

The Relationship of Social Media Marketing on Consumer Buying Behavior among Accountancy, Business and Management Students

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ABSTRACT

This study examined the consumer buying behavior of Accountancy, Business, and Management (ABM) students and its relationship with social media marketing using a descriptive-correlational research design. It investigated how social media engagement, reach, and click-through rates influenced brand awareness, purchase intent, and social sentiment among 300 randomly selected ABM students. The findings revealed a strong positive correlation ($r = .804$, $p < 0.05$) between social media marketing and consumer buying behavior, indicating that higher levels of engagement, reach, and click-through rates were associated with increased brand awareness, stronger purchase intent, and more favorable social sentiment. These results highlight the significance of responsible digital marketing and financial literacy initiatives. The study recommends that students engage in budgeting and critical evaluation workshops, educators incorporate ethical marketing practices into curricula, and policymakers establish guidelines to regulate digital marketing strategies targeting young consumers. Future researchers may adopt a mixed-methods approach by incorporating qualitative techniques such as focus group discussions or in-depth interviews to explore students' perceptions and decision-making processes regarding social media marketing. Additionally, a longitudinal study could assess how shifts in digital marketing strategies influence consumer behavior over time.

Keywords: social media marketing, consumer buying behavior, ABM students

INTRODUCTION

Consumers make countless purchasing decisions, and social media significantly influences their behavior, often leading to impulsive buying (Jacinto et al., 2021). Research indicates that social media influencers contribute to impulsive purchasing, negatively impacting consumers by hindering their ability to make well-informed decisions about the products they intend to buy (Zafar et al., 2023).

Globally, similar trends have been observed. In Turkey, consumer buying behavior has been significantly affected by high inflation and economic instability. According to Khurram et al. (2018), economic challenges have led to a shift in purchasing priorities, with consumers focusing more on essential goods and seeking value for money. In Finland, a survey of 2,318 respondents aged 18 to 29 examined impulse buying behavior in online environments, emphasizing the role of self-control and external influences (Nyrhinen et al., 2024). Similarly, Lebanon's severe economic crisis has drastically impacted consumer behavior. A study by Challita et al. (2021) revealed that hyperinflation and a loss of purchasing power have forced consumers to become more selective in their purchases, with 53% of respondents reporting changes in their buying behavior, such as shifting to local products and reducing overall spending. These cases illustrate how economic instability significantly alters consumer preferences and purchasing decisions.

Social media marketing has become a powerful force in shaping the purchasing decisions of Filipinos, driven by the country's high social media usage, with an average Filipino spending about four hours daily on platforms such as Facebook, Instagram, and TikTok (Khanom, 2023). This extensive engagement makes consumers more susceptible to targeted ads, influencer endorsements, and peer recommendations, which greatly influence their buying choices (Kim Yoon, 2023; Hosseini Horbach, 2023). However, the rapid expansion of social media

marketing has outpaced regulatory measures, exposing consumers to risks such as false advertising and fake reviews (Ekenobi, 2022). This reliance on social media fosters compulsive buying behaviors and increases trust in influencer-generated content (Chetioui & El Bouzidi, 2023), making it challenging for consumers to make well-informed decisions (Buczyńska-Pizoń, 2022). In Davao City, these influences are particularly strong, with consumer behavior shifting due to social media influencers and online reviews. Additionally, economic factors such as the rise of e-commerce and the convenience of online shopping with installment payment options have further impacted purchase intentions (Franke et al., 2023; Kedah, 2023). The COVID-19 pandemic has also shifted consumer priorities toward essential goods over luxury items, altering buying patterns and brand loyalty in urban areas like Davao (Farisha et al., 2022; Mani et al., 2023).

The lack of focused research on this topic may result in ineffective consumer behavior strategies that fail to engage target audiences. This gap diminishes the ability of businesses to effectively convert consumers. This study synthesizes existing literature on consumer behavior to provide a comprehensive understanding of the topic and inform the development of research hypotheses. While some outcomes may have direct implications for marketing practices, the overarching goal is to enhance understanding of consumer decision-making. Specifically, this study aims to explore consumer buying behavior in relation to personal consumption.

Significance of the Study

This study examines the impact of social media marketing on consumer buying behavior among Accountancy, Business, and Management (ABM) students, particularly how social media influences their purchasing decisions. The researchers believe this study will benefit the following stakeholders:

Business and Marketers. The findings may help businesses tailor their marketing strategies to better connect with ABM students by understanding how social media marketing affects their buying choices.

