



THE INFLUENCE OF SOCIAL MEDIA PLATFORMS ON CUSTOMERS' BUYING BEHAVIOR

By:

Alex L. Señara, D.M, Kharen Jane S. Ungab, D.M, Desiree B. Balgoa, LPT, MBA, Jacqueline L. Segundo

Abstract:

This research studies the influence of online social media platforms on customers' buying behavior in Poblacion, Tagoloan, and Misamis Oriental. It assesses the extent of the use of Facebook, Instagram, and TikTok on customers' attitudes, decision intentions, and product preferences. This study uses a total of 2,278 households within the area where this study is conducted. A Raosoft calculator was used to determine the total sample size and used different statistical tools. The findings show that in the advent of the social media age, the use of online social media platforms has a significant influence on buying specifically to young people, single, and predominantly female. With a majority of the respondents belonging to this demographic group, these platforms likely play a crucial role in shaping their product preferences, attitudes, decisions, and intentions to buy. It can be concluded that the use of social media platforms for shopping is primarily driven by the younger generation. This finding could have implications for businesses and marketers who target this demographic group. Furthermore, the null hypothesis was rejected, indicating that there is a significant relationship between social media platforms and customers' buying behavior. Thus, businesses need to leverage these platforms as a means of reaching and engaging with their potential customers. With the foregoing information and to strengthen this mode and to effectively serve the target market, the online platforms being used by modern business enthusiasts should identify their target audience to effectively cater to their needs. Provide some sort of business incentive mechanisms such as promotion and the like to customers who turn out to be loyal. Effective strategies are needed to stabilize business as the growing competition is evident. The social media platform has created a continuing patronage hence, the mandate to have strong customer engagement and quickly adapt to the changing customer preferences brought about by environmental factors is vital.

Keywords: Social Media Platforms, Customers Attitude, Customers Decision, Customers Intention, Customers Product Preference

Shenna Angel R. Amante, Angeline C. Montefalcon, April Nicolette T. Eduria, Apple Jean P. Alcantara, Stefany J. Javier, Aiby K. Bagas

Introduction

When the pandemic hit, creates a remarkable and unprecedented shift occurred in e-commerce. Many brick-and-mortar stores were forced to close, and consumers were placed under stay-at-home orders. Subsequently, consumers placed exceptional and unpredictable demand on the e-commerce marketplace to provide the products they previously purchased in person. In 2020, 84% of consumers shopped online more than before. (Megan Wenzl, 2021). The pandemic sparked a meteoric rise in online sales. As visits to physical stores were restricted, and many were running low on money, consumers went online to shop, causing online purchases to grow higher and higher. Consumers were generally mindful shoppers even before the pandemic. (Dannenberg, P. et al., 2020; Afonassova, M.A., 2019, as cited in Gu S. et al., 2021) Perhaps one of the biggest and potentially longest-lasting changes that have resulted from the pandemic is an accelerated shift to online shopping, as well as alternative forms of delivery. Store closures initially forced the issue, but newly developed habits will keep the momentum going. (Diane Crispell, 2021). In today's world, businesses use online marketing to promote their brand and products appealing to potential customers. Through web-based methods like search engines and the use of social media, various businesses today utilize such channels to connect with customers where customers find convenience by scrolling and purchasing online. Consumers discovered positive components to online shopping that they enjoyed that weren't available in the traditional offline shopping experience. These positive online shopping experiences further encouraged new trends in consumer behaviors to take a steadfast hold. (Megan Wenzl, 2021).

In a survey conducted by Nosto (2021), 56 percent of consumers say they're more influenced by images and videos from social media when online shopping now than they were before the pandemic. This is especially true for Gen Z shoppers, 61 percent of whom say UGC (user-generated content) is more influential to them post-pandemic. Consumers today rely heavily on digital means to research products. Some 77% of customers research a brand online before engaging with it, according to HubSpot Research. Meanwhile, 51% of consumers say they use Google to research products before buying. (Marketo, 2022). Social media is an inexpensive platform that gives brands instant reach to billions of active social media

users. Brands should ensure that the target audience sees your products, likes them, and shares them on social media, which helps to influence consumer behavior. (Cloorack, 2020).

This research study portrays the extent of online social media platforms' influence on customers' buying behavior. Consumers today mostly depend on digital means to search for products for their personal needs. When consumers see promotions, discounts, and deals on social media, it influences their buying behavior. Hence, this study will look in detail at how social media platforms such as Facebook, Instagram, and TikTok affect customers' buying behavior. Hence, this study provides insights into how convenient it is to make purchases through social media platforms that are primarily used for communication and entertainment. Moreover, to become aware of the advantages of online marketing that were not accessible to customers during the conventional offline retail experience, they can also evaluate their behavior while answering the given questionnaire. With the effects of the study, research data is expected to be taken from the sample of chosen households within Barangay Poblacion, Tagoloan, and Misamis Oriental who shop online.

THEORETICAL FRAMEWORK

This study was anchored in John William Atkinson's (1964) expectancy-value theory, in which customers often make some judgment about a product, its benefits, and the likely outcomes of using the product. People will learn to perform behaviors that they expect will lead to positive outcomes (Tokman, 1932). Their overall attitude is a function of beliefs about an object's attributes and the strength of these beliefs. The impact of attribute importance on consumer decision-making is also widely recognized (Heeler et al, 1979).

Whereas, the disconfirmation theory indicates that customers compare a new service experience with a standard they have developed. Their belief about the service is determined by how well it measures up to this standard. The theory presumes that customers make purchases based on their expectations, attitudes, and intentions (Oliver 1980). Later, during or after consumption, perception of performance occurs as customers evaluate the experience. The process is completed when customers compare the actual service performance with their pre-experience standard (Beardon & Teel 1993, Cardozo 1965, Day 1977, Oliver 1980) or expectation. The result is confirmation, satisfaction, or dissatisfaction.

