

THE MAJOR FACTOR INFLUENCING CONSUMERS' ATTITUDE TOWARDS SOCIAL MEDIA MARKETING AS PERCEIVED BY COLLEGE OF BUSINESS ADMINISTRATION STUDENTS OF PUP MANILA

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ABSTRACT

Introduction: This study examined factors influencing the College of Business Administration students' attitude as consumers towards social media marketing, and on what certain areas can be enhanced to not direct the respondents into misleading consumer buying patterns.

The objectives of this study are to answer the following questions:

1. Do the average hours spent on Social Networking Sites by the respondents affect the study?
2. What are the factors that affect the consumers' attitude toward social media marketing as perceived by College of Business Administration students of PUP Manila?
3. Is there a major factor that affects the consumers' attitude toward social media marketing as perceived by College of Business Administration students of PUP Manila?

- 3.1 Attitude
- 3.2 Perceived Usefulness
- 3.3 Reliability
- 3.4 Word of Mouth Quality

Methods: This study was conducted on 337 students of College of Business Administration through random sampling. Data were collected by a valid and adapted questionnaire, consisting of four categories: Attitude, Perceived Usefulness, Reliability, and Word-of-Mouth. Collected data sets were analyzed by R Studio software.

Results: The survey of the College of Business Administration students of PUP Manila revealed that the major factor influencing their consumer attitude towards social media marketing is Word-of-Mouth with a total of 302 strongly agrees and a mean percentage of 37.19%, followed by Perceived Usefulness with a score of 267 and a mean percentage of 32.18%, then Attitude with 151 and a mean percentage of 18.60%, and lastly Reliability having 92 strong agrees and a mean percentage of 11.33%.

Conclusion: The findings indicated that consumers' attitude is strongly affected by word-of-mouth and that in Facebook, as the main social networking site used by the respondents, College of Business Administration students easily see information that can influence their buying behavior; with a $2.2e-16$ greater than the P-value hence rejecting the null hypothesis in favor of the alternative hypothesis.

I. INTRODUCTION

Consumer attitude, also known as consumer behavior, is defined as either the positive or negative approach of an individual to a product, service, or brand. It is sometimes prompted by factors such as beliefs, feelings, and purpose of a consumer. Here are examples given to explain the significance of belief in a consumer's buying preference; some people would say that pineapples do not go well with pizza, but for those who have already grew attached to that sweet chunky Hawaiian fruit would say that it neutralizes the bland taste of the dough in pizzas. So here it is clear that buying would still depend upon the beliefs of a customer. Next, feelings would also make a big difference in the approach of a consumer; let us say for example that a morning person would prefer his/her coffee to be hot but most of the consumers nowadays feel that iced coffee is sweeter, hence they prefer coffee with ice more. Lastly, the intention of the customer for buying the product would be of great contribution especially if the product is a need, but most of the times marketers and ad agencies are capable of even making a 'want' into a necessity (e.g. smartphones) due to increased demand or word-of-mouth. So the buying pattern here would highly depend on the consumer's attitude towards the product or service. But why is it that social media or the Internet has such vast influence on the said variable?

Social media or social networking sites, according to a report published in the first quarter of the year 2019, the Internet users have grown from 4.24 billion to 4.39 billion of the same quarter since the year 2018 worldwide; and 3.48 billion of these users use different social media platforms. (Rappler, 2019)

Comparatively, 76 million social media users this year are all from the Philippines—putting the country in one of the top spots in active social media users worldwide. And about 99 percent of this population are Facebook users alone, and are estimated of browsing the Internet for about 10 hours and 2 minutes this year. (Rappler, 2019)

So given these facts, it is easier said that a large number of audience are consumed by the surface of the web, and would undoubtedly bring an impact for those millions of social media users.

Now, not only is social media seen as an outlet for those money-paying customers but also for those growing and developed businesses. That is where social media marketing comes into the picture. Social media marketing is the use of social media platforms to interact with the mass market in order to generate strong brand image, establish brand awareness, and increment sales.

This act would usually involve publishing satisfying content on the public accounts of the company and analyzing the current issues and trends to bring about good rapport.

However, a study presented about the impact of social networking sites and why it plays such a big role in molding the buying attitude of the consumers suggests that social media is a tool used by the majority to share updates, experience the virtual world, connect with family and friends, etc. that these benefits would mean a lot to them making them even more vulnerable to the content posted in their digital space; hence are more adaptable in what they see.

