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Impact of Social Media Influencers on the Purchasing Decision Among College Students in Dr. Carlos s. Lanting College

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Abstract:

In this day and age, the power of the internet and social media is an unconditional fact. The emerging growth of social media effect boosts firms to involve more components into their marketing campaigns. Social media influencers become an active support and an essential part of marketing daily activities for brand companies in various social media platforms. When studying these new phenomena, one of the noticeable areas of interest regarding this topic is whether the characteristics of influencers are what drives consumers to consider a purchase. The aim of the study was to explore how college students' purchasing decisions are influenced by social media influencers' characteristics. The question that was asked in the study was how each of the characteristics of social media influencers influences consumers' purchasing decisions. The method used in this market research is through investigating those questions by conducting a survey analysis on 100 respondents and then using a quantitative approach to evaluate the gathered data. This helps to understand the relationship between the influencers and college students as a consumer, and to study a real-life experience of being an influencer. The key finding of this research entail how college students' purchasing decisions are influenced by social media influencers' characteristics. What was concluded is that the five factors including trust, looks, fame, personality, and promotion greatly influences the purchasing decisions of college students as seen on the results of the findings.

1. Background of the Study

Due to the progressive growth of advertising through various social media platforms, websites and mobile applications, marketers are aggressively challenging themselves by cluttering advertising to discover new innovative methods to connect with their respective target audience. The attention of people is continuously shifting over the years, even the current effective marketing tools may change as time goes by, and it is the brand's responsibility to stay updated and keep track of such development. The answer to this is to adapt vastly and create innovative means to capture the attention of consumers. It is a given fact that social media platforms have transformed the way customers communicate with brands and reshaped the way they connect with the traditional forms of marketing that brand companies often use to reach consumers [20].

Social media platforms like Instagram, Facebook and Twitter have had an immense influence on consumers' engagement and the forthcoming of social media influencers [3]. Additionally, those sites have become the top social media platforms for marketers to promote and advertise. Conceivably, because of its appeal to celeb personalities, user's experience and the use of the power of influencer as a tactic in marketing. There is no doubt that that the internet has played an important role in rebuilding consumers' interactions to businesses. This had an effect to the buying decision of the people. Long ago, consumers would rely on the recommendation of their family and friends when it comes to purchasing products or services. But now, consumers would spend their time browsing on their computers, or mobile phones to find the right brand, products that would best satisfy their needs with the help of reviews and posts of the items they are interested in [25].

Moreover, it has been apparent that in this era, the rise of social media has started. Social media influencers are entities with huge followers on social media. Brand companies adapted this so called social media influencer marketing to advertise their products and services as this type of marketing strategy have been witnessing an improved success by capturing a wider potential audience. Social media influencers become an active support and a vital part of everyday marketing activities through social media platforms [4].

So, on this note, this research seeks to understand this new marketing strategy that is quickly growing in the current market trend. It is also important that brand companies need to exert their efforts in understanding the consumers' perception towards social media influencers and the reasons behind their trust and attraction to influencers to use up the best worth of their money in this marketing category.

1.1. Statement of the Problem

The study aims to determine the Impact of Social Media Influencers on the Purchasing Decisions among College Students in Dr. Carlos S. Lanting College.

Specifically, this study seeks answers the following questions:

i. What is the demographic profile of the respondents in terms of:

a. Age

b. Gender

c. Course

d. Source of Fund

e. Average Monthly Budget for Online Shopping

f. Average Time Spent on Social Media Platforms

g. Social Media Preference to Follow Social Media Influencers

h. Number of Social Media Influencers Following

ii. What is the level of familiarity of consumers to social media influencers in terms of;

a. Existence

b. Purpose

ii. What are the factors of social media influencers that can impact the consumer's purchasing decision in terms of;

a. Trust

b. Looks

c. Personality

d. Fame

e. Promos

iii. Is there a significant relationship between the factors and the effectiveness of social media influencers to consumers purchasing decisions?

iv. Is there a significant relationship between the level of familiarity and the effectiveness of social media influencers to consumers purchasing decisions?

v. How effective is social media influencers to consumers purchasing decisions?

1.2. Significance of the Study

The results and findings of this research paper aims to identify how consumers' purchasing decisions are influenced by social media influencers' characteristics. Also, to understand the reasons behind why individuals are following influencers and if they are an effective way to promote brands and products. To shed light the following are beneficial of the study.

1.3. This Study was Conducted for the Following:

1.3.1. To the Brand Companies

The findings of this study will help brand companies to choose the right social media influencer and how to effectively promote their products through online social media platforms.

1.3.2. To the Social Media Influencers

The result of this study will help them know about the perception of consumers with the regards to the way they promote brand products. As a result, they can use this study as a basis on how to improve and enhance the way they advertise a brand.

1.3.3. To the College Students

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The findings of this study will help college students of Dr. Carlos S. Lanting College to have an adequate knowledge how brand promotions work with the help of social media influencers.

1.3.4. To the Future Researchers

The findings of this study will provide a reliable data about impact of social media's influencer on the consumer purchase involvement that they can use as reference under the same topic for future studies.

1.4. Scope and Limitation

The primary objective of this research is to know the impact of social media influencers on the consumer purchase involvement and in that way researchers would develop a recommendation resulted from the survey for social media influencers and brand companies to help the improvement of their promotional strategies. The respondents of this study will be stratified randomly selected students from the College Department in Dr. Carlos S. Lanting College wherein the researchers focused on their perspective of the roles of Social Media Influencers as a medium of promotional activities for brand companies. This study will be conducted for only about 1 month and the findings of this research study will generate and give more information about this modern strategy of promoting products in this era. The responses are obtained from the total sample size of One Hundred (100) respondents; the researchers chose this formula because this is considered appropriate in situations. Since the Philippines is facing COVID-19 pandemic, the main instrument to be used in gathering essential data and information in this study is limited to an online questionnaire specifically Google Forms and it will undergo validation and content validity. The study intends to determine the impact of social media influencers on consumer purchase involvement and will be focused on specific variables such demographic profile of respondents, and variables in stated in the statement of the problem. Further research of this study can be carried out on a number of institution may well generate research findings. This study has some few limitations which may imply that the results arrived at may not be generally acceptable but these limitations do not in any way suggest that the findings of this study are not significant but instead suggest that there can be further research on the topic.

2. Review of Related Literature

The indicated related literature below shows the topics and information that supports our research topic about impact of social media's influencers on the consumer purchasing decision and will provide information about the previous research and articles that is related to our study.

Influence, according to Brown and Hayes [3], is the ability to influence someone, things, or a sequence of events. According to these authors, influence manifests itself in a variety of forms, varying from direct purchasing guidance to major shifts in understanding of the seller's credibility. Influence may also refer to the act of creating a positive and favorable environment to influence another person's attitude toward a particular subject or topic [3]. Social media influencers are often ordinary people who have created and use social media to influence the behavior of other people and followers [29]. They are social media users who have built a reputation for their experience and insight on a particular subject and issue. They are social media content creators who promote brands through tweeting, vlogging (video posts on sites like

YouTube), or making short-form content (e.g., Instagram, Twitter, Snapchat, etc.) and sharing them to gain an audience and brand awareness. They share traits with conventional opinion leaders, such as being sensitive to messaging, combining the role of the discussant, and having influence and respect among their followers and audiences. Influencers serve as the ultimate link between businesses, brands, and companies to their customers. These social media influencers have built influence in a specific area, and their legitimacy and credibility have a significant influencing impact on others [6].