According to the view of Pearson (2009, p. 70) customer satisfaction can be referred to as the perception of people about goods which is drawn by making a comparison of experience with expectation. However, as per the opinion of Kottler (2012, p 86), customer satisfaction is the extent to which an individual feels either happy or sad with the performance of products. It is the improper or bad performance of specific good which lead to a high level of dissatisfaction among customers. Thus, a specific item that satisfies the expectations of customers achieves a high level of satisfaction.

CONCEPTUAL FRAMEWORK

Weinberg (2009), social media marketing is leveraging the 'social' through the 'media' to 'market' businesses' constituents. Social Media Marketing is the process of empowering individuals to promote their services or products through different social media channels to attract a larger amount of people that may not have been available via traditional way of advertising. The advertisements via mass media are no longer as efficient as they were in the past. The social web is a place where people with common interests gather to share ideas, information, thoughts, etc. Through the channel of social media, marketers can listen and respond to communities, take feedback, and promote their products or services.

Delafrooz et al. (2010), marketing over the Internet creates a basic change not only in business but also in customers' behavior. Internet marketing provides a unique platform for firms to understand the need of the customers and make them free from time and place encumbrances. It also reduces costs by omitting unnecessary transaction costs (Sheth and Sharma, 2005). Marketing on social network sites has to follow new rules and principles and each organization has to determine if social media marketing is appropriate for them or not. (Al-Hadban N., et al., 2014).

Facebook

The amount of web users and social networks such as Facebook is reciprocally beneficial for marketers and consumers. Facebook in itself has created a demand for social media marketing. Facebook is one of the largest and fastest-growing social network sites, which has developed into a global network. Their goal is to become the operating system of the Internet and to make the world more open and transparent by giving everyone the right to share and connect (Laudon & Traver, 2008). Maria Popova of Brand Week (2007) as cited in Al-Hadban N., et al (2014) discusses how the nature of Facebook contributes to the new way consumers view marketing. Popova argues that a site is a tool in our age of "opinionated":

"I like this not that, need this, dump that, want this, now" The trend has begun to strip marketing to the bare essentials to reveal the all-important "What's in it for me?"

Instagram

As far as social media marketing channels go, Instagram has been a major social media power player for quite a while. And that's particularly true for e-commerce businesses that get access to a visual-focused platform with enthusiastic followers and high engagement. As such, Instagram marketing continues to play an important role in businesses across the world. (Gotter A., 2022) In general, Instagram users are more than happy to follow brands on Instagram, where they are actively discovering and purchasing products on the Instagram feed. (Gotter A., 2022).

TikTok

Putting this into perspective: it took Instagram six years from its launch to gain the same number of monthly active users that TikTok managed to achieve in under three years. And for Facebook to hit the same monthly active users mark, it took the best part of four years (Battisby A., 2021). Global brands have recognized the importance of TikTok as a key way to engage with young audiences, encourage user-generated content, and partner with relevant influencers (Battisby A., 2021). TikTok continues to add new features, some of which will greatly interest brands interested in marketing on the social platform. After nearly a year of trials, TikTok has rolled out TikTok Shopping, its latest offering in the world of social commerce (Geyser W., 2022). Kotler and Armstrong (2012) define consumer behavior as —the buying behavior of final consumers— individuals and households that buy goods and services for personal consumption. Grimsley (2015), states that consumer buying behavior is the total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product (good) or service. In other words, understanding consumer behavior in the market in any region is very important to sell any product properly. —Marketers must understand what influences consumer behavior, such as the consumer buying process, top influencers, and effective advertising. Effective advertising will aim to influence consumer behavior at each stage of the consumer buying process. Constantinides (2004) conducted a study to investigate how customers could be acquired through online marketing. According to him, —Identifying the Web experience components and understanding their role as inputs in the online customer's decision-making process is the first step in developing and delivering an attractive online presence likely to have the maximum impact on internet users.

Customer's Attitude

Attitude refers to an individual's tendency to make a positive or negative assessment of a product or service (Ajzen, 2002; Anshu, Gaur, & Singh, 2022). The literature suggests that individuals' behavior is routed in attitude, as such, an individual's favorable attitude towards a behavior triggers the chances to perform that behavior (Kiatkawsin & Han, 2017; Zafar, Shen, Ashfaq, & Shahzad, 2021). This indicates that a customer's positive attitude toward purchasing a product or service is likely to influence their behavioral intention to purchase the product/service. Due to the importance of attitude in predicting behavior, it has been frequently studied in social science research

Customer's Decision

Consumer behavior represents the activities of consumers when they are deciding whether or not they need to purchase a new item, and if so the factors which influence the final decision of what they will buy. This concise essay will examine three concepts that can be used to interpret the consumer decision-making process which are the model of consumer decision-making (Kotler et al, 2009), Maslow's (1943) hierarchy of needs, and influences sociocultural factors (Solomon et al, 2010). The perspective proposed here is that choice and purchase can be viewed as inputs into a process, not merely the end of consumer decision-making efforts. In this way, one recognizes the feedback from choice to other consumer-behavior variables (Rassuli K.M. & Harrell G.D, 1990).

