

# Relationship between Digital Marketing and Economic Stability of Online Sellers in Panabo City

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## Abstract:

The world is drastically changing through time. Most people nowadays use technology likes: mobile phones and computers. Many technological advancements arise. People can do online shopping and many more through an internet connection since it saves a lot of time. The purpose of the undertaken study is to examine the effectiveness of online digital between digital marketing and the economic stability of online sellers as a strategic tool for building brand sustainability. For this purpose, we survey in Panabo City to collect the data we need and we used technologies for marketing and the effectiveness of online selling.

The researchers have taken 60 responses through a modified questionnaire and used a consent quantitative research method. Moreover, the researchers aim to identify the online sellers' factors that will produce a success of a good quality of the product. The results show a high level of online sellers between digital marketing it has also been found out that among indicators of online sellers' attention and satisfaction are two predictors of online marketing. Furthermore, the outcomes have significant industrial implications for the marketers and consumers that they can devise effective marketing strategies to maintain optimum market share and competitive advantages.

*Keywords* —digital marketing, economic stability, brand sustainability,online sellers, Panabo City

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## I. INTRODUCTION

People nowadays are exposed to internet. With how accessible the internet is today, the number of people who go online are still increasing. In fact, "constant" internet usage among adults increased by 5% in just the last three years, according to Louis Alexander [1]. Online shopping is one of the commonly used mediums for convenient shopping. It is, in fact, a popular means of shopping among the Internet community [4]. No matter clothes, electronics, or pets, online shopping trend is becoming more popular with each passing day. Hundreds of websites and applications are being

created and deployed every year to cater this rising demand of comfortable shopping trends [5]. In such, most business that people got their selves into is online selling. Online selling is the act or process of selling goods, products or services via an internet or mobile app, auction site, online classified advertisement, online shop, social networking, social media or web shop.

Communication technologies have become advanced since last decade of the twentieth century that accelerated the process of globalization. Presently most of the nations are ready for the electronic economy and to build e-business infrastructure. It is necessary for different countries

to develop specialized e-business strategies that exploit their unique capabilities and resources, and even geographic positions. There is also a need for a variety of models for building e-business infrastructure and participating in global e-commerce. Global e-business is growing speedily and several trillion dollars are being exchanged annually over the web.

Companies must assess global markets and broaden online in developed countries as well as in the emerging economies of other nations like China, Brazil, and India to exploit the technology of global e-business. Companies may proactively utilize global e-business opportunities and take benefits of e-commerce, or may implement a protective approach to new global competition that intimidates their business. Domestic businesses will progressively feel more pressure of international competition as e-business will offer companies a platform to fight at universal level. The combination of telecommunications and computer technology has initiated business organizational system known as the internet that offered example of ecological business development.

The internet symbolizes a new and important technology that has received more attention from academicians, entrepreneurs, business and investors [13]. The expansion of e-commerce, facilitated through the internet as a channel, suggests both the emergence of a new business environment, and the likelihood of catastrophic change within the previous environment. The emergence of the information age and the initiation of the internet have resulted in transformations and these outcomes forced companies to review their organizational models used to explain business management. Hannan and Freeman [14] developed the basis of organizational ecology in an attempt to describe the existence of organizations. Since then, organizational ecologists have theorized that environmental pressures considerably impact the triumph of an organization with regard to its form, function, and overall strategy.

Efficient and affordable e-commerce can help sustain economic activities and drive growth as the

country continues to manage COVID-19 risks and transitions to the new and better normal, the National Economic and Development Authority said “Online shopping and marketing platforms will play bigger role in the new normal as businesses and consumers increase the use of electronic transactions, including cashless payment system and other financial technology platforms,” said NEDA Acting Secretary Karl Kendrick T. Chua. The NEDA-led Inter-agency Task Force Technical Working Group for Anticipatory and Forward Planning (IATF-TWG for AFP) launched three separate surveys from April 5-8, 2020, targeting the consumers, agriculture, industry and services sectors and the general public [12]. Moreover, many had difficulty in accessing goods and services because of the closure of business establishments, imposition of early curfews, and lack of public transportation.

According to a journal, in local issue digital platforms are recasting the relationships between customers, workers, and employers as the silicon chip’s reach permeates almost everything people do—from buying groceries online to finding a partner on a dating website [15]. As computing power improves dramatically and more and more people around the world participate in the digital economy, we should think carefully about how to devise policies that will allow us to fully exploit the digital revolution’s benefits while minimizing job dislocation. This digital transformation results from what economists who study scientific progress and technical change call a general-purpose technology—that is, one that has the power to continually transform itself, progressively branching out and boosting productivity across all sectors and industries. Such transformations are rare.

