

Influence of Social Media Marketing Communications among Young Consumers

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Abstract:- This paper was conducted with the main objective of examining what and how social media marketing communications influence young consumer's cognitive, affective and behavioral attitudinal components. This study also focuses on the impact of various factors affecting their attitude towards social media marketing communications. This includes usage variables (length of usage, log-on frequency, log-on duration) and demographic variables (gender, age, and population group). In collecting data, the researchers used self-administered questionnaires divided into three main sections, which were distributed to 337 students.

The study revealed that social media marketing communications can positively affect the cognitive, affective and behavioral responses of the respondents. Also, social media marketing communications resulted in the most positive in cognitive response at the same time the preference to the affective and behavioral response when accessed via smartphone. Furthermore, the gender demographic variable did not show a large impact on the attitude although some presented a higher level of purchase and in the liking in terms of social media marketing communications while the age demographic variable does not show significant difference regarding the attitude components in social media marketing communications. The limitations of this study showed that social media was collectively analyzed and did not consider the number of different social media types, which could be examined individually.

It was recommended that the marketers and organizations should have a focus on using social media marketing communications as a strategy for their brands to build awareness and to create favorable response among their consumers.

I. INTRODUCTION

Social networking became much quicker with the arrival of the Internet and the globalization that accompanied it, and this gave rise to innovative information communication technology (ICT) channels, which were dubbed social media and/or Web 2.0 (Duffett, 2019). Hence, the main thrust of this paper is to determine the influence of social media marketing communications on young consumer's attitudes. Specifically, it sought to find answers on the following questions: (1) What are the influences of social media marketing communications on young consumer's cognitive, affective, and behavioral attitude components? (2) Do usage variables have an impact on young consumer's attitudes in terms of social media marketing communications? (3) Do demographic variables affect young consumer's attitudes regarding social media marketing communications?

Previous researchers conducted a study aiming to address and narrow the gap between theory and practice regarding different attitude components. They utilized survey questionnaires as a form of gathering quantifiable data so that results can be interpreted through the use of statistical analysis (Wright 2006; Zikmund and Babin 2007). Self-administered questionnaires were distributed with the respondent. In this way, the researchers can easily check and verify whether the needed information was supplied allowing them to have more accurate answers from the respondents. (De Vos et al., 2011). The researchers prepared three sections of questionnaires containing their purpose in conducting this study. The first section is for the respondent's social media variables, next is to ascertain one attitude component and the last one is for the respondent's demographic variables. Numerous studies were conducted to investigate different aspects of attitudes concerning social media marketing communications, but as mentioned in the previous test, this was only done in developed countries. The use of social media as part of marketing strategies has grown tremendously alongside the continuous growth of technology which has impacted the way people, especially

young consumers, live their lives in these present days. Socializing through technologies has become more accessible due to the rise of the internet which gave rise to the development of vast information communication technology channels across the globe where people can share information and data. However, Uitz of 2012 stated that "Social networking is not a new phenomenon, as it has always been within human nature to communicate and socialize with one another, as well as to recommend, comment and alert each other about commercial content." The contents of social networking platforms influence the behavior and perceptions of an individual resulting in the changes in how young consumers will respond to certain messages that they see on social media marketing communications (Islek, 2012). In a study conducted by Barreto (2010), it found out that there are low levels of attention (cognitive) towards Facebook advertising among 20 US students. Hassan et al (2013) concluded that Facebook advertising seems to be informative (cognitive), fun and engaging (affective) among 310 Pakistan respondents most especially when they have a favorable attitude towards advertisement worth. Also, according to the results revealed from the study conducted by Logan et al (2013), 259 US students believed that Facebook advertising was informative (cognitive), but it would be more effective when it gives entertainment (affective) to its viewers.

