

CHAPTER - 1

Influence of Digital Marketing on Young Adults' Purchasing Behavior: Experiential Assessment During Pandemic

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ABSTRACT

The study aimed to assess and evaluate the influence of social media marketing on young adults' purchasing behavior. Also, to assess the different levels of influence by the technology while engaging to digital market. The researcher used mix method approach to 640 respondents using survey questionnaire. In result, it was concluded that social media influence young adults purchasing behavior. Technology proves that it assisted, supported, and bridged both young consumers and market industry. Thus, the contribution of the platform in the present situation opens an avenue for both consumers and business.

Keywords: *Purchasing behavior; Social media platforms; Young adults; Digital marketing; Pandemic.*

1.0 Introduction

When pandemic reached the Philippines last 2019, the government was unprepared (Rotas & Cahapay, 2020). Majority of the sectors trembled and shocked, without knowing how to start and manage it immediately (Aristovnik *et al.*, 2020). Leaders formed a task force to oversee and control the situation by implementing protocols throughout the country (OECD, 2020). Gradual implementation of lockdowns, mobility stoppage, restrictions and quarantines were the immediate actions to mitigate the spread of the diseases throughout the regions (Talabis *et al.*, 2021).

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In order to survive, people look for avenue where they can still do business without violating and keeping them safe to infection (Bauchner *et al.*, 2020). Both the government and private sectors introduced technology adaption and online migrations as a remedy to face to face (Tabuga *et al.*, 2020). Although many establishments stop their operations, others innovate their strategy to continue operation in spite the situation (International Labor Organization, 2020). While the services were suspended, products like consumer and industrial goods sale off and marketed to different platforms (Asian Development Bank, 2020). Online deliveries and CODs become the new trend proliferated all over the cities (Masigan, 2020) while 71% of the population being unbanked (Bangko Sentral ng Pilipinas, 2019). The application of technology and social media maximized by the business owners for the sake of survival (Donthu & Gustafsson, 2020).

Because of online technology, business owners grab the opportunity to use the platform (Susanto *et al.*, 2021) as an extension of their shops and stores. Its advantage over minimal cost of marketing compared to traditional mode of advertising (DiResta *et al.*, 2020). Also, majority of the market is in the platform, dominating 73% of the population (Statista, 2021). Globally, 19% are young adults who are using social media (AACAP, 2014). In the Philippines, 40 million are active social media users while 65% of them are young adults (Gregorio, 2013). Social media marketing empowers both the consumers and product providers while facing the pandemic. The revolution of digital market impacts majority of the young generations with 92% buys online shopping.

2.0 Statement of the Problem

This study aimed to assess and evaluate the influence of social media marketing on young adults' purchasing behavior. Also, the researcher wants to assess different levels of influence by the technology while engaging to digital market. To evaluate this cause, the following questions will be used:

- To what extent are the types of platforms used during the period of pandemic?
- To what extent is the role and function of social media platforms?
- To what extent is the level of influence of social media platforms and buying capacity to young adults?
- To what extent are the problems encounters while using the platform in engaging to digital market?

3.0 Objectives of the Study

The study aims to the influence of social media marketing on young adults' purchasing behavior. Also, the researcher wants to assess different levels of influence by the technology while engaging to digital market.

3.1 Specific objectives

- To identify the types of platforms used during the period of pandemic by the young adults.
- To identify the role and function of social media platforms.
- To evaluate the level of influence of social media platforms and buying capacity to young adults.
- To identify the problems encounters while using the platform in engaging to digital market.

4.0 Hypothesis of the Study

The following null hypothesis was tested in this study: no significant difference between overall assessments of social media marketing to the following parameters: function of social media in disseminating information; influence of social media marketing in decision of buying products; and capability of social media as a platform of choice in choosing products online.