Influencer marketing is a type of collaborative strategy wherein a company or a business team up with influential individuals to encourage people to buy a product, purchase a service, or join a campaign. It also could be to promote something. Endorsements from celebrities were primary form of influencer marketing [34]. In simple terms, social media influencers are those individuals who can easily influence others through social media such as Facebook, Instagram, Youtube etc. Additionally, "influencer marketing is a type of social media marketing that uses endorsements and product mentions from influencers–individuals who have a dedicated social following and are viewed as experts within their niche. Influencer marketing works because of the high amount of trust that social influencers have built up with their following, and recommendations from them serve as a form social to your brand's potential customers" [8]. As stated by Newberry [34], the right influencer will the targeted audience, create trust, and improve interaction. Influencers often produce original and entertaining content.

Muntinga, Moorman and Smit [32] found that social media platforms are channels in which the flow of information is shared among people who uses and engage in these various websites. Additionally, these platforms are also created to build product awareness and change the purchasing decisions and intentions of consumers. Simultaneously, the research of Kozinets et al., stated that social media creates an opportunity to cater a bigger target audience. Likewise, De Veirman, Cauberghe and Hudders [15] found that influencer marketing typically endorses an entity who has many followers on a social media platforms. Influence, impacts, and contributions are the factors why they are also called as the brand ambassadors.

The ability of an influencer to effectively communicate a brand image to their consumer has a significant impact on customer purchasing behavior and intention. Purchase intent is usually a factor to consider in customer purchasing decisions [22]. Influencers such as celebrities, brand audience members, and blogs have a strong and beneficial connection with customers' brand preferences and purchasing decisions, according to previous research findings, since they attract a large number of buyers in a limited amount of time and the cost of advertising by influencers is far lower than other marketing techniques [19].

In comparison with the traditional marketing strategies such as fliers, pre-roll, banners and pop-up ads, social media influencer type of marketing is considered as less invasive and extra flexible for the people, and is having more popularity [12]. From the past few years, organizations apprehended that it is advantageous to embrace social media type of influencer marketing as consumers tend to put trust on reviews and recommendations from the top influencers that they follow which is very cost-effective to cooperate with these influencers rather than investing on the traditional approach of marketing such as print and space [39].

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The study of Kotler and Keller [27] argues that an influencer is an active individual that has a reasonable influence on their network and surroundings because of their intellectual capacity. Subsequently, Wong [49] describes social media influencers as influential people who have been perceived to be an expert in a chosen field, and as such, they attract many followers. A social media influencer influences a follower's behavior and attitudes through content creation, podcasts, pictures, videos etc. As such, they are used by companies for social media marketing. Influencer marketers most times, used as a marketing tool to pass messages to the target audience, conveying information and influencing the consumer's purchase intention [7] Chen, Fay and Wang [9] explained that the purposes of using social media influencers are to promote branding, increase awareness, enhance customer service, and customer relationship management activities. Social media influencers are also people with large social media followers who can influence or persuade others. They also have the power to affect the purchase decision of others. More so, the findings of Nandagiri and Philip [33] revealed that brand endorsement by a social media influencer has a positive influence on their followers. Furthermore, the ability of the social media influencer to convey a brand message meaningfully to their consumer goes a long way in influencing consumer buying behavior and purchase intention. Irrespective of the fact that consumer purchase decisions can be affected by their personality, their creativity, and the ability to convey brand messages is also another vital determinant Peetz, Parks and Spencer [36].

According to AnyMind Group [41], social media influencer marketing continues to develop in the Philippines, and makes progress towards making an impact on the market. Simultaneously, this type of marketing is becoming an integral part of marketing strategies and tactics in the Philippines, with objective-based influencer marketing trending.

According to We Are Social and Hootsuite, there are about of 73 million internet users, which is about 67% penetration rate in the Philippines alone at the first quarter of 2020, and those 73 million users are also an active participants of social media platforms. With this, it clearly signifies a chance for salespeople to leverage on social influencers in order to drive numerous marketing goals. This growth stats are predominantly fascinating when summarizing how these social media influencer type of marketing in the Philippines grows up. With an increasing number of population in the Philippines that engage on social media platforms, there is truly a huge opportunity for not just brands alone but also to influencers in appealing with the users or consumers in their "discovery" segment on this new medium.

According to Centaur Marketing Philippines [18], in this time, social media influencers are very important in consolidating brand's presence in the marketplace. Frequently, influencers are early adopters who are enthusiastic to share new information to other users within their respective scope. As a result this allows a firm to form its own, distinctive brand image through a public figure or entity that is extremely identifiable in the industry. These influencers exercise a vast outreach to a fresh market of social media users and consumers that reveals a direct need to the brand that they can instantly accomplish. With this, they are referred as one of the leaders who have the power to effectively influence a larger population of people to adapt their beliefs and behaviors with the purpose of stimulating changes in social, behavioral and market growth.

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It is said that the categories with the highest engagement rates are the fashion, arts & entertainment, beauty, travel, and food & drink categories, and unpredictably, these are also the top categories for social media influencers. All at once, the fastest-growing content categories in the Philippines these past few months consists of fitness& health, entertainment, and games &technology, which also reveals the modification towards home-based content creation.

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. [17].

2.1. Synthesis

Through collected foreign and local studies, outstanding knowledge has been established in this study, and it was generally derived from the objectives of this dissertation. The researchers on the Review of Related Literature presented that consumer's purchase intentions are influenced by social media influencers.

As above mentioned, influencer marketing is a form of social media marketing that brands, and companies uses with the use of online influencers – an individual who uses social media platforms that became expert within niche. Social media have an impact, and it can influence brand and consumer's behavior because it has played an important role in reshaping people's interaction to one another. As a result, for business, it is an opportunity to encourage their prospect and loyal consumers to be engaged in social media to build a relationship with them. In marketing, endorsement is one of the important tools and play an important role to achieve company's business goals and to have a good reputation.

Celebrity endorsement is the traditional approach of endorsing and promoting products and services while the influencer marketing is the improved strategy of this approach, but the difference is that brands are using influencers since in recent years, social media influencers have established and a good reputation by creating contents, engaging with their followers by regularly updating and posting with latest issue or information that makes them trustworthy. An influencer has a capability to influence and affect the purchasing decision of people because they built a relationship using their knowledge, position, and potential to make an impact to others.

Brands collaborate with social media influencers because they know that influencers have established a relationship with their thousands and millions of followers and can easily influence them. One of the job of these influencers is that they will review and mention the products and services in their contents in exchange, they will receive compensation from brands. There are instances that some consumers or does not care about brands and only care about the opinions and messages of their preferred influencers. Social media influencers are often influential because of their large following and social base.

