promotion influence factors such as accessibility, brand awareness, sales, and customer engagement. The study will also check if these effects vary depending on age, gender, or buying frequency. Through this, the research hopes to test marketing theories and offer useful insights for both business owners and policymakers. In conclusion, marketing strategies are key to helping online businesses stay competitive.

Guided by established ideas and supported by recent studies, this research highlights Imbatug, Baungon, Bukidnon as an example of how marketing and business performance are connected in today's digital world. The results are expected to help local entrepreneurs improve their marketing practices, guide policymakers in boosting rural development, and add to the ongoing discussion about digital marketing in developing economies.

1.1 Research Questions

This study seeks to answer the core question: How do marketing strategies influence the perception and behavior of online customers toward online businesses? Supporting questions examine the demographic profile of online customers in terms of age, sex, frequency of online purchases, and mode of payment. The study also explores the customers' perception of the application of the 4Ps of marketing, specifically in terms of product, price, place, and promotion, and their evaluation of the impact of marketing strategies on online businesses with regard to accessibility, brand awareness, sales performance, and customer engagement. Furthermore, the study investigates whether there are significant differences in the perception of marketing strategies when grouped according to the demographic characteristics of online customers. It also seeks to determine the relationship between marketing strategies (4Ps) and their impact on online business performance as perceived by the respondents. Finally, the study aims to propose a marketing strategic plan to enhance the effectiveness of marketing strategies in online businesses based on customer feedback.

1.2 Purpose of the Study

The main objective of the study is to analyze the impact of marketing strategies on the accessibility, brand awareness, sales performance, and customer engagement of online businesses in Imbatug, Baungon, Bukidnon. Specifically, the study sought to examine how the marketing mix (4Ps: Product, Price, Place, Promotion) influences customer behavior and business performance, providing insights for online entrepreneurs to improve competitiveness.

1.3 Significance of the Study

The study is significant for multiple stakeholders. Online business owners will gain insights into refining their strategies to improve customer engagement and sales. Future business owners can use the findings as a guide to establish competitive enterprises. Researchers and future researchers will benefit from the contribution to the literature on digital marketing and small business growth. Students can apply the findings in academic and entrepreneurial contexts, while online customers will benefit from improved products, services, and engagement strategies by online sellers.

2. Methods

2.1 Research Design

This study employed a descriptive-correlational research design. The descriptive aspect aimed to determine the demographic profile and perceptions of customers, while the correlational aspect examined the relationship between marketing strategies (4Ps) and customer outcomes (accessibility, brand awareness, sales performance, customer engagement).

2.2 Participants and Sampling Method

The respondents were 101 online customers of five snack bar businesses in Imbatug, Baungon, Bukidnon. The total population was 135 customers, and Slovin's formula with a 5% margin of error was used to determine the sample size. Simple random sampling ensured that each customer had an equal chance of being selected.

2.3 Research Instrument

The instrument was composed of three parts: (1) demographic profile of the respondents (age, sex, frequency of purchases, and mode of payment), (2) perception of the marketing strategies of online businesses, and (3) evaluation of the impact of these strategies. The researcher sought permission from the rightful owners of the instrument to give proper credit to their work and ensure ethical use. To further guarantee appropriateness and accuracy, the modified questionnaire was validated by experts in marketing and online business prior to distribution.

The questionnaire on the assessment of marketing strategies and their impact on online business was adapted from the standardized instrument developed by Tiago and Verissimo (2014) on digital marketing practices and Kim et al. (2016) on consumer perceptions of online business strategies. The tool was carefully modified to suit the variables of the present study, focusing on the marketing mix (product, price, place, and promotion) and its effects on accessibility, brand awareness, sales performance, and customer engagement.

2.4 Data Gathering Procedure

Data were collected using printed questionnaires distributed to the customers of selected online businesses. Respondents were given time to answer, and the researchers retrieved the completed questionnaires. Responses were reviewed for completeness and accuracy.

2.5 Ethical Considerations

The study followed ethical standards by seeking informed consent, ensuring voluntary participation, maintaining confidentiality of responses, and storing data securely. Respondents were free to withdraw at any time without penalty.

2.6 Data Analysis

The data were analyzed using SPSS.

- Descriptive statistics (frequency, percentage, mean, standard deviation) were used for the profile and perceptions.
- Inferential statistics (t-test, ANOVA, Pearson correlation) tested differences and relationships.

Responses were quantified using a four-point Likert scale, interpreted as follows:

Scale	Range	Description	Interpretation
4	3.26 – 4.00	Strongly Agree	Very High
3	2.51 – 3.25	Agree	High
2	1.76 – 2.50	Disagree	Poor
1	1.00 – 1.75	Strongly Disagree	Very Poor

3. Results

3.1 Demographic Profile of Respondents

Table 9. Summary Results of Marketing Strategy

Factor	Frequency	Percentage
Age:		
16-20 years old	35	35
26-30 years old	33	33
31 years old and above	11	10
	23	22
Sex:		
Male	25	25
Female	76	75
Frequency of online purchases:		
Always	16	16
Sometimes	73	72
Rarely	12	12
Mode of payment:		
Cash on delivery	78	77
Gcash	23	23

This table presents the summary of customer perceptions of marketing strategies (4Ps).

