

# **SOCIAL MEDIA UTILIZATION AND ONLINE BUYING BEHAVIOR OF COLLEGE STUDENTS IN CENTRAL MINDANAO COLLEGES**

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## **ABSTRACT**

This descriptive-correlational study investigated the relationship between social media utilization and online buying behavior of College students. A questionnaire was administered to 60 undergraduate students. Results show that the level of the social media utilization and buying behavior are both high is high. Moreover, there is a significant relationship between the social media utilization and online buying behavior of students.

**Keywords:** Social Media Utilization, Buying Behavior, College Students, Central Mindanao Colleges

## **INTRODUCTION**

Online buying behavior consist ofbuying process of products and services through internet (Moshref et al., 2012). The buying process has different steps similar to physical buying behaviour (Liang et al. 2000). In a normal online purchasing process, there are five steps involve. Online shopping behaviour relates to consumer psychological states regarding the accomplishment of online buying(Li & Zhang 2002). There has been a move towards online shopping because a different online factors including convenience, ease of use, low cost, time saving, various online products and brands , with fast delivery as compared to shopping physically (Adnan, 2014). Online shopping is the third most common used of internet after web a surfing and email uses Schultz et al 2012. Consumer can buy the products and services anytime from anywhere and there buy pastover the limitations of time and place. Online world has become a new kind of social communication, connecting people to variety of online communities that has been growing during the past decade (Kuss & Griffiths, 2017).

Research studies have shown that many people rely on the information and reviews on social media as a guide for planning their future purchases.Social media has grown in terms of its reach and impact. Here is a statistic to prove that. 54% of social browsers use social media to research products (GlobalWebIndex, 2018).Despite the

rapid growth in online shopping and its benefits that are consumer search at online store does not lead to a complete purchase or transaction of their actual needs. According to (Moshref et al., 2012) before purchasing a product or services on the internet, consumer predicts different types perceived risk like financial risk, product risk and non-delivery risk. Hutter et al., (2013) have examined and identify these issues have been identified as for the marketing effort, sociological influence, emotional factors to the experience, the purchase and post purchase decision.

Social media as "a group of internet based application that builds on the ideological and technological foundation allows buyers to buy their needs and wants" (Chua & Banerjee, 2013). The consumer evaluates the product with other available options selecting an item according to his or her requirements and criteria in making transaction Due to that Social media have a great influence on purchase decision of consumers. When they use Facebook, WhatsApp extra. At same time many advertisement found on these domains of market products. Then these advertisements make aware a consumer about the products in the market and this awareness is started from the use of social media (Jothi et al., 2011).

Since social media based from studies is considered as a factor in the buying decisions of consumer, this study was conducted to determine if this relationship may also exist in a group of College students, hence most studies are focus on general group. With this, it can further provide additional information to whether the relationship between social media utilization and buying behavior can still be applicable in a younger group of consumers.

### **Statement of the Problem**

This study determined the relationship between social media utilization and online buying behavior of the College Students. Specifically, it sought answers to the following questions:

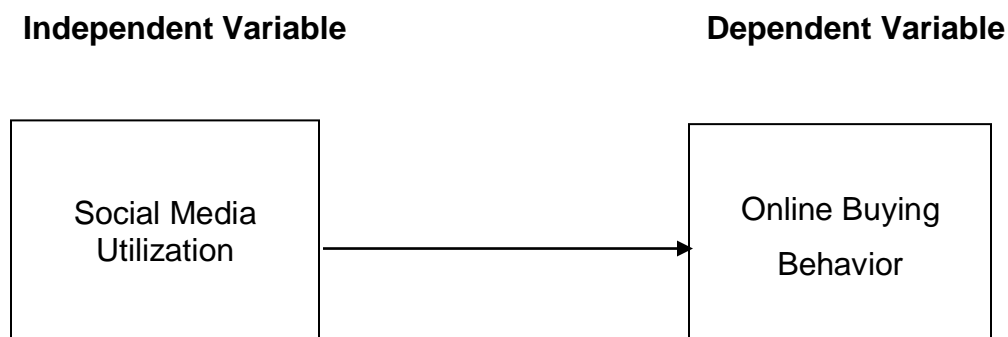
1. What is the level of social media utilization of College students?
2. What is the level of online buying behavior of College students?
3. Is there a significant relationship between social media utilization and online buying behavior of College students?

