

**STATUS OF SOCIAL MEDIA ON THE PURCHASE DECISION OF
BISU - BILAR STUDENTS**

**College of Technology and Allied Sciences
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol**

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A Thesis
Presented to the Faculty of the
College of Technology and Allied Sciences
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol

In Partial Fulfillment
Of the Requirements for the Degree of
Bachelor of Science in Office Administration

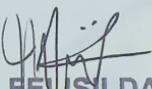
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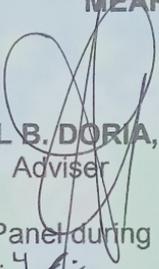
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This thesis entitled “STATUS OF SOCIAL MEDIA ON THE PURCHASE DECISION OF BISU – BILAR STUDENTS” prepared and submitted by LEA MAE L. GETUTUANE, RINA E. TUSOY, ISABEL ESTO, and RANDELL C. NOCULAN in partial fulfilment of the requirements for the degree Bachelor of Science in Office Administration has been examined and recommended for acceptance and approval for oral defense.

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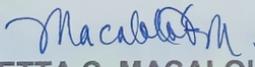

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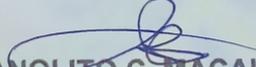

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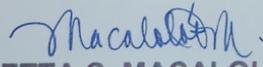

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ACKNOWLEDGMENT

It is the researchers' unpretentious and humble conveyance of gratitude and recognition, first and foremost to the Almighty God, for His Divine Providence upon the pursuance of several undertakings in order to bring about this piece of endeavor into a reality.

The researchers also extend their heartfelt thanks and sincere appreciation to the wonderful and generous people whose support and cooperation contributed much in the realization of the study:

Dr. Marietta C. Macalolot, Campus Director, Bohol Island State University-Bilar Campus, for inspiring and challenging the researchers to finish the study;

Dr. Arlen B. Gudmalin, Research Instructor and Dean of the College of Technology and Allied Sciences (CTAS), for her support and guidance in making the study successful and for her encouragement;

Mr. Wendell B. Doria, Thesis Adviser, for his fatherly advice and support during the conduct of this study, assisting the researchers with his brilliant ideas in crafting this humble research;

Mr. Misael B. Felisilda, Thesis Statistician, for extending his assistance in the statistical treatment of data;

Mrs. Mearie Jean A. Faustino, Thesis Editor, for her effort and precious time spent in editing the manuscript;

To the panelists who reviewed and scrutinized the whole study, for the comments, suggestions, and recommendations;

To all our respondents for their valuable time, efforts and patience in answering the questionnaires;

To our parents, siblings, relatives, friends and love ones, for their undying support and for not leaving us in terms of financial assistance, encouragement and motivation in pursuing our studies and dreams, most specially the love and appreciation in helping us doing this work.

Special mention to:

My family from Bilar and Calape, Tatay Junjun, Mama Guada, Jhake, Angel, JL, classmates and friends, thank you for everything, you are the reasons why I always strive for success. Also, thanks to my boyfriend, Celoy, for being such an understanding man and who gave me inspiration to do the best. My success will never be more worthwhile without you guys.

- Lea Mae L. Getutuane

Foremost, I want to offer this endeavour to our God Almighty for the wisdom He bestowed upon me, the strength, peace of mind and good health in order to finished this research. I would like to express my gratitude towards my family for their love and encouragement which helped me in completion of this paper.

- Rina E. Tusoy

To my Lola Cleofa, Lola Flavia, Lolo Marcelino, Auntie Victoriana, Auntie Ana, Uncle Getoy, relatives, classmates, friends, and to my lover, Nenito, thank

you so much for everything, for the encouragement, invaluable support, patience, financial support and of course, for the understanding to make this work accomplished.

- Isabel Esto

To Papa Romulo, Mama Candida, Junlee, Mary Jean, Jezreel, especially to our eldest brother Kuya Gerald, who supported me financially, thank you so much for the support and for molding me to become a better person. And to my lover, Miriam, for the motivation and encouragement.

- Randell C. Noculan

To all those who have been part in this work, words are not enough to express our appreciation, but it is the way of saying our wholesome gratitude to all of you from the innermost chamber of our heart.

THANK YOU VERY MUCH AND GOD BLESS!

The Researchers

ABSTRACT

The study aimed to assess the status of the factors that motivate student buyers to shop through social media platforms. Specifically, it sought to find out the demographic profile of the respondents in terms of age, sex, and civil status; the status of customers' social media engagement and whether social media channels affect the purchasing decision of the respondents; and the status of the factors that motivate student buyers to shop through social media platforms and the challenges associated with the use of social media to shop. The study utilized the descriptive research design and employed a survey – questionnaire developed from the survey of Dotsey & Odoi (2017). Findings of the study indicate that most of the respondents prefer Facebook in searching about new products. These respondents are mostly young adults who are single, which implies that they are computer – literate and well oriented in the social media world. Their top reason for using social media is to search for new product and the product's health information. Aside from the challenges associated in using social media like reduced face-to-face communication and cyber bullying, there are still influences during purchasing decision of the respondents that could help them to have easy and low cost of accessing information. Therefore, it is recommended that the customers or buyers maximize the use of social media as a mean for buying for better online world.