Marketing Strategy	Mean	Std	Interpretation
Promotion	3.57	0.56	Very effective marketing strategy
Place	3.55	0.78	Very effective marketing strategy
Price	3.28	0.59	Very effective marketing strategy
Product	3.27	0.59	Very effective marketing strategy

OVERALL 3.42 0.63 Very effective marketing strategy

Table 14. Summary Results of Impact of Marketing Strategies

This table shows how marketing strategies impacted accessibility, brand awareness, sales, and engagement.

Summary of the results of the Online Business

Marketing Strategy	Mean	Interpretation
Customer Engagement	3.38	0.56 Very Strong Impact
Sales Performance	3.37	0.58 Very Strong Impact
Accessibility	3.33	0.61 Very Strong Impact
Brand Awareness	3.31	0.57 Very Strong Impact
OVERALL	3.42	0.63 Very Strong Impact

Table 15. Significant Difference in the Perception of Marketing Strategies

This table presents statistical tests of significant differences based on demographic profile.

Profile	Accessibility		Brand Awareness		Sales Performance		Customer Engagement	
	<i>p-value</i>	<i>Decision on H0</i>	<i>p-value</i>	<i>Decision on H0</i>	<i>p-value</i>	<i>Decision on H0</i>	<i>p-value</i>	<i>Decision on H0</i>
Age	> 0.05	Accept	< 0.05	Reject	> 0.05	Accept	< 0.05	Reject
Sex	> 0.05	Accept	> 0.05	Accept	> 0.05	Accept	> 0.05	Accept
Frequency of Online Purchases	< 0.05	Reject	> 0.05	Accept	> 0.05	Accept	> 0.05	Accept
Mode of Payment	< 0.05	Reject	< 0.05	Reject	> 0.05	Accept	< 0.05	Reject

4. Discussion

This study explored how marketing strategies of online snack bar businesses in Imbatug, Baungon influence customer perceptions and, in turn, impact the overall performance of online businesses in terms of accessibility, brand awareness, sales performance, and customer engagement. The results revealed that promotion and product were the most influential strategies in shaping customer behavior, while demographic factors also contributed to differences in perception.

Thus, the output of the study will be the basis for a marketing intervention plan that will enhance the practices of online businesses in Imbatug. This will also serve as a guide to entrepreneurs in planning and decision-making, leading to stronger customer engagement, increased sales, and sustainable online business growth.

4.1 Interpretation of Results

Based on the findings of the study, it can be interpreted that among the four marketing strategies, promotion received the highest rating, followed by product. This indicates that the consumers in Imbatug, Baungon strongly valued the product quality, taste, and consistency while placing the most value on marketing initiatives like discounts, free delivery, and social media marketing. In the local online snack bar businesses, both of these strategies were seen to be the primary sources of consumer interest and loyalty. This outcome highlights how promotion creates visibility and attracts customers, while product quality ensures repeat purchases and positive customer experiences.

Customers responded positively to creative online promotions, especially those on Facebook, which was the most commonly used platform. Additionally, there's a significant relationship between customer satisfaction and the food product's ability to regularly meet their expectations. It suggested that even incentives could attract customers, but the product's reliability and quality keep them coming back. On the other hand, price and place were rated slightly lower, although still high. This suggests that while affordability and accessibility matter to customers in Imbatug, they might not be the biggest factors influencing their decisions.

Since most online sellers in the area have similar prices and offer a convenient local delivery, and customers do not notice much difference when it comes to these factors. Instead, their buying decisions are more influenced by the effectiveness of promotions and the quality of the products offered. The results show a significant difference in customer perception depending on their age, gender, and the preferred mode of payment. Younger customers were more responsive to promotions and active in engaging with online advertisements, while older customers placed greater emphasis on trust and product quality. Female respondents gave slightly higher ratings than males, which could mean they pay more attention to promotions and product details.

Meanwhile, regular buyers were often more critical since their past experiences made them more aware of what to expect and quicker to notice any flaws or changes. This suggests a broader issue of customer segmentation that online businesses in Imbatug must address. Since different groups of customers value different aspects of marketing, strategies cannot be one-size-fits-all. Businesses must carefully tailor their approaches, offering strong promotions to attract younger buyers while maintaining consistent product quality to satisfy older and frequent customers.

Therefore, it's really important for online business owners in Imbatug to keep improving on how they promote the products and to come up with better marketing strategies. They should also make sure their prices and delivery services are fair and updated so they can stay competitive in the market. By doing this, they can keep their customers satisfied, connect to more people, and keep their business growing even as the online business gets it tougher.