Customer's Intention

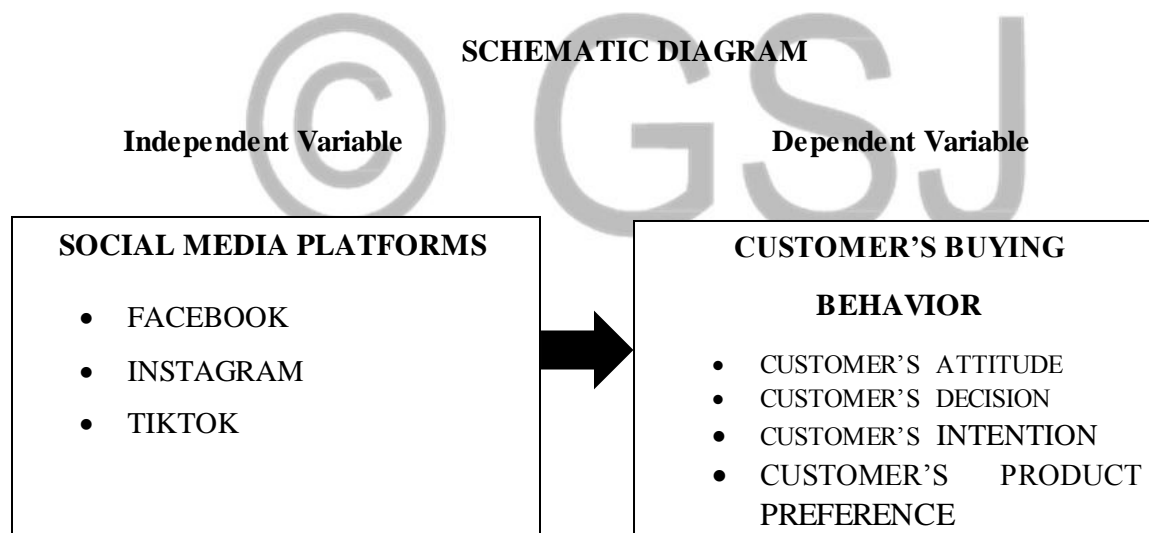
Purchase intention is a situation where a consumer tends to buy a certain product in a certain condition. Customers' purchase decision is a complex process. Purchase intention usually is related to the behavior, perceptions, and attitudes of consumers Purchase behavior is a key point for consumers to access

and evaluate the specific product Morinez et al. (2007). Ghosh (1990) states that purchase intention is an effective tool to predict buying process. Purchase intention may be changed under the influence of price or perceived quality and value. In addition, consumers are affected by internal or external motivations during the buying process (Gogol, 2013).

Customer’s Product Preference

In traditional business settings, the color, shape, and specifications of the aforementioned categories of merchandise are best evaluated. (Newman, 2017) Consumer preferences for online shopping can be influenced by online shopping apps. In this drastically altered marketing context, understanding how shopping preferences influence market conditions will be made easier with knowledge of demographic factors. To comprehend market conditions, marketing experts always pay attention to major factors like demographic, economic, socio-cultural, technological, and environmental factors. (Lubis & Utara, 2018) "Books, electronic entertainment (such as music, movies, television shows), toys, and games appear to command large customer followings in the online domain. This may underscore customer shopping preferences that hinge on the sheer convenience of shopping via online mechanisms". Digital marketing can affect consumer behavior in many ways. It can inform, persuade, or even entertain consumers. It enables brands to put their best foot forward by highlighting certain aspects of their product or service while downplaying others. The most direct way digital marketing affects consumer behavior is through the frequency and volume of online ads. Consumers who regularly encounter ads for a product or service will likely develop a positive opinion of that brand, and they will be more likely to buy from that brand in the future. (Savytech, 2021) Marketing creates opportunities for consumers and one of those opportunities is the evolution of online marketing (Ukaj, 2015). The behavior of consumers plays an unfathomable role in the success of businesses and this has an overarching influence in online marketing. (Svatosova, 2013). The above factors such as Facebook, Instagram, and Tiktok are the main influencing independent variables towards customers’ buying behavior. The customer’s buying behavior consists of the customer’s attitude, customer’s decision, customer’s intention, and customer’s product preference that depend on the aforementioned social media platforms.

SCHEMATIC DIAGRAM



Methods

The study utilized the descriptive method of research. It is a design that focuses on the present condition. The purpose is to find new truths to test the hypothesis or answer questions concerning the current status of the subject of the study. According to Dr. Y. P Aggarwal (2008), descriptive research is devoted to the gathering of information about the prevailing conditions or situations for description and interpretation. This type of research method is not simply gathered and tabulated facts but includes paper analysis, interpretation, comparisons, and identification of trends and relationships. The researcher chose this type of research because the descriptive study undertakes a deep understanding of the characteristics of an organization that follows certain practices that fit the present study.

Research Locale

This study will be conducted at Barangay Poblacion, Tagoloan, Misamis Oriental. Poblacion has an area of 341 hectares, 2,728 households, 2,828 families, and a total population of 13,229. It is situated at

approximately 8.5385 degrees latitude and 124.7540 degrees longitude on the island of Mindanao. Elevation at these coordinates is estimated at 12.9 meters (42.3 feet) above mean sea level.

Research Respondents

The researchers selected the households within Barangay Poblacion, Tagoloan Misamis Oriental totaling 2,728 households as respondents of the study. The households are covered in the study because, among all individuals, all households in Barangay Poblacion are familiar with purchasing online. Thus, they can give comments using their expertise so that the information they may provide is reliable.

Sampling Procedure

The population of the study consisted of 2,728 households within Barangay Poblacion, Tagoloan Misamis Oriental. With a 5% error tolerance, a confidence level of 90%, and a total household population of 2,728, the total number of households was determined by using the Raosoft calculator, the minimum recommended sample size for the survey resulted in 247 households.