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Chapter 1

THE PROBLEM AND ITS SCOPE

Rationale

In the modern world today, social media are commonly used in order to connect people throughout the world. Whether it is through social networks, forums, or media sharing websites, people can now have a conversation online (Agujar et al., 2015). The era of the social web is a major transformation that has opened the door to limitless opportunities and changed the face of communication. This powerful change has internally altered the way we communicate, live, and do business. Until the last several years, the social web was a thrilling novelty, with no solid business application. Today, the web is truly the greatest tool available to individual marketers and organizations. It has allowed us to manage brand reputation, sway public perception, and establish thought leadership by creating and publishing our own content that showcases our knowledge and expertise (Fine, 2000).

Consumers use the technology nowadays too much as computer is used by many consumers for online marketing. Consumer purchase decision is influenced by social media through group communication. The web platform is a new method for developing the business. Social media modifies the communication methods between sellers and buyers. E – commerce influences the consumer in their purchase decision. Communication through social media is

a new platform to exchange information about product and services. The analysis of consumer behavior is the core activity for selling product and service since most consumers are using the internet and online social media tools. Social media become an important media to introduce and market products and also to do surveys. Nowadays, social media is an important marketing tool for promotional activities. Hence, it becomes necessary to perceive how social media is affecting consumer behavior (Surenderkumar, 2016).

Social media hold a lot of interesting opportunities, but it is important to understand how to utilize it with its accompanying impact in an organizational context beside where it is applicable in real – life projects (Boyd & Ellison, 2007). This new era of digital communication and social engagement is preeminent for strategizing in business. Therefore, as organizations are becoming more competitive globally, it is pertinent for them to explore marketing strategy in a more compelling and innovative way so as to attract larger number of customers (Rockendorf, 2011).

Furthermore, the researchers were motivated to study the status of the factors that motivate student buyers to shop through social media platforms.

Literature Background

McLuhan's Media Theory states the actual messages that people are communicating will not be different on the new media, the interactivity and

frequency of new communication pattern will change our behavior forever. As business managers and consumers, one needs to realize the changing behavior due to the usage of social media services and adopt an attitude of acceptance toward those technologies and behavior.

The Social Information Processing theory developed by Joseph Walther in 1992 is an interpersonal communication theory explaining how people get to know one another through time, without nonverbal cues, and how they develop and manage relationships in the computer – mediated environment. However, online interpersonal relationship development may require more time to develop than traditional face-to-face world due to intergroup differences, geographic challenges, etc.

Furthermore, DeSanctis and Poole (1994) adapted Gidden' theory in studying the interaction of groups and organizations with information technology and called it Adaptive Structuration Theory. This theory is formulated as the production and reproduction of the social systems through members' use of rules and resources in interaction. It criticizes the techno centric view of technology use and emphasizes the social aspects. Groups and organizations using information technology for their work dynamically create perceptions about the role and utility of the technology, and how it can be applied to their activities. These perceptions can vary widely across groups. These perceptions influence the way how technology is used and hence mediate its impact on group outcomes.

Bridge ideas with appropriate transition statements:

Republic Act No. 8792 also known as "Electronic Commerce Act of 2000", is an Act providing for the recognition and use of electronic commercial and non-commercial transactions and documents, penalties for unlawful use thereof, and for other purposes. Section 2 Declaration of Policy states that the State recognizes the vital role of information and communications technology (ICT) in nation – building; the need to create an information – friendly environment which supports and ensures the availability, diversity and affordability of ICT products and services; the primary responsibility of the private sector in contributing investments and services in telecommunications and information technology; the need to develop, with appropriate training programs and institutional policy changes, human resources for the information technology age, a labor force skilled in the use of ICT and a population capable of operating and utilizing electronic appliances and computers; its obligation to facilitate the transfer and promotion of technology; to ensure network security, connectivity and neutrality of technology for the national benefit; and the need to marshal, organize and deploy national information infrastructures, comprising in both telecommunications network and strategic information services, including their interconnection to the global information networks, with the necessary and appropriate legal, financial, diplomatic and technical framework, systems and facilities (Kapunan et al., 2000).

Furthermore, Republic Act No. 7394 of Article 2 of Cybercrime Act also known as the "Consumer Act of the Philippines", states the policy of the State to protect the interest of the consumer, promote his general welfare and to establish standards of conduct for business and industry. Towards this end, the State shall implement measures to achieve the following: Protection against hazards to health and safety; protection against deceptive, unfair and unconscionable sales acts and practices; provision of information and education to facilitate sound choice and the proper exercise of rights by the consumer; provision of adequate rights and means of redress; and involvement of consumer representatives in the formation of social and economic policies (Delgado, 2015).

The tools and strategy for communicating with customers have changed significantly with the emergence of the phenomenon known as social media, also referred to consumer generated media. This form of media describes a variety of new sources of online information that are created, initiated, spread and used by consumers' intent on educating each other about products, brands, services, personalities and issues. Social media have become a major factor in influencing various aspects of consumer behavior including awareness, information acquisition, opinions, attitudes, purchase behavior, and post-purchase communication and evaluation (Mangold & Faulds, 2009).

According to Kaplan and Haenlein (2010), social media is "a group of internet based applications that build on the ideological and technological

foundation of Web and that allow the creation and exchange of user – generated content.” It comes as no surprise that business want to embrace the opportunities these services provide. Social Media enables firms to engage consumers in a timely and direct manner at relatively low cost and higher levels of efficiency than with more traditional communication tools.

According to Taacon et al. (2018), the balance within the mix of media used by organizations in changing and new ways of delivering messages are evolving. As a result of an increasing internet penetration in developed countries there has been a development and adoption of digital resources, from mobile technologies to internet and social media resources such as blogs, social networking sites, wikis, and similar multimedia sharing services.