### **FRAMEWORK**

The study is anchored on the theory of reasoned action (Fishbein&Ajzen, 1975). This theory is not only knowing "how people use media" but also "why people use media", understand why and how people actively seek out the specific media to satisfy specific needs. Thetheoryelement builds strong foundations for evaluating a consumer's behavioral intentions after being exposed to advertising mediums over the social

media. This model in a holistic manner incorporates additional or unexplored consumer beliefs and motivations that provide valuable and practical consumer insights to the experts and advertisers when developing their social media campaigns. The growth of online participation and discussion has made consumers to impact on the products and brands according to Riegner, 2007. The changes in behavior and action are created by social influences. Internet today is not just an information access tool; it also has become an interaction tool, which is used by individuals to share and exchange contents, opinions, and information. Consumers' behavior can change once consumers interact with one another (Godey et al, 2016).

Figure 1 presents the relationship between the dependent variable and independent variable in the study. The independent variable is social media utilization, while the dependent variable is online buying behaviour.



## METHODOLOGY

### Research Design

This study utilized the descriptive- correlational research design. Quantitative research is the process of collecting and analyzing numerical data. It can be used to find patterns and averages, make predictions, test causal relationships, and generalize results to wider populations (McElreath, 2020). In this study, it was used to determine the relationship between social media utilization and online buying behavior of college students.

### Research Locale

The study was conducted in Central Mindanao Colleges in Kidapawan City. Kidapawan City is geographically located at the southern part of Cotabato Province. It is traversed by the Davao-Cotabato national highway, and is midway between cities of Davao and Cotabato. It spans an area of about 33, 926 hectares of flat to rugged hilly

and mountainous terrain. The city's southwestern and northwestern portions are generally flat.

### **Research Respondents**

The College students in a selected tertiary institution were the respondents of this study. A total of 60 students were selected using the purposive sampling technique. Only those full time students with experience in doing online purchasing were considered in this study.

### **Research Instrument**

Sets of adopted questionnaires were used in collecting data from the respondents (Hari Shankar, 2006). The tools are Likert type questions that measures the social media utilization and online buying behavior of the consumers.

### **Statistical Tools**

**Mean and Standard Deviation.** This was used to determine the levels of social media utilization and buying behavior of College students.

**Pearson r correlation.** This was employed to determine the relationship between social media utilization and online buying behavior of college students.

## **RESULTS AND DISCUSSION**

### **Social Media Utilization**

In terms of social media utilization, the highest mean is in the used Facebook, Instagram, Twitter, snapchat and others in social media platform with a value of 4.14. On the other hand, the lowest mean is 3.46 in terms of being neutral in spending social media less than 5-10 hours. The overall mean is 3.73 described as high. This means that the students oftentimes utilize social media platforms. This conforms to Junco et al., 2010 that social media sites are important part of students' lives and are often accessed multiple times daily. Thus, according to Mander (2017) most individuals spent more than 2 hours on average for every day on social networks and messaging services (half an hour each day longer than five years earlier), which measured to around one third of their whole day of daily computer time. Moreover, most Filipino students utilize mostly the social media platform particularly Facebook (Chavez & Chavez, 2017).

### **Online Buying Behavior**

The highest mean for the online buying behavior is 4.26 in the aspect of preferring cash on delivery than via card/credit/debit card, while the lowest mean is 3.07

in terms of doing online buying since it is as secure as traditional shopping. The overall mean is 3.56 described as high. This suggest that online buying behavior is oftentimes performed by the students. According to Shanthi & Desti (2015). most consumers use the internet to make purchases because it is more convenient than the traditional way.

### Relationship between Social Media Utilization and Online Buying Behavior

In Table 1, the correlation analysis reveal that there is a significant relationship between social media utilization and online buying behavior of students ( $r = .427$ ,  $p < .05$ ). The positive correlation coefficient denotes a directly proportional relationship between the two variables. In other words, the increase in social media utilization would also likely increase the online buying behavior of students. This conforms to the study of Zhang and Pennacchiotti (2013) as stated in their study that social media utilization have a direct relationship with the online buying behavior of consumers.

Table 1. Relationship between social media utilization and online buying behavior of students

INDEPENDENT VARIABLES	ONLINE BUYING BEHAVIOR		
	R	p-value	Remarks
SOCIAL MEDIA UTILIZATION	.427	.000	Significant

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