With this data on hand, the proponents would like to know if there is a major factor that affects the consumer's attitude towards social media marketing and analyze and propose recommendations for the situation given.

A. Statement of the Problem

The study aims to answer the following questions:

1. Do the average hours spent on Social Networking Sites by the respondents affect the study?
2. What is the main Social Networking Site used by the respondents?
3. What are the factors that affect the consumers' attitude towards social media marketing as perceived by College of Business Administration students of PUP Manila?
4. Is there a major factor that affects the consumers' attitude towards social media marketing as perceived by College of Business Administration students of PUP Manila?

- 4.1 Attitude
- 4.2 Perceived Usefulness
- 4.3 Reliability
- 4.4 Word of Mouth Quality

B. Literature Review

As the study relates to various connections of authors and their works, the researchers gathered data that support the content of the research for better understanding; the objective of this section is to review several studies and researches on how the factors influence the College of Business Administration students of PUP Manila' attitude towards social media marketing.

The new marketplaces and/or tools for marketers are social media and social media applications that form group of consumers involving a large amount of user-generated content (Akar, 2011). The lifestyle of the consumers that shift from one to another have brought a sudden change in the way people live and the interaction of the consumers with different brands because of the increase in popularity of the social networks (Ahmad,2016). Social Media allow users to

convey information, thought, or feeling into each other in some way. It is often used to define websites, online tools, and other interactive communication that is created by technology (Sohail, 2017). The development of high-speed internet affect consumers' attitudes and consumer's behavior particular on how they react to the messages, channels, content, frequency, etc. (Raktham, 2017). The outcome of billion accounts of users facilitated by smartphones, applications and laptops is that people use social media on an everyday basis, as it becomes part of their lives (Cretti, 2015).

Social media lights communication from the customer and this gives the business organization a favorable advancement to interact and attract with their customers. The period that social media begins became the intermediate by which firms communicate to be able to touch their target audience (Sohail, 2017). One of the most important dynamics of social media is the fastest rate of development that progress the Information and Communication Technologies (ICTs) that made marketing strategies more stronger through the construction, personalization and socialization of information (Molina, 2017). As a virtual platform on which users tell their thoughts, feelings, experience and knowledge, social media became a helpful dimension with the support of technology. The fact of being used by many users, the social media progressively become larger and it causes consumers to be knowledgeable about the products and services offered (Duygu, 2017). The social media got more fame and extensive following after the discovery of Google and Facebook and its other rivals. The small changes in this period begins the state of replacing the print media with digital media (Faheemullah, 2017). Firms and their brands should think about using and changing their strategies that is better suited based on the period which is something is deteriorating the impact of social media marketing communications on the arrangement of hierarchy in the attitude types among young consumers and the divergent influence of the way it is used and the changes that occur in large groups of people over a period of time when targeting the profitable and technologically advanced, but impulsive, Generation Z consumers (Duffet, 2017). The most important phenomena in e-commerce and the marketing literature are the social commerce and social media, few studies have looked carefully at the concepts of trust and users' intentional behavior. One of the key areas that become known from social media is the act of carefully looking at the quality and condition of something coming from reviews (Hajli, 2015).

Mobile phone has become an important device day-to-day. Thus, the users cannot think even having only a moment with no mobile phone and might set aside it on standby for an average of 15 hours a day. The interactive essence of mobile phone makes it easier to get replies of the delivered messages in just an eyeblink (Chowdhury, 2016). Hereafter, it is important to understand the turning point factors influencing the consumers' attitudes towards social media, thus, the factors influencing behavioral intention of the consumers concerning social media. The structure like commercial reputation, emotional attempt, informational, originality, irritation, and materialism is resulting from careful thought to affect the attitude, which in turn causes changes in the behavioral intention of consumers (Padival, 2019). People are into the content of information through the use of social media with regards to purchasing decision and are quick to respond and share their observations and experiences about the services and products with their contacts and strangers. Marketers must easily understood and have knowledge about the power of the emerging digital media not only on their brands but also on consumer reactions, in order to

become better that will have a good result that has been done or achieved through effort from the objectives of the business (Balas, 2019). Social media has boosted and considered a priority at the present time of business environment, and consumers themselves are willing to listen and accept the ideas and suggestions to this marketing media.