4.2 Comparison with Existing Literature

Based on the previously attached manuscript, the comparison between the results of the current study and existing literature reveals both alignments and affirmations with prior research. The findings of the study stated the conclusions of Tiago and Veríssimo (2014), who emphasized that the integration of digital marketing tools such as content marketing and social media significantly increases visibility and customer engagement. In the present study, promotion strategies such as online advertisements and discounts emerged as the strongest influences on customer perceptions, which supports Tiago and Veríssimo's view that digital tools create competitive advantages for businesses.

Similarly, the results align with Kim et al. (2016), who found that consumer trust, transparency, and product reliability are essential factors in online purchasing decisions. The current study revealed that product quality and consistency strongly shaped customer loyalty, echoing Kim and colleagues' assertion that product reliability is a cornerstone of customer satisfaction in online transactions. Moreover, the study is consistent with Sweegney et al. (2015), who highlighted the critical role of customer experience in shaping long-term loyalty. In the case of Imbatug, customers valued not only promotions but also their actual experience with the product, underscoring the idea that repeat purchases depend on satisfaction with the product itself.

This reinforces existing literature that both the tangible and intangible aspects of online business transactions are vital for sustaining growth. The findings also support Avila and Cabrera (2021), who noted that access to resources and effective business practices directly influence the success of enterprises in the Philippine context. In this study, the demographic differences in perception, particularly among younger customers who favored promotions and older customers who valued quality, demonstrate that access, preferences, and experiences shape how marketing

strategies are received. This reflects Avila and Cabrera's assertion that business outcomes are closely tied to customer segments and their unique needs.

Additionally, the results affirm the observations of Malaluan and Hirvone (2021), who argued that entrepreneurs and consumers in developing countries often face challenges in adapting to digital commerce due to infrastructure and resource limitations. The relatively lower ratings of price and place in the present study can be understood within this context, where local online businesses in Imbatug operate under shared challenges of limited delivery systems, similar pricing structures, and inconsistent digital access.

Lastly, the study resonates with Qureshi et al. (2021), who emphasized that digital technologies are transforming customer behaviors, skills, and decision-making. The strong influence of social media promotions in this study reflects this broader transformation, showing that customer purchasing patterns are increasingly shaped by digital interactions rather than traditional methods.

In summary, the present study's results align with and reinforce existing literature on the importance of promotion, product reliability, customer experience, and digital adaptation in strengthening online businesses. These comparisons strengthen the argument that for rural communities like Imbatug, online business success depends on a careful balance of marketing strategies that attract customers through promotions while retaining them through consistent product quality and trust.

5. Conclusion and Implications of the Findings

Implications of the Findings The results of this study show that online businesses in rural areas like Imbatug, Baungon can grow and last longer if they focus on two main things, promotion and product quality. These are the biggest factors that make customers satisfied and loyal. Since people love discounts and social media promos, business owners should keep coming up with fun and consistent online campaigns to stay visible and attract more customers. At the same time, they should make sure their products are always good and dependable, because quality is what makes customers come back and trust their business over time.

The study shows that customers have different preferences, so businesses should not use the same strategy for everyone. For example, younger customers tend to enjoy promotions, while regular customers value products that are consistent and dependable. This means online sellers should understand their customers better and adjust their marketing strategies to fit in. Doing so can make their promotions more personal and effective. Another point from the study is the importance of improving pricing and delivery systems. Even though these factors were rated a bit lower, they still matter a lot in keeping customers happy. Businesses keep the prices fair and make sure their delivery is quick.

When prices are affordable, and orders arrive on time, customers feel appreciated and more likely to buy again. Lastly, the results show that marketing strategies greatly help the community's economy grow. When online businesses succeed, it's not only the owners who benefit, but they also provide jobs and make shopping more convenient for people. By using creative marketing ideas and understanding what their customers truly need, online sellers in Imbatug can stand out, attract more buyers, and help their community grow in the digital world.

5.1 Limitations

The study concentrated on the marketing strategies of online snack bar businesses in Imbatug, Baungon, Bukidnon, and their impact on customer perceptions of accessibility, brand awareness, sales performance, and customer engagement. The marketing strategies were limited to the four components of the marketing mix: product, price, place, and promotion. The impact was measured from the perspective of customers, focusing only on how they evaluated the outcomes of these strategies. The respondents of the study were limited to 101 online customers of five selected snack bar businesses in Imbatug.

Other customers from nearby barangays or other online enterprises were not included, which may limit the generalizability of the results to broader populations. Furthermore, the study only included businesses that use only Facebook, and did not include other platforms like Shoppe, Lazada, and Instagram, where different marketing strategies and customer behaviors may be observed. The demographic characteristics considered in the study were restricted to age, sex, frequency of purchases, and mode of payment. Other factors, such as educational background, occupation, and family income, which may also affect perceptions of marketing strategies, were not included.

Finally, the study faced contextual limitations related to infrastructure, Connectivity issues, and unstable internet access in Imbatug, which affected both online business operations and the availability of customers to participate in the study. These problems, along with the limited geographic scope, should be considered in future research to give a clearer and more complete understanding of marketing strategies and how they affect online business performance.

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