Data Gathering Procedure

In gathering data, the researchers will ask for permission from the research adviser and Dean of the College of Business Administration, the researchers will personally administer the research instrument to the respondents and retrieve the data after all items are answered to ensure 100% return. Upon approval, the researchers conducted a survey questionnaire to the 247 household respondents of Barangay Poblacion, Tagoloan Misamis Oriental. The researchers will ask for the respondents' permission as well to distribute the questionnaire and will be given enough time to answer the survey. The questionnaires were retrieved after the respondents fill up and the data will be tallied and computed for interpretation.

Research Instrument

The researchers used an online survey form that will be answered more thoroughly with the aid of some of the following questions as the main tool in gathering the data. The questionnaire was composed of two parts. The first part of the questionnaire was the profile of the respondents, which includes sex, age, civil status, and work status. The second part of the questionnaire was the dependent and independent variables, which include Facebook, Instagram, TikTok, customer attitude, customer decision, customer intention, and customer product preference, which are based on the influence of customer buying behavior. The survey questions consist of a checklist and a five-point Likert scale. Each of the components was composed of ten (10) indicators. These were chosen as they allow the researchers to gather data and test the validity and reliability of the study being conducted.

Reliability and Validity of the Instrument

Before the final administration of the self-made survey test questionnaire, it was pretested by 30 individuals who were not respondents to the study to determine the reliability and validity of the questions. Cronbach's Alpha was utilized to measure the internal consistency of the survey questionnaire and better understand whether the survey items measured the same thing. The results revealed that the social media platform Facebook with ten items has an ($\alpha = 0.73$) coefficient, Instagram with ten items ($\alpha = 0.88$), and Tiktok with ten items have ($\alpha = 0.86$). While dependent variables Customer's Attitude with ten items have ($\alpha = 0.83$) coefficient, Customer's Decision with ten items ($\alpha = 0.72$), Customer's Intention with ten items ($\alpha = 0.83$), and Customer's Product Preference with ten items ($\alpha = 0.83$) were found reliable. These findings imply that all research items were self-consistent and valid. The internal consistency of the aforementioned variables is acceptable and good.

Scoring Procedure

The following are the scoring guidelines that were utilized in describing the data of the study. The researchers used a five-point Likert scale in rating the collected data of the study.

SCALE	MEAN	DESCRIPTION	INTERPRETATION
5	4.21-5.00	Strongly Agree	Very Influential
4	3.41-4.20	Agree	Influential
3	2.61-3.40	Moderately Agree	Moderately Influential
2	1.81-2.60	Disagree	Less Influential
1	1.00-1.80	Strongly Disagree	Not Influential

Statistical Procedures

The researchers used the following statistical treatment in the analysis and interpretation of the study.

Problem 1. The weighted mean was used to determine the extent of the influence of social media platforms in terms of Facebook, Instagram, and Tiktok. Problem 2. The weighted mean was utilized to determine the extent of customer buying behavior in the areas of customer attitude, customer decision, customer intention, and customer product preference, and problem 3. Pearson R and Correlation measurements were used to determine the significant relationship between online social media platforms and customers' buying behavior.

Ethical Considerations

The ethical considerations of this study are accountability, trust, mutual respect, and fairness between all persons involved in this study. The objective of this intent is to protect the intellectual property rights of all the contributors. Accountability toward the general public by protecting the respondents used in the study is another ethical consideration.

Results and Discussion

This chapter comprises the analysis, presentation, and interpretation of the findings resulting from this study. This chapter also describes the analysis of data followed by a discussion of the research findings. Data were analyzed to determine the influence of online social media platforms on customers buying behavior

Problem 1. What is the extent of the influence of online social media platforms in terms of Facebook, Instagram, and Tiktok?

Table 1. The Extent of Influence of Social Media Platforms Based on Facebook

INDICATORS	MEAN	INTERPRETATION
Facebook is a powerful advertising tool.	4.51	Very Influential
Information about products and prices is simple to find.	4.11	Influential
Offers promotions or discounts on products.	4.00	Influential
I trust Facebook to fulfill my expectations about the product.	3.36	Influential
I am satisfied with my decision to purchase from Facebook.	3.44	Influential
The product online is very affordable.	3.82	Influential
I enjoy shopping online.	3.98	Influential
Online shopping saves time.	4.18	Influential
It is safe to transact/shop online	3.38	Influential
Online purchases might fail to meet my expectation	4.07	Influential
Overall Mean	3.55	Influential

Table 1 indicates the extent of the customer's buying behavior in the area of Facebook. From the table, the indicator "Facebook is a powerful advertising tool" obtained the highest mean with 4.51 which can be interpreted as very influential. This suggests that Facebook is authoritative in terms of advertising tools when purchasing online. It allows brands to reach wide audiences and provides a variety of targeting

options, tools for successful outreach, and relatively cheap pricing. This could be a great way to reach new customers that influences their purchase decisions. In addition, this high mean score strengthens the inference that product advertisements have a significant impact on customer buying behavior in the area of Facebook. Whereas the indicator "I trust Facebook to fulfill my expectations about the product" obtained the lowest mean with 3.36 which indicates that compared to other indicators it is not as influential in determining customer buying behavior in the area of Facebook. This suggests that Facebook doesn't contain reliable products when buying products online. This is because, consumers are concerned about unsafe items, unreliable payment methods, lack of privacy, and abuse of personal information in purchasing online. In addition, this low mean score strengthens the inference that product expectations have a significant impact on customer buying behavior in the area of Facebook. Customer behavior refers to "all activities associated with the purchase, use, and disposal of goods and services". This also includes "the consumer's emotional, mental, and behavioral responses that precede or follow these activities" (Kardes, 2011). Customer behavior can be influenced by four different factors, which are cultural, social, personal, and psychological factors. However, using social media marketing can be a risk. Indeed, online marketers do not have full control of social media. Preferences and decision-making also depend upon external parties through reviews, referrals, and other user-generated content. (Constantinides and Fountain, 2008). Customers are more likely influenced by people they know due to the trust they feel for them.

