

From Chisel to Click: Social Media and Customer Engagement in The Wood Carving Industry of Paete, Laguna

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Abstract - This study examines the role of social media in enhancing customer engagement within the woodcarving industry of Paete, Laguna, by investigating how local artisans utilize digital platforms to promote their craft and foster meaningful relationships with consumers. A mixed-methods approach was employed, incorporating a quantitative survey of 100 respondents from Paete, Lumban, Pagsanjan, Sta. Cruz and Pila, alongside qualitative semi-structured interviews with five woodcarver entrepreneurs. The survey assessed demographic profiles, social media usage in terms of content quality, interaction, relevance, and customer engagement. Interviews provided deeper insights into digital marketing practices. Data were analyzed using descriptive statistics, weighted means, Chi-square tests, and Spearman's correlation for the quantitative data, while thematic analysis was used for qualitative findings. The results revealed a significant relationship between monthly income and social media engagement, while other demographic factors had no significant effect. Both surveys and interviews emphasized that content quality, interactivity, and cultural relevance have a significant influence on customer engagement. Overall, social media was found to be not only a promotional tool but also a vital medium for preserving cultural heritage, strengthening consumer relationships, and supporting the growth of Paete's woodcarving industry.

Index Terms - Chisel, Customer Engagement, Social Media, Wood Carving Industry

I. INTRODUCTION

The woodcarving industry in Paete, Laguna, renowned as the "Carving Capital of the Philippines," represents a rich cultural heritage that has been passed down through generations. Historically, the industry relied on local markets and word-of-mouth promotion. However, with the rise of digital platforms, artisans face challenges in adapting to modern consumer behavior. Increasing internet penetration and social media usage provide unprecedented opportunities for artisans to extend

their reach, engage customers, and promote their craft beyond local boundaries. Despite this, many artisans lack the necessary skills and knowledge to fully leverage these platforms.

Social media has emerged as a powerful tool for enhancing customer engagement, building trust, and sustaining business growth. Content quality, interactivity, and cultural relevance are key factors influencing online consumer behavior, shaping perceptions of authenticity and brand credibility. In Paete's woodcarving industry, the effective use of social media strategies is crucial for both business sustainability and the preservation of cultural identity.

This study investigates how local woodcarvers in Paete, Laguna, utilize social media platforms to promote their products, connect with consumers, and maintain meaningful interactions. The study explores the relationship between social media content quality, interaction, relevance, and customer engagement, aiming to provide practical insights for artisans to combine traditional craftsmanship with modern digital marketing strategies to achieve both business growth and cultural preservation.

II. METHODS

This research employed a mixed-methods design, combining both quantitative and qualitative data to explore the role of social media in enhancing customer engagement in Paete's woodcarving industry. The integration of both data types allows for capturing measurable trends as well as personal experiences, offering a comprehensive understanding of how digital platforms influence consumer behavior and artisan practices (Creswell, 2018).

Study Area and Participants:

The study was conducted in Paete, with additional data collected from nearby towns including Lumban, Pagsanjan, Sta. Cruz, and Pila. A total of 105 participants were involved: 100 consumers and five woodcarver entrepreneurs. Convenience sampling was used to select respondents who were actively engaged with woodcarving products and social media, ensuring a diverse range of perspectives.

Instruments and Data Collection:

Two primary instruments were used for data collection:

1. **Structured Survey:** This survey measured the demographic profiles of respondents, their social media preferences, the extent of social media usage, and levels of customer engagement.

2. **Semi-Structured Interviews:** Interviews were conducted with five woodcarver entrepreneurs to gather qualitative insights on promotional strategies, authenticity, and customer connections.

Quantitative data were analyzed using descriptive statistics such as frequencies, percentages, weighted means, and ranks. Inferential tests, including the Chi-square test and Spearman's correlation, were employed to examine relationships between demographics, social media use, and customer engagement. Qualitative data were thematically analyzed to identify patterns related to content quality, interaction, and relevance.

III. RESULTS AND DISCUSSIONS

Profile of the Respondents

The findings showed that most respondents were male and aged 21–30, indicating that young adults formed the core audience for woodcarving products. This demographic was digitally active and more likely to respond to interactive promotions and modern online marketing strategies.

Nearly half of the respondents were college graduates, suggesting an educated audience capable of understanding product information online. Most had a monthly income between Php 18,201 and Php 36,400, with only a few in higher brackets, highlighting the predominance of lower-middle-income households and their influence on purchasing behavior and price sensitivity.

In terms of social media use, Facebook was the most popular platform, followed by YouTube, TikTok, and Instagram. This indicated that Facebook served as the main channel for engaging customers, while other platforms supported broader market reach. Overall, young, educated males with lower-middle incomes represented the primary customer base, providing insights for targeted digital marketing strategies.

