

Social Media Marketing and Online Reviews in Relation to Senior High School Students' Purchase Intentions

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DEDICATION

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ABSTRACT

Social media marketing has become a dominant force in modern advertising, leveraging platforms such as Instagram, Facebook, TikTok, and YouTube to reach and engage young audiences. This study examined the social media marketing and online reviews on respondents purchase intentions among Senior High School students in one the public schools in Zamboanga del Norte. This study employed descriptive-correlational design. The respondents were the 120 students selected through random sampling. Data were collected using researcher-made questionnaires. The statistical tools used were Mean, Standard Deviation, Pearson Product correlation, Coefficient and Regression Analysis. Findings revealed the level of social media marketing to a great extent while the online reviews were to a very great extent. The students have also a high level of purchase intentions. Generally, there is no significant relationship between the social media marketing and purchase intentions except for content quality and willingness to pay. No significant relationship between the online reviews and the respondents' purchase intentions was also noted in most of the constructs except for quality reviews and influence of peer opinion, and reviewer expertise and willingness to pay. The study concluded that that social media marketing strongly shaped the purchasing behavior of students through peer influence. The study recommended that marketing specialists may emphasize value-centered messaging while leveraging peer influence through authentic reviews and strategic influencer collaborations.

Keywords: *Advertisement, Marketing, Online Reviews, Peer Opinion, Trustworthiness.*

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CHAPTER ONE INTRODUCTION

➤ *Rationale of the Study*

In today's digital era, social media has transformed the way individuals interact, influencing not only communication but also consumer behavior (Haenlein et al., 2020). Senior high school students, as digital natives, are highly engaged with social media platforms for entertainment, socialization, and shopping inspiration (Al-Azzam & Al-Mizeed, 2021). Popular platforms like Facebook, Instagram, and TikTok serve as digital marketplaces where brands connect with young audiences through engaging content and targeted advertisements (Fayvishenk, et al., 2025). As students scroll through their feeds, they encounter product promotions, influencer endorsements, and advertisements that subtly shape their purchasing decisions. Given this widespread exposure, it is essential to explore the impact of social media marketing on their buying behaviors (Leonelli, 2023).

Social media marketing has become a dominant force in modern advertising, leveraging platforms such as Instagram, Facebook, TikTok, and YouTube to reach and engage young audiences (Labudová, 2024). These platforms allow brands to implement highly targeted campaigns and collaborate with influencers, increasing brand awareness and shaping consumer attitudes. Since adolescents spend a significant portion of their time online, they are frequently exposed to these marketing strategies (Rezek, 2022). As a result, social media has become one of the most effective channels for influencing their purchase intentions. Understanding these dynamics is crucial in assessing how social media marketing strategies affect the buying behaviors of senior high school students (Yang et al., 2021).

Social media marketing refers to the strategic use of platforms like Instagram, Facebook, TikTok, and YouTube to promote products or services through targeted advertisements, influencer partnerships, and branded content (Halim et al., 2022). Conceptually, it involves leveraging social networks and digital content to shape consumer behavior (Donga et al., 2025). Operationally, its impact can be measured through key indicators such as ad frequency, user engagement (likes, shares, comments), and the types of marketing content encountered, including influencer endorsements, sponsored posts, and user-generated content (Li et al., 2021). By examining these variables, this study aims to provide insights into how social media marketing influences purchase intentions among senior high school students.

Research has shown that social media marketing plays a crucial role in shaping consumer behavior, particularly among young audiences, due to its ability to establish social proof and trust through peer recommendations (Ausat, 2023). Influencer marketing, in particular, has emerged as a powerful tool, with influencers perceived as relatable and credible figures by their followers (Campbell & Farrell, 2020). For senior high school students, influencers act as aspirational role models, influencing their preferences and purchase decisions through product reviews, lifestyle content, and endorsements. The authenticity of these endorsements is a key factor, as students are more likely to trust and act upon recommendations they perceive as genuine (Varghese & Agrawal, 2021). This highlighted the growing influence of influencer marketing in shaping consumer behavior among adolescents (Barbarisque, 2024).

An equally significant factor in online shopping is customer reviews, which provide firsthand insights into a product's quality and reliability (Rzayeva et al., 2022). Studies indicate that online reviews are often perceived as more trustworthy than traditional advertising and significantly influence consumer decision-making (Al-Abbadi et al., 2022). For senior high school students, checking reviews has become an integral part of their purchasing process, helping them assess a product's credibility. Whether found on e-commerce platforms or social media pages, these reviews offer valuable information that guides purchasing choices (Moslehpour et al., 2021). Alongside social media marketing, online reviews create a dynamic influence that shapes the buying behavior of young consumers.