Department of Education. This research may guide the Department of Education in promoting responsible social media use and preparing students to make informed purchasing decisions in a digital marketplace. The findings can also help improve marketing courses, providing students with a stronger foundation for their future careers.

Teachers. This research can serve as a reference for educators in developing marketing and consumer behavior textbooks. It may also enhance classroom discussions on digital literacy and the ethical implications of social media marketing.

Accountancy, Business and Management Student. ABM students can develop smarter buying habits and avoid unnecessary spending by learning how marketing influences their purchasing decisions. This study can also help them think critically about budgeting their allowances.

Future Researchers. This study provides a foundation for future research by identifying underexplored aspects of social media marketing and consumer behavior. The findings can guide further studies on marketing effectiveness and consumer relationships, fostering a deeper exploration of social media's role in shaping brand loyalty and consumer preferences.

Statement of the Problem

This study aims to determine the significant relationship between social media marketing and consumer buying behavior among accountancy, business and management students. Specifically, it will seek to answer the following questions:

1. What is the level of social media marketing among accountancy, business management students in terms of:
 - 1.1 Engagement;
 - 1.2 Reach; and
 - 1.3 Click Through?

2. What is the level of consumer buying behavior among accountancy, business management students in terms of:

2.1 Brand Awareness;

2.2 Purchase Intent; and

2.3 Social Sentiment?

3. Is there a significant relationship between social media marketing and the consumer buying behavior among Accountancy, Business and Management students?

Hypothesis

This study was tested at a 0.05 level of significance.

H₀: There is no significant relationship between social media marketing and consumer buying behavior among Accountancy, Business and Management students.

H_a: There is a significant relationship between social media marketing and consumer buying behavior among Accountancy, Business and Management students.

REVIEW OF RELATED LITERATURE

This section reviews literature relevant to the study. Empirical studies and literature are selected based on their relevance and significance to the topic under investigation. The discussion follows these key topics: social media marketing, consumer buying behavior, and the relationship between social media marketing and consumer buying behavior among students.

Social Media Marketing

Social media marketing (SMM) has become an essential component of modern marketing strategies, significantly influencing customer behavior and brand engagement. SMM refers to the use of social media platforms to achieve branding and marketing communication goals. It encompasses various activities aimed at building brand loyalty and fostering consumer relationships (Shrestha, 2023). SMM facilitates two-way communication, allowing brands to engage directly with customers, thereby increasing trust and loyalty (Manzoor et al., 2020).

Research indicates that social media marketing activities significantly impact consumers' purchasing decisions, particularly when trust is established through consistent and engaging interactions (Manzoor et al., 2020). The role of influencers in SMM has also gained prominence, as they serve as trusted figures capable of shaping consumer opinions and behaviors (Stubb et al., 2019). The effectiveness of influencer marketing is attributed to the credibility and relatability that influencers bring to brand messaging, which enhances consumer engagement and fosters a sense of community around a brand (Wielki, 2020).

Engagement. Engagement rate is a critical metric in social media marketing, online education, and health interventions. It serves as an indicator of how effectively content resonates with users, influencing both retention and the overall success of initiatives. Engagement rate is defined as the ratio of interactions (likes, comments, shares) to the total number of followers or views, providing a quantitative measure of user involvement (Doyle et al., 2023). Encouraging interaction through comments and discussions is essential for enhancing engagement, as it fosters a sense of community and collaboration (Mansilla et al., 2021). Low engagement can lead to high attrition rates, negatively impacting marketing outcomes (Deering et al., 2019). Understanding the factors influencing engagement is crucial for designing effective strategies that maintain audience interest and participation (Hamilton et al., 2023).

Reach. In the context of social media, "reach" refers to the total number of unique individuals who have viewed a specific piece of content. Research emphasizes that social media reach is influenced by various factors, including the number of followers, fans, and subscribers, all of which contribute to an organization's visibility (Ukoha, 2020). In marketing, reach is closely linked to brand awareness and consumer behavior. Effective social media marketing depends on the ability to reach target audiences by building trust and delivering high-quality content (Allan & Ali, 2017).

Click Through. Click-through rate (CTR) plays a crucial role in online advertising and consumer engagement. The success of advertisements depends on their ability to attract clicks, indicating consumer interest and intent. Studies suggest that deep learning models have significantly improved CTR estimation, leading to more effective personalized advertising strategies (Weinan Zhang et al., 2021). Predicting the likelihood of users clicking on specific advertisements remains a key focus in online marketing, as higher CTRs contribute to better ad performance and revenue generation (Yang & Zhai, 2022).