Influencers must be authentic and trustworthy because brands and consumers are expectant, and trust is one of the fundamental factor in creating and building relationship. They serve as third party and connection between business and consumers. Brands will trust influencers, while influencers will have more opportunity to collaborate and endorse products and services, thus, it will gain more consumers. However, it is not easy to gain trust particularly there are times and instances that there is an inevitable controversy that influencers might get involve so it

is important for brands, business, and companies to be careful with choosing collaborating or using influencers.

2.2. Theoretical Framework

According to Brown, Kozinets and Sherry, overstated that social media influencer's concepts and ideas in their post in promoting their products in the internet is very essential and the most important in the marketing nowadays. In addition the rapid development of commercialization in the world affects every businesses and companies in the way that the consumers change their buying decision depends on the promotion and the person who will promote the product in the market. Social media influencers are more focus on the content of the product they are promoting in the internet, especially on how they create their unique captions that will attract to their followers about the products as well as the reviews they make that will give hints to the audience about the products. Consumers think that social media influencers gathered more audience than the celebrities in terms of advertising products and goods because they are engaging with their consumers. Consumer thinks that Social media influencers are more credible and have expertise in advertising product than the celebrities while the advantage of celebrities is they are being paid in promoting brands in the internet and other social media platforms unlike the majority of the influencers and bloggers. "Authenticity forms the uniqueness of the influencer, as consumers seek authenticity in both companies and brands".

The fast development of technology and internet advancement affects the channels that firms and business online using in reaching their consumers and potential buyers that cause the opening of new research to know the behavior of consumers in their purchasing decision when browsing and buying through internet. "The internet affects the customer decision-making behavior in all the stages of their purchase- the pre-purchase, purchase and post purchase. When buying a product through face to face or through internet, Consumers have their preference in buying products and there are many things they put up first before they acquire the product such as the information of the product, the content of the product, the quality of the product during the purchasing stage. In the post-purchasing stage, when a consumer has a concern about the product or any issue about it, The after service is the most thing to considered in order to cater the problems or issues that arise in the product that the consumer acquire from the sellers.
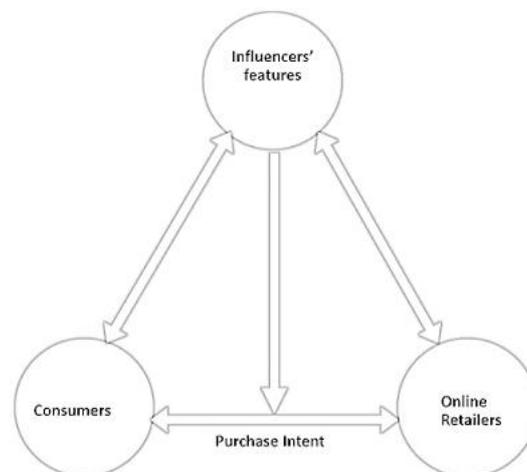

Figure 1. Theoretical Framework: Consumers' online purchase intent toward online retailers and the role of influencers (Source: Lisichkova and Othman, 2017).

According to the research study about "The impact of influencers on online purchase intent" stated that there are many factors that is need to consider on the impact of social media influencers on the buying decisions of the consumers. The theory also tells that the modern marketers or simple the social media influencers have a big impact on the buying decisions of the consumers as well as their preference.

2.3. Conceptual Framework

A Conceptual Framework presents a diagram that the researchers want to study. It captures what researcher see and how they will make sense to what they are studying. The concept of this study focuses on the Impact of Social Media's Influencer on the Consumer Purchase Involvement among College Students in Dr. Carlos S. Lanting College.
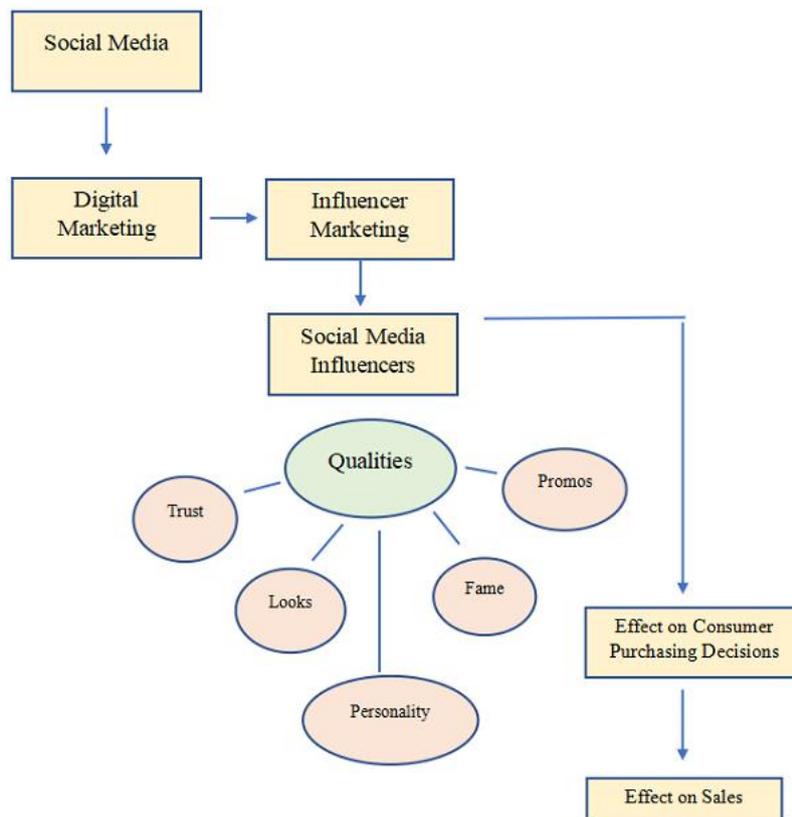

Figure 2. A Conceptual Framework of the Impact of Social Media Influencers on the Purchasing Decisions.

Social Media Influencers has a big impact in the marketing strategy of the new marketing system in the business world. There are lots of things that is need to consider in collaborating and partnering with social media influencers, this includes the perception of consumer to social media influencer in terms of the familiarity, Social media appearance, following range to social media influencer and discount codes promos. In terms of the factors on the impact of social media's influencer on the consumer purchase involvement of college students in terms of trust, looks, personality, fame and promos. By knowing the factors and perceptions of the consumers towards the impact of social media influencers in their buying decision will help our research to understand the phenomenon.

2.4. Definition of Terms

Advertising. The activity or profession of producing advertisements for commercial products or services.

Blogging. Refers to writing, photography, and other media that's self-published online. Blogging started as an opportunity for individuals to write diary-style entries, but it has since been incorporated into websites for many businesses. The hallmarks of blogging include frequent updates, informal language, and opportunities for readers to engage and start a conversation.

Brand Ambassador. A person who is employed by an organization or company to represent a brand in a positive light, and by doing so, help to increase brand awareness and sales. The brand ambassador is meant to embody the corporate identity in appearance, demeanor, values and ethics.

Brand Awareness. The extent to which consumers are familiar with the distinctive qualities or image of a particular brand of goods or services.