Table 1. Extent of Social Media

Aspect	Mean	SD
Content Quality	3.60	0.55
Interaction	3.46	0.63
Relevance	3.63	0.53

The findings revealed that respondents perceived a high level of engagement with wood carving businesses through social media. Among the three aspects, Relevance received the highest mean of 3.63 with a standard deviation of 0.53, showing that content reflecting cultural significance, consistent quality, and personalized recommendations was highly valued. Content Quality followed closely with a mean of 3.60 and a standard deviation of 0.55, indicating that clear images, detailed product information, and storytelling about designs effectively attracted customer attention. Interaction had the lowest mean of 3.46 with a standard deviation of 0.63, suggesting that active engagement like live selling, social media polls, and prompt responses were important, though respondents had more varied experiences.

The results of the Extent of Social Media in terms of Content Quality can be seen in Table 2.

Table 2. Content Quality

Statement	Weighted Mean	Interpretation
I..		
1. Become more interested in a wood carving product when I see clear and high-quality pictures or videos.	3.64	Strongly Agree
2. Trust a wood carving business more when they provide complete product details, such as size, material, and price.	3.69	Strongly Agree

3. Enjoy watching videos that show how wood carvings are made.	3.58	Strongly Agree
4. Feel more likely to buy a wood carving if I see customer reviews and testimonials on social media.	3.53	Strongly Agree
5. Like reading captions that share the stories and inspiration behind wood carving designs.	3.58	Strongly Agree
Total:	3.60	To a Great Extent

Table 2 shows the extent of Content Quality in social media posts for wood carving businesses. The highest mean (3.69) indicates that providing complete product details, such as size, material, and price, is highly valued by respondents. Clear and high-quality pictures or videos followed (3.64), emphasizing the importance of visual appeal in attracting interest. Watching videos that demonstrate the wood carving process (3.58) and reading captions about the inspiration behind designs (3.58) both show that informative and storytelling content resonates well with customers. Customer reviews and testimonials scored the lowest (3.53), yet respondents still strongly agreed on their role in influencing purchase decisions. The total mean (3.60) indicates that overall, high-quality and informative content strongly contributes to engaging customers.

The results of the Extent of using Social Media in terms of Interaction can be seen in Table 3.

Table 3. Interaction

Statement	Weighted Mean	Interpretation
I..		
1. Like, share, or comment on social media posts about wood carvings.	3.16	Agree
2. Feel more comfortable buying wood carvings when a business replies quickly to my messages or comments.	3.52	Strongly Agree

3. Enjoy watching live selling videos where wood carving businesses show their products while interacting with viewers by answering comments and questions.	3.39	Strongly Agree
4. Appreciate businesses that ask for my opinion through social media polls or surveys.	3.57	Strongly Agree
5. Become more interested in a wood carving business when they engage with	3.65	Strongly Agree
Total:	3.46	To a Great Extent

Table 3 shows the extent of Interaction in social media posts for wood carving businesses. The highest mean (3.65) indicates that respondents become more interested in a wood carving business when it actively engages with them, highlighting the importance of proactive communication. Being asked for opinions through polls or surveys followed (3.57), showing that participatory strategies are valued by customers. Quick replies to messages or comments (3.52) and enjoying live selling videos where products are shown while interacting with viewers (3.39) reflect that responsiveness and direct engagement strengthen customer interest. Liking, sharing, or commenting on posts scored the lowest (3.16), suggesting that passive interaction has a smaller influence on customer engagement. The total mean (3.46) indicates that overall, interactive practices on social media contribute greatly to maintaining customer interest.

The results of the Extent of Social Media in terms of Relevance can be seen in Table 4.

Table 4. Relevance

Statement	Weighted Mean	Interpretation
I..		
1. Believe that wood carving businesses that share educational content about wood carving traditions and	3.64	Strongly Agree

techniques make their brand more meaningful.		
2. Consider wood carving businesses more valuable when their social media content reflects the cultural significance of their craft.	3.64	Strongly Agree
3. Feel more connected to a wood carving business when their posts are consistent with the quality and style of their actual products.	3.66	Strongly Agree
4. Appreciate wood carving businesses that provide personalized recommendations based on my past interactions or interests.	3.58	Strongly Agree
5. Trust wood carving businesses that feature collaborations with well-known artists, designers, or cultural organizations.	3.64	Strongly Agree
Total:	3.63	To a Great Extent