5.0 Literature Review

According to Twin (2022), marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Morgan *et al.*, (2016) stressed that it includes advertising, selling, and delivering products to consumers or other businesses. Some marketing is done by affiliates on behalf of a company. On the other hand, MBN (2022), defined marketing as a management process through which products and services move from concept to the customer. It includes identification of a product, determining demand, deciding on its price, and selecting distribution channels. Cerf *et al.*, (2017) and AMA (2017) added that marketing is the process of exploring, creating, and delivering value to meet the needs of a target market in terms of goods and services.

Digital marketing, according to Piñeiro-Otero & Martinez-Rolan (2016), is a projection of conventional marketing, its tools, and strategies, on the internet. Desai (2019) added that digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Rihaan (2022) added that includes search engine optimization (SEO), search engine marketing, content marketing, influencer marketing, content automation, campaign marketing, and e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks, and games, are becoming more common in the advancing technology. In fact, it extends to non-Internet channels that provides digital media, such as mobile phones, callback and on-hold mobile ring tones.

According to Caramela, (2022), digital marketing reaches to different market, in different forms. United Nations Children's Fund (2018) describes digital technologies as "revolutionizing marketing strategies to broaden their influence" and reach people in more than 200 countries. Digital marketing lured towards social media advertising due to the trend in the shopping behavior of the youth. Social media surveys reveal that a big percentage of the consumers

spend an average of 37 minutes a day while 10% spent on social media sites, according to Bowden (2014). In the results of the study of Monga *et al.*, (2020), social advertisement campaigns made popular among youth. The same study of Jourova (2016), wherein, children exposed from it, have subliminal effect due to strong online presence and growing purchasing power, according to Buchanan *et al.*, (2018). Dunlop *et al.*, (2016). added that social networks, broadband video channels, mobile services, video games, and virtual worlds, catches the attention of children and adolescents. It opted, on the study made by Buchanan *et al.*, (2017), online environment influences young adults' behavior which established the association of marketing and consumptions. Additionally, in the study of Dunlop *et al.*, (2016), youth exposure to different messages from companies selling food and beverages, alcohol, and tobacco on social media.

6.0 Methodology

6.1 Research design

The study used mix method approach which utilized descriptive and other correlation procedures. The principal purpose of the researcher was to assess and evaluate the influence of digital marketing on young adults' purchasing behavior. Also, to assess different levels of influence by the technology while engaging to digital market. The descriptive method was also used to supplement the documentary respondent assessment of the purchasing behavior as reflected in the survey document submitted to respondent to answer.

The study conducted in the three (3) areas of Luzon, namely: Cavite, Manila, and Bataan. This has been selected to represent the Mega Manila from the young adults. The study conducted from November to December 2021 with Six Hundred Forty (640) respondents.

Gathering of necessary data for the study was done using survey questionnaire. This questionnaire elicited the following pertinent

information as enumerated in the instrument including substantial details related to the study.

7.0 Data Analysis and Interpretation

This chapter presents the analysis of data gathered from the respondents wherein, a total of 640 respondents. The proponents used SPSS in analyzing the data based on the central tendencies, comparing means and analysis of variance anchored to the presented objectives of the study.

7.1 Respondents’ profile

Majority of the respondents are from 18 to 30 years old with the combined percentage of 69% followed by 31 to 40 years old with the percentage of 17% and 14% from 41 to 50 years old as shown in Table 1.

Table 1: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 21 years	190	29.7	29.7	29.7
	22 to 30 years	250	39.1	39.1	68.8
	31 to 40 years	110	17.2	17.2	85.9
	41 to 50 years	90	14.1	14.1	100.0
	Total	640	100.0	100.0	

Source: 640 respondents analyzed in SPSS Software (2022)

On the other hand, Table 2 shows that majority of the respondents are female followed by male with 69% and 31% respectively as shown below.

Table 2: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	440	68.8	68.8	68.8
	Male	200	31.3	31.3	100.0
	Total	640	100.0	100.0	

Source: 640 respondents analyzed in SPSS Software (2022)

Table 3 shows that 75% are single while the remaining combined 30% percentage was from married, widowed and others as reflected below.