This study has several limitations and knowledge gap that needs to be filled in. Therefore, this requirement for more investigations and studies to resolve the gap existing within this research. There were lots of social media tools utilized by Generation Z, however, these platforms were analyzed collectively which can also be done individually. Another thing that this study limit is that, it could also study specific brands that use social media for marketing communications but examined social media marketing communications as a whole. Also, this study could focus on other developing nations not just in South Africa to better figure out if Generation Z does surely share homogenous predispositions toward social media marketing communications. Addressing the limitations/knowledge gap is seemingly important in every aspect of the research, therefore, further researches may need to undertake for the improvement and success of the study.

Further investigation in the future regarding a similar study needs to be undertaken to resolve the existing gap within the context of the research. To successfully address the limitations, the researchers come up with an idea to follow the recommendations of the previous authors about the limitations of this study. They will ask respondents not only in the residents of South Africa but also in other areas of the globe. The researchers will also choose specific brands where they could analyze their usage of social media marketing communications. Furthermore, the researchers would also study the different types of social media used so it can be analyzed individually and not in a generalized perspective.

II. METHODS AND MATERIALS

The sampling method used to find out the specific number of respondents in this paper is simple random sampling. The target respondents which came from the PUP College of Business Administration has a total population of 2702 students (821 students coming from Department of Marketing, 809 students from Department of Human Resource Development, 624 students from Department of Office Administration and 448 students from Department of Entrepreneurship). Through the use of "Cochran Formula" the researchers calculated that 337 student (102 students coming from Department of Marketing, 101 students from Department of Human Resource Development, 78 students from the Department of Office Administration and 56 students from Department of Entrepreneurship) is the ideal sample size that is needed for the paper. The researchers used Cochran Formula instead of other sampling size formulas because it is the most appropriate sampling size formula in situations with large populations. Through the use of Cochran Formula, the researchers calculated a sample size with the desired level of precision, desired confidence level, and estimated proportion of attribute present in the population.

For the data collection, self – administered questionnaires were distributed to the respondents to immediately complete by themselves, which allowed for more accurate answers, because respondents were able to request assistance if they did not fully understand any of the questions, and completeness, because the fieldworker was able to quickly scan the questionnaire once it was returned. The first part of survey questionnaires is all about the questions related to the personal information of the respondents which can be used in explaining the results of data gathered. In the second part of the survey questionnaire, the questions are all about how the respondents think about the influence of social media marketing communications on the consumer's attitude. All the questions on the second part can be answered by the level of how the respondents agree or disagree on a certain statement. The questions on the second part are divided into five categories namely; awareness, knowledge, liking, preference, and intention-to-purchase about social media marketing communications. All in all, the survey questionnaire is composed of 54 questions.

Lastly, the researchers captured, coded and analyzed the data via rstudio and statistical package for the social sciences (SPSS).

III. RESULTS AND ANALYSIS

Table 1 and Table 2 provides a thorough overview of the respondents' social media usage and demographic variables.

<i>Usage Variables</i>	<i>Overall</i>	
	<i>n</i>	<i>%</i>
<i>Favorite Social Medium</i>		
Facebook	171	50.7
Twitter	76	22.6
YouTube	56	16.6
Pinterest	4	1.2
Tumblr	5	1.5
Instagram	25	7.4
<i>Access</i>		
Smartphone	314	93.2
Feature phone	9	2.7
PC	4	1.2
Laptop	9	2.7
Tablet	1	0.3
<i>Length of usage</i>		
≤ 1 years	6	1.8
2 years	2	0.6
3 years	11	3.3
4 years	28	8.3
≥5 years	290	86.1
<i>Log -on Frequency</i>		
Several times a day	131	38.9
Daily	191	56.7
2-4 times a week	10	3.0
Once a week	3	0.9
A year	2	0.6
<i>Log-on duration</i>		
≤ 1 h	35	10.4
2 h	61	18.1
3 h	90	26.7
4 h	41	12.2
≥5 h	110	32.6
<i>Profile update incidence</i>		
Several times a day	32	9.5
Daily	41	12.2
2-4 times a week	23	6.8
Once a week	20	5.9
Once a month	94	27.9
A year	127	37.7
<i>Sharing update incidence</i>		
Never	26	7.7
Rarely	93	27.6
Sometimes	139	41.2
Often	53	15.7
Always	26	7.7
<i>Employing ad blockers</i>		
Never	40	11.9
Rarely	67	19.9
Sometimes	102	30.3
Often	82	24.3
Always	46	13.6