Brand Image. Brand image is the current view of the customers about a brand. It can be defined as a unique bundle of associations within the minds of target customers. It signifies what the brand presently stands for. It is a set of beliefs held about a specific brand.

Brand Reputation. Simply how a brand (a person or an organization) is viewed by everyone else.

Consumer Involvement. A state of mind that motivates consumers to identify with product/service offerings, their consumption patterns and consumption behavior.

Content Creation. The process of identifying a new topic you want to write about, deciding which form you want the content to take, formalizing your strategy (keyword or otherwise), and then actually producing it.

Content Creator. A content creator is someone who creates appealing and awe-inspiring content for the viewers.

Consumer Behavior. The study of individuals and organizations and how they select and use products and services.

E-marketing. A process of planning and executing the conception, distribution, promotion, and pricing of products and services in a computerized, networked environment, such as the Internet and the World Wide Web, to facilitate exchanges and satisfy customer demands.

Endorsement. Endorsements are a form of advertising that uses famous personalities or celebrities who command a high degree of recognition, trust, respect or awareness amongst the people. Such people advertise for a product lending their names or images to promote a product or service. Advertisers and clients hope such approval, or endorsement by a celebrity, will influence buyers favorably.

Follower. A person who follows the opinions, ideas, beliefs, and teachings of another. In social media, a follower is someone who has subscribed to an account in order to receive all the updates.

Parasocial Interaction. Refers to a kind of psychological relationship experienced by an audience in their mediated encounters with performers in the mass media, particularly on television.

Promotion. Refers to the entire set of activities, which communicate the product, brand or service to the user. The idea is to make people aware, attract and induce to buy the product, in preference over others.

Social Media. Websites and applications that enable users to create and share content or to participate in social networking.

Social Media Influencer. A user who has established credibility in a specific industry, has access to a huge audience and can persuade others to act based on their recommendations.

Vlogging. The daily practice of capturing and sharing vlogs characteristically featuring a vlogger shooting themselves at arm's length throughout their everyday activities.

2.5. Statement of Hypothesis

H0: There is no significant relationship between the factors and the effectiveness of social media influencers to consumers purchasing decisions.

H1: There is a significant relationship between the factors and the effectiveness of social media influencers to consumers purchasing decisions.

H0: There is no significant relationship between the level of familiarity and the effectiveness of social media influencers to consumers purchasing decisions.

H2: There is a significant relationship between the level of familiarity and the effectiveness of social media influencers to consumers purchasing decisions.

3. Methodology

This chapter includes the discussion of the research design, the means of sample size and the method of choosing the respondents, the instrument used, the procedure implemented in gathering the data, and lastly the statistical treatment used in this study.

3.1. Research Design

This study utilized the descriptive method. It aims to answer of the stated problems by means of gathering necessary data. There is no variable that has been manipulated nor controlled. Descriptive research cannot make predictions or determine casually. It is simply describe existing phenomenon. According to Calderon and Gonzales, a descriptive survey in fast finding studies with sufficient and accurate interpretations. The quantitative (correlational) design is also structured in this study to determine the impact of social media influencers on the purchasing decisions among college students in Dr. Carlos S. Lanting College. The researchers gathered information which from the respondents and converted into numerical equivalents. These data will undergo several statistical analyses of the study. These mathematical treatments will help the researcher to draw a conclusion and recommendations that will answer the stated problems of this study. This method was adapted by the researchers because it fits the description given by several authors.

3.2. Research Methods and Sampling

The researchers constructed a survey questionnaire to be used in the gathering data from the selected respondents. The survey questionnaire was checked and approved

by our research adviser. Right after the validation of the survey questionnaire the researchers conducted and distributed the questionnaire to the respondents and after the respondents answered, the researchers retrieve them and handed over the results to statistician for analysis. Before the researchers would conduct the data gathering procedure, preparations are needed to be done. The first thing that the researchers would need to do is to brain-storm and draft out a number of possible questions and statements correlating to each five Factors. Then, the researchers will select what factors are related to the given parameter and eliminate what cannot. After finalizing the draft for the questionnaire, the researchers will need to consult a grammarian or technical adviser to check the survey and planned procedures making sure that the format is correct and that the statements are in line with the statement of the problem. After the draft questionnaire has been validated, the researchers need to consult a statistician to go over what statistical treatment and formulae is appropriate to use for the given data. Next is to construct an approval letter given by the Center of Research and Development to the principle for them to acknowledge that the researchers are planning on conducting a survey questionnaire to the student of College Departments of the Dr, Carlos S. Lanting College. The consent of the principle with their signature is needed. After the principle has verified and approved the intent of the researchers, the researchers are then allowed to distribute the survey questionnaires to the respondents. After the respondents are done answering, the next procedure is to analyze the data given.

The researchers were able to gather information from the College Department of the Dr. Carlos S. Lanting College according to their profile such as gender, age, course, source of fund, average monthly budget for online shopping, and average time spent on social media platforms. We used stratified random sampling in determining the number of respondents. Stratified random sampling is a type of probability sampling method was the sample is taken from a distinct group (strata) of people easy to contact or to reach. A total of 100 respondents were involved in the study and distribution of questionnaires was done thru online and social media.

3.3. Instrument Used and its Validation

The instrument or the data gathering tool would be the survey questionnaire itself that the researchers would be creating. For how the researchers would be creating the questions, it would be based on the different factors. For each factor, a number of questions will be listed. To determine the impact of social media influencers on the purchasing decisions for them to answer, the researchers decided to use the Likert scale (1932). "The Likert scale is a five point scale which is used to allow the individual to express how much they agree or disagree with a particular statement" (McLeod, 2019). Since the research is based on the descriptive design, the way how the researchers will be gathering the data is through measuring the frequency of the answers from the scale of 1 to 5, where 5 means that the respondents "Strongly Agree", (4) "Agree", (3) "Neither Agree nor Disagree", (2) "Disagree", (1) "Strongly Disagree". For the level of familiarity, (5) "Extremely Familiar", (4) "Familiar", (3) "Somewhat Familiar, (2) "Slightly Familiar", (1) "Not at all Familiar". Last for the level of effectiveness, (5) "Very Effective", (4) "Effective", (3) "Somewhat Effective, (2) "Slightly Effective", (1) "Not at all Effective"

We will provide questionnaire that will surely aid the data needed for the study to be done and become successful research.

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3.4. Statistical Treatment of Data

Given in the statement of the problem, the researchers aim to determine the Impact of Social Media Influencers on the Purchasing Decisions. After collecting the survey from the respondents, the researchers will group the questionnaires according to the similar profile checked by the respondents. To present the data, each profile (Age, Gender, Course, Source of Fund, Average Monthly Budget for Online Shopping, and Average Time Spent on Social Media Platforms.) will have a table each. The tables will give a summary for each group in each of the profiles showing how big or small the difference is compared to each other.

But since the profiles are a mix of quantitative and qualitative data with a different number of groups listed, the researchers have decided to utilize a different formula that is needed to compute for the difference of the data that will be given.