Internet marketing is the use of internet and related technologies for creating, communicating, and delivering value to customers. Internet marketing can incorporate website, search engine marketing, social media marketing, content marketing, email marketing, mobile marketing, and banner advertising (Eid & El – Gohary, 2013).

Social Media sites such as Facebook and Twitter let consumers ‘befriend’ or ‘follow’ favorite brands and comment or post questions as a form of engagement. Through the use of social media sites, managers can find out what

is being said about a brand and they can also connect with costumers (Reyneke, Pitt & Berthon, 2011).

The rise of social media has begun to drastically change the market research landscape. Hundreds of millions of personal pages, feeds, status updates, tweets, profiles and blogs have been created and the numbers are growing all the times. To date, this potential source of market information is largely unstopped but is likely to become increasingly important in the years ahead (Cadelina et al., 2018).

According to Dan Zarrella (2010), "Whether you are part of a small medium or giant business, or an individual entrepreneur, your costumers are using social media, and there's no reason you shouldn't be, too. It costs almost nothing, it's easy to get started, and it can have an enormous financial impact on your business."

The following related studies taken from previous researches on this topic gave evidence as to existence of this type of research:

According to Zembik (2014) in her study entitled, "Social Media as a Source of Knowledge for Customers and Entrepreneurs", social media comprises of blogs, public forums, social media sites, that is used for communication of some information. The data provided in social media is beneficial for organization/firms

and customers. Customers benefitted from the product information posted by others and recommendations by other customers. Firms benefitted by the information provided by the customers in social media about their products, getting the feedback on their product market, information about the prospective customers, customers' needs and demographic characteristics. This study emphasis on how social media information is essential for companies and customers in their decision making process.

A study from Agujar et al. (2015) entitled, "Social Media: A Marketing Tool for Tourism in Bohol", concluded that most of the tourism service providers considered that social media is effective in promoting the Province of Bohol since tourists are satisfied with the services and information provided. Social media utilization helps service provides more on marketing Bohol easily and helps increase economic contributions. Tourists also consider social media as an easy way for helping destination researches.

The study of Gupta (2013) entitled, "Assessing the Influence of Social Media on Consumer's Purchase Intentions" analyzed the influence of social media on product buying. The results proved the fact that social media have an effect on product buying intentions. Particularly, there's a powerful impact of 3 factors called information about product, peer communication and the level of product involvement on shoppers purchase intentions with respect to social media.

According to Al – Duhli et al. (2015) in their study entitled, “The Impact of Social Media on Consumer Buying Behavior”, social media have given lots of opportunities to customers in adapting completely different aspects in life. Facebook, Twitter and Instagram have contended vital roles in increasing consumer’s online purchases. Though Asian nation alternative Arabian countries face shortage in utilizing these sites with efficiency, they tend to still have substantial proof of its use. Their paper assessed whether customers are principally influenced by online buying and determine the reasons that tempt client to get on-line as well as the styles of product that are principally purchased using Social Media and kinds of Social Media that are principally employed by customers in Oman. Their findings show that Instagram has created vital change in consumers’ purchasing decisions towards selecting product. This study has several implications on each theory and observation.

Another study from Hajli (2014) entitled, “A study of the Impact of Social Media on Customers”, social media contributed new opportunities to customers to interact in websites. Customers use online communities, to get the information and to communicate with other users. The information from the survey shows social media enables the interaction of customers, which results in increased trust and intention to shop for products. The results also encompass the intention to shop for products.

