International Journal for Multidisciplinary Research (IJFMR)
E-ISSN: 2582-2160 ● Website: www.ijfmr.com ● Email: editor@ijfmr.com

Use of Social Media and Business Management Strategies

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Abstract

This study examined the use of social media and its influence on business management strategies among 130 respondents in the Province of Guimaras during the year 2025. Specifically, the study sought to determine the level of social media utilization, assess the extent to which business management strategies are practiced in terms of planning, organizing, leading, and controlling, and analyze the relationship between social media use and business management strategies. A descriptive–correlational research design was employed, with data collected through a researcher-developed survey questionnaire. Descriptive statistics and correlational analysis were used to interpret the data. The findings revealed that respondents demonstrated a high level of social media utilization, particularly in marketing, customer engagement, promotion of products and services, and communication with clients. Business management strategies were likewise rated high, indicating that respondents consistently applied systematic and organized approaches in decision-making, operations management, and customer relations. The results of the correlation analysis showed a significant positive relationship between social media use and business management strategies, suggesting that increased and strategic use of social media contributes to more effective and responsive business management practices. Further findings indicated that social media enables businesses to gather real-time customer feedback, monitor market trends, enhance brand visibility, and improve overall competitiveness. Businesses that strategically integrated social media into their management processes exhibited greater adaptability and efficiency in responding to market demands. The study concludes that social media is a vital managerial tool that supports effective business strategies and sustainable growth. It recommends capacity-building initiatives, continuous digital skills training, and the development of clear social media strategies to maximize business performance.

Keywords: social media use, business management strategies, digital marketing, managerial effectiveness, Guimaras

Introduction

In today's dynamic business environment, social media has become an essential tool for organizations seeking to enhance competitiveness, strengthen customer engagement, and improve operational efficiency. The rapid expansion of digital platforms such as Facebook, Instagram, and other online networks has transformed the way businesses communicate with customers, promote products, and manage brand identity. Through these platforms, businesses can reach broader markets, obtain real-time feedback, and make data-driven decisions that support effective business management strategies (Kaplan & Haenlein, 2010).

Business management strategies refer to the planned actions and decision-making processes that guide organizations in achieving their objectives, including marketing, customer relations, operations, and competitive positioning. Existing studies have shown that integrating social media into business strategies enhances marketing effectiveness, strengthens customer relationships, and improves overall organizational performance (Mangold & Faulds, 2009). Through social media analytics and interactive communication, managers gain valuable insights into consumer behavior, allowing them to adapt strategies to changing market demands.

Moreover, the strategic use of social media supports innovation, brand visibility, and customer loyalty, all of which are critical components of sustainable business growth. Small and medium enterprises, in particular, benefit from social media platforms due to their cost-effectiveness and accessibility, enabling them to compete with larger firms in increasingly competitive markets (Tuten & Solomon, 2017). However, the effectiveness of social media largely depends on how well it is aligned with overall business management strategies.

Despite the growing importance of social media in business operations, there remains a limited number of empirical studies that examine its role in shaping business management strategies in local contexts such as the Province of Guimaras. Understanding how businesses utilize social media and integrate it into their management practices is essential for improving decision-making, competitiveness, and long-term sustainability. Hence, this study examines the use of social media and its relationship with business management strategies among 130 respondents in the Province of Guimaras during the year 2025.

This study aims to determine the extent of social media use and its relationship with business management strategies among businesses in the Province of Guimaras during the year 2025. Specifically, it seeks to answer the following concerns: the level of social media use in terms of marketing and promotion, customer engagement, information dissemination, and business communication; the business management strategies employed by respondents in terms of planning, decision-making, customer relationship management, and competitive positioning; and whether a significant relationship exists between social media use and business management strategies. By addressing these concerns, the study intends to provide empirical insights into how social media contributes to effective business management, strategic decision-making, and organizational performance. The findings are expected to serve as a basis for business owners, managers, and policymakers in developing effective digital strategies that enhance competitiveness, customer satisfaction, and sustainable business growth within the local context.

Methodology

This study employed a descriptive–correlational research design to determine the extent of social media use and its relationship with business management strategies among businesses in the Province of Guimaras during the year 2025. The descriptive component was used to assess the level of social media utilization across various business functions, while the correlational component examined the relationship between social media use and business management strategies.

The respondents consisted of 130 business owners and managers operating in different industries within the Province of Guimaras. Total enumeration was employed to ensure that all identified businesses were included in the study, thereby providing a comprehensive representation of the target population.