Table 1:- Social Media Usage

A total of 337 Generation Z respondents were surveyed at Polytechnic University of the Philippines. Majority of respondents showed that they accessed Facebook (50.7%) which it corresponds to the 71 310 000 user of Facebook here in the Philippines (Statistics of Facebook users in Philippines, September 2019) by means of smartphone (93.2%), for more than five years they used the Social media (86.1%) and habitually logged on to social media on a daily basis (56.7%), they also spent more than five hours (32.6%) per session (Gonzales, 2019) and updated their profile at least once a year (37.7%). Also, sharing content (41.2%) and employs adblockers (30.3%) sometimes.

<i>Demographic Variables</i>	<i>Overall</i>	
	<i>n</i>	<i>%</i>
<i>Gender</i>		
Male	101	30.0
Female	236	70.0
<i>Age</i>		
17-18	118	35.0
19-20	204	60.5
21-22	14	4.2
≥23	1	0.3
<i>Course</i>		
BSOA	78	23.1
BSENTREP	56	16.6
BSHRDM	101	30.0
BSMM	103	30.3
<i>Year Level</i>		
1st year	149	44.2
2nd year	174	51.6
3rd year	2	0.6
4th year	12	3.6
<i>Region Group</i>		
Region I	5	1.5
Region III	32	9.5
Region IV-A	72	21.4
Region IV-B	1	0.3
Region V	4	1.2
Region VI	2	0.6
Region IX	1	0.3
Region XIII	1	0.3
CAR	1	0.3
NCR	218	64.7

Table 2:- Demographic Variables

The sample was marginally dominated by females (70%) which corresponds with the user of Facebook here in the Philippines (Statistics of Facebook users in Philippines, September 2019) a majority of the respondents (60.5%) ages 19 and 20 years old (Gonzales, 2019; Kasasa, 2019). Mostly, Marketing Management students (30.3%) and Human Resources and Development(30%), second-year (51.6%) and mostly from the group of National Capital Region (64.7%).

Table III provides the initial attitude components of the respondents, such as awareness and knowledge which display higher means while the sequential attitudinal

response towards social media marketing communications decreased. This notion emphasizes the purchase behavior of the consumer, which shows that consumer is more likely to

be known and be aware of the product before they purchase it.

<i>Attitude components</i>	<i>Mean</i>	<i>SD</i>	<i>Cronbach's α</i>	<i>p</i>
Awareness (cognitive)	3.61	0.68	0.902	0.036**
Knowledge(cognitive)	3.66	0.705	0.931	0.324
Liking (affective)	3.11	0.726	0.909	0.001*
Preference (affective)	3.33	0.737	0.929	0.022**
Intention-to-purchase (behavioural)	3.27	0.747	0.931	0.039**
Purchase(behavioural)	3.14	0.781	0.940	0.000*

Table 3:- Social Media Marketing Communication attitude Constructs

Note: *Wald's chi-square test showed a significant difference at $p < 0.001$

**Wald's chi-square test showed a significant difference at $p < 0.05$

Cronbach's Alpha coefficient is generally accepted measure of reliability and scores should be above 0.7, whereas scores over 0.8 show good internal consistency levels (Pallant, 2010). Cronbach's Alpha coefficient shows that each attitude stage has an acceptable and good internal consistency level, with scores ranging from 0.902 to 0.940. ANOVA was used to establish if there was any significance, through the use of Wald's Chi-square distribution statistic and a generalized linear model was used to ascertain if there were significant differences between the dependent (attitude components) and the independent (usage and demographic factors) variables (Maree, 2007; Pallant, 2010; Duffett, 2017). Table III indicates that at $p < 0.0001$ and $p < 0.05$ there were statistically significant outcomes for each attitude stage in social media marketing communications.