The growing reliance on social media and online reviews signifies a shift in the way young consumers approach shopping and decision-making. As digital natives, senior high school students tend to rely on recommendations from peers, influencers, and even algorithms to guide their purchasing choices (Manzoor et al., 2020). Businesses aiming to attract and retain this demographic must align their marketing strategies with these trends to remain competitive (Astari, 2021). Beyond marketing, educators and policymakers can also benefit from understanding these patterns, particularly in terms of their impact on students' financial literacy and decision-making skills (Rodriguez et al., 2024).

Online reviews, which consist of user-generated feedback on social media, e-commerce platforms, and review sites, have become a key factor in shaping consumer behavior (Adewale, 2024). These reviews serve as a source of social proof, allowing consumers to assess product quality based on peer experiences. Conceptually, online reviews contribute to trust-building by offering real-world insights into product performance (Bhattacharyya & Bose, 2020). Operationally, they can be analyzed through factors such as the volume of reviews, average ratings, and sentiment analysis (positive, neutral, or negative). Understanding these dimensions helps assess the role of online reviews in shaping senior high school students' purchasing behaviors.

For senior high school students, online reviews serve as a trusted source of information, helping them make informed purchasing decisions (Abou et al., 2020). Positive reviews from peers or individuals with similar interests tend to reinforce trust and increase the likelihood of a purchase (Harrigan et al., 2021). Conversely, negative reviews discourage purchases, as students place significant value on peer validation and authenticity. The number of reviews also plays a critical role—products with a higher volume of positive feedback are perceived as more reliable and desirable. This interaction between social media marketing and online reviews creates a digital ecosystem where young consumers rely on multiple sources of validation before making a purchase decision (Ventre & Kolbe, 2020).

While influencer marketing has been widely studied, less attention has been given to the comparative influence of peer reviews and influencer endorsements on student purchasing decisions (Farivar & Wang, 2022). Additionally, the ethical implications of marketing to young and impressionable audiences raise concerns about responsible advertising practices (Tan & Salo, 2023). Senior high school students are still developing their critical thinking and financial management skills, making them more susceptible to persuasive marketing tactics (Packer et al., 2022). This underscores the need for digital literacy programs to educate students on responsible consumption. Exploring these ethical dimensions adds a valuable perspective to the study.

To stand out in the highly competitive landscape of social media, brands must create content that is visually appealing and relatable to their target audience (Swain, 2021).

For senior high school students, engaging formats such as short videos, interactive posts, and memes have proven to be highly effective in capturing attention (Patel, 2024). Understanding which types of content resonate most with young consumers can help brands refine their marketing strategies (Roggeveen et al., 2021). Moreover, the authenticity of marketing content is crucial, as adolescents value meaningful and genuine interactions with brands. This highlights the importance of creativity and trustworthiness in digital marketing.

Additionally, the role of platform-specific features in shaping purchasing behavior requires further exploration. Different platforms, such as TikTok's video-centric format and Instagram's image-based content, may influence how students engage with marketing messages (Balyemah et al., 2024). As social media continues to evolve, research must keep pace with emerging trends and user-generated content. Understanding how these digital tools shape student buying behavior is essential for both marketers and educators. The growing influence of digital platforms on adolescent purchasing behavior underscores the need for further research (Audry & Navila, 2023). Senior high school students are not just passive consumers but active participants in digital marketing ecosystems (Lim et al., 2022). Strategies such as social media marketing, targeted ads, and user-generated content have become key drivers of their purchasing decisions.

As social media platforms and digital content continue to evolve, this study aims to bridge the knowledge gap by examining how these factors shape purchase intentions among senior high school students (Dalta, 2023). Insights from this research will help marketers create campaigns that align with students' preferences and values (Adeniran et al., 2024). Additionally, this study seeks to highlight the broader implications of social media marketing in shaping consumer behavior among young audiences. As social media platforms and digital content continue to evolve, this study aimed to bridge the knowledge gap by examining how these factors shape purchase intentions among senior high school students (Dalta, 2023). Insights from this research will help marketers create campaigns that align with students' preferences and values (Adeniran et al., 2024). Additionally, this study sought to highlight the broader implications of social media marketing in shaping consumer behavior among young audiences. Understanding these dynamics is crucial as this demographic represents a growing segment of digital consumers. The study also provided evidence-based recommendations for businesses to adopt more personalized and engaging strategies. Ultimately, it contributed to the evolving discourse on how digital influence affects the decision-making processes of tech-savvy youth.