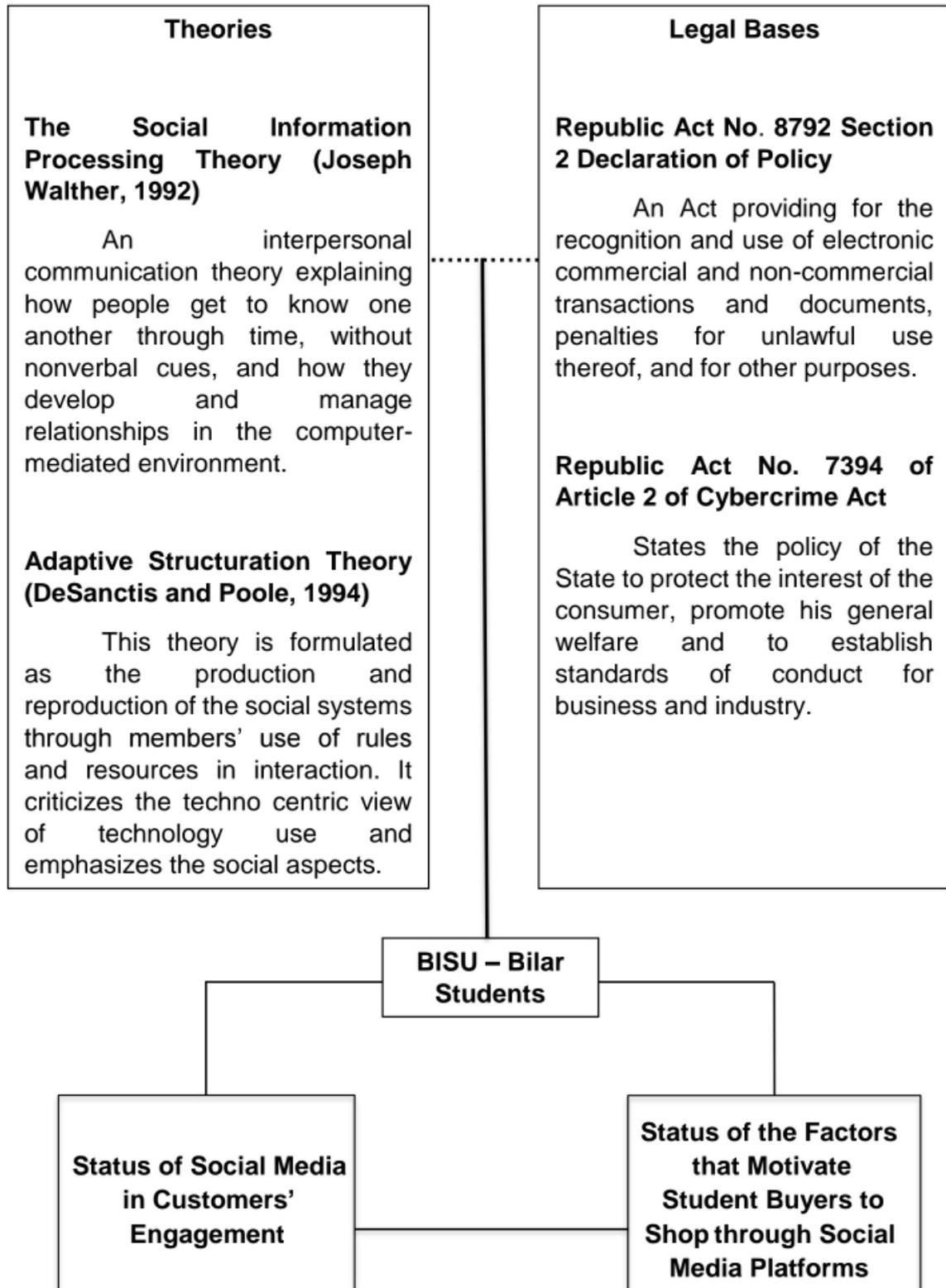


Figure 1. Theoretical and Conceptual Framework of the Study

THE PROBLEM

Statement of the Problem

The main objective of this study was to examine the status of the factors that motivate student buyers to shop through social media platforms.

Specifically, it sought to answer the following questions:

1. What is the profile of the respondents in terms of:
 - 1.1 age;
 - 1.2 sex; and
 - 1.3 civil status?
2. What is the status of social media in customers' engagement in terms of:
 - 2.1 type of social media platforms they use;
 - 2.2 length of social media usage;
 - 2.3 average frequency of updates;
 - 2.4 average response time; and
 - 2.5 social media channels affecting the purchasing decision?
3. What is the status of the factors that motivate student buyers to shop through social media platforms in terms of:
 - 3.1 reasons of using social media;
 - 3.2 type of information being searched with regard to the product;
 - 3.3 benefits of using social media;
 - 3.4 influences during the purchasing decisions; and

3.5 challenges associated with the use of social media to shop?

Significance of the Study

The researchers believed that the result of the study would be beneficial to the following:

Business Owners. This study would be useful to business owners who were seeking to improve in promoting their products and services through social media.

Customers. Customers could experience comfort and convenience service in fast and accurate transaction and it would be easy for them to know the availability of the products they would buy.

Future Researchers. This would give insight and information to the future researchers in conducting parallel researches.

RESEARCH METHODOLOGY

Design

In order to attain the primary thrust of this research, the researchers used the descriptive research design. This research used a purposive – quota sampling technique which are type of non – probability sampling where samples are chosen based on the goals of the study and a proportion of the population were considered in the number and selection of the respondents. The researchers employed a survey method with the aid of questionnaire that were distributed to the respondents designed to gather sufficient data and reliable facts regarding the status of social media on customers' purchase decision. The questionnaire contains information regarding demographics of the respondents and rated social media's effectiveness and its status. Information obtained through the survey served as the reference point for the analysis, interpretation, and evaluation.

Environment and Participants

The locale of the research was at the Bohol Island State University – Bilar Campus located at Zamora, Bilar, Bohol. A school which offers agricultural and technological courses with free tuition fee.

The participants of this study were the chosen students from the different Colleges of Bohol Island State University – Bilar Campus.

Instrument

The researchers used a multiple response questionnaire that was answered by the chosen students from the different Colleges of Bohol Island State University-Bilar Campus. A survey – questionnaire was developed based on survey by Dotsey & Odoi (2017) and modified by the researchers to change some items. The questionnaire was answered by the respondents by putting a check mark that corresponds to their answers. Considering the pandemic, researchers used an online survey tool specifically the google forms in distributing the survey questionnaire.

To eliminate survey question ambiguity and improved instrument reliability, researchers had a pilot testing of 30 students from Bohol Island State University – Bilar Campus who were not included in the actual survey. The distribution of the online survey questionnaires was through Google Forms.

Procedures

The researchers requested the approval and validation of the Adviser and the Campus Director. Before the actual survey, the researchers conducted a pilot testing with 30 students of Bohol Island State University – Bilar Campus through Google Forms to modify survey questionnaires based on the results and feedback from the pilot study. After the survey questionnaires were modified, the researchers asked permission to the research respondents and utilized the online

platform specifically the google forms as means of gathering data considering of the pandemic. The researchers collected all of the accomplished online survey questionnaires. The gathered data were examined by the researchers to arrive on a comprehensive output. The researchers explained the output of the gathered information from the online survey – questionnaire and arrive at an analysis. The researchers assessed and evaluated the answers of the respondents then data were tallied.