Table 4 shows the extent of Relevance in social media posts for wood carving businesses. The highest mean (3.66) indicates that respondents feel more connected to a wood carving business when its posts are consistent with the quality and style of their actual products, highlighting the importance of authenticity. Sharing educational content about wood carving traditions and techniques (3.64), reflecting the cultural significance of their craft (3.64), and featuring collaborations with well-known artists or organizations (3.64) also demonstrate that content with cultural and informative value resonates strongly with customers. Personalized recommendations based on past interactions or interests scored slightly lower (3.58), yet

respondents still strongly agreed on their influence in enhancing engagement. The total mean (3.63) suggests that overall, relevant and culturally meaningful content significantly strengthens customer connection to wood carving businesses. Presented below are the statements gathered from the Woodcarver Entrepreneurs (WE) during the interview regarding the role of social media in terms of content quality, interaction, and relevance:

WE1: Highlights the background of the craft through storytelling, which helps build trust and communicate the true value of the work.

WE2: Demonstrates transparency by openly showing both the carving process and the finished works, which attracts more buyers and strengthens credibility.

WE3: Combines quality craftsmanship with fair pricing, allowing him to gain customer loyalty and repeat transactions through professionalism.

WE4: Maintains product authenticity by providing detailed and clear content while adjusting to customer requests, ensuring customer satisfaction and encouraging repeat orders.

WE5: Upholds honesty in showcasing products and delivering promised quality, resulting in stronger referrals and sustained business growth.

Based on the interviews, Woodcarver Entrepreneurs 1 to 5 highlighted the importance of social media in enhancing content quality, interaction, and relevance for their business. WE1 and WE2 focused on using storytelling and transparent demonstrations of the carving process to build trust and showcase the true value of their work. WE3 and WE4 emphasized combining high-quality craftsmanship with fair pricing, detailed product information, and responsiveness to customer requests, which encouraged repeat purchases and loyalty. WE5 underscored honesty in presenting products and delivering on promises, contributing to stronger customer referrals and long-term business growth. These insights suggest that social media serves not just as a promotional tool but as a platform for establishing credibility, engaging customers, and maintaining authentic relationships.

The results from the Level of Customer Engagement in the Wood Carving Industry can be seen in Table 5.

Table 5. Level of Customer Engagement in the Wood Carving Industry

Statement	Weighted Mean	Interpretation
1. Believe that wood carving businesses that post clear, high-resolution images and videos gain more customer trust.	3.74	Strongly Agree
2. Trust wood carving businesses that provide detailed information about the materials, sizes, and pricing of their products.	3.69	Strongly Agree
3. Consider that businesses that explain the meaning behind their wood carving designs through captions or videos make me more engaged.	3.67	Strongly Agree
4. Appreciate social media posts that show the step-by-step process of wood carving, from raw material to finished product.	3.67	Strongly Agree
5. Enjoy commenting, sharing, or reacting to posts from wood carving businesses when I find them interesting.	3.39	Strongly Agree
6. Feel more connected to a wood carving business when they respond to customer questions and feedback in a timely and friendly manner.	3.61	Strongly Agree
7. Value businesses that respond to negative feedback professionally and make efforts to improve based on customer suggestions.	3.66	Strongly Agree
8. Consider wood carving businesses more trustworthy when their social media posts align with my interests and preferences.	3.61	Strongly Agree
9. Recognize businesses that regularly post relevant updates, such as new product launches or promotions, on their social media pages.	3.58	Strongly Agree
10. Believe that wood carving businesses that highlight customer stories or feature user-generated content make their brand more relatable.	3.66	Strongly Agree
General Weighted Mean	3.63	Strongly Agree

Table 5 presents the level of customer engagement in the wood carving industry, revealing that respondents strongly agreed on the importance of various social media practices. Posting high-resolution images and videos, providing detailed product information, and explaining the meaning behind designs encouraged customer trust and active interest in the products. Engagement was further enhanced when businesses responded promptly to inquiries, addressed negative feedback professionally, and shared consistent updates about new products or promotions.

Additionally, incorporating customer stories, user-generated content, and relatable posts strengthened the connection between the business and its audience, promoting loyalty and repeated interaction.

The following responses were gathered from face-to-face interviews with the woodcarver entrepreneurs, sharing their insights and experiences on the level of customer engagement in the woodcarving industry of Paete, Laguna:

WE1: Emphasizes high-quality posts and attentive responses, using feedback to improve offerings while maintaining craftsmanship that inspires customer trust.

WE2: Emphasizes originality and idea-sharing, combining active communication with customers and feedback to refine services and enhance satisfaction.

WE3: Focuses on transparent craftsmanship and private messaging with clients, ensuring that orders match preferences and building confidence in the work delivered.

WE4: Concentrates on relevant content and clear explanations of product details and pricing, helping customers make informed decisions and increasing interaction.

