

# The Effectiveness Of Social Media In Increasing Consumer Purchase Intention: An Assessment

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**Abstract:** *The access using internet has become easier in recent years due to improvements of technologies, infrastructure and telecommunications. (Wachter, et. al., 2000; Nascimento, et. al., 2016). While social media represents as one of the possibly significant events as it is the new way of organizing society. According Kent (2010), social media is an internet-based system that allows the users to access, connect and share content such as personal data, documents, films and graphics. On the other hand, social media can be used to change perspective depending on how the information delivered like opinions. Flew (2017) noted that "Social media is a new driver of the convergent media sector" that enables users to connect, and a platform to interact one-to-one and many-to-many communication. The researchers administered the survey questionnaire, analyzed and interpreted the gathered data, tabulated the consumer's responses, and lastly the statistical analysis of the data to the conducted study. The conducted study used 135 participants in Selected Schools in Calumpit and Malolos Bulacan specifically students that is currently enrolled in the academic year 2021-2022. The answer-made by the respondents is a proof that the evidence in this study shows the significant effect of social media in the purchase decision of the consumers. The study aims to know the effectiveness of social media in purchasing decision of the consumers, as the study conducted using a survey, it reveals that the alternative hypothesis being answered- there is an effect on increasing consumer intention.*

**Keywords**— internet, social media, consumer intention

## 1. INTRODUCTION

Improvements in telecommunications infrastructure have made Internet access easier in recent years. The Internet, which had previously only been utilized for military purposes, improved its technical capabilities and expanded into foreign communities when it was rendered accessible to the public. (Wachter, Gupta, & Quaddus, 2000; Nascimento & Silveira, 2016) New uses, such as blogs, sharing platforms, and social media, developed as it grew and spread. The rise of social media symbolizes a new method of organizing society, making it one of the most significant events of recent years. computer, tablet, or smartphone. While social media is widely used in the United States and Europe, Asian countries ranked first, including Indonesia.

A stream of electronic dots and dashes typed out by hand on a telegraph machine on May 24, 1844, signifies the beginning of social media. Samuel Morse took the first step towards electronic communication when he sent the first electronic message from Baltimore to Washington, D.C. (Jones, 2015)

The Advanced Research Projects Agency Network, or ARPANET, is where the internet and social media got their start in 1969.

From 1997 until 2001, with the advent of the LiveJournal publishing site and the short lived Six Degrees profile uploading service.

LinkedIn was created in 2002 as a networking site for career-minded professionals and was one of the earliest social media sites in history.

Perhaps the most popular and impactful was MySpace. On August 1, 2003, it was launched. Soon later, in 2006, MySpace overtook Google as the most popular website on the world.

In 14 years since its founding by Harvard undergraduate Mark Zuckerberg in 2004, Facebook has grown to approximately 2.2 billion users.

Reddit, which began as a news-sharing platform in 2005 by Massachusetts 20-somethings Steve Huffman and Alexis Ohanian, has grown into a hybrid news aggregation/social commentary site with 300 million subscribers.

In 2006, Twitter was created by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams and others as a microblogging site, by 2020. Instagram was launched in 2010 as a photo-sharing service by Kevin Systrom and Mike Krieger, and was purchased by Facebook in 2012. Instagram now has over 1 billion users worldwide. Ben Silbermann, an iPhone software developer, launched Pinterest in 2010 as a visual "pin board," and it is now a publicly traded company with over 335 million monthly active users. Social media was swiftly adopted by businesses looking for a new way to communicate with clients. The power of social media is its ability to connect and exchange information with everyone on the planet, or with a huge number of people at once.

Businesses take advantage of the increased consumer mobility by introducing new ways to communicate with customers and new ways to

purchase goods and services. Advertising, promotional giveaways, and mobile applications are some of the additional functions and uses of social media. Still photographs can't capture attention, drive brand awareness, or bring items to life like video social media platforms can. Social media for business according to business.gov.au (2021) Increase market reach, including international markets, for market research and lower marketing costs, increase revenue by building customer networks and advertising, brand innovation, exchange ideas to improve the way business is done, recruit skilled staff for example through job networking sites like LinkedIn, increase web traffic and upgrade its search engine ranking, and easily access the competitors background.