Therefore, this study sought to address that problem by identifying and measuring the effectiveness of online business factors that successfully produce a good consumer and buyers specifically in shopping /e-commerce and will conform to the standards. In this case, we will look how consumer’s engagement fosters the products

outcome and what people attention and attraction. And its help us to consume a time management.

*Theoretical Framework*

The study is anchored on "Sharing Economy" theory/concept by Lawrence Lessig, he was possibly first to use the term in 2008. It emphasizes the used to study peer-to-peer-based activity of obtaining, giving, or sharing the access to goods and services, coordinated through community-based online services [16]. The above-mentioned concept is support by Mr. Darren Sharp. This theory indicates that people share their intangible assets and underutilized tangible assets for money or for free with the help of the Internet which results in a new business model and creates a unique research area.

As applied to our study, this theory holds that we would expect our independent variable which is digital marketing to influence or explain the dependent variable which is economic stability because with digital marketing the economic stability of the online seller will be good in terms of price stability, full employment and economic growth. Online sellers shared their goods with their family, friends and neighbors since they started to live in communities (Belk 2014b; Schor 2014). With the development of the Internet, several new business models and new types of companies were born (Schmuck 2015) that made the commerce much easier. In that way, people who are unemployed will have the chance to have a work that can help them sustain their needs in their daily life.

*Conceptual Framework*

Figure 1 presents the conceptual model that will be used in this study. The diagram shows the relationship between digital marketing and Economic Stability of Online Sellers.

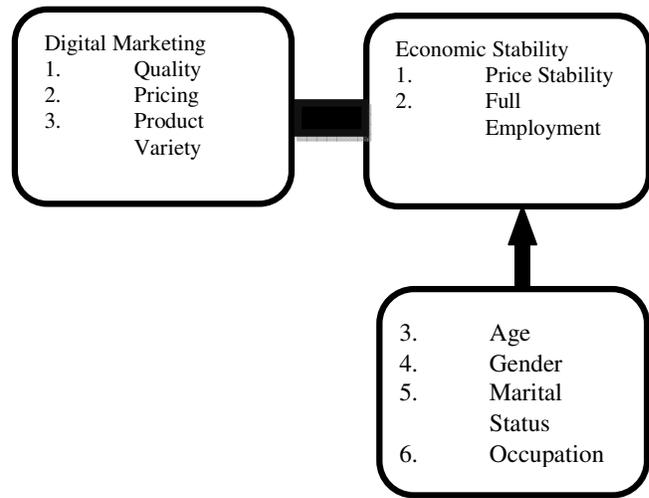


Figure 1. Conceptual Framework of the Study

The standard graph shows about what will be the process to answer the research problem. The first box in the left side represents the independent variable that contains its indicators to be discussed and explore meanwhile to the right side represents the dependent variable to test if the both variables have a relationship or difference. The lower box represents the moderating variables that could affect the relationship of two-variables.

*Research Questions*

This study aimed to identify the relationship between digital marketing and economic stability of online sellers in Panabo City, Davao del Norte. Specifically, it sought answers to the following questions:

1. What is the demographic profile of online sellers in Panabo City in terms of: Gender; Age; Marital Status; and Occupation?
2. What is the level of digital marketing in terms of: Quality; Pricing; and Product Variety?
3. What is the level of economic stability in terms of : Price Stability; and Full employment?

4. Is there a significant difference in the level of economic stability of online sellers: Age; Gender; Marital Status; and Occupation?

5. Is there a significant relationship between digital marketing and the level of economic stability of online sellers?

#### *Null Hypothesis*

1. There is no significant difference on the level of economic stability of online sellers when group according to: Age, Gender, Marital Status and Occupation.

2. There is a significant relationship between digital marketing and the level of economic stability of online sellers.

## **II. METHODOLOGY**

### *Research Design*

The researchers used the non-experimental design and correlational approach in order to examine the extent in which two or more variables relate to one another. The researchers want to conduct the relationship between or among variables exists. Non-experimental research is research that does not manipulate an independent variable, assign participants randomly to conditions or conditions order, or all characteristics applicable to experimental designs [17].

