



Analyses of Business Attributes and Facebook Utilization: Marketing Insights

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Abstract

Microenterprises have a significant impact on the nation's economic development. Given the current trends in marketing, numerous organizations have adopted social media marketing. This study analyzed Facebook's business attributes and perceived effectiveness as an advertising tool for microenterprises. The researchers employed a descriptive-causal research design through random sampling of 320 registered microenterprises that utilize Facebook as an advertising tool. Findings revealed that participants were mostly under sole proprietorship, having one to three employees with an estimated asset size of less than 1,000,000 pesos and being in operation for one to three years. Customer brand awareness, product promotion, engagement reach, and sales volume were found to be highly effective in the perceived effectiveness of Facebook use. Remarkably, the business profile length of operation showed significant differences in terms of volumes of sales, whereas the number of staff in terms of customer brand awareness, engagement reach, and volume of sales; average asset size in terms of customer brand awareness and product promotion indicated significant differences to the perceived effectiveness of Facebook utilization as an advertising platform. Hence, the researchers recommended that microenterprises focus on targeted advertising, allocating advertising investment, and optimizing Facebook's advertising features.

Keywords: Advertising, Business Attributes, Facebook, Microenterprises

INTRODUCTION

Environmental flexibility and adaptability are crucial for firms to adopt digital advertising in their respective enterprises (Priyono et al., 2020; Alarca et al., 2022). The use of new digital technology in everyday organizational activities is called digital transformation (Warner & Wager, 2019). Small and medium enterprises use social media marketing, such as advertising, because it provides business benefits for their overall growth (Chatterjee & Kar, 2020). Since the COVID-19 pandemic, it has accelerated and played a significant role in consumer decision-making (Mason et al., 2021). Facebook has become one of the most-used online social networks worldwide, with approximately 2.96 billion monthly active users (Dixon, 2023).

Meanwhile, business attributes can be used to classify or convey business information, analyze a firm (Spacey, 2022), and form part of an enterprise's management strategy (Mendoza et al., 2023). As consumer interest in mobile and social media purchasing increases, Conlin (2022) stated that it is more crucial than ever for businesses to have an online presence. Facebook offers an excellent option for reaching both local and international clients and can help businesses succeed in fostering brand loyalty.

Microenterprise improvement is crucial to a country's economic advancement (Tadeo & Muralla, 2022; Tadeo & Mendoza, 2023; Tadeo & Mojica, 2022) and socioeconomic development (Henry, 2019). In recent years, the closure of numerous auxiliary industries, including retail and transportation, has caused business cancellation or closure for entrepreneurs and lower revenue

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(Fabeil et al., 2020). The order-regulating movement implemented by most countries due to the pandemic directly affected microenterprises (Flores, 2021). Promoting microenterprises is a key strategy, especially in the ASEAN region (Mendoza & Tadeo, 2023). However, industry operations were interrupted because of this unexpected crisis; temporary closure, reduced operation, and total shutdowns were the actions taken by most microenterprises (Dagpin et al., 2022). With such constraints, social media like Facebook have become prevalent organizational tools (Cheing et al., 2020). Consumers are increasingly influenced by significant developments in the marketplace, technology, geopolitics, socioeconomics, and the environment (Yosep et al., 2021). Facebook is essential for business growth (Cvirka et al., 2022). Maintaining customer relationships on Facebook has become valuable for microenterprises. It offers a great place to reach customers and engage with them at a meager cost (Pihlava, 2020). Most tourism MSMEs use social media technology to communicate with and keep people coming back, get feedback from them, establish their dominance in the industry, and share information (Mosweunyane et al., 2019). To create relationships, retain, add value, and attract new customers, most resort firms use social media networks as part of their customer relationship management strategy (Mendoza & Espejon, 2022).

Hence, this study analyzed the use of Facebook as an advertising platform for microenterprises in selected cities of Cavite. It may help microenterprises effectively advertise on Facebook and maximize their marketing strategies. The researchers assessed the business profile of the respondents and the perceived effectiveness of Facebook use in advertising. They also aimed to determine the significant differences between the business profile of the respondents and the perceived effectiveness of Facebook as an advertising platform and craft marketing insights that would help the development of marketing strategies for microenterprises.