Consumer Buying Behavior

According to Zhao et al. (2022), social media platforms provide businesses with a unique space to engage directly with their target audiences, enabling real-time feedback and interaction. This immediacy fosters customer-brand connections, increasing loyalty and influencing purchasing decisions. Alhalalmeh et al. (2022) assert that the type of content shared on social media significantly impacts consumer behavior. Andoh-Quainoo (2022) highlights that visual content, such as images and videos, generates higher engagement than text-based posts, making it more effective in influencing buying behavior.

Brand Awareness. Brand awareness is a fundamental aspect of marketing strategy, affecting consumer behavior and brand loyalty across various industries (Lu et al., 2015). Aaker's model posits that brand loyalty begins with product awareness (Lu et al., 2015). Studies have demonstrated a strong relationship between brand awareness, perceived quality, and brand loyalty (Khan et al., 2022). Effective social media communication strategies enhance brand recognition and consumer engagement (Wiryaningrum et al., 2023). Additionally, brand awareness directly influences brand image, which, in turn, affects consumer loyalty (Pratama & Suprpto, 2017; Romaniuk et al., 2017). *Purchase Intent.* Research has extensively examined how various factors influence consumers' purchase intentions. Kaur et al. (2017) highlight the impact of health claims on purchase decisions. Trust and credibility also play significant roles in shaping purchase intent. Lăzăroiu et al. (2019) found that consumers are more likely to buy a product if they trust its origin, particularly in the case of organic goods. Guiné et al. (2020) reported that consumers actively seeking to lose weight demonstrated higher purchase intent for health-oriented products than those maintaining their weight.

Social Sentiment. Social sentiment, defined as the collective emotional tone expressed in social media communications, has gained increasing attention in fields such as finance, marketing, and public health (Li & Huang, 2023; Wang et al., 2020; Sul et al., 2016). Research suggests that fluctuations in social media sentiment can directly influence stock market performance, affecting trading volumes and stock returns (Li & Huang, 2023). In marketing, social sentiment analysis has proven valuable for understanding consumer perceptions, guiding brand engagement strategies, and improving customer relationships (Meire et al., 2019). Advances in natural language processing (NLP) and machine learning have enhanced the accuracy and effectiveness of social sentiment analysis (Turner et al., 2021).

Relationship between Social Media Marketing and

Consumer Buying Behavior

The relationship between social media marketing and consumer buying behavior has attracted significant scholarly attention, particularly as digital platforms become integral to marketing strategies. Advertising on social media significantly influences how consumers perceive products and make purchasing decisions. Studies suggest that social media advertising enhances brand engagement and influences consumer behavior, particularly in the fast-moving consumer goods (FMCG) sector (Chen, 2021; Shrestha, 2023).

Active consumers are more likely to respond to advertisements and make purchases (Dankwa, 2021). Influencers play a crucial role in social media marketing, as their credibility enhances customer trust and impacts purchasing decisions (Chavda, 2024). Additionally, various factors, such as emotional appeal, consumer participation, and advertisement credibility, shape the relationship between social media marketing and consumer purchasing behavior. As social media continues to evolve, marketers must understand these dynamics to develop effective strategies and reach target audiences efficiently.

Synthesis

This literature review covers three main areas: social media marketing, consumer buying behavior, and their relationship. The discussion on social media marketing includes key indicators such as engagement, reach, and click-through rate. The analysis of consumer buying behavior focuses on brand awareness, purchase intent, and social sentiment. Finally, the review highlights various studies examining the relationship between social media marketing and consumer buying behavior. These findings provide a foundation for understanding how digital marketing strategies influence consumer decisions and brand engagement.