The disadvantages of social media according to Pardo (2017) "A lot of time is required; Qualified personnel is required; Some investment may be required; If the content is boring and repetitive; Bad Publicity; problems will be more visible; exposed to trolls; extortion problems; may have privacy or security issues; Competitors could study the

business background and status. These are some of the disadvantages that social media for business might bring for some companies."

DeGruttola (2021) broadly detailed that "Social media is no longer just about conversations; it's about commerce." On a daily basis, the bulk of customers all over the world have posting and purchasing power in their pockets. People can now gain inspiration by browsing through social media sites rather than going to stores to look for new products.

There is no longer need for friend's recommendations; instead, just posting on social media and crowdsource limitless answers from family, friends, and random people. This is especially true for the most sought-after generation, millennials.

According to Fritzgerald (2019) "Consumers are 71% more likely to make a purchase based on social media referrals." Millennials are the most active online generation, with social media affecting 47 percent of their purchases. They're also 1.6 times more likely to find out about new products via the internet. As a result, social media platforms are well positioned to carry out successful digital marketing campaigns.

Watson (2018) "emphasized that the retail industry grows more omnichannel, with more and more opportunity to sell in different places, for

example Facebook Marketplace allows brands to benefit on the existing Facebook interactions. Facebook Marketplace is a rapidly expanding community of eligible shoppers eager to make a transaction."

This intent type attracts consumers who are in the process of acquiring information. Consumers are looking for a specific response or to learn more about a specific topic. Customers with this purpose are in the research stage; they aren't ready to buy a product yet, but are researching options through comparison shopping, research, reading product and brand reviews, and social listening. Because internet shoppers have so many options, they are devoting more effort to this goal.

stage across all industries and product kinds. In eCommerce, customer purchase intent is the utmost important customer characteristic to measure and act on. "Purchase intentions can be used to assess whether a new distribution channel concept merits further development and to establish which geographic areas and consumer segments to target through the channel." (Peña-García et al., 2020; Morwitz et al., 2007).

Therefore, this study focuses on the effectiveness of social media in relation to the purchase intent of consumers and how these social media sites are effective in purchasing products along with how social media affects consumer purchase decisions.

This study aims to inform every consumer on the effects of social media on online product purchases, product and site awareness, and, finally, the social media sites that are most involved in consumer purchasing intentions.

### Conceptual Paradigm

The researchers used a conceptual framework to see the overview structure of the study.

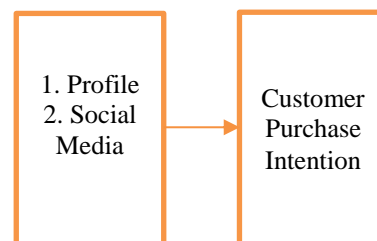


Figure 1. Research Paradigm of the Study

### Statement of the Problem

The study aims to determine the effectiveness of Social Media in increasing consumer purchase intent among selected students in Calumpit and Malolos Bulacan that is

currently enrolled in the academic year 2021-2022. The general problem of this study is how effective the social media in increasing intent of consumers when purchasing item using social media platforms. Specially, it sought to answer the following questions.

1. How may the personal profile of the respondents be described in terms of:
  - 1.1. Students;
  - 1.2. Sex
  - 1.3. College year
2. What social media platform is mostly used in purchasing product?
3. How effective are these social media sites on purchasing product?
4. How does social media affect consumer purchase decision?

**Hypothesis of the Study**

Null: In relation to social media, there is no effect on increasing consumer purchase intention.

Alternative: In relation to social media, there is an effect on increasing consumer purchase intention.

**Definition of Terms**

The key or important terms in the study should be clearly defined by the researchers in the present study.

Social media- is an online communication platform. Users can hold conversations, share information, and produce web content on social media networks. Brand awareness- The degree to which people are familiar with a brand's distinctive attributes or image.

Purchasing intent- The possibility, degree of willingness, and propensity of consumers to acquire a product or service within a specific period of time, also known as buyer and buying intent.

User-centric- means putting the person or customer at the heart of any development process. The starting point for identifying what 'people-centric' actually means for an organization is talking to the relevant people.

ARPANET- The Advanced Research Projects Agency Network was one of the first wide-area packet-switched networks with dispersed control and to use the TCP/IP protocol suite. Both technologies became the Internet's technical foundation.