LITERATURE REVIEW

Economic Role of Microenterprises

The pandemic has led to a significant increase in home-based enterprises and MSMEs in the Philippines, according to Isip (2021). There were 2 million businesses under the Department of Trade and Industries, with 90% being brand-new sole proprietorships. Microenterprises account for 88.77% of all MSMEs. Furthermore, in a study by Dagpin et al. (2022), sole proprietorship was the most common form of ownership among those with less than 500,000 pesos in initial assets and two to five years of business operation. The researchers recommended that microenterprises become more flexible under possible circumstances, especially given the severe impact of the pandemic on the global economy. In addition, Mendoza et al. (2022) found that most participants were small business owners with 1-9 employees, operating for 1-3 years with an asset size of 3,000,000 pesos. The research showed that human, social, and financial capital greatly influenced the development and expansion of MSEs.

Facebook Use in Advertising

Silvia (2019) stated that social media and digital marketing are strategic tools for executing campaigns and increasing brand awareness. The study utilized the hook canvas model, which shows why social media and digital marketing are essential for branding and marketing efforts and what steps are needed to carry them out effectively. Three phases of data analysis were conducted, and the findings demonstrated the importance of social media and digital marketing campaigns for measuring campaign outcomes and raising brand awareness and consumer engagement. Hanna (2023) found that Facebook pages and groups are effective tools for marketing and advertising. The study found that Facebook customers were responsive to innovative groups and marketing methods.

Facebook advertising offers a range of low-cost opportunities for promoting businesses

and interacting with diverse customers. Facebook pages and groups have become crucial for businesses to advertise on media networks. Moreover, a study by [Jeong et al. \(2022\)](#) indicated that the pandemic has increased micro and small businesses engaged in various business strategies. The study used optimization analysis with simulation modeling and found that online advertising continuously develops and can track clicks and viewers.

Building Customer Brand Awareness Through Advertising on Facebook

Using social media as a branding strategy is crucial for businesses because it helps distinguish them from their competitors. [Mohammad et al. \(2019\)](#) examined the effects of social networking sites on customers' online behavior, product branding, and purchasing decisions. The study found that while social media is important for branding, risks are involved, and businesses should appoint someone to manage their social media strategy. Referring to [Fitri and Djumarno \(2023\)](#), the COVID-19 pandemic negatively impacted all aspects of life, including the economy. Digital advertising is crucial in helping businesses survive by influencing customer purchasing decisions. The findings revealed that digital advertising and customer experience directly affect a client's inclination to purchase, and brand awareness mediates the relationship between digital advertising, sales, customer experience, and purchase intention.

Facebook As a Medium for Product Promotion

According to [Othman et al. \(2021\)](#), Facebook is a popular social platform for marketing due to its tools for interactivity and attracting consumers. The study used bibliometric analysis to summarize the available literature on Facebook advertising from 2006 to 2020 and found that the total number of recovered documents increased despite the impact of COVID-19 on publication performance. In addition, [Alraja et al. \(2020\)](#) investigated the effectiveness of Facebook advertising among Filipino business owners. The study concluded that Facebook advertisements effectively increase brand exposure, partnership, and online presence.

Boosting Engagement Reach Through Social Media Platforms

Facebook has become integral to small and large businesses' marketing strategies due to its ability to engage with customers. [Qisthyna et al. \(2018\)](#) found that factors such as trust in information, concern for privacy, reliability perception, security in social media, and use of social media influence customer engagement. Social media offers excellent opportunities for businesses to grow and engage with customers. Moreover, [Voorveld et al. \(2018\)](#) monitored 45 Dutch brands' daily user page activities. This study evaluated the correlation between Facebook brand page visibility and participation and advertising spending in offline media outlets such as TV, radio, newspapers, magazines, and out-of-home. The findings indicate that Facebook advertising directly affects the number of page likes, whereas offline media advertising influences organic and viral reach.