Conceptual Framework

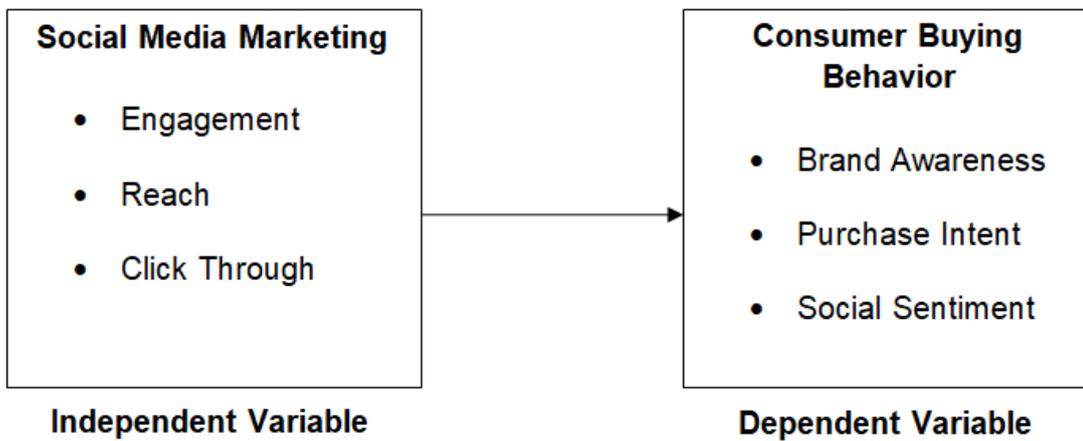


Figure 1: Conceptual Framework of the Study

This independent variable is social media marketing which will be measured in terms of engagement, reach, and click through. Social media marketing also known as digital marketing and e-marketing is the use of social media platforms on which users build social networks and share information to build a company's brand, increase sales, and drive website traffic, (Hayes, 2024). Theoretically; *engagement* defined as a firm's deliberate effort to motivate, empower, and measure customer contributions to marketing functions—marks a shift in marketing research and business practice (Harmeling et al. 2017); *reach* is defined as the number of unique individuals who viewed the advertisement or post (Shah, 2023); *click-through* refers to a measured of what the consumer found interesting in their website and social platforms. The time spent on online platforms reviewing specific products indicated their interest, (Carte, 2021).

The dependent variable is consumer buying behavior which include the following indicators: brand awareness, purchase intent, and social sentiment. *Consumer behavior*, also known as consumer attitude, refers to how an individual, prompted by factors such as feelings, emotions and beliefs, reacts to a specific product, service or brand, (Lago et al., 2019). *brand awareness* refers to consumers consciousness about the brand and products offered by it (Kazi, 2019); *purchase intent* refers to the process by which consumers make a plan to purchase a product/service due to advertisements delivered through advertising media (Lee et al., 2017); *social sentiments* refers to acquired from social media can reflect consumer confidence representation of large population than traditional methods (Al-Garadi, 2017).

It is the contention of the framework that social media marketing may have a significant relationship to the consumer buying behavior of accountancy, business and management students. Consumers are more likely to buy when they get recommendations from a person they trust. Celebrities and popular people inspire their

audience and influence their buying behavior. Moreover, in terms of promoting a brand and creating awareness about it, social media has proved to be one of the most effective tools as compared to the other more traditional promotional tools (Sohail and Al-Jabri, 2017).

METHODOLOGY

This chapter presents the method of the study, which included research design, respondents of the study, sampling design, research instruments, data gathering procedure, data analysis, and ethical consideration.

Research Design

This study utilized a non-experimental quantitative research method to investigate the impact of social media marketing on consumer purchasing behavior. According to Skidmore et al. (2023), a non-experimental study design involved researchers drawing inferences about correlations between variables through interpretation, observation, and interactions with people rather than manipulating the independent variable. This design was most relevant for this research, as it examined the impact of social media marketing on the purchasing behavior of Accountancy, Business, and Management (ABM) students.

This study used a descriptive-correlational quantitative method. According to McCombes (2019), a descriptive study aimed to accurately and systematically describe a population, situation, or phenomenon. It answered questions regarding what, where, when, and how, but not why. Devi et al. (2022) stated that correlational research designs examined relationships between variables without involving the researcher in any form of control or manipulation. The descriptive method was chosen because it provided an easy way to categorize respondents based on age and gender, offering a clear understanding of the results and the relationships between variables.

The descriptive method was chosen because it allowed for the easy categorization of respondents based on their age and gender. It also offered a clear understanding of the results by identifying relationships between variables.

Research Locale

This study was conducted at Carlos P. Garcia Senior High School, which was regarded as one of the best schools in Davao City and was located at 109 Juan Luna St., Davao City. The respondents for this study were the students of Carlos P. Garcia, as they were known for attending one of the best schools in the community, offering quality education to learners, notably in the field of accounting education. Carlos P. Garcia Senior High School was chosen as the study location because it had many enrolled Accountancy, Business, and Management (ABM) learners with analytical skills, problem-solving skills, and critical thinking. Additionally, this institution had students with the right skills and knowledge that helped provide necessary information and ideas.

Research Respondents

The respondents of this study were Accountancy, Business, and Management (ABM) students at Carlos P. Garcia Senior High School. This strand was chosen because the students frequently engaged with social media platforms and exhibited unique consumer behavior patterns.

Sampling Design

This study used a simple random sampling design, whereby respondents were randomly selected from the population. According to Noor et al. (2022), every individual had an equal chance of being selected to participate in a simple random sample. Selection was left completely to chance through the application of statistical methods. Researchers were able to generalize findings to a specific population without bias and to formulate conclusions or predictions without having to survey or collect data on every subject.