Table 2. The Extent of Influence of Social Media Platforms Based on Instagram

INDICATORS	MEAN	INTERPRETATION
Instagram is a great marketing tool.	3.83	Influential
Instagram is a widely accessible online platform.	3.84	Influential
Finding information about products and pricing on Instagram is simple.	3.59	Influential
Instagram provides discounts and promotions for popular products.	3.57	Influential
Instagram fulfills my expectations about the products.	3.47	Influential
Purchasing Instagram gives me a sense of assurance.	3.34	Moderately Influential
Instagram products cost a little more than those other online platforms.	3.48	Influential
It's a good way to discover stuff while you scroll.	3.92	Influential
Instagram transactions are secure.	3.42	Influential
Instagram gives you the perfect opportunity to find valuable items.	3.58	Influential
Overall Mean	3.60	Influential

Table 2 represents the advantages of social media platforms in terms of Instagram. From the table, the indicator "it's a good way to discover while you scroll" obtained the highest mean value of 3.92 which can be interpreted as influential. This suggests that most of the customers are influential in discovering new stuff while scrolling. The customer can browse through many different items when looking for a specific item to locate the one they like. The primary reason people visit websites is for the content. Furthermore, scrolling enables users to find the content they want.

While the indicator "Purchasing Instagram gives me a sense of insurance" obtained the lowest mean value of 3.34 which can be interpreted as moderately influential. This suggests that there's a good chance that individuals will become interested in purchases on Instagram because people are more likely to make purchases when they receive recommendations from people they trust. Consumers offer a variety of information, including product reviews, details about services, product warnings, usage advice, and much more.

Instagram certainly is an effective platform to reach consumers (Putri, 2021). It has been estimated that in 2021 81% of people used Instagram to help research products and services, 58% became more interested in a brand or product after seeing it in Stories, 50% visited a website to purchase after seeing a product or service in Stories, and, in the fashion sector, 55% of shoppers made a purchase based on an Instagram brand's post (Mendini, 2022). According to Nielsen, in its global Trust in Advertising Study in 2021, which surveyed 40,000 across 56 countries, 88% of consumers said that they trusted recommendations from people they know.

Table 3. The Extent of Influence of Social Media Platforms based on Tiktok

INDICATORS	MEAN	INTERPRETATION
TikTok is a popular marketing tool.	4.58	Very Influential
TikTok helps find the best product.	4.27	Very Influential
The products on TikTok are affordable.	4.12	Influential
Offers specials and discounts every month.	4.08	Influential
TikTok fulfills my expectations about the product.	3.80	Influential
I feel secure when I purchase TikTok.	3.74	Influential
Shopping on TikTok is more convenient.	3.98	Influential
Different products are introduced on TikTok.	4.33	Very Influential
TikTok instantly attracts attention.	4.40	Very Influential
TikTok gives information about its products.	4.23	Very Influential
Overall Mean	4.15	Influential

Table 3 represents the advantages of social media platforms in terms of Tiktok. From the table, the indicator "Tiktok is a popular marketing tool" obtained the highest mean value of 4.58 which can be interpreted as very influential. This suggests that this kind of platform is particularly effective because it appears to be more like a recommendation from a friend than an advertisement. Because it offers unique and interesting special effects that users of this platform can easily utilize to create cool, short videos that can capture the attention of many people who see them, it instills trust in the viewer and increases their chances to buy.

While the indicator "I feel secure when I purchase Tiktok" obtained the lowest mean value of 3.74 which can be interpreted as influential. This suggests that customers feel secure when they purchase TikTok because they are aware of all details related to the product and services they bought online, such as prices, delivery times, and product tracking. They are also able to recognize the various services provided by various delivery agencies and choose the best delivery method to deliver their products or services. Supports that the development of TikTok has indirectly become a strategic place for marketers to reach consumers and interact directly. TikTok, as a promotional medium, has a significant positive effect on interest in buying products (Meliqwaki, 2023). Lots of Tiktok users today are teenagers, teenagers nowadays like to use TikTok to fill their free time or entertain themselves, there are lots of Tiktok videos ranging from entertainment, clothing, and skincare so users are influenced to buy these items even online. (Erizal, 2021).

Problem 2. What is the extent of customers' buying behavior in the areas of customer attitude, customer decision, customer intention, and customer product preference?

Table 4. The Extent of Customers' Buying Behavior in the Area of Customer Attitude

INDICATORS	MEAN	INTERPRETATION
I always read reviews from other consumers before shopping online.	4.63	Very Influential
If I find negative online reviews for a product, I immediately look for another shop.	4.37	Very Influential
Ratings from previous customers concerning the company's accountability strongly affect my decision to buy from them or not.	4.49	Very Influential
Every time I look for a particular item, I always find good deals and lower prices.	4.42	Very Influential
Shopping for clothes online is easier for me than in stores because I don't feel compelled to make decisions right away.	3.98	Influential
Makes comparisons with other products while shopping online.	4.28	Very Influential
Prefers to choose cheaper products.	4.20	Influential
Prefers to choose a store that offers a variety of products.	4.31	Very Influential
Friends' recommendations strongly affect my buying decision.	4.20	Influential
I spend more time deciding on the products and brands I buy.	4.30	Very Influential
Overall Mean	4.32	Very Influential

Table 4 indicates the extent of customer buying behavior in the area of Customer Attitude. From the table, the indicator "I always read reviews from other consumers before shopping online" obtained the highest mean with 4.63 which can be interpreted as very influential. This suggests that customer reviews are very influential in shaping customer buying behavior. This means that a significant proportion of respondents strongly agreed with the statement and are likely to seek out and read reviews from other consumers before making their purchase decisions. This high mean value indicates that consumers place a lot of importance on the opinions of other consumers when shopping online and that online social media platforms are an important source of information for them.