For the Frequency Percentage Formula this formula used to get the percentage equivalent of a given frequency and sample size. Weighted Arithmetic Mean is a statistical tool used to determine the average of the data gathered considering the weight given to each quantitative data with the use of Likert Scale Weighted Mean Interpretation.

3.5. Likert Scale Weighted Mean Interpretation

The responses to questions in the given variable were scaled using the "five-point-scale" or likert scale system and given weight as follows:

Table 1. *"Five-point-scale" or likert scale system.*

Scale	Weighted Mean	Interpretation
5	4.21 – 5.00	Strongly Agree
4	3.41 – 4.20	Agree
3	2.61 – 3.40	Neither agree nor disagree
2	1.81– 2.60	Disagree
1	1.00 – 1.80	Strongly Disagree

Table 2. Level of Familiarity.

Scale	Weighted Mean	Interpretation
5	4.21 – 5.00	Extremely Familiar
4	3.41 – 4.20	Familiar
3	2.61 – 3.40	Somewhat Familiar
2	1.81– 2.60	Slightly Familiar
1	1.00 – 1.80	Not at all Familiar

Table 3. *Level of Effectiveness.*

Scale	Weighted Mean	Interpretation
5	4.21 – 5.00	Very Effective
4	3.41 – 4.20	Effective
3	2.61 – 3.40	Somewhat Effective
2	1.81– 2.60	Slightly Effective
1	1.00 – 1.80	Not at all effective

Table 4. *Size of correlation coefficient and its interpretation (Hinkle et al., 2003).*

Size of correlation	Interpretation
0.90-1.00 (-0.90 to -1.00)	Very High positive (negative) correlation
0.70- 0.90 (-0.70 to -0.90)	High positive (negative) correlation

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0.50-0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
0.30-0.50 (-0.30 to -0.50)	Low positive (negative) correlation
0.00-0.30 (0.00 to -0.30)	Negligible correlation

3.6. Ethical Consideration

This research honored the ethical standards set by the generic research ethics. In so doing, the participants were informed about all the steps that were to be taken in this research. The participants were more important than the study, and therefore always respected. The participants were informed that the study was completely voluntary, and would not affect their jobs, in any way. Confidentiality was provided, as the subjects' identifying information was not sought.

4. Results and Discussions

This chapter deals with the discussion of the data that has been gathered from the respondents of this research by means of textual, tabular and graphical form of presentation. The data will undergo through different statistical analysis that yields mathematical results will be as basis in answering the stated problems of this study.

4.1. The Demographic Profile

The following are the quantitative of demographic profile of the respondents of this study.

Table 5. The Demographic Profile (Age).

Age	Frequency	Percentage
18 to 20	16	16%
21 to 23	81	81%
24 and above	3	3%
Total:	**100**	**100%**

Table 5 show the demographic profile of the respondents' shows that majority of the respondents are 21 years while 18 years old and 24 years old being the least.

According to Singh [40] overstated that most of the youth generation and youngster that ages 18 to 25 are more interested in shopping and acquiring of products thru online because they are more knowledgeable in using the internet and it is more easy to buy products thru online stores.

According to Hal M. Bundrick, The old rules of marketing just won't work on today's young-adult consumer. In the past, you could lean on celebrity endorsements, dramatic campaigns and splashy graphics to woo a young consumer, but 25- to 34-year-olds just won't buy it. And simply having an outstanding product or service isn't enough either. According to Forbes.com, about 70 percent of the demographic "favor cool experiences over great products." When it comes to pursuing the purchasing power of this tech-savvy target age, the data suggest marketers should emphasize the company's values and tap into this tech-savvy demographics' desire for "enriching experiences" that make them "feel important."

Table 6. The Demographic Profile (Gender).

Gender	Frequency	Percentage
Male	38	38%
Female	60	60%
Neutral Gender	2	2%

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Total:	**100**	**100%**

Table 6 shows the demographic profile of the respondents with regards to their gender. The above table shows that majority of the respondents whom are female and the other neutral gender being the least.

According to Quellette, as of 2018, online shopping penetrates more in the market worldwide with 47.3%. If looking in the statistics in terms of gender, the percentage are not far each other which is 72% of the women are more into buying thru online than men with 68%. The main factors is men are always straight thinking about the product they will buy than women that is more picky and meticulous, men usually buy heavy duty products and computers while women usually shop for things like clothes, accessories and groceries.

Table 7. The Demographic Profile (Course).

Course	Frequency	Percentage
BS in Marine Transportation	7	7%
BS in Marine Engineering	7	7%
BS in Business Administration	25	25%
BS in Customs Administration	8	8%
BS in Nursing	15	15%
Bachelor of Elementary Education	2	2%
Bachelor of Secondary Education	0	0%
BS in Hospitality Management	3	3%
BS in Tourism Management	0	0%
BS in Psychology	8	8%
BS in Physical Therapy	1	1%
BS in Radiologic Technology	5	5%
BS in Computer Science	0	0%
BS in Criminology	3	3%
BS in Medical Technology	16	16%
Total:	100	100%

Table 7 shows the demographic profile regarding the Type of Program of the 100 respondents wherein, all of the respondents are from the College Department of Dr. Carlos S. Lanting College. The table shows that majority of the respondents are from Business Administration Department and Physical Therapy Department being the least.

Table 8. The Demographic Profile (Source of Funds).

Source of Funds	**Frequency**	**Percentage**
Allowance	71	71%
Part Time job	29	29%
Total:	**100**	**100%**

Table 8 shows the demographic profile in terms of source of funds of the 100 respondents wherein, majority of the source of funds of the respondents are from their allowances while the remaining 29% are from their part time job.

According to Guo and Cai [23], college students with higher allowance tend to spend more money on online shops. Living as college students who get supports from parents financially, allowance is their main source of budget for buying things online.

Table 9. The Demographic Profile (Monthly Budget for Online Shopping).

Monthly Budget for Online Shopping	**Frequency**	**Percentage**

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Php100 – Php500	43	43%
Php500 – Php1000	32	32%
Php1000 – Php 1500	19	19%
Php1500 and above	6	6%
Total:	**100**	**100%**

Table 9 shows that majority of the monthly budget of respondents from the college department of Dr. Carlos S. Lanting College is from Php100-Php500 while the least monthly budget of the respondents for online shopping is Php1500 and above with 6%.

In a study shows that in the Philippines, Filipinos spends most of their moneys on sports and outdoor items and as well as electronic gadgets. This category of items is still the consumers for 2 consecutive years. For year 2019 the average amount that Filipino consumers spent was Php1, 585 for sports and outdoor items and in terms of electronic gadgets, most of them spent their money for about Php1, 352.

Table 10. The Demographic Profile (Average Time Spent on Social Media Platform).

Average Time Spent on Social Media Platform	Frequency	Percentage
1 to 3 Hours	19	19%
3 to 5 Hours	26	26%
5 to 7 Hours	29	29%
7 to 9 Hours	19	19%
10 Hours and above	7	7%
Total:	**100**	**100%**

Table 10 shows that majority of the respondents spends 5 to 7 hours on using social media and 10 hours and above being the least.