WE5: Adapts offerings to customer requests, communicates directly, and leverages referrals and trust to broaden connections and cultivate a loyal following.

The insights gathered from the woodcarver entrepreneurs highlighted the strategies they use to engage customers effectively in Paete, Laguna. WE1 and WE2 emphasized maintaining high-quality posts and actively communicating with

clients, using feedback to refine products and services while building trust. WE3 and WE4 focused on transparency, providing clear information about the carving process, product details, and pricing, which helped customers make informed decisions and strengthened their confidence. WE5 added that adapting to customer preferences, fostering direct communication, and leveraging referrals played a key role in expanding connections and cultivating long-term loyalty among clients. These findings are supported by Ting and Ahn (2023), whose study revealed that informational and emotional interactions on digital platforms significantly enhance customer trust and loyalty.

The Relationship between the Profile of the Respondents and the Extent of Social Media can be seen in Table 6.

Table 6. Relationship between the Profile of the Respondents and the Extent of Social Media

Variable	p-value	Relationship
Sex	0.197	Not Significant
Age	0.780	Not Significant
Educational Attainment	0.807	Not Significant
Monthly Income	<.001	Highly Significant
Social Media Preference	0.940	Not Significant

The profile of the respondents showed that most demographic characteristics had no significant relationship with the extent of social media use in the wood carving industry. Specifically, sex, age, educational attainment, and social media preference were not significant factors influencing engagement with online content. However, monthly income was highly significant, highlighting that respondents' financial capacity strongly affects their interaction and responsiveness to social media posts. This suggests that while most personal characteristics do not impact social media engagement, income plays a key role in determining how actively respondents participate in online activities.

The Relationship between the Profile of the respondents and the Level of Customer Engagement in the Wood Carving Industry can be seen in Table 7.

Table 7. Relationship between the Profile of the respondents and the Level of Customer Engagement in the Wood Carving Industry

Variable	p-value	Relationship
Sex	0.486	Not Significant
Age	0.535	Not Significant
Educational Attainment	0.957	Not Significant
Monthly Income	0.538	Not Significant
Social Media Preference	0.996	Not Significant

The profile of the respondents revealed that none of the demographic characteristics had a significant relationship with the level of customer engagement in the wood carving industry. Sex, age, educational attainment, monthly income, and social media preference all showed no significant impact on how respondents interacted with or responded to wood carving businesses online. This indicates that customer engagement in the industry is relatively consistent across different demographic groups. Overall, the findings suggest that factors other than personal characteristics, such as content quality and relevance, likely play a more critical role in driving engagement.

The Relationship between the Extent of Social Media and the Level of Customer Engagement in the Wood Carving Industry can be seen in Table 8.

Table 8. Relationship between the Extent of Social Media and the Level of Customer Engagement in the Wood Carving Industry

Variable	p-value	Relationship
Content Quality	<.001	Highly Significant
Interaction	<.001	Highly Significant
Relevance	<.001	Highly Significant

The findings indicated that content quality, interaction, and relevance significantly influence customer engagement in the wood carving industry. Maintaining high-quality and informative posts had the strongest impact, while active engagement with followers and relevant content also played key roles in sustaining customer interest. Respondents noted that timely responses, clear explanations, and interactive posts encouraged them to engage more

with businesses. This aligns with the study of Mufadhol et al. (2025), which found that high-quality content, frequent posting, and customer interaction on social media significantly enhance customer loyalty, showing that effective social media strategies strengthen engagement and long-term support.

IV. CONCLUSION

This section presents the conclusions drawn from the findings of the study. It summarizes the key results and highlights their implications for the woodcarving industry of Paete, Laguna.

1. The findings of the study demonstrated that the respondents' monthly income had a highly significant relationship with the extent of social media in the woodcarving industry, whereas sex, age, educational attainment, and social media preference showed no significant influence. This suggested that financial capacity played a crucial role in shaping how customers interacted with social media content, while other demographic characteristics did not exert the same effect.

2. The profile of the respondents revealed no significant relationship with the level of customer engagement. This indicated that customers interacted with businesses in relatively similar ways regardless of sex, age, educational attainment, monthly income, or social media preference. Customer engagement was driven by content strategies, not by entrepreneurs' demographics.

3. The study also concluded that the extent of social media in terms of content quality, interaction, and relevance had a highly significant relationship with the level of customer engagement. This finding underscored that social media functioned not only as a promotional tool but also as an essential channel for building trust, preserving cultural identity, and sustaining livelihoods. By producing authentic content, actively responding to customers, and embedding cultural significance in their posts, Paete's woodcarvers were able to strengthen customer relationships. Ultimately, this confirmed that the extent of social media directly enhanced customer engagement in the woodcarving industry.

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