Whereas the indicator "Shopping for clothes online is easier for me than in stores because I don't feel compelled to make a decision right away" obtained a relatively low mean score of 3.98 compared to the other indicators in Table 4. This suggests that customers do not consider this factor to be a significant influence on their buying behavior. This could be because customers are more likely to value factors such as product quality, price, and brand reputation when making purchasing decisions. Additionally, the convenience of online shopping may not be a major factor for customers who prefer to shop in physical stores and make decisions on the spot. Moreover, this low mean score suggests that while online shopping may be convenient for some customers, it is not a major influence on their buying behavior compared to other factors such as product quality and price.

A study by Spiegel Research Center (2017) found that almost 95% of customers read online reviews before making a purchase, and 82% of customers specifically seek out negative reviews to inform their purchasing decisions. Additionally, products with more reviews and higher ratings were more likely to be purchased than products with fewer reviews and lower ratings. Another study conducted by Big Commerce (2017) found that while convenience is an important factor for customers when shopping online, it is not the most important factor. The study found that product pricing and quality were the top two factors that influenced purchasing decisions, with 87% of customers considering the price and 83% considering product quality. Only 60% of customers considered convenience to be a factor in their decision-making process.

Table 5. The Extent of Customers' Buying Behavior in the Area of Customer Decision

INDICATORS	MEAN	INTERPRETATION
Online platforms are credible for making purchases.	4.15	Influential
Product pricing has a greater influence on purchases.	4.33	Very Influential
Packaging, logos, etc. attract customers.	4.35	Very Influential
I purchased a product through recommendations.	4.02	Influential
The seller's working style affects whether I buy.	4.14	Influential
Online platforms are more convenient than physical stores.	3.94	Influential
The goods that the artist introduces influence people to buy.	4.23	Very Influential
I find sales and discounts appealing.	4.33	Very Influential
Customers' reviews are an advantage when selecting a product.	4.51	Very Influential
Online reviews help improve the accuracy of purchases.	4.46	Very Influential
Overall Mean	4.25	Very Influential

Table 5 indicates the extent of customer's buying behavior in the area of Customer's Decision. From the table, the indicator "Customers' reviews are an advantage when selecting a product" obtained the highest mean with 4.51 which can be interpreted as very influential. This suggests that customers heavily rely on reviews provided by other customers when making purchase decisions. The fact that customers value reviews so highly is likely due to the social proof phenomenon, where people rely on the opinions and actions of others to guide their behavior. When people see that others have had positive experiences with a product, they are more likely to believe that they will also have a positive experience. Conversely, negative reviews can make people feel that the product is not worth buying. Moreover, this high mean value strengthens the inference that online reviews have a significant impact on customer buying behavior in the area of Customer Decision.

Whereas the indicator "Online platforms are more convenient than physical stores" obtained a relatively low mean score of 3.94 compared to the other indicators in Table 5. This suggests that convenience may not be the most important factor in customers' decision-making process when it comes to buying products online. This could be due to various reasons such as the lack of tactile experience, the waiting period for delivery, and the inability to try on products before purchasing. Moreover, this low mean score strengthens the inference that convenience may not be the most significant factor driving customer buying behavior in the area of Customer Decision.

A study by Power Reviews in 2020 found that 82% of consumers specifically seek out negative reviews and that products with a mix of positive and negative reviews are perceived as more trustworthy than products with only positive reviews. This highlights the importance of authenticity and transparency in online reviews. Another study conducted by PWC (2018) found that while online shopping is growing, physical stores are still an important part of the retail landscape. The study found that physical stores remain the primary shopping channel for 44% of global consumers, with many citing the ability to touch and feel products as a key reason for their preference. However, the study also found that online channels are gaining ground, with 27% of consumers making online purchases at least weekly. This highlights the need for businesses to have a multichannel strategy that caters to both online and offline consumers.

Table 6. The Extent of Customers' Buying Behavior in the Area of Customer's Intention

INDICATORS	MEAN	INTERPRETATION
Buys products that satisfy my needs.	4.46	Very Influential
I buy the items which are recommended by my friends.	3.89	Influential
After some thought, I buy one or more products that I have browsed on social media.	3.93	Influential
Freebies and sales encourage me to buy.	4.21	Very Influential
I purchase a product online since it provides a discount.	4.12	Influential
I am likely to buy some of the affordable products.	4.31	Very Influential
I am probably going to buy the products on these platforms (Facebook, Instagram, and TikTok), which offer different services.	4.05	Influential
I consider quality an important attribute when buying a product.	4.48	Very Influential
I prefer to buy products that have good reviews.	4.58	Very Influential
I prefer to buy products that have good reviews.	4.14	Influential
Overall Mean	4.22	Very Influential

Table 6 indicates the extent of customers' buying behavior in the area of Customer Intention. From the table, the indicator "I prefer to buy products that have good reviews" obtained the highest mean with 4.58 which can be interpreted as very influential. This suggests that customers place a high value on product reviews when making purchasing decisions. This could be because reviews provide customers with social proof and reassurance about the quality, reliability, and value of a product, which in turn influences their purchase decisions. This high mean score strengthens the inference that product reviews have a significant impact on customer buying behavior in the area of Customer Intention. Whereas the indicator "I buy items that are recommended by friends" obtained the lowest mean with 3.89 which indicates that compared to other indicators it is not as influential in determining customer buying behavior in the area of Customer's Intention. But may still indicate that the majority of customers surveyed consider recommendations from friends to be influential in their buying behavior. This can be inferred that recommendations from friends may have a limited impact on customer buying behavior in the area of Customer Intention. This suggests that customers are less likely to be influenced by recommendations from friends when making purchasing decisions. This could be due to a variety of reasons, such as customers having different preferences, priorities, or trust factors when it comes to buying items.