Relationship Between Advertising and Sales Volume

A recent study by [Rezma et al. \(2022\)](#) examined the impact of Facebook advertising on MSMEs' sales. The use of social media for online buying and selling has increased, leading to higher sales for MSMEs. The results showed that Facebook advertising is effective in increasing product sales. Although the cost of promotion is low, businesses must regularly improve their advertising strategies to maintain audience interest and select the right social media platform based on their target market. In addition, [Saleem et al. \(2019\)](#) explained the benefits of applying a strategic data-driven approach to improve sales performance and conversion rates of e-commerce websites. To measure sales conversion, online advertising analyzes user behavior, engagements, and purchases.

The study concluded that e-commerce companies use actual user information to boost sales and share behavioral data with other businesses.

RESEARCH METHOD

The researchers utilized a descriptive causal research design in this study. Descriptive design fits data description and base analysis (Bloomfield & Fisher, 2019). Causal analysis is considered to identify the significant differences among variables (Colton & Covert, 2007). A descriptive design was used to describe the business profile of the participants, the factors of business attributes, and their respective degrees. Considerably, the researchers utilized causal design to determine the significant differences between the participants' perceived effectiveness of Facebook utilization as an advertising platform and the degree of influence of the factors of business attributes.

The 320 participants were based on the total number of registered microenterprises under the Department of Trades and Industry in General Trias, Bacoor, and Cavite City that utilize Facebook as an advertising platform. The researchers used a simple random sampling technique to select the study participants. The researchers used Cochran's sampling to identify the study's sample size. The researchers used a researcher-made questionnaire as a research instrument in the data collection, which was formed from the review of the study's related literature. The first part of the questionnaire includes the business profiles, and the second part consists of the participants' perceived effectiveness of Facebook utilization as an advertising platform. The research instrument has undergone reliability and validity tests by experts in the related fields and study participants. The Cronbach alpha was calculated at 0.93, and Lawshe's content validity was 0.66 (Colton & Covert, 2007).

This study focused on legally registered microenterprises in the Department of Trades and Industry in Bacoor, Cavite, and General Trias that use Facebook as an advertising platform. During the data-gathering process, the researchers sent a letter of approval to the respective mayor's office requesting the total issuance list of registered microenterprises through the business permit and licensing office. The researchers used the screening and scanning process to qualify the right participants. They should operate a microenterprise legally registered under the DTI that utilizes Facebook as an advertising platform. The researchers informed the participants that their participation was voluntary, unpaid, and open to withdrawal at any time. The participants signed an authorization form to obtain permission to complete the survey questionnaire. Furthermore, the researcher ensured that no one's rights were abused throughout the study.

FINDINGS AND DISCUSSION

Business Profile of the Participants

This section contains the results of the business profile of the participants in the study.

Table 1. The Type of Business Ownership

Category	Frequency	Percentage
Sole proprietorship	232	72.50
Partnership	65	20.31
Corporation	20	6.25
Cooperative	3	0.94
Total	320	100.00

Table 1 provides valuable insights into the composition of the study sample based on different business ownership structures. Notably, 72.50% of the participants were identified as sole

proprietors, showing the study's predominance of independent business owners. At the same time, cooperatives made up 0.94% of the sample. This information emphasizes how common sole proprietorship is among microenterprises in Bacoor, Cavite, and General Trias. This is related to the study of [Putri and Prananingtyas \(2022\)](#), which indicated that sole proprietorship is the most basic and widely used business structure for micro, small, and medium-sized businesses. Furthermore, the research conducted by [Dagpin et al. \(2022\)](#) also shows that most microenterprises registered in the province of Cavite can be classified under the sole proprietorship category.

Table 2. Number of Staffs

Category	Frequency	Percentage
1-3 Staff	186	58.13
4-6 Staff	84	26.25
7-9 Staff	50	15.63
Total	320	100.00

Table 2 shows the number of staff members among the participants. Considerably, 186 or 58.13% of the total respondents are under 1 to 3 business staff, while 50 or 15.63% are under 7 to 9 staff. The results showed that the majority of the respondents have 1 to 3 employees in their business. This shows an inclination with the study of [Putri and Prananingtyas \(2022\)](#), who pointed out that although one person owns a sole proprietorship, it may employ several people. Although [Sahela et al. \(2021\)](#) state that micro businesses employ up to ten people, the aforementioned statistics in their study indicated that they typically employ one to four people.