IV. DISCUSSION

➤ *Social Media Marketing Communications' Influence on Young Consumers' Attitudes*

From the findings above, the researchers discovered that social media marketing communications can positively affect the cognitive, affective and behavioral responses of the respondents (refer to Table III). Tan et al. (2013) learned that there was a positive association between purchase SNA effectiveness and behavioral responses (purchase intentions) among 149 Malaysian students. Hardwick et al.'s (2014) research yielded negative and positive behavioral attitudinal responses toward SNA for mobile phone purchases among 25 respondents in the United Kingdom. Liu et al. (2015) examined factors that influenced the effectiveness of social media product placement. The investigation established videos with subtle product placements, which resulted in the most favorable attitude and behavioral responses, and that the effect of social media product placements was comparable to other media. Duffett's (2017) research showed that young consumers share analogous positive attitudes toward social media marketing communications, with a majority of the aforementioned inquiries although they were largely executed in first-world countries among older generational cohorts among 13, 462 respondents. However, this study shows that the interaction of the consumers' in social media resulted that the consumers' buying attitude is more likely positive in the cognitive attitudinal response. Through being aware and have enough

knowledge of the product the consumers' may end up to purchase the product.

➤ *Usage Variables' Effect on Young Consumers' Attitude Components*

Social media marketing communications resulted in the most positive in cognitive response at the same time the preference and intention-to-purchase wherein included to the affective and behavioral response when accessed via smartphone (mobile phone) amidst Generation Z (refer to Table IV).

Hansson et al (2013) reported favorable positive attitudes towards marketing on Facebook among 158 Swedish consumers. Wang (2012:56) indicated that Facebook had a favorable influence on cognitive and affective responses, as well as purchase intentions among 256 Taiwanese respondents. With this, the data below proves that with the used of Facebook limitedly affect the preference (affective attitude) of the respondents when buying goods.

This study results is not unexpected because Harding (2015) disclosed that the use of mobile devices to purchase online increased from 23 % in 2013 to over 46% In 2014, whereas the use of computers declined from 94.7% in 2013 to 3.6% in 2014. Duffett (2017) discussion show that the rapid proliferation of smartphones and other mobile devices has resulted in tremendous growth among user numbers that access social media via mobile devices in Africa and South Africa. This study is associated with the result from the past studies wherein mobile phones such as smartphones have a big impact on how the consumer will purchase products in the affective and behavioral attitude. Currently, the world is emerging and mobile phones are up-to-date devices when it comes to communications.

Consumers who had used social media for one year or less presented the most favorable affective attitudes, whereas, those consumers who had used social media for two years displayed the positive cognitive attitudes (refer to Table IV). It is apparent that more experienced teenagers had become accustomed to social media marketing communications because their higher attitude components were not as readily positively affected as those with less

familiarity who were, therefore, found to be more susceptible in this study (Cox, 2010).

The log-on frequency usage variable demonstrated a great positive effect on the behavioral attitude of the consumer while partly in the liking (affective attitude) (refer to Table IV). Maddox and Gong (2005) also posited that the most active Internet users displayed the largest inclination to use commercial content available online to assist with purchase decisions.

There is a significant difference regarding the purchase (behavioral attitudes) regarding to the hours spent by the consumer in social media(refer to Table IV). Organizations and their brands should, therefore, encourage young social

media users to stay online for longer periods via branded apps, games and competitions and many other interactive promotional tools to develop favorable attitudinal responses (Duffett, 2017).