A study by Bright Local (2021) found that while 91% of customers read online reviews before making a purchase, only 34% of customers ask for recommendations from friends or family. This suggests that while recommendations from friends may still be influential, they may not be as important as other sources of information such as online reviews. Additionally, a study by Nielsen (2015) found that while recommendations from friends and family are still the most trusted source of information for customers, their influence has decreased over time. The study found that 83% of customers trust recommendations from friends and family, compared to 92% in 2007. This suggests that while recommendations from friends are still influential, their impact may be decreasing.

Table 7. The Extent of Customers' Buying Behavior in the Area of Customer's Product Preference

INDICATORS	MEAN	INTERPRETATION
I consider the quality of the product when buying a product.	4.50	Very Influential
I prefer to buy affordable and reasonably priced products online.	4.38	Very Influential
I prefer to purchase items that were endorsed by content creators.	3.80	Influential
I prefer to purchase reliable products.	4.35	Very Influential
I tend to purchase products online that are frequently advertised in my feed.	3.77	Influential
I typically purchase products online with discounts since online sellers often have more exclusive sales and discounts than in physical stores.	4.11	Influential
I buy products that get a lot of online attention	3.83	Influential
I prefer to buy products online due to the greater variety of product designs.	3.98	Influential
I enjoy shopping online because they offer high-quality pre-loved or secondhand goods.	3.83	Influential
If I saw items from my friends in my newsfeed that picked my interest, it is easier for me to find the same products because I can search for them online	4.03	Very Influential
Overall Mean	4.06	Influential

Table 7 indicates the extent of customers' buying behavior in the area of Customer Product Preference. From the table, the indicator "I consider the quality of the product when buying a product" obtained the highest mean of 4.50 which can infer that customers place a high value on product quality when making purchasing decisions. This suggests that customers consider product quality to be very influential in their decision-making process. This could be because customers want to ensure that the product, they are buying meets their expectations in terms of functionality, durability, and reliability. Moreover, this high mean score strengthens the inference that product quality has a significant impact on customer buying behavior in the area of Customer Product Preference.

Whereas the indicator "I tend to purchase products online that are frequently advertised in my feed" obtained the lowest mean with 3.77 which can infer that customers are not heavily influenced by advertisements when making purchasing decisions. The result suggests that customers do not consider online advertisements to be a significant factor in their decision-making process. This could be because customers are more likely to rely on factors such as product quality, price, and brand reputation rather than advertising when making purchasing decisions. Moreover, this low mean score strengthens the inference that online advertising has a limited impact on customer buying behavior in the area of Customer Product Preference.

The high mean score obtained for the indicator "I consider the quality of the product when buying a product" suggests that customers attach a high value to product quality when making purchasing decisions. This is consistent with the finding of a study by Kotler and Armstrong (2017) that customers perceive quality as a critical determinant of value, which is a key driver of customer satisfaction and loyalty. Several studies also have highlighted the importance of product quality in influencing customer buying behavior. For instance, a study by Mihart et al. (2015) found that product quality was the most important factor that influence customers' buying behavior, followed by price, brand reputation, and product features. Similarly, a study by Ahmad and Thyagaraj (2015) found that customers were willing to pay more for high-quality products, indicating that product quality played a significant role in their purchasing decisions. The finding is also consistent with the expectancy disconfirmation theory (EDT), which posits that customers form expectations about a product or service based on various factors, including prior experience, word-of-mouth, and marketing messages.

Problem 3. Is there any significant relationship between Online Social Media Platforms and Customers' Buying Behavior?

Table 8. Correlations between Facebook and Customers' Buying Behavior

		Facebook	Customer Buying Behavior
Facebook	Pearson Correlation	1	.531**
	Sig. (2-tailed)		.000
	N	247	247
Customer Buying Behavior	Pearson Correlation	.531**	1
	Sig. (2-tailed)	.000	
	N	247	247

RESULT: $r = .531$, $p < .05$

Decision: reject the null hypothesis

There is a significant relationship between Facebook and customers' buying behavior. Likewise, the correlation coefficient of .531 indicates a moderately strong positive relationship between the two variables. Thus, businesses should leverage this platform as a means of reaching and engaging with their potential customers.

Table 9. Correlations between Instagram and Customers' Buying Behavior

		Instagram	Customer Buying Behavior
Instagram	Pearson Correlation	1	.452**
	Sig. (2-tailed)		.000
	N	247	247
Customer Buying Behavior	Pearson Correlation	.452**	1
	Sig. (2-tailed)	.000	
	N	247	247

RESULT: $r = .452$, $p < .05$

Decision: reject the null hypothesis

There is a significant relationship between Instagram and customers' buying behavior. Likewise, the correlation coefficient of .452 indicates a moderately strong positive relationship between the two variables. Thus, businesses should leverage this platform as a means of reaching and engaging with their potential customers.

TABLE 10. Correlations between Tiktok and Customers' Buying Behavior

		Tiktok	Customer Buying Behavior
TikTok	Pearson Correlation	1	.544**
	Sig. (2-tailed)		.000
	N	247	247
Customer Buying Behavior	Pearson Correlation	.544**	1
	Sig. (2-tailed)	.000	
	N	247	247

RESULT: $r = .544$, $p < .05$

Decision: reject the null hypothesis

There is a significant relationship between TikTok and customers' buying behavior. Likewise, the correlation coefficient of .544 indicates a moderately strong positive relationship between the two variables. Thus, businesses should leverage this platform as a means of reaching and engaging with their potential customers.