In situations where the research question or hypothesis may be about one variable rather than about the relationships between variables, non-experimental research is used. Understanding the associations and relationships that exist among human phenomena is a major incentive for scientific investigation in all of the social science disciplines, and that motivation surpasses even the most differentiated model distinction between various research methods [3]. In this research, the researchers investigated the significant relationship between digital marketing and the economic stability of online sellers. The research design used in this study allows the researchers to examine the relationship between digital marketing and the economic stability of online sellers.

The data can be used to look for the relationships and therefore can be used to make predictions [2]. Moreover, quantitative research design had been utilized in this study to describe problems descriptively and numerically as it will use mathematical and statistical means to measure results and to come up with a decision on whether to accept or reject a hypothesis [2].

### *Research Locale*

This research study was conducted in Panabo City, a city in the Province of Davao del Norte which was located between the City of Davao and the Municipality of Carmen. It has forty barangays. Panabo City is also known as the banana capital of the Philippines.

### *Participants of the Study*

The participants of this study were the 60 online sellers in Panabo City. Moreover, to get the sample size, the researcher used a stratified random sampling technique using Slovin's formula. Using such a technique, the number of samples would be adequately be divided to the barangays of Panabo City, within the Poblacion area like Brgy. Sto. Niño, San Francisco, New Pandan, Gredu, New Visayas, and only focus on the online sellers. The researchers considered this technique to avoid researchers' sets of biases and prejudices before conducting the study.

### *Sampling Techniques*

Stratified random sampling was be used in this study which involves the division of the population into smaller subgroups, known as strata. In stratified random sampling, the strata will be formed based on the respondents' shared attributes. In this study, the online sellers are the strata and are divided among the barangays in Panabo within the Poblacion area. One of the criteria was that they are an online seller and they can receive the income of having good buyers by the consumer, can give necessary information on what was needed for the study, from 134 population, researcher obtained 100 sample size using Slovin's Formula. The

participants of this study were the online sellers in the selected barangays in Panabo City within the Poblacion area, which has the greatest number of online sellers.

*Statistical Treatments*

All the responses gathered from the survey questionnaire of the respondents were collected, tallied, and subjected to certain statistical treatments. The data were coded and tabulated for better interpretation and presentation of the results.

The researchers asked assistance from the statistician to analyze and interpret the results utilizing the appropriate statistical tool.

1. T-test – This was used to determine the significant difference between digital marketing and economic stability.

2. Mean – This will be used to determine the level of digital marketing and economic stability among online sellers.

3. Pearson Product-Moment Correlation Coefficient- This will be used to determine the significant relationship between digital marketing and economic stability among online sellers.

4. ANOVA – This will be used to determine the significant difference between the indicators of digital marketing and economic stability.

*Data Collection Procedures*

In gathering applicable information for this study, the researcher requested a consent lead of the study through a composed correspondence to the different barangay chairman of Panabo City. The endorsed letter was included to the letter for the respondents, asking for consent for the researchers to conduct the study. At that point, the researcher manages and convey the survey to the respondents to guarantee complete recovery of the poll.

After the request will be granted, the researchers will personally administer the survey to the selected online sellers in Panabo City. All questionnaires have been accounted for and retrieved following a strict schedule of two days within a week after the administration. The questionnaires will be collated and tallied for statistical analysis. Next, the

tabulated data of surveyed responses were consolidated and summarized using MS Excel and an electronic copy of the data will be sent to the statistician for statistical treatment.

*Research Instrument*

A researcher-made survey questionnaire is used in this study. The researchers come up with two survey questionnaires- one is the digital marketing survey questionnaire, and the other one is the economic stability survey questionnaire. Both survey questionnaires are submitted for approval and validation by the panel of experts and it earns an overall rating of 3.86, which is described as a very good validity index. The said questionnaires have also undergone pilot testing among thirty (30) online sellers who were not included in the study. The results of Cronbach Alpha for both independent and dependent variables were .864 and .922, respectively. Results of the pilot test show that the items of the questionnaires are reliable since they are above 0.7 [18]. To determine the appropriateness of the questions to the study, revisions and modifications were made. Polishing and refining the said questionnaires are likewise done.

The first and second survey questionnaires were all given to the online sellers in Panabo City. The five-point Likert Scale was utilized to determine the level of digital marketing and economic stability among online sellers. However, each indicator has its scaling. Below is the general five-point Likert scale for the digital marketing and economic stability among online sellers in Panabo City.