Statistical Treatment

To summarize the demographic profile of the respondents and the status of social media on customers' purchase decision, percentage and frequency was used:

$$P = \frac{f}{n} \times 100$$

Where:

P = percentage

f = frequency of response

n = number of respondents

DEFINITION OF TERMS

To ensure clarity of understanding of terms, the following terms were defined operationally:

Customers. An individual who purchases a company's goods or services.

Facebook. A popular free social networking website that allows registered users to create profiles, upload photos and videos, send messages and keep in touch with friends, family and colleagues.

Impact. A sudden influence and/or powerful effect.

Internet. It is a worldwide interconnection of computers and computer networks that facilitate the sharing or exchange of information.

Products. A good, idea, method, information, object, or service create as a result of a process and serves a need or satisfies a want.

Purchase Decision. It is the thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand.

Social Media. It is a form of electronic communication through which users create online communities to share information, ideas, personal messages, and other content.

Technology. A machine, piece of equipment, method, to invent useful things or to solve problems.

Twitter. A free social networking microblogging service that allows registered members to broadcast short posts called tweets.

Chapter 2

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

This chapter contains with the presentation, analysis, and interpretation of the data gathered to give implications to the problems posed by this study. The data are shown in tabular and textual form in order to provide better insights of the study. More specifically, the discussion covers the findings on the result of the questionnaire.

Profile of the Respondents

The profile of the respondents of the chosen students from the different Colleges of Bohol Island State University – Bilar Campus, which includes the age, sex, and civil status were presented in Table 1.

Age. The highest frequency in terms of age belonged to the age bracket of 17 – 22 with a percentage of 89.3%. It shows that most of the respondents belonged to young adulthood.

Sex. It was found out that from the 280 respondents, 188 were female with the percentage of 67.1% while 92 were male with the percentage of 32.9%. This indicates that females predominantly compose the consumer population being surveyed.

Civil Status. Single respondents dominate the respondent groups (99.6%) while only 1 was married (0.4%). None of the surveyed respondents were either separated, divorced or widowed.

Table 1

Profile of the Respondents

n = 280

Category	Frequency	Percentage (%)
Age		
17 – 22	250	89.3%
23 – 28	29	10.4%
29 – 34	1	0.4%
35 – 40	0	0.0%
41 – and above	0	0.0%
Sex		
Male	92	32.9%
Female	188	67.1%
Civil Status		
Single	279	99.6%
Married	1	0.4%
Separated	0	0.0%
Divorced	0	0.0%
Widowed	0	0.0%

Status of Social Media in Customers' Engagement

Type of social media platforms. Facebook was the most used social media platform (98.6%) while WhatsApp and Yahoo Mail were among the least used, comprising only 1.8% and 1.4% of reported use, respectively. This result mimics that of Taacon et al. (2018) which found that Facebook also got the highest percentage of the total respondents (98.1%), which means Facebook is a common and widely used social media platform.

Length of social media usage. Most of the respondents have been using social media for 6 years or more (53.2%). Notably, the smallest fraction of the population were using social media for less than 6 months (1.8%). The study of Cadeliña et al. (2018) also revealed that social media has been used by the respondents for quite some time already.

Average frequency of updates. Posting monthly got the highest frequency of 86 with a percentage of 30.7%, while posting every 3 – 4 days and posting every 5 – 6 days got the lowest frequency of 0. This goes to show that the respondents were not as active when it comes to posting updates through social media frequently.

Average response time. One to thirty minutes got the highest percentage of 42.9% of the total respondents who responded to reply to an advertisement in social media, while within 12 hours got the lowest percentage of 8.6%.

Social media channels. A big portion of the respondent population (71.1%) believed that social media channels affect consumer's purchasing decision while 81 or 28.9% believed the opposite.

Table 2

Status of Social Media in Customers Engagement

n = 280

Category	Frequency	Percentage (%)	Rank
Type of social media platforms			
Facebook	276	98.6%	1 st
Instagram	121	43.2%	4 th
Google+	154	55.0%	3 rd
WhatsApp	5	1.8%	6 th
Twitter	32	11.4%	5 th
YouTube	180	64.3%	2 nd
Yahoo Mail	4	1.4%	7 th
Length of social media usage			
Less than 6 months	5	1.8%	5 th
6 months – less than 2 years	14	5.0%	4 th
2 years – less than 4 years	36	12.9%	3 rd
4 years – less than 6 years	76	27.1%	2 nd
6 years or more	149	53.2%	1 st
Average frequency of updates			
Post every day	59	21.1%	4 th
Post every 1 – 2 days	64	22.9%	3 rd
Post every 3 – 4 days	0	0.0%	5 th
Post every 5 – 6 days	0	0.0%	5 th
Post every week	71	25.4%	2 nd
Post every month	86	30.7%	1 st
Average response time			
1 – 30 mins	120	42.9%	1 st
1 hr.	71	25.4%	2 nd
Within 6 hrs.	30	10.7%	4 th
Within 12 hrs.	24	8.6%	5 th
Within 24 hrs.	35	12.5%	3 rd
Social media channels			
Yes	199	71.1%	1 st
No	81	28.9%	2 nd

Status of the Factors that Motivate Student Buyers to Shop Through Social Media Platforms

Reasons for using social media. Table 3 revealed that searching for new product information got the highest percentage of 26.0%, while shopping online got the lowest percentage of 23.6%. Therefore, most of the student buyers used social media mainly for searching for new product information.

Type of information being searched with regard to the product. It was found out that health information got the highest percentage of 26.4%, while price got the lowest percentage of 24.1%. This only means that most of the student buyers considered that social media has been elemental in providing health information.