Purchase intention refers to the likelihood that an individual will buy a product or service, influenced by attitudes, perceptions, and external factors such as social media marketing and online reviews (Tran, 2020). Conceptually, it reflects consumer attitudes and serves as a predictor of actual purchasing behavior. Operationally, it can be measured through survey responses indicating the probability of purchasing after exposure to specific marketing content (Weismueller, 2020). As senior high school students gain independence in decision-making, their choices are shaped by social influences, trends, and peer recommendations (Truong & Truong, 2022). Social media platforms have thus become crucial in determining their purchasing habits (Goel & Diwan, 2022).

By understanding these digital influences, educational programs can equip students with critical thinking skills to navigate online marketplaces responsibly (Sarwatay et al., 2021). This research contributes to both industry practices and education, ensuring responsible digital engagement among young consumers (Abulibdeh et al., 2024). Moreover, it encourages schools to incorporate media and consumer literacy into their curricula to foster informed decision-making. The findings can also guide policymakers in developing regulations that protect young consumers from misleading digital marketing tactics. Ultimately, this study supports a holistic approach to preparing students for the challenges of the digital consumer landscape.

This study aimed to examine the relationship between social media marketing and online reviews with the purchase intentions of senior high school students. Specifically, it seeks to determine how various social media marketing strategies, such as influencer

endorsements, advertisements, and brand engagement, influence students' buying decisions. Additionally, the study explores the role of online reviews, including customer ratings and feedback, in shaping students' perceptions and trust toward products or services. By analyzing these factors, the study intends to provide insights into the effectiveness of digital marketing strategies in influencing the purchasing behavior of young consumers.

The findings of this study will be beneficial to businesses, marketers, and educators by providing a deeper understanding of how social media marketing and online reviews impact the purchasing decisions of senior high school students. For businesses and digital marketers, the study offers insights into optimizing marketing strategies to effectively target young consumers. Educators and parents can also benefit by understanding the digital consumption behavior of students, allowing them to guide responsible online purchasing decisions. Moreover, the study contributes to the growing body of knowledge in consumer behavior and digital marketing, serving as a valuable reference for future research in this field.

➤ Theoretical Framework

The study was anchored to the *Technology Acceptance Model (TAM)* by Davis (1989), the *Elaboration Likelihood Model* (Petty & Cacioppo, 1986), and the *Theory of Planned Behavior* (Ajzen, 1991).

The Technology Acceptance Model (TAM) (Davis, 1989) is highly relevant to social media marketing as it provides insights into both customer behavior and business adoption of digital tools. TAM explains that users are more inclined to engage with social media marketing when platforms are easy to use (Perceived Ease of Use or PEOU) and offer useful content or deals (Perceived Usefulness or PU) (Borhan et al., 2021). Students' perceptions of ease of use and usefulness influence their engagement with marketing content and ultimately shape their purchase intentions.

The model also helps explain why businesses adopt social media platforms for marketing if they perceive them as effective in reaching audiences and easy to integrate into existing workflows (Rogers et al., 2024). TAM emphasizes that perceived ease of use and perceived usefulness are critical in determining technology acceptance and usage. In the context of social media marketing (SMM), these perceptions guide how young consumers evaluate and respond to digital content. Tshauke (2022) successfully applied TAM to examine how social media marketing impacts online purchase intentions, affirming the model's relevance in understanding consumer behavior in digital environments.

In this study, TAM is particularly effective in analyzing the purchase intentions of senior high school students. If students find that social media platforms are easy to navigate and perceive the content, such as marketing posts or online reviews, as credible and valuable in helping them make informed purchasing decisions, they are more likely to develop positive attitudes toward buying products or services. This highlights the importance of platform design and content quality in influencing consumer behavior in this demographic (Hyun et al., 2022). Furthermore, when students believe that using these platforms enhances their shopping experience, their behavioral intention to purchase increases. As a result, TAM offers a robust framework for understanding how digital usability and perceived usefulness translate into actual consumer action among young users.