Six Degrees- SixDegrees.com was a social networking website that ran from 1997 to 2000 and was based on the Web of Contacts social networking architecture. Omnichannel- A multichannel sales strategy that aims to give customers a consistent buying experience regardless of whether they're

shopping online from a desktop or mobile device, over the phone, or in a physical store.

Millennials- In general, it refers to persons born between the early 1980s and the early 1990s.

**Scope and Delimitations of the Study**

The study narrowed down a target of 135 participants within Calumpit and Malolos , Bulacan for the current year 2022. The 135 respondents are randomly selected by the researchers according to the year of college students taking BSBA- financial management course: to answer the provided questionnaire and to discover what social media platform is mostly used in purchasing product and how social media affect consumer purchase decision. Moreover, the study will be conducted through the given limited time and finances. Each answer of the respondent will be considered as a substantial proof or evidence to show the accurate result or finding that the study wants to determine.

The study's scope defines how in-depth it will go in order to answer the research question, as well as the population and period criteria within which it will operate. The study's delimitations are the features and variables that will not be included in the research. .

**Methods and Techniques of the Study**

This research used a quantitative approach. In order to obtain a result, a quantitative research approach involves quantifying and analyzing variables. It entails analyzing numerical data using specialized statistical procedures to answer questions such as who, how much, what, where, when, how many, and how. According to Aliaga and Gunderson (2002) "the researcher believes that conducting quantitative research will give ample scope of the study." "The purpose of quantitative research is to generate knowledge and create understanding about the social world. Quantitative research relies on data that are observe or measured to examine questions about the sample population." (Allen ,2017)

To meet the research objectives, the researchers gathered information from journals, articles, and documents. The researcher chose simple random sampling to make a conclusion about the entire population, data from a random group of the population is collected. McCombes (2019) "In a simple random sample, every member of the population has an equal chance of being selected." The quantitative methods utilized in this study, such as random sampling and a closed-ended questionnaire, are discussed further below.

**Population of the Study**

The study's employed random sampling, with respondents of Calumpit and Malolos Bulcan

Location	Population	Male	Female	Sample population
Malolos	92	36	56	75
Calumpit	70	20	50	60

TOTAL	162	56	106	135
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The researchers employed the Raosoft calculator to select random sampling, which ensures that each sample has an equal chance of being chosen. A random sample was expected to represent the full population's fair and unbiased responses.

The researchers were conducted a survey to determine the effectiveness of social media in increasing consumer purchase intent of College students. Each questionnaire gave a firm evidence to look for the best answer in this research.

**Research Instrument**

The researchers conducted a survey with a respondent of College students in the City/Municipality of Calumpit and Malolos City Bulacan. The target respondents answered a four-page standardized questionnaire in google form format. The survey is composed of the first page which is the terms and conditions that serves as the respondents' informed consent. It also contains an information about the nature of the study, rights to give their personal information, opinion and perspective as they participate to the study. The second page includes the demographic profile of the respondents to describe the samples used to the study. The remaining page include the questions that will answer the effectiveness of social media in increasing consumer purchase intent.

The research instrument used to assess the research problem of what social media platform are used for purchasing online and how social media affect consumer purchase decisions will use a nominal (Yes or No) and a ratio (categorization) type of measurement scale. The nominal scale measurement enables the researchers to assess the respondent's engagement through social media, however, the ratio scale is to know how social media affect consumer purchase decisions by providing a category that will measure a differences and comparison with each variable and will measure how effective these social media on purchasing product. This nominal type of scale measurements can be performed percentage and frequency count in statistical analysis. The ratio scale of measurement is compatible with all statistical analysis methods including central tendency and measure of dispersion.

**Data Collection Procedure**

The researchers conducted a survey that would be sent to the target respondents in order to acquire the necessary data and information about a study on effectiveness of social media in increasing consumer purchase intent among college students of Calumpit and Malolos, Bulacan. The researcher employed a survey questionnaire to distribute in over 135 sample population.

The respondents were chosen based on their year and sample population using random sampling method.

Respondents were given sufficient time to complete the questionnaire, and the researchers carefully discussed the study's goal and purpose with them. The respondents were also assured that their responses would be protected. The survey's goal was to see the social media in relation to consumer purchase decision and what social media platform are often used in purchasing product online.