Benefits of using social media. Quick access to product information got the highest percentage of 26.6%, while reduce stress to face to face bargaining got the lowest percentage of 24.1%. Therefore, most of the student buyers agreed that using social media would help them have a quick access to product information.

Influences during purchasing decision. Easy access to information got the highest percentage of 52.6%, while low cost of accessing information got the lowest percentage of 47.4%. This means that most of the student buyers agreed that in purchasing, easy access to social media influences their decision.

Challenges associated with the use of social media to shop. It was also found out that reduced face-to-face communication was seen to be the top challenge associated with social media use. It got the highest percentage of 21.2%, while cyber bullying got the lowest percentage of 19.4%.

Table 3
Status of the Factors that Motivate Student Buyers to Shop Through
Social Media Platforms
n = 280

Category	Frequency	Percentage	Rank
1.1 Reasons of using social media			
a. Finding new friends	71	25.3%	2 nd
b. Searching for new product information	73	26.0%	1 st
c. Searching for new product	70	25.1%	3 rd
d. Shopping online	66	23.6%	4 th
1.2 Type of information being searched with regard to the product			
a. Price	68	24.1%	4 th
b. Product origin	69	24.5%	3 rd
c. Terms and Conditions	70	25.0%	2 nd
d. Health information	73	26.4%	1 st
1.3 Benefits of using social media			
a. Quick access to product information	75	26.6%	1 st
b. Reduce stress to face to face bargaining	67	24.1%	3 rd
c. Enhancing customers engagement	69	24.5%	2 nd
d. Improving communication between seller and buyer	69	24.8%	2 nd
1.4 Influences during purchasing decision			
a. Easy access to information	147	52.6%	1 st
b. Low cost of accessing information	133	47.4%	2 nd
1.5 Challenges associated with the use of social media to shop			
a. Distraction from hackers	55	19.7%	3 rd
b. Cyber bullying	54	19.4%	4 th
c. Reduced face-to-face communication	60	21.2%	1 st
d. Publication of offensive materials	55	19.7%	3 rd
e. Publication of private information	56	20.0%	2 nd

Chapter 3

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This chapter presents the summary of the study and findings, the conclusions formulated and recommendations offered based on the analysis and interpretation of data.

Summary of Findings

The study aimed to assess the status of the factors that motivate student buyers to shop through social media platforms. Specifically, it sought to find out the demographic profile of the respondents in terms of age, sex, and civil status; the status of customers' social media engagement in terms of type of social media platforms used, length of social media usage, average frequency of updates, average response time, and whether social media channels affect the purchasing decision of the respondents; and the status of the factors that motivate student buyers to shop through social media platforms in terms of reasons of using social media, type of information being searched with regard to the product, benefits of using social media, influences during the purchasing decisions, and challenges associated with the use of social media to shop.

Based on the results of the study, most of the respondents belonged to the age bracket of 17 – 22 which shows that these respondents are mostly young adults. Majority of them were female and single.

Of all the social media platforms they used, Facebook was the most common and widely used platform. It mimics the result of Taacon et al. (2018) which found that even the marketers used Facebook as their medium to advertise their products. As to duration for social media use, majority of the respondents has been using social media for more than six years. The study of Cadeliña et al. (2018) also revealed that social media has been used by the respondents for quite some time already, which implies that the longer they have been using Facebook, the more they tend to purchase products that would appear in their Facebook feed.

Most of them got an update in their preferred social media/networking site at least every month to which they would respond in one to thirty minutes. Majority of these respondents agreed that social media channels could affect their purchasing decision.

Furthermore, searching for new product online appeared to be the top motivating factor in terms of reasons in using social media for student buyers. Majority of the respondents said that the type of information being searched with regard to the product pertains to health information. In terms of benefits of using social media, quick access to product information got the highest percentage. It also revealed that in terms of influences during purchasing decision, easy access to information also got the highest percentage. Moreover, majority of the respondents said that among the challenges associated with the use of social media to shop were reduced face-to-face communication.

Conclusion

Most of the respondents prefer Facebook in searching for new products. These respondents are mostly young adults who are single, which implies that they are computer – literate and well oriented in the social media world. Most of their reasons for using social media is to search for new product and the product's health information. This only means that most of the student buyers considered that health information as very important aside from how much would the product cost and its origin. Aside from the challenges associated in using social media like reduced face-to-face communication and cyber bullying, there are still influences during purchasing decision of the respondents that could help them have easy and low cost of accessing information.

Results of this study has established that customers use online communities, to get the information and to communicate with other users. Social media enables the interaction of customers, which results in increased trust and intention to shop for products. Thus, social media has impact student buyers' purchasing decisions.

Recommendations

Based on the findings and conclusions of the study, the researchers came up with the following recommendations:

1. In searching for a new product, consumers must visit only reliable source that contain the information about the product they want to purchase to avoid scam.

2. Unlike other e – commerce platforms like Lazada and Shopee, Facebook does not have graded stars which enables customers to pay attention to feedback and comments given from other customers to answer some of their queries and concerns, so they might as well consider other reliable platforms.
3. Consumers must be more mindful of the challenges associated in using social media like hacking and cyber bullying.
4. Consumers may voluntarily attend trainings/seminars about using social media to know more about it as a modern tool in decision – making activities like purchasing.

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APPENDIX A

Letters



Republic of the Philippines
BOHOL ISLAND STATE UNIVERSITY
 Bilar Campus
 Zamora, Bilar, Bohol



Vision: A Premier Science and Technology university for the formation of a world class and virtuous human resource for sustainable development in Bohol and in the country.