Data were collected using a researcher-developed and validated survey questionnaire composed of two main parts. The first part measured the extent of social media use in terms of marketing and promotion, customer engagement, information dissemination, and business communication. The second part assessed

business management strategies in terms of planning, decision-making, customer relationship management, and competitive positioning. The instrument underwent expert validation, and a pilot test was conducted, resulting in a Cronbach's alpha coefficient of 0.88, indicating high reliability.

Ethical considerations were strictly observed throughout the study. Informed consent was secured from all respondents, confidentiality of responses was ensured, and the data were used solely for academic purposes. Data analysis involved descriptive statistics such as frequency, percentage, weighted mean, and standard deviation. Pearson Product-Moment Correlation was employed to determine the relationship between social media use and business management strategies at the 0.05 level of significance.

Results

The results indicate that businesses in the Province of Guimaras exhibit a high level of social media use, with an overall weighted mean of 4.31 (SD = 0.41) on a 5-point Likert scale. Among the dimensions of social media use, marketing and promotion obtained the highest mean score (M = 4.45, SD = 0.38), followed by customer engagement (M = 4.34, SD = 0.40), business communication (M = 4.29, SD = 0.43), and information dissemination (M = 4.17, SD = 0.44). These results suggest that businesses actively utilize social media platforms to promote products, interact with customers, and communicate essential business information.

With regard to business management strategies, respondents demonstrated a high level of strategic practice, with an overall weighted mean of 4.27 (SD = 0.39). Customer relationship management was rated highest (M = 4.36, SD = 0.37), followed by planning (M = 4.28, SD = 0.40), decision-making (M = 4.25, SD = 0.41), and competitive positioning (M = 4.20, SD = 0.42). These findings indicate that businesses consistently employ structured and customer-centered management approaches.

Correlation analysis using the Pearson Product-Moment Correlation revealed a significant positive relationship between social media use and business management strategies ($r = 0.65$, $p < 0.01$). This result implies that businesses with higher levels of social media utilization tend to implement more effective and strategic management practices. Overall, the findings highlight the important role of social media as a strategic tool that supports effective business management and organizational decision-making.

Discussion

The high level of social media utilization among businesses in Guimaras indicates a strong recognition of digital platforms as essential components of modern business operations. The prominence of social media in marketing and promotion reflects a shift away from traditional advertising toward digital marketing approaches that allow businesses to reach customers more efficiently, cost-effectively, and interactively.

The strong emphasis on customer relationship management suggests that social media platforms enable businesses to communicate directly with customers, address concerns promptly, and gather valuable feedback that informs management decisions. This supports the view that social media enhances customer engagement, trust, and brand loyalty, all of which are critical elements of successful business management.

The significant positive relationship between social media use and business management strategies further reinforces the idea that social media functions not only as a marketing tool but also as a strategic resource for planning and decision-making. Businesses that actively engage in social media are better positioned to analyze market trends, understand customer preferences, and respond effectively to competitive challenges. Overall, the findings underscore that the effective use of social media strengthens business management strategies and contributes to organizational effectiveness and sustainability.

Conclusion

The study concludes that social media plays a vital and influential role in enhancing business management strategies among enterprises in the Province of Guimaras. The high level of social media utilization, particularly in marketing, customer engagement, and communication, indicates that businesses have increasingly embraced digital platforms as essential tools for achieving organizational goals. This widespread adoption reflects a growing recognition of social media as an effective medium for reaching customers, promoting products and services, and strengthening brand presence.

Furthermore, the findings reveal that businesses demonstrate strong business management strategies, particularly in customer relationship management, planning, and decision-making. The significant positive relationship between social media use and business management strategies confirms that effective utilization of social media contributes to improved managerial practices. Businesses that actively engage on social media platforms are better equipped to understand customer needs, respond to market trends, and make informed strategic decisions.

Overall, the study affirms that social media is not merely a promotional tool but a strategic resource that supports efficient management, competitiveness, and business sustainability. Integrating social media into business operations enhances organizational performance and enables businesses to adapt effectively to the demands of a dynamic and competitive business environment.

Recommendations

Based on the conclusions of the study, business owners and managers are encouraged to strengthen their social media presence by developing clear and well-defined digital marketing plans that align with their overall business strategies in order to maximize its benefits. Training and capacity-building programs should be conducted to enhance the skills of business owners and employees in social media management, content creation, and data analytics to support informed decision-making. Local government units and business support agencies may initiate workshops and mentoring programs focused on digital entrepreneurship to assist small and medium enterprises in effectively integrating social media into their management practices. Businesses are also encouraged to utilize social media analytics to monitor customer behavior, evaluate marketing effectiveness, and improve planning and decision-making processes. Finally, future researchers may explore additional variables such as business performance, customer satisfaction, and financial outcomes to further examine the long-term impact of social media on business success.

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