Research Instrument

The two variables of this study were measured using two instruments: the social media marketing questionnaire, which consisted of three (3) domains—engagement, reach, and click-through—and the consumer buying

behavior questionnaire, which consisted of three (3) domains—brand awareness, purchase intent, and social sentiment.

For validation, the survey questionnaire was submitted to experts. A validation sheet was utilized by three (3) specialists to evaluate the survey questionnaire, and all recommendations and opinions from the experts were followed. Following the validity test, the survey questionnaire was piloted with fifteen (15) Accountancy, Business, and Management students. Cronbach's alpha was used to assess its credibility. As demonstrated by Bujang et al. (2018), Cronbach's alpha was applied to evaluate internal consistency or reliability when comparing multiple objects, measurements, or ratings. On a standardized scale ranging from 0 to 1, higher values indicated greater agreement between items.

The items on social media marketing were developed by researchers using a four-point Likert scale that focused on a detailed evaluation of the construct of social media marketing in terms of engagement, reach, and click-through. The rating scale for this attribute was as follows:

Range of Means	Description	Interpretations
3.26 – 4.00	Very High	This means that the social media marketing of Accountancy, Business and Management students are always demonstrated.
2.51 – 3.25	High	This means that the social media marketing of Accountancy, Business and Management students are sometimes demonstrated.
1.76 – 2.50	Low	This means that the social media marketing of Accountancy, Business and Management students are rarely demonstrated.
1.0 – 1.75	Very Low	This means that the social media marketing of Accountancy, Business and Management students are never demonstrated.

Consumers buying behavior. The items for consumer buying behavior were researchers made with a 4-point Likert scale that focuses on detailed evaluation of the construct of consumer buying behavior in terms of brand awareness, purchase intent, and social sentiment. The rating scale applied to this variable is as follows:

Range of Means	Description	Interpretations
3.26 – 4.00	Very High	This means that the consumer buying behavior of Accountancy, Business and Management students are always demonstrated.
2.51 – 3.25	High	This means that the consumer buying behavior of Accountancy, Business and Management students are sometimes demonstrated.
1.76 – 2.50	Low	This means that the consumer buying behavior of Accountancy, Business and Management students are rarely demonstrated.
2.0 – 1.75	Very Low	This means that the consumer buying behavior of Accountancy, Business and Management students are never demonstrated.

Ethical Considerations

Ethical considerations played a crucial role in ensuring the morality and validity of the research, especially when dealing with sensitive topic such as consumer buying behavior among students. This study titled "Analyzing the Impacts of social media marketing on consumer buying behavior among Accountancy, Business and Management students", adhered to ethical guidelines governed by four essential element:

Social Value. This study seeks to enhance the societal comprehension of social media marketing and consumer buying behavior among accountancy, business and management students. Through examining these factors, the research aims to pinpoint educational requirements and potential areas for intervention. Students can directly gain advantages from enhanced educational programs and resources designed to improve their financial knowledge and decision-making abilities.

Informed Consent. All respondents will be given consent form. This research will inform the respondents about the objectives, purpose and positive result of this study. The participation is voluntary and they are free to withdraw anytime without any penalty.

Risks, Benefits, and Safety. The research shows risks that could arise caused by discussing personal financial activities, such as discomfort or privacy infringement. Strict confidentiality protocols will be followed to guarantee that the identities as well as responses of the respondents are kept private and anonymous in order to prevent these dangers. Since participant well-being is our top concern, any signs of discomfort or distress will be addressed immediately, and support services will be offered if needed. The Benefits contain an opportunity for students to assess their financial behavior and develop greater abilities to handle cash using practicing mindfulness and focused on opportunities for growth.

Privacy and Confidentiality of Information. This study adheres to the Data Privacy Act of 2012, ensuring the protection of respondents' personal data. All information collected will be stored securely and accessed only by the authorized research team. To ensure confidentiality, all data will be anonymized, and individual identities will not be revealed. The results of this study will be presented in aggregate form, preventing the identification of any respondent. Throughout the research process, privacy and confidentiality will be maintained to safeguard the rights and privacy of all participants.

Data Gathering Procedure

The following steps were strictly followed in the conduct of the study:

Permission to Conduct the Study: To begin the procedure, the researchers notified the school principal of Carlos P. Garcia Senior High School through a formal letter, informing them about the study, the respondents, and its objectives. Afterwards, the researchers informed the class advisers that the study was being conducted in their respective sections.