Mission: BISU is committed to provide quality higher education in the arts and sciences, as well as in the professional and technological fields; undertake research and development, and extension services for the sustainable development of Bohol and in the country.

October 29, 2021

TO OUR RESPONDENTS

Bohol Island State University
 Bilar Campus

Greetings:

We, the students of **Bachelor of Science in Office Administration of Bohol Island State University – Bilar Campus, Zamora, Bilar, Bohol** is currently undertaking a research study for our thesis entitled “**STATUS OF SOCIAL MEDIA ON THE PURCHASE DECISION OF BISU – BILAR STUDENTS**” in partial fulfillment of our subject OA Research 2.

In connection with this, we humbly ask for your cooperation in answering the question earnestly and truthfully. Your answer will be treated with utmost confidentiality.

Thank you, God Bless and more power.

Very respectfully yours,

(Sgd) LEA MAE L. GETUTUANE

(Sgd) RINA E. TUSOY

(Sgd) ISABEL ESTO

(Sgd) RANDELL C. NOCULAN

Approved by:

(Sgd) WENDELL B. DORIA, MSBA

Thesis Adviser



Republic of the Philippines
BOHOL ISLAND STATE UNIVERSITY
Bilar Campus
Zamora, Bilar, Bohol



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COLLEGE OF TECHNOLOGY AND ALLIED SCIENCES
Department of Business and Office Administration

APPROVAL SHEET

This is to certify that the questionnaire of the researchers, **Lea Mae L. Getutuane, Rina E. Tusoy, Isabel Esto, and Randell C. Noculan**, Bachelor of Science in Office Administration, entitled **STATUS OF SOCIAL MEDIA ON THE PURCHASE DECISION OF BISU – BILAR STUDENTS** can be conducted with their chosen respondents as subject requirement for Research 2 (OAPE 10).

The Thesis Committee:	Signature	Date
(Sgd) WENDELL B. DORIA, MSBA Thesis Adviser	_____	_____
(Sgd) MISAEL B. FELISILDA, MSc Statistician	_____	_____
(Sgd) ARLEN B. GUDMALIN, Ph.D. Subject Instructor	_____	_____



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October 25, 2021

DR. MARIETTA C. MACALOLOT

Campus Director

BISU – Bilar

Dear Dr. Macalolot:

Good Day!

We, the students of **Bachelor of Science in Office Administration of Bohol Island State University – Bilar Campus, Zamora, Bilar, Bohol** is currently undertaking a research study for our thesis entitled **“STATUS OF SOCIAL MEDIA ON THE PURCHASE DECISION OF BISU – BILAR STUDENTS”** in partial fulfillment of our subject OA Research 2.

In this connection, we would like to ask permission to gather data and information needed for the study in the BISU – Bilar Campus.

Rest assured that utmost courtesy and confidentiality of the data will be observed and for academic purposes only.

Thank you, God Bless and more power.

Respectfully yours,

(Sgd) LEA MAE L. GETUTUANE

(Sgd) RINA E. TUSOY

(Sgd) ISABEL ESTO

(Sgd) RANDELL C. NOCULAN

Noted by:

Recommending Approval:

(Sgd) WENDELL B. DORIA, MSBA

Thesis Adviser

(Sgd) ARLEN B. GUDMALIN, Ph.D.

Dean, CTAS

Approved by:

(Sgd) MARIETTA C. MACALOLOT, Ph.D.

Campus Director

APPENDIX B

Instrument



Republic of the Philippines
BOHOL ISLAND STATE UNIVERSITY
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 Zamora, Bilar, Bohol



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QUESTIONNAIRE

STATUS OF SOCIAL MEDIA ON THE PURCHASE DECISION OF BISU – BILAR STUDENTS

I. General Information

Direction: Please complete this section by checking the applicable box.

Name: (Optional)

Address:

Course:

Age: 17-22 23-28 29-34 35-40 41-and above

Sex: Male Female

Civil Status: Single Separated Widowed

Married Divorced

II. Status of Social Media in Customers Engagement

Direction: Please put check mark (✓) on the box provided that corresponds to your answers/responses.

1. Which of the following social media platforms do you use?

Facebook

Twitter

Instagram

Youtube

c. Terms and conditions	
d. Health information	
1.3 What is the most benefit you can get when using social media?	
a. Quick access to product information	
b. Reduce stress to face to face bargaining	
c. Enhancing customers engagement	
d. Improving communication between seller and buyer	
1.4 What is the most influence you can get during a purchasing decision?	
a. Easy access to information	
b. Low cost of accessing information	
1.5 What is the most challenging part associated when you use social media to shop?	
a. Distraction from hackers	
b. Cyber bullying	
c. Reduced face-to-face communication	
d. Publication of offensive materials	
e. Publication of Private information	

APPENDIX C

Raw Data

Respondent's Number	Age	Sex	Civil Status
1	1	1	1
2	1	2	1
3	1	2	1
4	2	2	1
5	1	1	1
6	1	1	1
7	1	1	1
8	1	2	1
9	1	2	1
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16	1	2	1
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21	1	1	1
22	1	2	1

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233	1	1	1	1
234	1	1	1	1
235	1	2	1	1
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237	1	2	1	1
238	1	2	1	1

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262	1		1		1	1
263	1		1		2	1
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265	2		2		1	1

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273	1	2	1	1
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275	1	2	1	1
276	1	2	1	1
277	2	2	1	1
278	1	2	1	1
279	1	2	1	1
280	1	2	1	1

LEGEND:

AGE
1 – 17 – 22
2 – 23 – 28
3 – 29 – 34
4 – 35 – 40
5 – 41 – and above

SEX
1 – Male
2 – Female

CIVIL STATUS
1 – Single
2 – Married
3 – Separated
4 – Divorced
5 – Widowed

RN	Social Media Platforms										Social Media Usage	Average Frequency Of Updates	Average Response Time	Social Media Channels
	Facebook	Instagram	Google +	Whats app	Twitter	You tube	Yahoo Mail							
1	√										3	4	1	1
2	√										5	1	1	2
3	√	√			√						5	3	5	1
4	√	√	√			√					5	4	4	2
5	√	√	√								4	4	5	1
6	√								√		5	1	1	2
7	√	√			√				√		4	2	1	1
8	√	√									5	1	5	1
9	√	√	√		√						3	2	2	1
10	√		√			√			√		5	1	1	2
11	√										2	2	3	1
12	√	√	√			√			√		4	4	4	1
13	√	√	√		√						5	4	2	1
14	√	√	√			√			√		5	3	1	1
15	√	√							√		4	1	2	1
16	√	√							√		5	1	2	2
17	√	√	√						√		4	2	2	1
18	√										5	4	5	1
19	√	√	√			√			√		5	4	4	1
20	√		√			√			√		4	3	2	1
21	√		√			√			√		5	3	3	2
22	√	√	√			√			√		4	2	2	1
23	√										3	4	2	2
24	√	√	√			√			√		4	3	2	2

52	√									√	4	4	4	2	1
53	√			√						√	3	3	3	2	2
54	√										4	3	3	3	1
55	√		√							√	4	2	2	4	1
56	√									√	5	2	2	3	1
57	√									√	3	2	2	3	1
58	√										5	4	4	1	2
59	√										5	3	3	2	2
60	√		√							√	5	4	4	2	2
61	√			√						√	5	3	3	1	2
62	√										3	2	2	4	2
63	√		√								4	3	3	2	1
64	√										4	4	4	4	1
65	√										4	3	3	2	1
66	√									√	5	3	3	1	1
67	√		√							√	5	2	2	1	1
68	√		√					√		√	5	3	3	3	1
69	√		√							√	5	2	2	2	1
70	√									√	5	1	1	4	2
71	√		√								5	1	1	5	1
72	√									√	2	3	3	2	2
73	√									√	5	3	3	2	1
74	√										2	4	4	2	2
75	√		√							√	5	2	2	1	2
76	√									√	3	4	4	2	1
77	√		√							√	5	3	3	1	1
78	√		√					√		√	5	2	2	1	1

241	√			√				√				√			3	4	4	2
242	√														5	1	2	1
243	√			√		√						√			4	3	1	1
244	√			√								√			5	2	1	1
245	√			√								√			5	3	1	1
246	√			√		√						√			5	2	1	1
247	√			√		√						√			4	4	1	1
248	√			√								√			3	1	2	2
249	√			√		√						√			5	5	1	1
250	√														4	3	1	1
251	√			√		√						√			5	1	2	2
252	√			√		√					√	√			3	5	1	1
253	√			√		√						√			5	3	1	1
254				√											5	1	2	2
255	√														2	5	2	2
256	√														4	2	2	2
257	√			√								√			2	1	1	1
258	√			√		√					√	√			4	5	2	2
259	√			√								√			5	1	1	1
260	√			√								√			3	1	1	1
261	√											√			4	3	1	1
262	√			√								√			3	1	1	1
263	√			√		√						√			5	4	1	1
264	√			√		√						√			5	3	2	2
265	√			√								√			5	1	1	1
266	√			√								√			5	2	1	1
267	√			√		√					√	√			5	1	2	2

268	√		√					√	4	1	4	1
269	√								4	3	2	1
270	√								5	4	1	2
271	√								5	1	2	1
272	√	√						√	5	3	1	1
273	√		√					√	5	2	1	1
274	√		√					√	3	2	1	1
275	√		√						5	2	3	1
276	√	√	√					√	4	2	1	1
277	√		√						5	4	3	1
278	√		√						5	2	1	1
279	√	√					√	√	5	4	1	1
280	√		√					√	5	4	2	1

LEGEND:

SOCIAL MEDIA PLATFORMS

- 1 – Facebook
- 2 – Instagram
- 3 – Google+
- 4 – Whatsapp
- 5 – Twitter
- 6 – Youtube
- 7 – Yahoo Mail

SOCIAL MEDIA USAGE

- 1 – Less than 6 months
- 2 – 6 months – less than 2 years
- 3 – 2 years – less than 4 years
- 4 – 4 years – less than 6 years
- 5 – 6 years or more

AVERAGE FREQUENCY OF UPDATES

- 1 – Post every day
- 2 – Post every 1 – 2 days
- 3 – Post every 3 – 4 days
- 4 – Post every 5 – 6 days
- 5 – Post every week
- 6 – Post every month

AVERAGE RESPONSE TIME

- 1 – 1 – 30 mins
- 2 – 1 hr
- 3 – Within 6 hrs
- 4 – Within 12 hrs
- 5 – Within 24 hrs

SOCIAL MEDIA CHANNELS

- 1 – Yes
- 2 – No

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RESEARCHER'S BIODATA**PERSONAL DATA**

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Birth Place : Villa Teresita, Ubay, Bohol
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Secondary : La Union High School
La Union, Candijay, Bohol
S.Y. 2013 – 2014

Elementary : Bulawan Elementary School
Bulawan, Mabini, Bohol
S.Y. 2002 – 2003