According to Llamas [30] overstated that in 4.54 billion people are now using the internet to interact with people and do their errands, however, roughly 3.2 billion people around the world is still not connected with internet. The average internet users spend their time browsing online for about 6 hours and 43 minutes per day in 2020. People from the Philippines top the daily usage chart which they spend their most of their time using online with an average of nine hours and 45 minutes per day. It is followed by Thailand with an average of nine hours and 1 min, Indonesia with an average of seven hours and 59 minutes and Malaysia with seven hours and 57 minutes. The most visited websites in online that people always use is Google and YouTube.

Table 11. The Demographic Profile (Most Preferred Social Media Platforms).

Most Preferred Social Media Platforms	Frequency	Percentage
Instagram	36	36%
YouTube	15	15%
Facebook	37	37%
Twitter	12	12%
Snapchat	0	0
Total:	**100**	**100%**

Table 11 shows that in terms of most preferred social media platforms to follow influencer is Facebook with 37% while Twitter is being the least.

According to Jolina Landicho, there are about a total of 73 million active social media users out of a population of 108.8 million in the Philippines alone. That vast amount of number is poised to grow—in the current pandemic situation that the

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country is facing; Filipinos are spending even more time online. In response, local businesses are upgrading their digital marketing strategy skills and are focusing specifically on social media. In the Philippines, Facebook holds the largest market share among all social media platforms that exists in the internet. Marketing on this platform permits all businesses to reach 73 million Filipinos and not just that but as well as even the billions of active users around the world. Facebook advertisement allows all Philippine businesses to reach more prospective customers, establish their presence, and build relationships with the users through significant engagement.

Table 12. The Demographic Profile (How many social media influencers do you follow).

How many social media influencers do you follow	Frequency	Percentage
Between 1-10	51	51%
Between 11-20	34	34%
Between 21 and above	15	15%
Total:	**100**	**100%**

Table 12 shows that in terms on how many social media influencer do they follow in their account says that majority of them follows 1 to 10 influencer in their account and 21 and above is being the least.

In a study shows that 70% of the teens have more trust in social media influencer than the traditional celebrities. Social media influencers have the power to attract customers to acquire products which is in the part of the business that promotes their products thru their marketing team. That is why many companies hire social media influencers to promote and advertise their products to build strong brands in the market.4 out of 10 teens stated that social media influencers that they followed in their social media accounts understand their feelings and preference than their friends ("20 surprising influencer marketing statistics," 2018).

Table 13. The Likert scale summary for Level of Familiarity.

Statements	Weighted Mean	Interpretation
I am aware of the existence Social Media Influencers on the internet.	4.61	Extremely Familiar
I know what the purpose of Social Media Influencers are.	4.1	Familiar
Average weighted mean	**4.35**	**Extremely Familiar**

Table 13 shows that majority of the respondents is extremely familiar with the statement "I am aware of the existence social media influencer on the internet." while the statement "I know what the purpose of social media influencer." being the least. As a result of all of these statements, the weighted average mean is 4.35 with an interpretation that entails that the summary for level of familiarity has responded by the respondents as Extremely Familiar.

According to Ramya, Social media influencer has a high impact on the purchasing decision of the consumers; there are many benefits of hiring social media influencers to promote your products such as they have good knowledge on all social media sites that is why they can broader their channels to reach customers, second is they have so much ideas in their mind that people will stick to their minds and will buy the product they promote and lastly is they impact on consumer purchase and have attractive contents that can build awareness to the consumers' minds that will not be forgotten.

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Table 14. The Likert Scale Summary for Factors that can Impact the Consumer's Purchasing Decision in terms of Trust.

Statements	Weighted Mean	Interpretation
I believe on social media influencers and I take their advice rather than friends and families.	3.77	Agree
Whenever a social media influencer shares something about a product or services, I immediately trust them and buy it.	3.51	Agree
I believe that influencer is a reliable source of information about products and services.	4.01	Agree
Average weighted mean	**3.76**	**Agree**

Table 14 shows that majority of the respondents agree with the statement "I believe that influencer is a reliable source of information about products and services." while the statement. "Whenever a social media influencer shares something about a product or services, I immediately trust them and buy it." being the least. As a result of all of these statements, the weighted average mean is 3.76 with an interpretation that entails that the summary for factors that can impact the consumer's purchasing decision in terms of trust has responded by the respondents as Agree.

According to Barysevich [2], overstated that social media influencers are the one who develop trust on their audience where they give realistic and honest review on the product they advertise in their channels that gives people their trust towards them. Their opinion is very natural in the way that even if there is negative impact in the product, they still say it even if their audience will listen to them and it builds trust to them.

Table 15. The Likert Scale Summary for Factors that can Impact the Consumer's Purchasing Decision in terms of Looks.

Statements	Weighted Mean	Interpretation
Whenever I see an attractive influencer, I look at their post and see what they advertise.	4.17	Agree
I immediately follow social media influencers who are well-groomed and attractive because I want to be like them and use products that they are using.	4.11	Agree
Average weighted mean	**4.14**	**Agree**

Table 15 shows that majority of the respondents agree with the statement "Whenever I see an attractive influencer, I look at their post and see what they advertise." while the statement "I immediately follow social media influencers who are well-groomed and attractive because I want to be like them and use products that they are using." being the least. As a result of all of these statements, the weighted average mean is 4.14 with an interpretation that entails that the summary for factors that can impact the consumer's purchasing decision in terms of looks has responded by the respondents as Agree.

According to Senft [38], "An influencer doesn't necessarily have to be some sort of celebrity, journalist, or blogger, they are a form of social micro-celebrity." This shows that the looks varies but even if you are celebrity or not you can be an influencer and promote product and create contents that your audience will look into it.

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Table 16. The Likert Scale Summary for Factors that can Impact the Consumer's Purchasing Decision in terms of Personality.

Statements	Weighted Mean	Interpretation
I follow social media influencers that are kind and who help whenever they can. As a result, I become a loyal follower to them and do as they say	4.31	Strongly Agree
I don't mind their personality as long as they post relevant things that is also beneficial to others	3.36	Neither agree nor disagree
Average weighted mean	**3.84**	**Agree**

Table 16 shows that majority of the respondents strongly agree with the statement "I follow social media influencers that are kind and who help whenever they can. As a result, I become a loyal follower to them and do as they say." while the statement "I don't mind their personality as long as they post relevant things that is also beneficial to others." being the least. As a result of all of these statements, the weighted average mean is 3.84 with an interpretation that entails that the summary for factors that can impact the consumer's purchasing decision in terms of personality has responded by the respondents as Agree.

According to Peetz, Parks & Spencer [36], overstated that the ability of the social media influencer to convey a brand message meaningfully to their consumer goes a long way in influencing consumer buying behavior and purchase intention. Irrespective of the fact that consumer purchase decisions can be affected by their personality, their creativity and the ability to convey brand messages is also another vital determinant.

Table 17. The Likert Scale Summary for Factors that can Impact the Consumer's Purchasing Decision in terms of Fame.