Distribution and Retrieval of Survey Questionnaire. After obtaining approval from the school principal and the class advisers, the researchers provided the respondents with the questionnaire. During the initial encounter, the researchers explained the study's summary and the significance of the respondents' participation and questionnaire responses. The researchers personally observed the respondents as they completed the surveys to ensure they were filled out correctly. The participants remained anonymous throughout the study and were informed that their participation was voluntary. Additionally, the participants completed the survey by evaluating the items corresponding to their intent to purchase and buying behavior on a scale of 1 (never), 2 (rarely), 3 (sometimes), and 4 (always).

Collation and Statistical Treatment of the Study. Once all responses were retrieved and the data were collected, the researchers encoded them using the Microsoft Excel application. The gathered data were logically, categorically, or statistically grouped and analyzed in relation to the research objectives. To present the findings, descriptive statistics such as frequency, percentage, mean, and standard deviation were utilized. Additionally, Pearson's correlation coefficient and regression analysis were applied to establish the relationship between social media marketing and consumer buying behavior.

Data Analysis

The researchers employed various statistical tools to analyze the responses, including the mean and the Pearson product-moment correlation coefficient. Each of these tools provided unique insights into the data and helped in comprehensively interpreting the relationships among the study variables.

Mean. This analysis calculated the sum of all values in the data set divided by the number of values. Specifically, it was used to determine the level of social media marketing and consumer buying behavior among students. By calculating the mean, the researchers assessed the central tendency of the data set, offering valuable insights into overall buying behavior and knowledge levels.

Pearson's Correlation. This analysis assessed the strength of the association between two variables, particularly the relationship between social media marketing and consumer buying behavior among students. This statistical measure helped the researchers understand the degree of correlation between the two variables.

RESULTS AND DISCUSSION

This chapter presents the findings and discussion based on the data gathered. The presentation is organized based on the sequence of the problem statement in the first chapter.

Level of Social Media Marketing

Presented in Table 1 is the level of social media marketing varies on factors like engagement, reach, and click through, with increasing sophistication and resource allocation as brands grow their social media marketing.

Table 1. Level of Social Media Marketing among Accountancy, Business, Management Students

Domains of Social Media Marketing	SD	Mean	Descriptive Level
Engagement	.544	2.57	High
Reach	.442	2.93	High
Click Through	.579	2.69	High
OVERALL	466	2.73	High

The overall mean level of social media marketing among Accountancy, Business, and Management students was 2.73, with a standard deviation of 0.466. This reflects a high level of proficiency in this area. The high descriptive level indicates that most students were comfortable using social media for marketing purposes. Students generally possessed a solid understanding of social media marketing strategies, which could be further developed through targeted training and practical experiences to prepare them for future marketing roles in their careers.

Abdullah et al. (2022) found that factors such as convenience and product variety significantly affected students' online shopping habits, demonstrating that students valued easy access and diverse options when making purchases. Similarly, Guioguo et al. (2021) revealed that college students actively sought information about products before making purchasing decisions, often relying on online sources and advice from friends. Furthermore, research by Larsen et al. (2021) indicated that advertisements had a moderate effect on students, suggesting that they carefully considered promotions and discounts when shopping.

Moreover, the domain Reach obtained the highest mean value among the three domains, with a mean score of 2.93 and a standard deviation of 0.442, which was described as high. This finding suggests that reach was frequently manifested among Accountancy, Business, and Management students. It indicates that students perceived social media as an effective tool for increasing brand visibility. The high score further suggests that students believed social media could help brands reach a wider audience. Marketers should focus on creating authentic and relatable content to maximize their reach among students.

Supporting this finding, Lee et al. (2020) emphasized that social media platforms enable real-time engagement, allowing marketers to better understand customer attitudes. Kumar (2016) discussed how firm-generated content on social media enhances customer behavior and engagement. Additionally, Sundström et al. (2020) noted that emotional connections formed through social media could significantly improve brand reach.

This was followed by Click-Through, with a mean value of 2.69 and a standard deviation of 0.579, which was also descriptively interpreted as high. This indicates that click-through activity was frequently observed among Accountancy, Business, and Management students. The finding suggests that students were interested in engaging with content that led them to explore more about brands. The relatively high score further indicates that students were likely to click on links or advertisements they encountered on social media. Marketers should create compelling content that encourages students to take action, such as visiting websites or learning more about products.

Research by Huang and Liu (2020) emphasized that click-through activities played a crucial role in consumer decision-making, enabling consumers to gather additional information and boosting confidence in their choices. Additionally, a report from Socialinsider (2022) revealed that Facebook had the highest average click-through rate (CTR) at 4.02%, indicating strong user engagement on the platform. This suggests that students, who are likely active on Facebook, may respond positively to advertisements, leading to higher click-through rates.