As several companies begin to use the internet in order to move into a higher position in the industry, they are also watching the usefulness of higher in quality of localization of website through doing and adapting culturally and translating a website that is right and appropriate for different cultures and languages (Omar, 2014). Attitudes can influence the consumer's minds; make them to like or to refuse things and products. Hence, the consumer behavior is related by attitude and put them to behave in a quite consistent way toward similar objects. The unprecedented increase in social media usage and its impact on consumer's attitude is also very clear (Kiran, 2016).

In the Philippines, Filipino as users of the Internet ranked second highest in Southeast Asia in terms of Internet users. It includes messaging their friends and acquaintances, posting messages, and updating their social media status done very often. (Digital Marketing Philippines, 2013). Having it is not personal or from individual they know, Filipino consumers in the Philippines keep Word-of-Mouth to be the most reliable source of information. (Adobo Magazine, 2015).

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C. Hypothesis

Null Hypothesis

1. There is no major factor influencing consumers' attitude towards social media marketing by the College Of Business Administration students of PUP Manila.

Alternative Hypothesis

1. There is a major factor influencing consumers' attitude towards social media marketing by the College Of Business Administration students of PUP Manila.

D. Approach

According to insights, there are about 3.48 billion active social media users in the year 2019 with an inevitable increase of 288 million users since last year. With average hours spent on social networking sites of 6 hours and 42 minutes each day, which is also found to contribute to consumers' attitude towards social media marketing. And of course these users are most likely found to browse in the top 3 most viewed websites in the world: Google.com, Youtube.com, and Facebook.com (thenextweb, 2019)

Following this data, countries in Middle East ranks the highest in terms of social media penetration for this year, 2019 with 99 percent. And the Philippines with 71 percent

And in the Philippines, having 70,000,000 plus users, 1/3 of their day is already spent on social networking sites, that is why eligible companies penetrate the online world with a tailor-fitted content to suit the target audience's taste; top companies like EOI Digital, Sykes, APCO Worldwide, Harte Hanks, etc.

Filipinos are more active in social media, hence using social networking sites, such as Facebook, leads to a higher rate to building brand awareness as inbound marketing rather than outbound marketing.

However, one platform where the Philippines is seen to rank poorly is Instagram, having only 14 percent of people aged 13 years old and above are on Instagram, a percentage point below the global average.

According to studies, the largest group of social media users in the Philippines is found within the age bracket of 18-24—who, in the Philippines, are still undergraduates in universities to early career age, making up about 33 percent of active users or around 21 million users. In light with this, it is intriguing to note how intertwined social media platform, such as Facebook, is with both the user's social/personal life and academic life.

It is actually a fairly common practice, especially in this modern age, to have an interactive type of learning with the use of E-classrooms and E-books. Particularly in universities where the usage of social media has turned into a necessity due to increasing demand of credibility and purpose. That is why, the Polytechnic University of the Philippines Manila was one of the candidates, and after keen observation, was chosen as a university with a population of students who most often spend time on social networking sites, and how this and other factors (i.e. attitude, perceived usefulness, reliability, and word of mouth) might affect their attitude/behavior as a consumer towards social media marketing, which will be presented in the latter part with definite results.

II. METHOD AND MATERIALS

The sampling technique used in this study was the Random Sampling which is an example of probability sampling, and is recognized as one of the most reliable technique in getting the sample size. This was because survey questionnaires were given to the students of College of Business Administration of PUP Manila having equal chances of getting chosen. Followed by the usage of a method called Cochran sampling which is found appropriate for large population size.

The researchers surveyed exactly three hundred thirty seven (337) students of college of business administration of PUP Manila. Using the Cochran sampling technique the sample size of the respondents is shown below:

BSBA Major in Human Resource Management	(102)
BSBA Major in Marketing Management	(101)
BS Office of Administration	(78)
BS Entrepreneurship	(56)

The survey instrument used in this study was a self-administered pencil-and-paper questionnaire, which includes the main social networking sites used and the average hours spent by the respondents, employed for research concerns. The survey questionnaire measured the major factor influencing consumers' attitude towards social media marketing of College of Business Administration students of PUP Manila. The researchers used adapted questions. The questions were composed of four categories, namely Attitude, Perceived Usefulness, Reliability, and Word-of-Mouth, therefore it will be easier for the researchers to check and quantify the results.

The researchers requested for grant to use the questionnaires from the original author of the adapted study—Mr. Asad Ahmad and Mohammed Naved Khan. After which, the researchers then provided the hard copies of the survey questionnaires to the respondents. After the survey, the researchers tabulated and processed the data through tally and score encoding using R Studio software. Quantitative data processing was used to arrive at the interpretation of results.