Table 3: Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	130	20.3	20.3	20.3
	Others	20	3.1	3.1	23.4
	Single	480	75.0	75.0	98.4
	Widowed	10	1.6	1.6	100.0
	Total	640	100.0	100.0	

Source: 640 respondents analyzed in SPSS Software (2022)

Majority of the respondents discipline aligned to business administration course with the percentage of 61% followed by others with 30% as shown in Table 4. Other discipline was from marketing and HR with the combined percentage of 9% as shown in the Table below.

Table 4: Course

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business Administration	390	60.9	60.9	60.9
	Human Resource	10	1.6	1.6	62.5
	Marketing	50	7.8	7.8	70.3
	Others	190	29.7	29.7	100.0
	Total	640	100.0	100.0	

Source: 640 respondents analyzed in SPSS Software (2022)

Majority of the respondents are students with the following percentage of 78% followed by part-timers with 14% and combined percentage of 8% from business owners and employees as shown in Table 5.

Table 5: Employment Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business Owner	40	6.3	6.3	6.3
	Employee	10	1.6	1.6	7.8
	None	500	78.1	78.1	85.9
	Part Time	90	14.1	14.1	100.0
	Total	640	100.0	100.0	

Source: 640 respondents analyzed in SPSS Software (2022)

7.2 Platforms used during pandemic

Table 6: Platforms Used During Pandemic Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Facebook	640	1	5	4.52	0.908
Twitter	640	1	5	1.75	1.098
Instagram	640	1	5	2.47	1.490
Tiktok	640	1	5	2.66	1.606
YouTube	640	1	5	4.25	1.008
LinkedIn	640	1	4	1.33	0.778
WhatsApp	640	1	5	1.52	1.054
Messenger	640	1	5	4.66	0.739
Viber	640	1	5	2.19	1.479
Skype	640	1	5	1.53	1.023
Pinterest	640	1	4	1.42	0.773
Zoom	640	1	5	2.95	1.568
MS Team	640	1	5	1.98	1.464
Valid N (listwise)	640				

Source: 640 respondents analyzed in SPSS Software (2022)

According to the 640 respondents, most of the online platforms used during pandemic are Facebook, messenger, and YouTube with the following mean of 4.52, 4.66 and 4.25 respectively with the following remarks of 'Very Highly Use to Highly Used'. Zoom and Tiktok categorizes at 'Slightly High' with the following mean of 2.95 and 2.66 respectively as shown in Table 6.

7.3 Purpose of using the platform

Most of the respondents used the said platform for educational and personal purposes with the following mean of 4.39 and 4.31 respectively remarks as 'Highly Used'. Other mean was reflected under Table 7.

Table 7: Purpose of Using the Platform Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Educational Purposes	640	2	5	4.39	0.748
Personal Purposes	640	1	5	4.31	0.906
Engagement Purposes	640	1	5	3.03	1.490
Service Purposes	640	1	5	2.95	1.527
Selling and Buying Purposes	640	1	5	3.16	1.482
Others	640	1	5	2.42	1.572
Valid N (listwise)	640				

Source: 640 respondents analyzed in SPSS Software (2022)

7.4 Platform access duration of used

Most of the respondents access the platforms was more than 1 hours with the following means of 2.72, 3.28, 2.76, and 2.93 with the following remarks of 'Slightly High' as shown in Table 8.

Table 8: Platform Access Duration Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Less than 1 hour	640	1	5	2.30	1.376
1 to 2 hours	600	1	5	2.72	1.474
2 to 4 hours	430	1	5	3.28	1.386
4 to 6 hours	460	1	5	2.76	1.433
More than 6 hours	460	1	5	2.93	1.526
Valid N (listwise)	390				

Source: 640 respondents analyzed in SPSS Software (2022)

7.5 Role of social media

According to respondents, the role of social media anchors to the following, namely, information, judgement, influence of creating panic buying, fake news and comfortability with the following means of 4.16, 4.02, 3.81, 3.80 and 3.53 with the remarks of ‘Highly influence’. The impact of social media to the respondents were based on the experience they encounter while engaging on the technology whether in personal or study as shown in Table 9.