Table 3. Length of the Operations

Category	Frequency	Percentage
Less than a year	119	37.19
1-3 years	123	38.44
4 years and above	78	24.38
Total	320	100.00

Table 3 demonstrates the business length of operation of the participants. Remarkably, 123, or 38.44% of the total respondents, are operating for 1 to 3 years of operation on their business, while 78, or 24.38%, are under the selection of 4 years and above length of operation. The table shows that most respondents have been operating their business for 1-3 years, and most were established during the surge of the COVID-19 pandemic. This aligns with the study of [Dagpin et al. \(2022\)](#), which concluded that most microenterprises in the province of Cavite have been operating for 2-5 years. Additionally, the study of [Mendoza et al. \(2022\)](#) shows a similar result for most micro-businesses operating within 1-3 years since the pandemic started.

Table 4. Average Asset Size

Category	Frequency	Percentage
Less than ₱1, 000, 000	248	77.50
₱1, 000, 001 to ₱2, 000, 000	61	19.06
₱2, 000, 001 to ₱3, 000, 000	11	3.44
Total	320	100.00

Table 4 displays the business average asset size of the participants. Considerably, 248 or 77.50% of the total respondents are under the average size of less than ₱1,000,000 in their business,

while 11% or 3.44% are under ₱2,000,001 to ₱3,000,000. Most respondents have less than the P1,000,000 average asset size in their business. Complementing the indication of the [Philippines Commission on Women \(2022\)](#), as per the Magna Carta of the MSMEs, an enterprise with less than or up to ₱3,000,000 assets size is classified under a micro-enterprise. Furthermore, the result was parallel to the findings of [Mendoza et al. \(2022\)](#) that most MSEs had an asset size of ₱3,000,000 and below.

Perceived Effectiveness of Facebook Use in Advertising

This section indicates the perceived effectiveness of Facebook utilization as an advertising platform for microenterprises.

Table 5. Perceived Effectiveness of Facebook Utilization in Advertising in Terms of Customer Brand Awareness

Category	Mean	Descriptive Value
Brand awareness helps distinguish a business from its competitors.	4.40	Highly Effective
Develop and adapt the organization's technology	4.30	Highly Effective
Influences the brand preference and decision process of consumers.	4.35	Highly Effective
Grand Mean	4.35	Highly Effective

Table 5 shows the perceived effectiveness of Facebook utilization in advertising in terms of customer brand awareness. The results showed that brand awareness helps distinguish a business from its competitors and has a mean value of 4.40, which means it is highly effective in Facebook utilization in advertising. Meanwhile, a 4.35 mean value and a highly effective descriptive value fall under the brand awareness category, influencing the consumer's brand preference and decision process. The results revealed that Facebook's utilization as an advertising platform is highly effective in establishing microenterprises' customer brand awareness. This was notably revealed by the study of [Girdaladze \(2019\)](#), which showed that Facebook advertising helped businesses gain 5,010 people to become aware of their company in just two weeks. However, it was stated that it might be subjective and requires taking other metrics into account. In addition, according to the findings of [Imtiaz et al. \(2021\)](#), consumers are becoming more exposed to Facebook advertising, which provides up-to-date and customized information significantly related to customer brand awareness.

Table 6. Perceived Effectiveness of Facebook Utilization in Advertising in Terms of Product Promotion

Category	Mean	Descriptive Value
Provision of good marketing activity that can help the company attract and product position in the consumer's mind.	4.49	Highly Effective
Organize promotional activities that will be used to help communicate and provide knowledge to recognize a product or service.	4.47	Highly Effective
Improving the place of businesses	4.41	Highly Effective
Grand Mean	4.46	Highly Effective

Table 6 describes the perceived effectiveness of Facebook utilization in advertising in terms

of product promotion. Considerably, the 4.49 mean value, which is highly effective on Facebook utilization in advertising, falls under providing a good marketing activity to help the company attract and position their product in the consumer's mind. While the 4.41 mean value or highly effective descriptive value falls under it, it improves the placement of businesses on the populations they are targeting. The results indicated that as an advertising platform, Facebook is highly effective in creating product promotions. This was notably revealed by the study of [Nurjaya et al. \(2021\)](#). Product promotion and other promotional activities have a strong relationship with the marketing effectiveness of businesses, specifically in advertising.