Social media users specifically Generation Z who updated their profile do not show any significant difference (refer to Table IV). Duffett (2017) study resulted that more teenagers interact on social media, the greater the probability that they will all interact with marketing communications on these interactive ICT platforms. However, the profile update incidence has not been considered the main factor to influence the consumers regarding attitudinal responses.

Independent variables	Awareness			Knowledge			Liking			Preference			Intention-to-purchase			Purchase		
	M	SE	p	M	SE	p	M	SE	p	M	SE	p	M	SE	p	M	SE	p
Favorite Social Media																		
Facebook	3.44	0.337	0.077	3.69	0.358	0.192	2.90	0.350	0.173	3.28	0.364	0.011**	3.18	0.366	0.097	3.03	0.371	0.109
Twitter	3.39	0.342		3.59	0.362		2.84	0.355		3.17	0.368		3.18	0.371		2.99	0.376	
YouTube	3.25	0.332		3.63	0.352		2.69	0.345		3.04	0.358		3.01	0.361		2.83	0.366	
Pinterest	3.15	0.47		2.95	0.498		2.18	0.488		2.27	0.507		2.33	0.510		2.39	0.517	
Tumblr	3.08	0.448		3.39	0.475		2.74	0.465		3.16	0.483		3.18	0.486		2.97	0.493	
Instagram	3.72	0.354		3.87	0.375		2.98	0.367		3.50	0.381		3.38	0.384		3.28	0.389	
Access																		
Smartphone	3.08	0.299	0.055	3.15	0.317	0.133	2.58	0.310	0.004**	3.09	0.322	0.006**	2.86	0.325	0.020**	2.99	0.329	0.022**
Feature phone	2.67	0.366		3.05	0.388		1.97	0.380		2.40	0.395		2.29	0.398		2.45	0.403	
PC	3.29	0.454		3.25	0.481		2.90	0.471		2.89	0.490		3.14	0.493		2.91	0.500	
Laptop	3.42	0.355		3.49	0.376		3.24	0.369		3.71	0.383		3.39	0.386		3.63	0.390	
Tablet	4.23	0.714		4.66	0.757		2.92	0.742		3.26	0.770		3.55	0.776		2.60	0.786	
Length of Usage																		
< or = 1 year	3.69	0.422	0.013**	3.40	0.447	0.390	3.18	0.438	0.011**	3.43	0.455	0.235	3.58	0.458	0.039**	3.43	0.464	0.016**
2 years	3.70	0.556		3.97	0.590		3.04	0.578		2.98	0.600		3.23	0.604		3.42	0.612	
3 years	3.04	0.383		3.39	0.407		2.51	0.398		3.05	0.414		2.90	0.417		2.63	0.422	
4 years	2.95	0.338		3.31	0.358		2.25	0.351		2.80	0.364		2.60	0.367		2.39	0.372	
> or = 5 years	3.32	0.322		3.54	0.342		2.64	0.335		3.08	0.348		2.90	0.350		2.71	0.355	
Log-on Frequency																		
Several times a day	3.05	0.334	0.263	3.26	0.355	0.073	2.42	0.347	0.001*	2.77	0.361	0.066	2.78	0.363	0.012**	2.66	0.368	0.003**
Daily	3.06	0.328		3.13	0.348		2.33	0.340		2.70	0.353		2.64	0.356		2.62	0.361	
2 - 4 times a week	2.95	0.381		3.21	0.404		1.88	0.396		2.64	0.411		2.38	0.414		1.98	0.420	
Once a week	3.84	0.530		4.27	0.562		4.10	0.550		4.19	0.572		4.00	0.576		4.09	0.583	
Yearly	3.81	0.584		3.73	0.619		2.89	0.606		3.04	0.630		3.41	0.634		3.23	0.642	
Log-on duration																		
< or = 1 hour	3.34	0.353	0.630	3.47	0.374	0.491	2.57	0.367	0.510	2.85	0.381	0.216	2.81	0.384	0.132	2.67	0.388	0.018**
2 hours	3.36	0.346		3.55	0.366		2.75	0.359		3.15	0.373		3.11	0.375		2.90	0.380	
3 hours	3.34	0.345		3.52	0.366		2.76	0.359		3.11	0.373		3.06	0.375		2.92	0.380	
4 hours	3.23	0.342		3.43	0.362		2.72	0.355		3.06	0.368		3.07	0.371		2.96	0.376	
> or = 5 hours	3.42	0.345		3.64	0.366		2.81	0.358		3.17	0.372		3.18	0.375		3.13	0.380	
Profile update incidence																		
Several times a day	3.47	0.349	0.108	3.74	0.370	0.153	3.00	0.362	0.089	3.36	0.376	0.084	3.26	0.379	0.533	3.08	0.383	0.574
Daily	3.27	0.355		3.44	0.377		2.65	0.369		2.96	0.383		3.02	0.386		2.87	0.391	
2 - 4 times a week	3.32	0.361		3.47	0.383		2.67	0.375		3.00	0.389		2.95	0.392		2.90	0.397	
Once a week	3.09	0.365		3.27	0.387		2.46	0.379		2.84	0.393		2.93	0.396		2.74	0.401	
Once a month	3.51	0.343		3.63	0.364		2.77	0.356		3.10	0.370		3.03	0.373		2.92	0.378	
Yearly	3.38	0.339		3.57	0.359		2.79	0.352		3.15	0.366		3.07	0.368		2.98	0.373	
Gender																		
Male	3.36	0.336	0.557	3.53	0.357	0.888	2.83	0.349	0.011**	3.15	0.363	0.082	3.07	0.365	0.610	3.04	0.370	0.007*
Female	3.31	0.343		3.52	0.363		2.61	0.356		2.99	0.370		3.02	0.372		2.79	0.377	