Table 9: Role of Social Media Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Build Awareness	550	1	5	2.73	1.407
Judgement	610	1	5	4.02	1.133
Good vibes and inspiration	550	1	5	2.96	1.453
Comfortability	580	1	5	3.53	1.203
Fake news spread	600	1	5	3.80	1.176
Entertainment	540	1	5	3.02	1.266
Influence of creating panic buying	620	1	5	3.81	1.212
Information	640	1	5	4.16	1.101
Valid N (listwise)	530				

Source: 640 respondents analyzed in SPSS Software (2022)

7.6 Function of social media

According to respondents, the functions of social media when it comes to product quality, delivery, information, and transaction is 'High' with the following means of 3.82, 3.84, 3.69, 3.57 and 3.60 respectively as shown in Table 10. It only denotes that all the parameters mentioned, social media has an impact on it.

Table 10: Function of Social Media Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Product Quality	600	1	5	3.82	1.127
Product Delivery	610	1	5	3.84	1.083
Product Information	580	1	5	3.69	1.063
Selling and Buying Transaction	600	1	5	3.57	1.110
Pricing	570	1	5	3.60	0.997
Valid N (listwise)	570				

Source: 640 respondents analyzed in SPSS Software (2022)

7.7 Influence of social media

Table 11: Influence of Social Media Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Endorser/Influencer	610	1	5	3.48	1.233
Curiosity	600	1	5	3.37	1.235
Uniqueness	590	1	5	3.46	1.304
Quality and Material (Promise of Quality)	600	1	5	3.18	1.295
Order and Delivery	570	1	5	3.28	1.146
Pricing and Costing Comparability	570	1	5	3.39	1.192
Product Information (Customer Feedback)	590	1	5	3.56	1.207
Product Features	600	1	5	3.50	1.228
Valid N (listwise)	560				

Source: 640 respondents analyzed in SPSS Software (2022)

In reference to the influence of social media, according to respondents, product features and information was top ‘High influence’ with the following mean of 3.56 and 3.50 respectively as shown in Table 11. Other parameters remarked as ‘Slightly High’ as shown in the table below.

7.8 Best buy

The best buy products that were selected by the respondents topping the food, personal care, clothing and health and fitness with the following means of 4.10, 3.89, 3.86 and 3.58 respectively as shown in Table 12 with the remark of “Highly Choose”.

Table 12: Best Buy Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Food	630	1	5	4.10	1.146
Clothing	640	1	5	3.86	1.052
Personal Care	610	1	5	3.89	1.170
Health and Fitness	600	1	5	3.58	1.253
Valid N (listwise)	580				

Source: 640 respondents analyzed in SPSS Software (2022)

7.9 Problems encounter in using social media platform while engaging in the market

Table 13: Problem Encounter Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Fake brand	630	1	5	3.56	1.202
Product Quality	640	1	5	3.64	1.089
Scam	640	2	5	3.78	0.845
Privacy Invasion	640	1	5	3.23	0.850
Delayed Response	640	2	5	3.09	0.750
Valid N (listwise)	630				

Source: 640 respondents analyzed in SPSS Software (2022)

According to respondents, their concern while engaging in market using the social media as a platform were scam, product quality issue and fake brands with the following means of 3.78, 3.64 and 3.56 as shown in Table 13 with the remarks of 'Very High concern'. Other parameters remark as 'High' as shown in table below.

7.10 Overall assessment in using social media while engaging to market

Using t-test, the researcher assesses the significant difference of the variables in relation to the concluded study. As shown in Table 14, all the parameters resulted to $P < 0.05$ which means that the assessment of respondents to social media influence is highly acceptable including its function, impact, and capability in relation to its role.