Table 7. Perceived Effectiveness of Facebook Utilization in Advertising in Terms of Engagement Reach

Category	Mean	Descriptive Value
Increase in customer involvement and interaction on social media.	4.39	Highly Effective
Stimulation of the consumer to engage with the brand's content.	4.30	Highly Effective
Reduction of business expenses in advertising.	4.27	Highly Effective
Grand Mean	4.32	Highly Effective

Table 7 demonstrates the perceived effectiveness of Facebook utilization in advertising in terms of engagement reach. The 4.39 mean value, which indicates highly effective Facebook utilization in advertising, helps to increase customer involvement and interaction in social media, and the 4.27 mean value, or highly effective descriptive value, helps reduce business expenses in advertising. The results revealed that Facebook's utilization as an advertising platform is highly effective in building engagement reach. This is notably revealed by [Silvia \(2019\)](#), who found that social media can help increase awareness and engagement. As a result, Facebook's engagement reach can be segmented or directly targeted. The effectiveness of engagement reach can be evaluated by examining the proportion of consumers who respond to calls to action. The findings of [Pócs et al. \(2021\)](#) indicated that the organic reach of content grows annually, creating highly personalized and filtered social media content for the audience.

Table 8. Perceived Effectiveness of Facebook Utilization in Advertising in Terms of Sales Volume

Category	Mean	Descriptive Value
Increasing sales of the business.	4.59	Highly Effective
Analysis of user behavior, engagements, and purchases through sales conversion.	4.30	Highly Effective
Aiding business growth.	4.59	Highly Effective
Grand Mean	4.49	Highly Effective

Table 8 showcases the perceived effectiveness of Facebook utilization in advertising in terms of volume of sales. Remarkably, the 4.59 mean value, which indicates highly effective Facebook utilization in advertising, helps businesses increase sales. At the same time, 4.59 mean value or highly effective descriptive value helps in aiding business growth. The results indicated that Facebook's utilization as a means advertising platform is highly effective in terms of sales volume. This paralleled the findings, which concluded that Facebook positively influences increasing sales of micro, small, and medium enterprises ([Darma & Noviana, 2020](#); [Rezma et al., 2022](#)). In addition, the study of [Daema \(2022\)](#) indicated that community building, marketing campaigns, Facebook advertisements, and celebrity endorsement in Facebook marketing strategy impact increasing a business's sales.

Significant Differences Between Business Profiles and Perceived Effectiveness of Facebook Utilization as an Advertising Platform

These results show the significant differences between the participant's business profiles and the perceived effectiveness of Facebook utilization as an advertising platform.

Table 9. Significant Differences Between the Type of Ownership of the Respondents and Perceived Effectiveness of Facebook Utilization as an Advertising Platform

Category	Coefficient	P-Value	Decision
Customer Brand Awareness	0.459	0.711	Retained the H_0
Product Promotion	0.733	0.533	Retained the H_0
Engagement Reach	0.057	0.982	Retained the H_0
Volume of Sales	0.471	0.703	Retained the H_0

*Significant values set at the 0.05 critical level

Table 9 presents the significant differences between the participants' ownership type and the perceived effectiveness of Facebook utilization as an advertising platform. This reveals that the perceived effectiveness of Facebook utilization as an advertising platform in terms of customer brand awareness, product promotion, engagement reach, and volume of sales is not rejected with the type of ownership of the participants. The findings generally revealed that the type of ownership has no significant differences in the perceived effectiveness of Facebook utilization as an advertising platform; hence, the null hypothesis is retained.