Statements	Weighted Mean	Interpretation
Their huge number of followers is the most important to me when getting involved with the brands they are promoting.	3.9	Neither agree nor disagree
One of the biggest factor that I consider in buying a product is how many likes, share, comments, and views that they are getting when promoting a brand.	3.99	Agree
Average weighted mean	**3.95**	**Agree**

Table 17 shows that majority of the respondents agree with the statement "One of the biggest factor that I consider in buying a product is how many likes, share, comments, and views that they are getting when promoting a brand." while the statement "Their huge number of followers is the most important to me when getting involved with the brands they are promoting." Being the least, as a result of all of these statements, the weighted average mean is 3.95 with an interpretation that entails that the summary for factors that can impact the consumer's purchasing decision in terms of fame has responded by the respondents as Agree.

According to Akritidis, Katsaros & Bozanis, [1], "One of the places where such strategy is used are the blogs- places on the internet, where different people publish and share experiences, stories, 3 pictures, opinions on products and services, with

their popularity grown rapidly in the last years due to them actually offering information in a synthesized and quite well functional form."

Table 18. The Likert Scale Summary for Factors that can Impact the Consumer's Purchasing Decision in terms of Promos.

Statements	Weighted Mean	Interpretation
Whenever an influencer offers discounts, I immediately buy products and services from a brand.	3.7	Neither agree nor disagree
I prefer social media influencer promotional strategy than getting random ads on my social media accounts.	4.22	Strongly Agree
Average weighted mean	**3.96**	**Agree**

Table 18 shows that majority of the respondents strongly agree with the statement "I prefer social media influencer promotional strategy than getting random ads on my social media accounts." while the statement "Whenever an influencer offers discounts, I immediately buy products and services from a brand." being the least. As a result of all of these statements, the weighted average mean is 3.96 with an interpretation that entails that the summary for factors that can impact the consumer's purchasing decision in terms of promos has responded by the respondents as Agree.

According to Teneva, Social media influencers can use promo code and referral links depends on the social media platforms rules and regulations but using those discounted promos and links will increase the chances that you can acquire more prospects and new audience to promote your products and increase the sales of it. It also creates awareness to the audience and influences them to buy it.

Table 19. The Likert Scale Summary on How Effective is Social Media Influencers to Consumer's Purchasing Decision.

Statements	Weighted Mean	Interpretation
Their reviews of the product or services I am interested or unaware of.	4.33	Very Effective
They make me buy products whether it is a need or want.	3.87	Effective
Discount promotions to the products or services they offer.	3.9	Somewhat Effective
Average weighted mean	**4.03**	**Effective**

Table 19 shows that majority of the respondent says that it is very effective with the statement "Their reviews of the product or services I am interested or unaware of." while the statement "They make me buy products whether it is a need or want." being the least. As a result of all of these statements, the weighted average mean is 4.03 with an interpretation that entails that the summary on how effective is social media influencers to consumer's purchasing decision has responded by the respondents as Effective.

The ability of an influencer to effectively communicate a brand image to their consumer has a significant impact on customer purchasing behavior and intention. Purchase intent is usually a factor to consider in customer purchasing decisions [22]. Influence, according to Brown and Hayes [3], is the ability to influence someone, things, or a sequence of events. According to these authors, influence manifests itself in a variety of forms, varying from direct purchasing guidance to major shifts in understanding of the seller's credibility. Influence may also refer to the act of creating

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a positive and favorable environment to influence another person's attitude toward a particular subject or topic [3].

Table 20. The Overall Likert Scale Summary on the Factors that can Impact the Consumer's Purchasing Decision in terms of Social Media Influencers.

VARIABLES	WEIGHTED MEAN	INTERPRETATION	RANK
Trust	3.76	Agree	5
Looks	4.14	Agree	1
Personality	3.84	Agree	4
Fame	3.95	Agree	3
Promos	3.96	Agree	2
AVERAGE WEIGHTED MEAN	**3.93**	**Agree**	

Table 20 shows the overall likert scale summary on the factors that can impact the consumer's purchasing decision in terms of social media influencers, majority of the respondents have said that Looks, Promos, Fame, Personality and Trust with the weighted mean of 4.14 agree (rank 1), 3.96 agree (rank 2), 3.95 agree (rank 3), 3.84 agree (rank 4) and 3.76 agree rank 5 respectively.

In addition, the computed average weighted mean is 3.93 Therefore, the response of the respondents on the factors that can impact the consumer's purchasing decision in terms of social media influencers is agree.

Social media influencers have a great affection towards their audience that makes them to become reliable and trustworthy, they also build their reputations as the greatest experts in the modern era of marketing. These influencers gain those reputation and trust thru quality contents in their social media accounts. By their blogs, post and videos they create in social media, they boost their confidence into highest level that people recognize their skills and personalities. Social media influencers also create relationships with their audience by engaging and communicating with them to become more effective, according to Influencer Marketing Hub, 2021 [8].

Table 21. The Significant Relationship between the Factors and the Effectiveness of Social Media Influencers to Consumers Purchasing Decisions.

VARIABLES Effectiveness Vs.	n	df	r-value	α	p-value
Trust	100	99	0.794	0.05	0.000
Looks	100	99	0.770	0.05	0.000
Personality	100	99	0.648	0.05	0.000
Fame	100	99	0.516	0.05	0.000
Promos	100	99	0.796	0.05	0.000

Note.
n – Sample size
df – Degrees of freedom
r – Computed value
α – Level of Significance
p – Probability value

Table 21 shows the significant relationship between the factors and the effectiveness of social media influencers to consumers purchasing decisions. From the data obtained, the study is comprised of 100 respondents with the degrees of freedom of 99 the r- computed value are 0.794 high positive correlation effect (Trust), 0.770

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High positive correlation effect (Look), 0.648 moderate positive correlation effect (Personality), 0.516 moderate correlation effect (Fame), and 0.796 High positive correlation effect (Promos).Since, the probability values are equal to 0.000 and it is less than the level of significant 0.05. Therefore, there is enough evidence to reject the null hypothesis and it implies that there is a positive significant relationship between the factors and the effectiveness of social media influencers to consumers purchasing decisions.

According to Mathew, Unlike the most marketing strategies that company and business uses to promote their products in the market, Influencer marketing is the best and reliable channel to advertise the product in different places with just posting and creating blogs. Influencer marketing also needs to have high level of trust between the brand and product they will promote and to the influencer that will promote those products. Influencers create unique contents that will align the product and the type of promotion they will do to be more effective.

Table 22. *The Significant Relationship between the Level of Familiarity and the Effectiveness of Social Media Influencers to Consumers Purchasing Decisions.*

VARIABLES Effectiveness Vs.	n	df	r-value	α	p-value
Level of Familiarity	100	99	0.645	0.05	0.000

Note.

n – Sample size

df – Degrees of freedom

r – Computed value

α – Level of Significance

p – Probability value

Table 22 shows the significant relationship between the level of familiarity and the effectiveness of social media influencers to consumers purchasing decisions. From the data obtained, the study is comprised of 100 respondents with the degrees of freedom of 99 the r- computed value is equal to 0.645 moderate positive correlation effect (Level of Familiarity). Since, the probability values are equal to 0.000 and it is less than the level of significant 0.05. Therefore, there is enough evidence to reject the null hypothesis and it implies that there is a moderate positive significant relationship between the level of familiarity and the effectiveness of social media influencers to consumers purchasing decisions.