Table 14: One-Sample Test

	Test Value = 0					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Social Media Overall Assessment	41.985	630	0.000	4.063	3.87	4.26
Social Media Function Overall Assessment	41.555	630	0.000	3.688	3.51	3.86
Social Media Influence Overall Assessment	47.353	630	0.000	3.906	3.74	4.07
Social Media Capability Overall Assessment	38.908	630	0.000	3.625	3.44	3.81

Source: 640 respondents analyzed in SPSS Software (2022)

The test of significance concludes that t is greater than the critical value of the following respondents’ assessments including the 95% confidence interval with the same sign values to ‘positive’. Thus, the variables have a significantly difference as shown in the table mentioned.

7.11 Significant difference

Using ANOVA, the researcher uses the overall function of social media over the following variables, namely, capability, overall assessment, and influence. It reveals that the last two variables have significant difference between the overall function with $P < 0.05$ which means that the p is less than the 5% margin of error ($0.000, 0.039 < .0500$) as shown in Table 15.

Table 15: Significant Difference ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Influence	Between Groups	8.024	3	2.675	8.267	0.000
	Within Groups	19.413	60	0.324		
	Total	27.438	63			
Capability	Between Groups	3.088	3	1.029	1.935	0.134
	Within Groups	31.912	60	0.532		
	Total	35.000	63			
Social Assessment	Between Groups	4.882	3	1.627	2.971	0.039
	Within Groups	32.868	60	0.548		
	Total	37.750	63			

Source: 640 respondents analyzed in SPSS Software (2022)

8.0 Conclusions and Recommendations

8.1 Conclusions

The impact of social media was extremely experienced during the period pandemic. People were able to find their niche in the ambit of the technology to battle against burdensome, loneliness, and anxiety. Other business owners shifted their model to cope up and survive the impact of disease in the market. In results, majority of the respondents anchor their time to platforms like Facebook, messenger, and YouTube with the following mean of 4.52, 4.66 and 4.25 respectively. They used it for educational and personal purposes (4.39 and 4.31 means) and accessing it with more than 1 hours (2.72, 3.28, 2.76, and 2.93 means).

The respondents believed that the role of social media anchors to the following, namely, information, judgement, influence of creating panic buying, fake news and comfortability (4.16, 4.02, 3.81, 3.80 and 3.53 means) and the function to general market relates to product quality, delivery, information, and transaction (3.82, 3.84, 3.69, 3.57 and 3.60 mean). Product features and information was top 'High influence' that was observed by the respondents of which they buy from the platform the following items like food, personal care, clothing and health and fitness (4.10, 3.89, 3.86 and 3.58 means). However, problems and issues were also being the concern of the buyer respondents, namely, scam, product quality issue and fake brands (3.78, 3.64 and 3.56 means).

To conclude, the influence of social media to young adults purchasing behavior concretize by the applicability of the technology to the current condition. They were able to engage in the general market using the platforms as their ticket to the emerging industry while facing the holocaust of pandemic. It only proves that technology was able to assist, support and bridge between the young consumers and the market industry. Thus, the positive contribution of the social media over the development to cope up in his environment was evidently witness by every human being.

8.2 Recommendations

Social media herded the economy to move forward even in a small step. It helps other industries to function while others forced to stop. Although there are some negative implications arising from the platform, it can be minimized by developing more secured programs that would eliminate such discrepancies. Also, strict implementation of government regulation, dissemination and public-private collaborations that would entail the proper use of such technology that would result to a productive and meaningful information.

The young adults are the next foundation of the country that will lead, govern, and manage the country. It is best that in their age, they will not be exposed on the unpleasant, terrible impact of social media, instead, they more incline on the positive use of it. As mentioned, the government together with other the stakeholders, should work to mitigate the negative impact brought by the technology. Thus, it is a tool to better the lives of the people not only the young ones but the public in general.

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