Lastly, Engagement had a mean value of 2.57 and a standard deviation of 0.554, also described as high but less frequently observed than the other two domains. This indicates that while students interacted with social media marketing, their level of engagement was not as high as in other areas. The lower score suggests room for improvement in how brands connect with students on social media. Marketers should prioritize interactive content that resonates with students to enhance their overall experience.

Supporting this observation, Alarcón-del-Amo et al. (2014) discussed how retailers effectively used social media tools to boost customer engagement. Voorveld et al. (2018) emphasized the role of platform type in differentiating engagement levels with social media advertising. Lastly, Lee et al. (2020) highlighted the importance of service complexity and experiential quality in fostering higher levels of engagement in healthcare settings, which could also be applied to other sectors.

Level of Consumer Buying Behavior

Presented in Table 2 is the level of consumer buying behavior, which varied depending on factors such as brand awareness, purchase intent, and social sentiment.

Table 2. Level of Consumer Buying Behavior among Accountancy, Business, Management Students

Domains of Consumer Buying Behavior	SD	Mean	Descriptive Level
Brand Awareness	.493	2.92	High
Purchase Intent	.537	2.76	High
Social Sentiment	.610	2.77	High
OVERALL	.516	2.82	High

The overall mean level of consumer buying behavior among Accountancy, Business, and Management students is 2.82, with a standard deviation of 0.516. This indicates a high level of understanding in this area. The high descriptive level suggests that students generally exhibit strong consumer buying behaviors and are aware of the factors that influence their purchasing decisions. Educators and marketers can use this understanding to improve strategies that align with student preferences and behaviors in the market.

A study by Study.com (2024) found that students often interact with social media ads, which they find helpful and trustworthy for obtaining product information. Another study noted that students prefer using social media platforms for marketing engagement, demonstrating their proficiency in utilizing these channels (Fareq et al., 2024). Additionally, research suggests that focused training in social media marketing can enhance students' skills, preparing them for future marketing roles (Aragos et al., 2021).

Moreover, the domain Brand obtained the highest mean value among the three domains, with a mean score of 2.92 and a standard deviation of 0.493, which is described as high. This indicates that brand awareness is

frequently manifested among Accountancy, Business, and Management students. The high score shows that students are highly aware of different brands, which is crucial for marketers aiming to engage with this group. This suggests that marketers should focus on improving brand awareness to better reach students, as it is closely linked to their buying habits.

Keller (2016) discusses how brand awareness is a key factor in consumer decision-making, reinforcing the importance of a strong brand presence in the market. Additionally, Witkos and Dziubała-Szrejbrowska (2015) explain that brand awareness helps shape consumer preferences and loyalty, supporting the significance of the average score of 2.92. Moreira et al. (2019) also point out that when consumers feel emotionally connected to brands, it can boost brand awareness and influence their purchasing choices.

This is followed by Social Sentiment, with a mean value of 2.77 and a standard deviation of 0.610, which is also descriptively interpreted as high. This indicates that social sentiment is frequently manifested among Accountancy, Business, and Management students. It suggests that students hold positive views of brands influenced by social factors, emphasizing the role of social sentiment in their buying behavior. Marketers should pay attention to consumer perceptions on social media to create positive impressions and strengthen their market presence.

Research by Luo et al. (2016) shows that positive social sentiment can enhance consumer confidence and increase the likelihood of making a purchase. This reinforces the idea that brands should actively engage with their audience on social media. A study by Gerstenberger and Vogel (2015) found that brands that effectively manage their online reputation and respond to consumer feedback tend to foster higher levels of trust and loyalty, positively influencing purchasing behavior. Furthermore, Nguyen et al. (2022) found that consumers' trust in brands positively affects their perceptions and sentiments, leading to increased purchase intentions.

Lastly, Purchase Intent has a mean value of 2.76 and a standard deviation of 0.537, also described as high. This score indicates that students are likely to make purchases, demonstrating a strong interest in buying. Understanding the drivers of purchase intent can help marketers develop better strategies to encourage student purchases.

Research by Winter et al. (2016) highlights that consumer behavior significantly influences buying decisions, aligning with the average score of 2.76 for purchase intent in this study. Additionally, Kapelle and Vidal (2021) explain how analyzing consumer emotions provides insights into their buying intentions, suggesting that understanding these emotions can help marketers tailor their strategies more effectively. Hajli et al. (2017) emphasize the role of social media in shaping purchase intentions, demonstrating that positive interactions on these platforms increase the likelihood of purchases. Dachyar and Banjarnahor (2017) further stress that understanding consumer behavior is essential for improving purchase intentions, which aligns with the findings of this study.