According to Choi et al., [11] Celebrities and social media influencer have their comparison and difference but both of them are enjoying their popularity with having many followers with their social media accounts. Those celebrities and influencers can influence their audience and consumers in the product they promote in their channels and accounts. Social media influencers nurture their reputation and fame by creating unique contents and valuable post for the audience to notice them unlike celebrities that always seen in mass media and gained their fame by appearing the television [21].

5. Conclusions and Recommendations

5.1. Conclusions

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Based on the above findings, the researchers arrived at the following conclusions.

The aim of the study is to know the Impact of Social Media Influencers on the Purchasing Decisions among College Students in Dr. Carlos S. Lanting College. Supported by the evidence gathered from the respondents, the following are the statements of the conclusions:

With the results presented in the study, the researchers conclude that consumers are easily convinced by the attractiveness of an influencer and immediately look at their post to see what they advertise; hence, the looks of social media influencers immensely affect the consumer's purchasing decision. Along with discounts, promos offered by social influencers affects the consumer's purchasing decision are more preferred by respondents. They immediately purchase products and services when an influencer provides a discount. Fame also moderately impacts the consumer's purchasing decision. Consumers considered the number of likes, shares, comments, and views that influencers are getting when promoting a brand. Additionally, the personality of influencers also affects the consumer's purchasing behavior. Consumers follow social media influencers that are kind and can help whenever they can, while trust is the least factor that affects the consumer's purchasing behavior. However, consumers believe that influencer is a reliable source of information about products and services.

Summary of Findings:

Majority of the respondents are 21-23 years old comprised of 51%.

Majority of the respondents are female comprised of 60%.

All respondents are from College of Management in Dr. Carlos S. Lanting College and majority of respondents are from Business Administration Department comprised of 25 respondents (25%).

Majority of the source of respondents are from their allowances comprised of 71%.

Majority of monthly budget of the respondents ranges from Php100-500.

The highest percentage of the respondents answered they spent 5 to 7 hours on using social media comprised of 29%.

Majority of the respondents, Facebook is the most preferred social media platform to follow an influencer comprised of 37%.

51% of the respondents answered that they follow 1-10 influencers on their social media accounts.

In terms of level of familiarity, majority of the respondents are extremely familiar with the statement "I am aware of the existence social media influencer on the internet." with a weighted mean of 4.61.

In terms of trust, majority of the respondents agrees that influencer is a reliable source of information of products and services with a weighted mean of 4.01.

In terms of looks, majority of the respondents agrees with the statement "Whenever I see an attractive influencer, I look at their post and see what they advertise." with a weighted mean of 4.17.

In terms of personality, majority of the respondents strongly agree with the statement "I follow social media influencers that are kind and who help whenever

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they can. As a result, I become a loyal follower to them and do as they say." with a weighted mean average of 4.31.

In terms of fame, majority of the respondents agree with the statement "One of the biggest factor that I consider in buying a product is how many likes, share, comments, and views that they are getting when promoting a brand" with a weighted mean of 3.9.

In terms of promos, majority of the respondents strongly agree with the statement "I prefer social media influencer promotional strategy than getting random ads on my social media accounts." with a weighted mean of 4.22.

The overall likert scale summary on how effective social media influencers to consumer's purchasing decision has responded by the respondents as Effective.

The study shows that the response of the respondents on the factors that can impact the consumer's purchasing decision in terms of social media influencers is agree with the computed average weighted mean of 3.93.

The study shows that there is enough evidence to reject the null hypothesis and there is a positive significant relationship between the factors and the effectiveness of social media influencers to consumers purchasing decisions.

The study shows that there is enough evidence to reject the null hypothesis and there is a moderate positive significant relationship between the level of familiarity and the effectiveness of social media influencers to consumers purchasing decisions.

5.2. Recommendations

5.2.1. For Future Researchers

Carry out the same study in different colleges and universities across the country in order to arrive at a more accurate and generally acceptable findings.

For further research, it's best to investigate more about the reasons why consumers are skeptical of influencer and whether this phenomenon is increasing over time.

Additionally, we recommend to future researchers to further look for another variables other than the five variables that we have given as there are a lot of variables that can also be studied.

Conduct an interview with social media influencers to determine and evaluate their experiences since larger data set will provide more conclusive results as well as definite conclusions of the purchasing decisions of consumers.

5.2.2. For Brand Companies

Brand companies should focus and allocate more funds with influencer marketing approach since the results showed that consumers prefer this type of approach rather than getting random advertisements on their social media accounts.

Brand companies should choose and work with influencers who have the looks, fame, great influence, relationships and engagement with the people since consumers prefer this type of social media influencer that they want to engage with.

To determine whether their influencer marketing is effective, brand companies can create a specific hashtag that the influencers can share on their posts. With this, it is very easy to determine its analytics and see how many people are talking about the brand.

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Brand companies can also create more discount codes that influencers will disseminate to their followers since this also affects the purchasing decisions of consumers as shown on the results.

5.2.3. For Social Media Influencers

Platform: Social Media Influencers should post more their promotional contents on Facebook and Instagram since this is where consumers prefer to see their ads.

Familiarity: Influencers should continue to spread awareness regarding their purpose through posts as many consumers are still unaware of what they do on the internet as shown on the results of level of familiarity.

Trust: Since trust is the least factor that affects the purchasing decision of consumers, influencers should post reliable, and trustworthy posts and reviews about the products that they are going to promote in order to establish trust between the consumers.

Looks: Social Media Influencers should also follow the current trends for fashion, and how to look good since consumers highly prefer influencers who are attractive and well-groomed.

Personality: Social Media Influencers should have an advocate and practice having good personality since this is what drives consumers into following an influencer as shown on the result in Table 12.

Fame: Consumers engage with a promotional posts of influencers when it has a huge number of likes, share, and comments. With that, in order to have a high analytics to their posts, influencers can create competition and giveaways that include engagement directions as a requirement for entering the contest. For example, it could be commenting, tagging their friends or liking and sharing the content, following the account, and signing up for a newsletter for the brand. Preferably, the prizes for this competition should be rewarding enough to get people enthusiastic.

Promos: When offering discount codes or offers to consumers, Social Media Influencers should be creative enough with their posts in order to persuade the consumers to buy the products that they are promoting. Additionally, Social Media Influencers should also focus on their promotional posts or contents by doing live videos on social media platforms since consumers highly prefer their marketing strategy. Facebook Live, Instagram Live, Twitter Live is a good platform to host a broadcast event for future products or to show a live demonstration of the product.

5.2.4. For College Students as a Customer

Be critical and check the credibility of Social Media Influencers online. Not all contents are trustworthy and reliable. It is very crucial to do a fact check and searching before getting influenced by them. Do a background check before engaging with a particular social media influencers.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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