Age																		
17 - 18 years	3.71	0.319	0.083	3.81	0.338	0.265	3.03	0.331	0.351	3.32	0.344	0.569	3.45	0.347	0.057	3.15	0.351	0.131
19 - 20 years	3.73	0.314		3.88	0.333		2.97	0.326		3.31	0.338		3.49	0.341		3.31	0.345	
21 - 22 years	3.27	0.316		3.61	0.335		3.05	0.328		3.07	0.340		2.93	0.343		2.93	0.347	
> or = 23 years	2.64	0.717		2.79	0.760		1.84	0.745		2.58	0.773		2.30	0.779		2.28	0.789	
Course	3.22	0.340	0.428	3.50	0.360	0.858	2.79	0.353	0.625	3.09	0.366	0.306	3.09	0.369	0.443	2.97	0.374	0.674
BSOA																		
BSENTREP	3.39	0.348		3.59	0.369		2.63	0.361		2.96	0.375		2.93	0.378		2.87	0.383	
BSHRDM	3.36	0.351		3.48	0.372		2.73	0.364		3.04	0.378		3.03	0.381		2.86	0.386	
BSMM	3.38	0.337		3.52	0.357		2.74	0.350		3.18	0.363		3.13	0.366		2.96	0.370	
Year Level																		
1st year	3.64	0.321	0.074	3.63	0.340	0.846	2.78	0.333	0.838	3.13	0.346	0.739	3.07	0.348	0.870	2.73	0.353	0.442
2nd year	3.52	0.316		3.54	0.335		2.84	0.328		3.11	0.341		3.00	0.343		2.66	0.348	
3rd year	2.51	0.562		3.40	0.596		2.59	0.583		2.74	0.606		2.94	0.610		3.45	0.618	
4th year	3.69	0.379		3.52	0.402		2.68	0.394		3.30	0.409		3.16	0.412		2.82	0.417	
Region Group																		
Region I	3.74	0.421	0.782	3.71	0.446	0.664	3.07	0.437	0.105	3.14	0.454	0.877	3.31	0.457	0.739	3.03	0.463	0.149
Region III	3.54	0.328		3.85	0.347		3.13	0.340		2.98	0.353		3.23	0.356		3.19	0.360	
Region IV-A	3.48	0.322		3.80	0.341		3.26	0.334		3.17	0.347		3.30	0.349		3.32	0.354	
Region IV-B	3.52	0.706		3.55	0.748		3.45	0.733		3.62	0.761		3.57	0.766		3.89	0.776	
Region V	2.98	0.448		3.34	0.475		3.12	0.465		2.98	0.483		3.26	0.487		3.04	0.493	
Region VI	3.67	0.558		4.24	0.592		2.79	0.580		3.37	0.602		2.85	0.607		2.54	0.614	
Region IX	3.03	0.883		2.86	0.937		0.65	0.917		2.04	0.953		1.33	0.960		1.21	0.972	
Region XIII	2.99	0.702		2.97	0.745		1.97	0.729		2.71	0.757		3.09	0.763		2.01	0.773	
CAR	3.01	0.715		3.15	0.758		2.61	0.743		3.55	0.771		3.17	0.777		3.62	0.787	
NCR	3.43	0.319		3.75	0.338		3.17	0.331		3.13	0.344		3.33	0.347		3.31	0.351	