TABLE I  
SCALE FOR DIGITAL MARKETING

Scaling	Range of Means	Descriptive Rating	Descriptive Interpretation
5	4.20 – 5.00	Strongly Agree	Very High
4	3.40 – 4.19	Agree	High
3	2.60 – 3.39	Neutral	Neutral
2	1.80 – 2.59	Disagree	Low
1	1:00 – 1.79	Strongly Disagree	Very Low

TABLE II  
SCALE FOR ECONOMIC STABILITY

Scaling	Range of Means	Descriptive Rating	Descriptive Interpretation
5	4.20 – 5.00	Always	Very High
4	3.40 – 4.19	Oftentimes	High
3	2.60 – 3.39	Sometimes	Neutral
2	1.80 – 2.59	Rarely	Low
1	1.00 – 1.79	Never	Very Low

*Ethical Considerations*

To ensure the ethical guidelines in conducting research, the following would be observed:

First, the researcher provided a letter of approval from the different barangay chairman of Panabo City before conducting and gathering data from the respondents and would ask consent to the participants if they wish to participate in the study.

The following study protocol assessment criteria will also be considered:

1. Voluntary participation- The respondents of this study were given free-will to participate without any form of consequence or penalty or loss of benefits. There is also no coercion among the respondents. Therefore, the purpose and the benefits of the study were described and presented. Then, the rights of the respondents to contribute to the body of knowledge will be carefully considered and adhered to.

2. Privacy and confidentiality- The researchers protected the privacy and with utmost confidentiality of the respondents’ personal information that may be required in the study.

3. Informed consent process- The research questionnaires were free from technical terms that made it easier for the respondents to understand. It gives the respondents a clear view of the benefits they may get after the conduct of this study. The research questionnaires will be administered with consent to the online sellers in Panabo City. Moreover, online sellers who are below 18 years of age were given their parent’s consent. The researcher gave a parental consent form indicating that their child participated as respondents of the study but this is not mandatory.

4. Recruitment- The distribution of the respondents showed how the respondents were disseminated. Furthermore, the data collection procedures indicated as well as how the questionnaires have been administered, and the manner of respondents involved in the study.

5. Risk- The study did not involve high-risk situations that the respondents may experience in physical, psychological, or socio-economic concerns. The study involved the information gathered on digital marketing and the economic stability of online sellers.

6. Benefits- The results and findings of this study would benefit the online sellers in a way that digital marketing can improve the economic stability of the online sellers.

7. Plagiarism- The study has no trace or evidence of misrepresentation of someone else’s work as their own. The study undergoes a plagiarism detector like Grammarly.

8. Fabrication- The study has no trace or evidence of intentional misinterpretation of what has been done. There had been no making up of data and results in purposefully putting forward conclusions that are not accurate.

9. Falsification- The study has no trace of purposefully misrepresenting the work to fit a model or theoretical expectation. Also, it has no evidence of over clamming or exaggeration.

10. Conflict of interest- The study has no trace of conflict of interest, for example, the disclosure of the conflict of interest which refers to the conditions concerning the primary interest of the participants that may compromise confidentiality and validity of the research motivated by a secondary interest i.e. financial and academic gains.

11. Deceit- The study has no trace of misleading the respondents to any potential harm.

**III. RESULTS AND DISCUSSION**

This chapter presented the results and discussions of the study. It comprised Table 1. Demographic Profile of online sellers in terms of Age, Gender, Marital status and Occupation Table 2. Level of

digital marketing in terms of Quality, Pricing and Product Variety Table 3. Level of Economic Stability in terms of Price Stability and Full employment Table 4. Test of Significant difference in the level of economic stability of online sellers Table 5. Test of Significant Relationship between digital marketing and Economic Stability of online sellers.

*Demographic Profile of Online Sellers*

TABLE III  
DEMO GRAPHIC PROFILE OF ONLINE SELLERS IN PANABO CITY IN TERMS OF GENDER, AGE, MARITAL STATUS, AND OCCUPATION

Characteristics (n = 60)	Level	Frequency	Percent
Age Group	15-20	11	18.3 %
	21-25	34	56.7 %
	26-30	14	23.3 %
	31-35	1	1.7 %
	36-40	0	0
	41-50	0	0
	51 and above	0	0
Gender	Female	51	85 %
	Male	9	15 %
Marital Status	Single	44	73.3 %
	Married	14	23.3 %
	Separated	2	3.3 %
Occupation	Student	25	41.7 %
	Employee	22	36.7 %
	Businessman/ women	6	10 %
	Housewife	7	11.6 %
Are you an online seller?	Yes	60	100%
	No	0	0

There are eleven (11) participants between the age of 15-20 which has 18.3 percent, the age between 21-25 has thirty-four (34) numbers of participants which has 56.7 percent, the age between 26-30 has fourteen (14) numbers of participants which has 23.3 percent, the age between 31-35 has only one (1) participant which has 1.7 percent and the age between 36-40, 41-50 and 51 and above has zero (0) participant which has 0 percent. It indicates such terms such as age, the age group of 21-25 has a higher number of online sellers compared to the other age.