Significance on the Relationship between the Social Media Marketing and Consumer Buying Behavior

Table 3. Significance on the Relationship between the Social Media Marketing and Consumer Buying Behavior among Accountancy, Business Management Students

	Consumer Buying Behavior				
	r	r ²	p-value	Decision on H0 @ 0.05 level of significance	Interpretation
Social Media Marketing	.804	.646	.000	Reject H0	Significant

Table 3 shows a significant relationship between social media marketing and consumer buying behavior among Accountancy, Business, and Management students. The analysis yielded a p-value of 0.000 at the 0.05 level of significance, leading to the rejection of the null hypothesis. This indicates that a significant relationship exists

between social media marketing and consumer buying behavior. The r -value of 0.804 suggests a strong positive correlation. The analysis reveals that 64% of the variance ($r^2 = 0.64$) in consumer buying behavior among Accountancy, Business, and Management students can be attributed to social media marketing.

In contrast, other factors account for the remaining 36% of the variance in consumer buying behavior. This suggests that while social media marketing has a strong impact, other variables also influence students' purchasing decisions. The results indicate that Accountancy, Business, and Management students exhibit positive buying behavior through multiple channels beyond just social media marketing. This finding underscores the importance of considering various factors in consumer behavior to better prepare students for making purchasing decisions in an evolving market.

This study is supported by Putri et al. (2022), who highlight that social media marketing significantly affects consumer buying behavior across various contexts. Specifically, social media marketing influences purchase decisions through purchase intention, emphasizing the mediating role of consumer engagement in decision-making (Putri et al., 2022). Additionally, research by Rifqi (2023) corroborates these findings by illustrating that social media marketing has a positive and significant effect on purchase decisions, further validating the importance of digital marketing strategies in contemporary consumer behavior. These studies collectively affirm that the relationship between social media marketing and consumer buying behavior is not only significant but also critical for businesses aiming to succeed in a competitive marketplace.

CONCLUSIONS AND RECOMMENDATIONS

This chapter presents the conclusions drawn from the findings of the study and offers recommendations on how these findings can improve practice. The study aimed to determine the extent of social media marketing and consumer buying behavior among Accountancy, Business, and Management students at Carlos P. Garcia Senior High School. Specifically, it sought to examine whether a significant relationship exists between social media marketing and consumer buying behavior, as well as the strength of this relationship.

A descriptive correlational research design was utilized to measure the extent of social media marketing and consumer buying behavior among Accountancy, Business, and Management students and to determine whether these variables are significantly related. A total of 300 students were selected through random sampling. The study employed researcher-made survey questionnaires for data collection, ensuring adherence to ethical considerations. Mean and Pearson's correlation coefficient were used to analyze the data.

The findings of the study revealed that the extent of social media marketing among Accountancy, Business, and Management students at Carlos P. Garcia Senior High School is highly manifested, indicating that students frequently engage with social media marketing content. Similarly, consumer buying behavior among these students is also highly evident, suggesting that they regularly demonstrate purchasing tendencies influenced by various factors, including social media marketing. Furthermore, the results showed a significant and strong positive relationship between social media marketing and consumer buying behavior among students. The high degree of correlation implies that as students engage more with social media marketing, their consumer buying behavior increases correspondingly.

Conclusion

Based on the findings, the study concludes that social media marketing is a crucial factor influencing consumer buying behavior among Accountancy, Business, and Management students. The strong correlation between these variables suggests that exposure to social media marketing significantly impacts students' purchasing decisions. This underscores the importance of social media as a powerful marketing tool that shapes consumer behavior. While students demonstrate a high level of engagement with social media marketing, there is still a need to enhance their financial literacy to ensure responsible spending habits.

Recommendations

In light of the study's conclusions, the following recommendations are proposed: Schools should implement programs aimed at improving students' financial literacy by incorporating lessons on budgeting, responsible

spending, and the effects of marketing strategies on consumer behavior. Educators should integrate social media marketing concepts into the business curriculum, equipping students with the skills to analyze and utilize digital marketing tools effectively. Additionally, workshops or training sessions should be conducted to help students monitor their spending habits and make informed purchasing decisions. Future research should adopt a mixed-method approach to provide a deeper understanding of the factors influencing consumer buying behavior. Furthermore, a longitudinal study is recommended to examine changes in students' social media marketing engagement and buying behavior over time, allowing for a more comprehensive analysis of trends and long-term effects.

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