Table IV Influence of usage and demographics variables on social media marketing communications in terms of teenagers' attitude component phases.

Note: *Wald's chi-square test showed a significant difference at $p < 0.001$. **Wald's chi-square test showed a significant difference at $p < 0.05$

➤ *Demographic Variables' Effect on Young Consumers' Attitude Components*

The gender demographic variable did not show a large impact on the attitude although some presented a significant difference to of purchase (behavioral attitude) and in the liking (affective attitude) in terms of social media marketing communications (refer to Table IV). Bannister et al. (2013) and Ruane and Wallace (2013) also revealed that males exhibited less favorable attitudes than women regarding social media marketing communications, which is consistent with the results of this investigation for Generation Z. Hence, organizations should take advantage of the fact that female adolescents also participate in a greater quantity of social media activities and are more probable to have favorable affective attitudes toward SNA (Walter, 2014).

The age demographic variable does not show a significant difference regarding the attitude components in social media marketing communications (refer to Table IV). Mulero and Adeyeye (2013) posited that social network marketing was predominantly used and accepted by younger respondents. Yet, neither of the abovementioned studies considered teenagers or age classifications within a single cohort regarding attitude components toward social media marketing communications; hence, this study has made a preliminary contribution to academic discourse (Duffett, 2017).

The course, year level, and region group demographic variable do not show any significant This variables doesn't

show big importance towards attitude affects in buying behavior, yet, it is preliminarily made to contribute in academic discourse(refer to Table IV).

V. CONCLUSION

The social media marketing communications can greatly affect the cognitive, affective and behavioral responses of the respondents. Interaction of the consumer with social media resulted in a more likely positive cognitive attitudinal response. The more they are aware of the product, the more they end up purchasing it.

Usage variables like length of usage, log on the frequency and log-on duration has also a great impact on the purchasing behavior of the consumer. The longer length of usage, log-on frequency and log-on duration of the respondents means a higher probability that they encountered and might encounter social media marketing communications.

Gender and ages a demographic variable may not show a great impact on the attitudes of consumers towards using social media and regarding social media marketing communications but it has made an initial contribution to academic discourse. For example, female students were more likely to display the most favorable attitudes toward social media marketing communication.

RECOMMENDATION

The marketers and organizations should focus on using social media marketing communications as a strategy for their brands to build awareness and to create favorable response among their consumers.

It is important for marketers and organizations that they start establishing their social media marketing communications strategy. With the increasing users of social media every year, it will be a great opportunity for them to introduce their products and services.

The marketers and organizations should know who they are going to target and deliver their social media marketing communication.

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