The statistical tool of this study is the application of mean. The use of mean is getting the average of students in every perception corresponds.

$$P\% = (\sum x)/n * 100$$

$$P\% = \text{Mean Percentage}$$

$$x = \text{number of responses}$$

$$n = \text{total number of responses}$$

Another statistical tool was used to determine whether to accept or reject the Null Hypothesis, and it is the Chi-Square.

The formula for Chi-Square:

$$x^2 = \sum \frac{(o - e)^2}{e}$$

$\chi^2 = \text{Chi Square Value}$

$o = \text{observed value}$

$e = \text{expected value}$

Table 1. Frequency and Percentage of the Main Social Networking Site Used by the Respondents

	FREQUENCY	PERCENTAGE
Facebook	208	62%
Twitter	108	32%
Instagram	12	4%
Youtube	4	1%
Others (Snapchat, Tumblr, etc.)	5	1%
TOTAL	337	100%

Table 2. Frequency and Percentage of the Average Hours Spent by the Respondents

	FREQUENCY	PERCENTAGE
More than 3 hours	231	69%
2-3 hours	49	15%
1-2 hours	52	15%
Less than 1 hour	5	1%
TOTAL	337	100%

III. RESULTS

TABLE 1 showed that the major factor influencing the consumers' attitude towards social media marketing is item # 2: Watching ads over social media is easy, under attitude with a mean percentage of 41.72%

ITEM NUMBER	5 -strongly agree		4 -agree		3 -neither agree nor disagree		2 -disagree		1 -strongly disagree	
	1	40	26.49%	103	31.31%	101	23.27%	52	19.48%	41
2	63	41.72%	92	27.96%	85	19.59%	61	22.85%	36	21.56%
3	20	13.25%	61	18.54%	106	24.42%	92	34.46%	58	34.73%
4	28	18.54%	73	22.19%	142	32.72%	62	23.22%	32	19.16%

TABLE 2 illustrated the major factor influencing consumers' attitude towards social media marketing is item # 2: SNS would be useful in buying what I want, under perceived usefulness with a mean percentage of 29.21%.

ITEM NUMBER	5 -strongly agree		4 -agree		3 -neither agree nor disagree		2 -disagree		1 -strongly disagree	
	1	72	26.97%	121	22.74%	98	25.99%	38	27.94%	8
2	78	29.21%	151	28.38%	77	20.42%	26	19.12%	5	13.89%
3	64	23.97%	127	23.87%	97	25.73%	40	29.41%	9	25%
4	53	19.85%	133	25%	105	27.85%	32	23.53%	14	38.89%

TABLE 3 exhibited the major factor influencing consumers' attitude towards social media marketing is item # 5: It is safe to watch advertisements over SNS, under reliability with a mean percentage of 21.74%.

ITEM NUMBER	5 -strongly agree		4 -agree		3 -neither agree nor disagree		2 -disagree		1 -strongly disagree	
	1	14	15.22%	58	11.86%	141	13.97%	86	15.81%	38
2	11	11.95%	55	11.25%	121	11.99%	99	18.20%	51	22.67%

3	16	17.39%	81	16.56%	150	14.87%	66	12.13%	24	10.67%
4	8	8.70%	72	14.72%	152	15.06%	75	13.79%	30	13.33%
5	20	21.74%	94	19.22%	145	14.37%	60	11.03%	18	8%
6	11	11.96%	57	11.66%	126	12.49%	97	17.83%	46	20.44%
7	12	13.04%	72	14.72%	174	17.24%	61	11.21%	18	8%

TABLE 4 displayed the major factor influencing consumers' attitude towards social media marketing is item # 2: The reviews are helpful, under word-of-mouth with a mean percentage of 36.42%.

ITEM NUMBER	5 -strongly agree		4 -agree		3 -neither agree nor disagree		2 -disagree		1 -strongly disagree	
	1	92	30.46%	128	30.99%	94	39.83%	16	42.11%	7
2	110	36.42%	150	36.32%	62	26.27%	7	18.42%	8	36.36%
3	100	33.12%	135	32.69%	80	33.90%	15	39.47%	7	31.82%

TABLE 5 presented that Word-of-Mouth heavily affects the consumer attitudes of the respondents having 37.19% of the total answers.