**Data Processing and Statistical Treatment**

The data gathered through the survey questionnaires were grouped, tallied and tabulated. The researcher used weighted mean, frequency distribution and percentage and the t-test. The formulas were as follows:

Percentage (%). The formula was used to describe the relationship of the group with the whole population.

Formula:  $\frac{f}{N} \times 100$

Where:

P= percentage

f= frequency

N= total frequency (population)

Analyze and interpret the data gathered from the respondents the researchers will be using the formula above where in P is the percentage, F is the frequency the number of respondents who answer a particular item, and N is the total population.

Weighted Mean. The formula was used as a measure of central tendency.

Where: WM = weighted mean

$\sum WV$  = summation of the weighted values

N = number of cases (population)

The formula above was used to get the weighted mean where WM is the weighted mean,  $\sum WV$  is the summation of the weighted values and N is the number of cases or the target population of the study.

The following indicators with the corresponding points were used:

**Range of Mean Value Weight Interpretation**

3.26 – 4.00 4 Strongly Agree

2.51 – 3.25 3 Agree

1.76 – 2.50 2 Disagree

1.00 – 1.75 1 Strongly Disagree

**Ethical Consideration**

The researchers looking for people who were knowledgeable and confident enough to participate in the research. The researcher surely informed the respondents of the study being conducted and they were aware of the purpose



of the study. The respondents will be given an authorization form that explains the aim of the study.

The respondents also voluntarily participated in the research because according to Deborah Smith (2003), "the consent process ensures that individuals are voluntarily participating in the research." For this study, they will be notified that their names and responses will be kept confidential in order to conduct the research as thoroughly and politely as feasible. It's also best not to reveal the respondents' real names.

### Summary of Findings

The thorough analysis of data revealed the following findings:

#### 1. Profile of participants in terms of Sex and Year level

In terms of Sex, majority of the respondents were male while in terms of Year level, most BSBA college student respondents are 1st year.

2. What social media platform is mostly used in purchasing product? In the distribution of the respondents with Internet accessibility, majority of the respondents have internet accessibility. Then, according to the frequency of the use of Social media, majority of the respondents are media user. Next, Facebook have a highest rate of respondents' response while Twitter got the least rate as the preferred Social Media Platforms. According to the number of hours spent per day in using Social Media, majority of respondents spent over 3 hours a day in using social media. Facebook have a higher rate while Twitter got the least rate in searching for information. In addition, Facebook and search engine (google) have a highest total frequency of respondents' responses about the means of Searching for Information.

3. How effective are these social media sites on purchasing product?

Internet (social media, others review) got a highest frequency in terms of means of searching for information before purchasing. Then, in terms of the advantages of using social media, more information and easier access have the highest frequency.

Information and advertising provided by business in social media is the most reliable forms of sources of information. According to the reliability of the customers' reviews about the purchased products, consider of influencing their thoughts regarding a particular product have a highest frequency while sometimes read the customers' reviews about the purchased products got the least frequency.

4. How does social media affect consumer purchase decisions?

Product photos or other contents regarding that product had a highest frequency in terms of their social media activities. Then, the reasons in using social media, how much a product is liked, commented and shared by others have a highest frequency while visual elements of advertisements and

products got the least frequency. About the impact of product when it gets viral in social media, majority of the respondents thought and attitude towards the product can be changed.

### Conclusion

The conclusions derived from the findings are the following:

1. The male of the first- and second-year college students are said to have the most access in the internet.

2. Then, students mentioned that Facebook is the easiest way for them to interact among other social media platforms.

3. Generally, social media gives them important and reliable information regarding to the product they want to purchase.

4. Finally, the respondents strongly agreed that social media has an impact in increasing the purchase intention of the consumer.

### Recommendation

The following recommendation are hereby presented:

1. Consumers should share their purchasing experience by reading and sharing good reviews with future customers who have previously purchased a product by giving them reviews that they will read online and for those who plans to purchase a certain product.

2. Sellers, should use social media platform as marketing tools to increase their visibility and marketability, leading to improved client retention and satisfaction. 3. The government should enforce strict laws on social media platforms to prevent scammers, fraud and false identity.

4. Future researchers should revisit the novelty of their selling effectiveness to attract more customers

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