Table 10. Significant Differences Between the Number of Staff Members of the Respondents and the Perceived Effectiveness of Facebook Utilization as an Advertising Platform

Category	Coefficient	P-Value	Decision
Customer Brand Awareness	6.940	0.001	Rejected H_0
Product Promotion	1.381	0.253	Retained the H_0
Engagement Reach	4.380	0.013	Rejected H_0
Volume of Sales	7.716	0.001	Rejected H_0

*Significant values set at the 0.05 critical level

Table 10 reveals the significant differences between the number of staff members of the participants and the perceived effectiveness of Facebook utilization as an advertising platform. This revealed significant differences between the number of staff and the perceived effectiveness of Facebook as an advertising platform in terms of customer brand awareness, engagement reach, and sales volume; hence, the null hypothesis is rejected. This means that the number of staff influences the perceived effectiveness of utilization of Facebook in dealing with customer brand awareness, engagement reach, and sales volume. [Marchand et al. \(2021\)](#) indicated that employees' social media activities are one of the key determinants of a dynamic capability of social media performance in future brand awareness and perception of a business. The anecdotal evidence they presented indicated that social media advertising works differently depending on the business size attributed to the number of staff. In addition, [Khoa's \(2023\)](#) study noted that business size is a critical factor in online advertising; it has a moderating influence in developing engagements. Fewer employees might have limited resources, whereas more can build a team solely for advertising strategies. Furthermore, [Šaković et al. \(2020\)](#) revealed that the number of employees at a business size act as a mediator and that more staff members are linked to higher levels of online sales and advertising for its goods and services.

Table 11. Significant Differences Between the Length of Operation of the Respondents and Perceived Effectiveness of Facebook Utilization as an Advertising Platform

Category	Coefficient	P-Value	Decision
Customer Brand Awareness	2.726	0.067	Retained the H ₀
Product Promotion	2.852	0.059	Retained the H ₀
Engagement Reach	2.997	0.051	Retained the H ₀
Volume of Sales	3.372	0.036	Rejected H ₀

*Significant values set at the 0.05 critical level

Table 11 demonstrates the significant differences between the participants' operation length and the perceived effectiveness of Facebook utilization as an advertising platform. This revealed that the length of operation of the participants mostly has no significant differences in the perceived effectiveness of Facebook utilization as an advertising platform in customer brand awareness, product promotion, and engagement reach; hence, the null hypothesis is retained. The findings showed significant differences between the length of operation of the participants and the perceived effectiveness of Facebook utilization as an advertising platform in terms of the volume of sales; hence, it rejected the null hypothesis. This means that the length of operation influences the perceived effectiveness of Facebook utilization in terms of sales volume. This finding supports the study by [Yao et al. \(2018\)](#), which indicated that total sales may be affected by different factors, such as social media activity from previous years. In addition, a study by [Tobing et al. \(2019\)](#) indicated that the length of business operations is essential and is connected with business activities and experience. The business will be able to operate better and increase its sales the longer its operation has been, along with the knowledge it acquired over time. Moreover, the study by [Mallinguh et al. \(2020\)](#) revealed that businesses that operate longer positively affect the firm's sales growth; younger firms may be less experienced and have limited resources compared to an enterprise that has been operating longer.

Table 12. Significant Differences in Average Asset Size of the Respondents and Perceived Effectiveness of Facebook Utilization as an Advertising Platform

Category	Coefficient	P-Value	Decision
Customer Brand Awareness	3.374	0.036	Rejected H ₀
Product Promotion	3.516	0.031	Rejected H ₀
Engagement Reach	1.891	0.153	Rejected H ₀
Volume of Sales	2.564	0.079	Retained the H ₀

*Significant values set at the 0.05 critical level

Table 12 presents the significant differences between the average asset size of the respondents and the perceived effectiveness of Facebook utilization as an advertising platform. This reveals significant differences between the average asset size and the perceived effectiveness of Facebook as an advertising platform in terms of customer brand awareness and product promotion; hence, the null hypothesis was rejected. This means that the average asset size influences the perceived effectiveness of Facebook utilization in terms of sales volume. These findings were supported by the study of [Jeong et al. \(2022\)](#), which indicated that online advertising has a different range of advertising expenditure depending on the microenterprise's advertising platform. Based on their findings, most micro and small enterprises were forced to invest almost 50% or more of their sales in advertising costs due to their limited budget. Inclined with this is the study of [Lin et al. \(2021\)](#), who presented that spending money on advertising on Facebook is

noticeably a good way for businesses to promote and make their consumers aware of their product or service. Additionally, as [Xu et al. \(2019\)](#) indicated, R&D and advertising have a negative impact on the financial performance of smaller firms. They also noted that advertising expenditure positively impacts the business brand equity of smaller firms, although it is mostly based on short-term goals.