ITEM NUMBER	ATTITUDE		PERCEIVED USEFULNESS		RELIABILITY		WORD-OF-MOUTH	
	5 -strongly agree		5 -strongly agree		5 -strongly agree		5 -strongly agree	
1	40	26.49%	72	26.97%	14	15.22%	92	30.46%
2	63	41.72%	78	29.21%	11	11.95%	110	36.42%
3	20	13.25%	64	23.97%	16	17.39%	100	33.12%

4	28	18.54%	53	19.85%	8	8.70%	-	-
5	-	-	-	-	20	21.74%	-	-
6	-	-	-	-	11	11.96%	-	-
7	-	-	-	-	12	13.04%	-	-
TOTAL	151	100.00%	267	100.00%	92	100.00%	302	100.00%
%	18.60%		32.88%		11.33%		37.19%	
RANKING	3 rd		2 nd		4 th		1 st	

Chi-Square Data:

Word-of-Mouth	302
Perceived Usefulness	267
Attitude	151
Reliability	92

H₀ = Observed Value = Expected Value

H_a = Observed Value ≠ Expected Value

α = 5% or 0.05

FACTORS	O	E	o - e	(o - e) ²	$\frac{(o - e)^2}{e}$
Word-of-Mouth	302	203	505	255,025	1,256.28
Perceived Usefulness	267	203	64	4,096	20.18
Attitude	151	203	-52	-2,704	-13.32
Reliability	92	203	-111	-12,321	-60.69

Chi - Square Formula: $X^2 = \sum \frac{(o-e)^2}{e}$

$X^2 = 142.47$

Degree of Freedom = 3

P-value < 2.2e-16

Critical Value = 7.815

Now, the value $2.2e-16$ actually means 2.2×10^{-16} . Since the data was encoded through the use of R studio software, it is just a way R displays numbers that are either too big or too small. And according to studies, if the P-Value is less than 0.05 ($P\text{-value} < 2.2e-16$), reject the null hypothesis in case of test with 95% confidence or 5% significance.

IV. DISCUSSION

The reason of this study is to look at the determinants of attitude of College of Business Administration students as consumers towards social media marketing. The researchers have adapted a 20-item scale comprising four variables for use in the Philippine setting to explore different factors which affects the consumer attitude; the four factors (i.e. Word of Mouth, Perceived Usefulness, Attitude, and Reliability) which plays a very important role in the formation of the attitude towards the social media marketing. The result of the study indicates that the attitude of the students towards social media marketing is significant. The approach for all the factors was capable of being accepted. Subsequently, the proposed hypothesis is supported. Despite the fact that the four factors have a useful effect on the attitude, the results of the study proved that Word-of-Mouth is marked by great sign on the consumers' attitude confirming the statistics and survey of earlier information (Digital Marketing Philippines, 2013), come after by perceived usefulness, attitude then reliability. Also, according to the result Facebook ranked first in the study confirming that the number one most visited social media platform in the Philippines is Facebook (Digital Marketing Philippines, 2013). If the users received a good review about the products and services the chances are higher for the company to have a positive result (Hajli, 2015). This explains that all the factors have significant impact in the consumers' attitude.

V. CONCLUSION

The study showed that there was a major factor influencing consumers' attitude towards social media marketing as perceived by the College of Business Administration students of PUP Manila. It showed that Word-of-Mouth ranked one as the major factor influencing their attitude towards social media marketing, while Reliability has the least percentage on the survey results.

The researchers concluded that most of the student's experience such factors because of Word-of-Mouth;

The researchers concluded that reliability has the least effect towards consumers' attitude;

The researchers concluded that Facebook is the major social networking site for the college of business administration students of PUP Manila;

The researchers concluded that the average hours spent by the respondents are more than 3 hours; and lastly

The researchers concluded that with a different set of respondents and geographical area there will be a different major factor influencing consumers' attitude towards social media marketing.

A. Recommendations

The researchers recommend to the colleague students of CBA, that they find a reliable source of information instead of just relying in word-of-mouth;

The researchers recommend to the colleague students of CBA, that they consider the factor of reliability since the marketed products on social media differ in quality and utility;

For students who are using Facebook, the researchers recommend that they evaluate the content of a posted product/service on Facebook in order for them to not be misled;

The researchers recommend to the students who are using social networking sites that they moderate the number of hours spent in social networking sites since it affects their attitude as consumers; and lastly

For future researchers, they can benefit from this as a guide or paradigm to their related studies, and conduct a different conclusion based on locality.

This study is still open for future references and certain revisions.

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