Conclusion and Recommendation

This research was a study on the influence of online social media platforms on customers' buying behavior in Poblacion, Tagoloan, and Misamis Oriental. It assesses the extent of the use of Facebook, Instagram, and TikTok on customers' attitudes, decision intentions, and product preferences. The findings

show that in the advent of the social media age, the use of online social media platforms has a significant influence on buying specifically to young people, single, and predominantly female. With a majority of the respondents belonging to this demographic group, these platforms likely play a crucial role in shaping their product preferences, attitudes, decisions, and intentions to buy. It can be concluded that the use of social media platforms for shopping is primarily driven by the younger generation. This finding could have implications for businesses and marketers who target this demographic group. Furthermore, the null hypothesis was rejected, indicating that there is a significant relationship between social media platforms and customers' buying behavior. Thus, businesses need to leverage these platforms as a means of reaching and engaging with their potential customers. With the foregoing information and to strengthen this mode and to effectively serve the target market, the online platforms being used by modern business enthusiasts should identify their target audience to effectively cater to their needs. Provide some sort of business incentive mechanisms such as promotion and the like to their customers who turn out to be loyal. Effective strategies are needed to stabilize business as the growing competition is evident. The social media platform has created a continuing patronage hence, the mandate of having strong customer engagement quickly and adapting to the changing customer's preferences brought about by environmental factors is very vital.

REFERENCES

1. Armstrong, G. & Koder, P. (2004), Marketing paper presented at the 5th ed. Prentice-Hall, Englewood Cliffs, pp. 153-4.
2. Astoriano, L., Gerona, Justin Albert D., & Marzan, Juan Carlos R. (2022). The Impact of Digital Marketing on Customer Buying Intention of Customers in the Philippines. *Journal of Business and Management Studies*, 4(2), 383–395.
3. Awoyelu, I.O and Awoyelu, F. (2010). "Online Buying Behavior of SMEs."
4. BigCommerce. (2017). The 2017 BigCommerce customer journey survey report.
5. Constantinides, E., & Fountain, S. J. (2008). "Web 2.0.: Conceptual Foundations and Marketing Issues" In *Journal of Direct, data, and digital marketing practice*, Vol. 9, No. 3, 2008.
6. Emotin J. S., & Sulayon A. N (2021). The Influence of Online Advertising on the Consumer Behavior of Smartphone Customers. *International Journal of Entrepreneurship and Business Development*.
7. Erizal, N. (2021). The Influence of TikTok Applications on the Consumption Behavior of Adolescents in Online Shopping. *International Journal of Cultural and Social Science (IJCSS)* 2(1).
8. J. Theory. *Appl. Electron. Commer. Res.* (2021). Impact of the COVID-19 Pandemic on Online Consumer Purchasing Behavior.
9. Kardes, F., Cronley, M. and Cline, T., (2011). *Consumer Behavior*, Mason, OH, South Western Cengage
10. K.R. Mahalaxmi, & P. Ranjith. (2016). A Study on Impact of Digital Marketing on Customer Purchase Decision in Trichy. *International Journal for Innovative Research in Science & Technology*,
11. Mendini, M., Peter, P. C., & Maione, S. (2022). The potential positive effects of time spent on Instagram on consumers' gratitude, altruism, and willingness to donate. *Journal of Business Research* 143.
12. Meliqwaki, T. (2023). The Effect of Social Media Marketing TikTok and Product Quality Towards Purchase Intention. *Journal of Consumer Sciences* 8(1):77-92.
13. Mihart, C., Negricea, I. C., & Munteanu, A. C. (2015). Exploring the factors that influence the online buying behavior of young consumers. *Procedia Economics and Finance*, 32, 1188-1196.
- Nielsen (2021). *The Effectiveness of Word of Mouth*
14. Power Reviews. (2020). 2020 Power Reviews UGC Report: The role of reviews in the consumer path to purchase.
15. Putri, I. N. (2021). *The Assessment of Instagram Effectiveness as a Marketing Toolinon Indonesia*
16. Fashion Local Brand. *Advanced International Journal of Business, Entrepreneurship, and SMEs*, 3 (10), 01-13.
17. PWC. (2018). *Global Consumer Insights Pulse Survey: Consumers seek frictionless experiences in a world of disruptions.*
18. Quijano, M. F. T., Domingo A. V., & Mina, J. C. (2021). A Study on Consumer Buying Behavior of Online Shoppers Concerning Their 'Add To Cart' Experiences. *American International Journal of Business Management*, 02.
19. Sadia Afzal, & Javed Rabbani Khan. (2015). Impact of online and conventional advertisement on consumer buying behavior of branded garments. *Asian Journal of Management Sciences & Education*, 4.
20. Singh, R. R., Mittal S., & Kukreti, Ankur. (2018). *Effects Of Online Shopping On Consumer Buying Behavior.*

21. Southern, M. G. (2022). TikTok A Key Part of Consumers' Path to Purchase. Search Engine Journal.
22. Spiegel Research Center. (2017). how online reviews influence sales: A meta-analysis. Northwestern University.
23. The Impact of Digital Marketing on the Buying Behavior of Youths in the Buea Municipality; the Case of Mtn Cameroon (2021).
24. The influence of digital marketing on consumer behavior. (2022). Stafford Global.
- Umer Shehzad. (2014). Influence of Brand Name on Consumer Choice & Decision.
25. Ugonna, Ikechukwu A., Okolo, Victor O., Nebo, Gerald N., Ojjeze Jeff. (2017) Effects of Online Marketing on the Behaviour of Consumers in Selected Online Companies in Owerri, Imo State – Nigeria.

© GSJ