There are fifty-one (51) female participants of online sellers which has 85 percent and there are nine (9) participants of males of online sellers which has 15 percent. It indicates some terms such as gender and female have a higher number of online sellers than males. The single online sellers have forty-four (44) numbers of participants which has 73.3 percent, the married online sellers have fourteen (14) numbers participants which has 23.3 percent, and the separated online sellers which have two (2) numbers of participants which has 3.3 percent. It indicated that in terms of marital status, single people have higher numbers of online sellers than married and separated online sellers.

The students have twenty-five (25) numbers of participants which has 41.7 percent, the employee has twenty-two (22) numbers of participants which has 36.7 percent, the businessman/ woman has six (6) numbers of participants which has 10 percent, the housewife has seven (7) numbers of participants which has 11.6 percent. It indicated that in terms of occupation, students have a higher number of online sellers than the employee, businessmen/women, and housewives. Thus, the researchers conclude that the demographic profile of the online sellers are based on their age, gender, status, occupation. Moreover, the ages were among 21-25 years old and usually they are female online seller and most of them are students and single.

*Level of Digital Marketing*

TABLE IV  
LEVEL OF DIGITAL MARKETING IN TERMS OF QUALITY, PRICING AND PRODUCT VARIETY

Indicator SD	Mean	Descriptive Level
Quality 0.58	4.31	Very High
Pricing 0.52	4.11	High
Product Variety 0.42	4.03	High
<b>Overall 0.43</b>	<b>4.15</b>	<b>High</b>

The table 4 shows the level of digital marketing, as you can observed the overall results of digital marketing is high in which the combined marks of quality, pricing and product variety in online selling is increasing and it illustrates that the online seller and buyers online has a high expectation and it reached the overall outcomes that the consumers are satisfied with quality of the product regardless to its price. It is evident especially nowadays that the online products are proportionally increasing due to this pandemic. Based on the results the overall descriptive level of digital marketing in terms of quality, pricing and product variety is high. Thus, there is no significant difference between digital marketing and economic stability.

Digital and social media marketing helps businesses to reach their marketing targets at a reasonably low cost [19]. More than 50 million registered companies have Facebook accounts and over 88 percent of firms use Twitter for their marketing purposes [6]. In order to build awareness of public programs and political promotions, digital and social media tools and applications have also been commonly used [7]. Individuals spend a growing amount of time looking for information online, connecting with other customers about their experiences and interacting with businesses about goods and services. Organizations have responded to this shift in customer behavior and customer satisfaction by making digital and social media an integral part of their business marketing plans [8][11].

*Level of Economic Stability*

TABLE V  
LEVEL OF ECONOMIC STABILITY IN TERMS OF PRICE STABILITY AND FULL EMPLOYMENT

Indicator SD	Mean	Descriptive Level
Price Stability 0.40	4.04	High
Full Employment 0.41	4.02	High
<b>Overall 0.36</b>	<b>4.03</b>	<b>High</b>

The table 5 presented the level of economic stability of doing or having online business. This kind of business can also affect the economic stability and growth for the reason that in today's generation our economy is now engaging to modern world that most of the people are relying their incomes via online and by using those innovation it greatly affects our economic growth. In this table the digital marketing has huge impact in our economic stability and it's clearly stated above the level and numbers/percentage of this in our economy.

The result gives us the standard deviation of 0.36, mean of 4.03 and the overall descriptive level of this variable is high wherein the price stability and full employment of doing or having online business is proportionately increasing and it gives us the outcomes that digital marketing influenced our economic stability. [20]/ Digital marketing is a contemporary form of marketing and it includes those marketing efforts that send a message from a source (Business Entity) to a receiver (Potential customer) through digital tools, platforms and the internet. When more and more shoppers no longer necessarily go to the nearest store, but instead grab the nearest digital device to buy products and services, online marketing and retailing are rapidly changing. Economic stability varies from perspective to perspective. Some follow an approach that assumes that all economies are stable, with the exception of extreme unpredictable situations. As a part of its 'natural' stability, they prefer to accept relatively large fluctuations in the economy.

