

**Chatter that Matters: Word-of-Mouth Marketing of Selected Micro Businesses and Small and Medium Enterprises in Malolos City, Bulacan**

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Abstract

The study quantified the usage of and range of word-of-mouth (WOM) marketing, and analyzed the present state and satisfaction with WOM marketing tactics of selected micro businesses, small and medium enterprises in Malolos City, Bulacan. Purposive and convenience sampling were employed on marketers and owners who were available and who were willing to participate in the study using structured interview questions. 125 companies situated only in Malolos City proper and proximate places were selected. Results revealed that a significant number of selected micro, small and medium businesses in Malolos considered using WOM marketing/social media as well as increasing budget allocation for such. Albeit majority are in agreement that WOM is more effective than traditional marketing, customer service was still considered a major spending item.

*Keywords:* word-of-mouth, WOM, marketing, micro business, small medium enterprises, SMEs