Marketing Insights for Microenterprises

Based on the tabulated results and interpretation, the researchers discovered that Facebook utilization in advertising works well and is highly effective for microenterprises in the three selected cities in Cavite. In particular, it demonstrated significant differences between the average asset size and the perceived effectiveness of Facebook utilization in terms of customer brand awareness and product promotion; between the number of employees and the perceived effectiveness of Facebook utilization in terms of engagement reach, the volume of sales, and customer brand awareness; and between the length of operation and the perceived effectiveness of Facebook utilization in terms of volume of sales. Targeted advertising theory provides a competitive advantage depending on the set level of advertising of businesses, which is the strategic placement of advertisements to a specific audience. This theory can help marketers increase profit equilibrium because it focuses more on engaging the interests of existing and potential customers.

The number of employees affects how microenterprises can accommodate their consumers on social media accordingly, especially regarding their consumers' concerns and delivering the appropriate information to their target audience. This has a dynamic capability, adding that the number of employees is an important consideration for online advertising since it moderates engagement growth. Staff members become brand ambassadors when they actively engage in social media, enhancing the company's reputation and raising the possibility of consumer interaction. Apart from just allocating tasks, a well-structured workforce maximizes the potential of advertising strategies, ensuring that each employee contributes to the business's online presence and customer engagement. The ability to put together specialized teams committed to developing and executing successful advertising strategies is made possible by a larger number of staff members. Teams like this may concentrate on producing interesting content, interacting with the public, and following the most recent developments in the field of social media advertising. Since advertising teams can effectively reach and influence a broader audience, more employees are typically linked to better sales.

The more staff members a microenterprise has, the more likely it is to boost the productivity and profitability of a business. Moreover, the length of operation of a business has shown an influence on the volume of sales; the longer a micro business has been operating, the more it gains experience and knowledge that it can apply to its advertising strategies to increase its sales. Microbusinesses can gain customer loyalty, which typically results in higher sales and more efficient operating procedures. Various factors, including the past usage of Facebook as an advertising platform, may impact how businesses maneuver their strategy to increase sales volume. Microbusinesses can gain benefits using Facebook as an advertising tool because it provides effective targeting, specific demographics can be reached, and advertising expenditure can be managed to increase sales. On the other hand, asset size affects how microenterprises can fully optimize their advertising strategy, depending on their goals and budget level. The asset size of a business plays a role in how the advertising budget is set, which also covers expenses in campaign management and promotions.

CONCLUSIONS

After the data processing, analysis, and discussions, the researchers concluded the

following that might serve as a baseline strategy in both enterprise design and marketing activity concentration, and the following conclusions are: Most of the microenterprises in the selected cities of Cavite have a prevalent ownership structure of sole proprietorship; they have 1 to 3 employees, have been operating for 1 to 3 years, and have an estimated average asset size of less than ₱1,000,000; The perceived effectiveness of Facebook utilization as an advertising platform of microenterprises in terms of customer brand awareness, product promotion, engagement reach, and volume of sales was highly effective; and There is a significant difference between the length of operations, number of staff, average asset size of the participants, and the perceived effectiveness of Facebook utilization as an advertising platform.

The number of staff showed significant differences in customer brand awareness, engagement reach, and sales volume. Meanwhile, the length of operation revealed significant differences in sales volume, and the average asset size indicated significant differences in customer brand awareness and product promotion. The study suggests that microenterprises should invest in Facebook advertising and use targeted advertising. Building positive relationships with customers and training employees to be responsive can also improve outcomes. Regular performance evaluations can identify areas for improvement, and local governments can offer training on effective Facebook use.

LIMITATION & FURTHER RESEARCH

The researchers were limited by the type of participants who belonged to registered enterprises in General Trias, Bacoor, and Cavite City. This study was limited only to the perceived effectiveness and profile of the respondents. Future researchers are recommended to assess other platforms in conjunction with Facebook to cross-check different aspects of social media advertising. The researchers recommend looking for additional variables that could be used further to evaluate Facebook's efficacy as an advertising tool. Moreover, this work may serve as an initial basis for future research on the same subject.

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