*Significant difference between digital marketing and economic stability*

The table 6 shows the results of the significant difference of digital marketing and economic stability. The statistician used the t-test in order to compare the two variables. It is a standardized value that is calculated from the sample data during the hypothesis test. The result shows that the mean of the digital and economic stability is approximately .12267, standard deviation of .35891

and an interval of the difference range to 0.2995 (Lower) and .21538 (Upper). The significance of the two variables (2 tailed) results .010.

TABLE VI  
TEST OF SIGNIFICANT DIFFERENCE IN THE LEVEL OF ECONOMIC STABILITY OF ONLINE SELLERS

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
DigitalMarketing - EconomicStability	.12267	.35891	.04634	-.02995	.21538	2.647	59	.010

The main difference between economics and marketing, Hausman (2014), is that economists assume that customers are rational and pursue goods that have the greatest value.

*Significance of the Relationship between Digital Marketing and Economic Stability*

TABLE VII  
TEST OF SIGNIFICANT RELATIONSHIP BETWEEN DIGITAL MARKETING AND ECONOMIC STABILITY OF ONLINE SELLERS.

Digital Marketing	Economic Stability Price Stability	Economic Stability Full Employment	Overall
Quality	0.360** (0.005)	0.343** (0.007)	0.397** (0.002)
Pricing	0.569** (0.000)	0.549** (0.000)	0.631** (0.000)
Product Variety	0.429* (0.001)	0.398** (0.002)	0.466** (0.000)
<b>Overall</b>	<b>0.538** (0.000)</b>	<b>0.513** (0.000)</b>	<b>0.593** (0.000)</b>

The table 7 presented the significant relationship between digital marketing and economic stability to online sellers. Digital marketing and economic stability have a strong connection to each other. The connection of these two has a huge impact in our economy's growth as it helps the online sellers to improve their business, make it bigger and bigger that help them reach other places and sell more products. The result of the table state that there is a significant relationship between digital marketing and economic stability of online sellers. Increasing the relationship between economic growth and e-marketing, is the outcome of the efficient ability of e-marketing companies and also provides high productivity in the presentation of products and services on Internet pages dedicated to companies. For its role in opening new markets and helping to encourage pro marketing, e-marketing is of great importance.

The digital marketing and economic stability are interrelated to each other in which these two variables affect each other. There is a huge probability that online selling affects our economy's growth and firmness. This study is somehow related to the study of [21] wherein in his article he stated that "in order to succeed, local businesses rely on the interest and company of their target customers. The meteoric rise in online shopping poses both obstacles and opportunities for this crucial mission to be accomplished. Shopping online isn't going anywhere.

How consumers approach shopping has profoundly changed e-commerce. The practice's simplicity means that e-commerce is likely to continue to rise in popularity. Local industries should welcome it instead of battling this new truth. They can create a website and ad campaigns through digital marketing that will get them in front of their target audiences. Competing against large corporations is not difficult. It simply needs a smart online strategy, and a competent digital marketing company such as distinct.

#### **IV. CONCLUSIONS**

The level of digital marketing in terms of quality, pricing, and product variety the results of descriptive level are high. The overall descriptive level of this indicators is high. It implies that, the customers are satisfied with the pricing, quality and product variety of the online sellers.

The level of economic stability when it comes to price stability and full employment are all high. It implies that, online selling can affect the economic stability.

There is a significant difference between digital marketing and economic stability based on p-value ( $p < 0.05$ ). It implies that, the digital marketing and economic stability has a distinction.

There is significant relationship between digital marketing and economic stability based on p-value of 0.000 which is lower than the alpha coefficient 0.05. It implies that, the digital marketing and economic stability was connected or related to each other.

The digital marketing and economic stability are interconnected due to a reason that online selling has an enormous impact in the economic growth.

Based on the conclusions, the following recommendations are forwarded: On this study, Online Sellers who have a big business already may conduct a seminar regarding the importance of digital marketing in online selling and to promote positive engagement among online sellers in online business. To the online sellers, you may attend seminars and trainings that your place or barangay conducted regarding to online selling in order to help yourself boost your confidence and gain a positive mindset. Eventually, there are some and recent studies that are similar to this study and you can look for it to understand the issue better.

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