Additionally, TAM helps in understanding the role of online reviews in shaping purchase decisions (Zhang et al., 2014). Online reviews that students perceive as trustworthy and relevant significantly enhance their perception of the platform's overall usefulness. When reviews are easily accessible and clearly presented, they contribute to the students' confidence in their purchasing choices. Thus, TAM offers a comprehensive lens through which the interplay between social media marketing, online reviews, and student purchase intentions can be effectively examined (Nguyen et al., 2023).

The Elaboration Likelihood Model (ELM) developed by Petty & Cacioppo (1986), is highly relevant to understanding how online reviews influence customer decision-making. According to ELM, the route through which a consumer processes online reviews depends on their level of involvement with the product or service (Cheng & Loi, 2014). When a customer is highly involved, such as when they are considering a significant purchase, they are more likely to use the central route (Abbasi et al., 2023). This means they will carefully evaluate the content of online reviews, scrutinizing details and assessing the quality of the information provided. On the other hand, if the consumer has low involvement, such as when purchasing a low-cost item, they may rely on the peripheral route, where they base their decision on cues such as the overall quantity of positive reviews or the reputation of the reviewer, rather than the detailed content of the reviews themselves (Gao et al., 2021).

In this study, ELM guided the researcher by providing valuable insight into how different types of online reviews, such as detailed reviews versus short ratings, affect consumer purchase intentions (Kumar et al., 2023). Additionally, it can guide the researcher on how the source credibility of online reviews, whether from experts or user-generated content, influences decision-making. Finally, understanding how a consumer's involvement with a product affects the likelihood of using the central or peripheral route in processing reviews provides crucial insights into consumer behavior in the context of online reviews (Shahab et al., 2021).

The Theory of Planned Behavior (TPB) developed by Ajzen in 1991, offers a solid theoretical foundation since it suggests that an individual's behavior is influenced by their behavioral intentions, which are shaped by three primary factors: attitude toward the behavior, subjective norms, and perceived behavioral control (Shen & Shen, 2021). In the context of purchase intentions, a

consumer's attitude reflects their overall evaluation of a product or brand, determining whether they view it positively or negatively (Parris & Guzman, 2023).

Subjective norms refer to the social pressures or influences that individuals perceive from their peers, family, or society, which can significantly impact their purchasing decisions (Jain, 2020). Lastly, perceived behavioral control addresses the consumer's belief in their ability to make the purchase, considering factors such as financial resources, product availability, and access to the necessary purchasing channels (Sembada & Koay, 2021). By incorporating these factors, TPB provides a comprehensive framework for understanding the psychological and social forces that drive purchase intentions, making it a valuable tool for examining consumer behavior in various market contexts.

The Theory of Planned Behavior (TPB) can be effectively applied in this study to examine how attitudes, subjective norms, and perceived behavioral control influence students' purchasing decisions. According to La Barbera & Ajzen (2020), TPB posits that individuals' behaviors are primarily driven by their intention to engage in those behaviors, which are shaped by their attitude toward the behavior, the influence of social norms (such as peers and influencers), and their perceived control over the behavior (e.g., financial means or accessibility). This theoretical lens helps explain why students may feel more inclined to purchase a product endorsed by their peers or popular figures online. It also allows for a structured analysis of how internal beliefs and external pressures interact to shape real-world consumer behavior among adolescents.

TPB suggests that individual behavior is driven by intentions, which are influenced by attitudes, subjective norms, and perceived behavioral control (Hagger et al., 2022). In the realm of SMM, students' attitudes toward products, the influence of peers (subjective norms), and their perceived control over online purchasing can shape their purchase intentions. Tshauke (2022) also utilized TPB to explore how social media marketing affects consumers' online purchase intentions, emphasizing the model's applicability in predicting consumer behavior. Moreover, the dynamic and interactive nature of social media platforms can amplify subjective norms, as users are continuously exposed to peer reviews, influencer endorsements, and viral trends that shape their perceptions. Additionally, perceived behavioral control may be influenced by factors such as internet accessibility, familiarity with e-commerce platforms, and trust in online payment systems, all of which can either enable or hinder students' actual purchasing behavior online (Yarmohammadi et al., 2023).

Online reviews serve as a form of social proof, where students rely on the experiences of others to inform their purchasing decisions (Wolters, 2022). Studies have shown that online reviews significantly impact consumers' purchasing decisions by providing insights into product quality and user satisfaction. For example, a study by Changchit and Klaus (2020) examined the impact of online reviews on product satisfaction, highlighting their role in shaping consumer perceptions and behaviors. These reviews reduce perceived risk by offering firsthand information that consumers often find more trustworthy than brand-generated content. Furthermore, the volume and valence (positive or negative tone) of online reviews can influence the perceived credibility and desirability of a product, often tipping the balance between purchase hesitation and conversion (Park & McCallister, 2023).

In this context, the study can investigate how positive or negative online reviews, combined with targeted social media marketing strategies, impact the students' attitude toward a product, the influence of their social circles (e.g., friends, classmates), and their perceived ability to make a purchase, ultimately affecting their purchase intentions. Specifically, the valence of reviews may serve as an antecedent to attitude formation, with glowing testimonials reinforcing favorable evaluations more powerfully when paired with personalized ad campaigns (Braca & Dondio, 2023). Moreover, peer endorsements embedded within review comments can heighten subjective norms by creating a bandwagon effect that nudges students toward conformity with their friends' preferences (Lan & Tung, 2024). Finally, examining how clear, step-by-step purchase instructions and time-limited promotions reduce perceived barriers will shed light on the role of perceived behavioral control in converting positive intentions into actual purchasing behavior.

➤ *Conceptual Framework*

This study was anchored on some concepts and principles which gave support to the main objective of the study. It aims to explore how the social media marketing and online reviews influence the respondents' purchase intentions.

In the digital era, businesses increasingly rely on online platforms to influence consumer behavior. Social media marketing (SMM) has emerged as a pivotal tool, enabling brands to engage with consumers, build brand awareness, and foster loyalty. Studies have shown that SMM positively impacts consumer purchase intentions by enhancing brand perception and engagement (Chyrak et.al, 2024). Concurrently, online reviews serve as a significant source of information, with consumers often consulting them before making purchasing decisions. Research indicates that online reviews can substantially influence consumer behavior, affecting their purchase intentions (Zollo et al., 2021). These factors collectively shape consumer purchase intentions, highlighting the importance for businesses to strategically manage their online presence and customer interactions (Elwalda & Lu, 2022).

• *Social Media Marketing*

Social media marketing leverages various platforms to interact with customers, promote products or services, and increase brand visibility (Zollo et al., 2020). This approach includes activities such as launching new offerings, sharing visual content, engaging with followers, creating online content or giveaways, and providing timely updates to the public through social media

channels. In this study, social media marketing advertisements are defined as the strategies food and beverage establishments use to communicate with customers, tailor advertisements to individual preferences, and share updates on changes and developments via their social media platforms. It highlights the measurable actions and tactics employed by these establishments, undertaken to promote their products and services to the market (Fahmi et al., 2022). The critical components of social media marketing include content quality, influencer endorsement, and frequency of advertisement (Ola, 2023).

Social media marketing (SMM) has become a cornerstone of contemporary business strategies, enabling brands to engage directly with consumers, enhance brand visibility, and drive sales. Key constructs within SMM include content creation, audience engagement, and performance analytics (Anjorin, et al, 2024). Content creation involves developing compelling material tailored to the target audience, utilizing various formats such as text, images, and videos. Audience engagement focuses on fostering interactions through comments, shares, and likes, thereby building a community around the brand. Performance analytics entails measuring the effectiveness of SMM campaigns through metrics like reach, engagement rates, and conversion rates, allowing for data-driven decision-making (Handley & Chapman, 2021).

Additionally, the 2024 Social Media Marketing Industry Report emphasizes the need for marketers to adapt to evolving trends, including the integration of video marketing and organic activities, to effectively engage audiences. The rapid expansion of social media platforms and technological advancements has significantly contributed to the increasing prevalence of internet usage (Torous et al., 2021). Social media serves as a hub for social interaction, catering to larger market segments. In modern society, both governmental and corporate organizations leverage social media advertising to extend their reach to a wider audience (Dwivedi et al., 2021). Moreover, social media offers users unique and varied experiences, shaping diverse perspectives. Consumers form differing impressions and experiences when engaging with internet-based social media advertisements (Eid et al, 2020).

The success of social media campaigns often hinges on the quality of content shared (Mahoney & Tang, 2024). High-quality content encompasses several attributes, including relevance to the target audience, originality, clarity, and emotional appeal (Li & Zhang, 2024). For students, who are often exposed to a vast amount of digital content daily, quality is what makes a post stand out and captivate attention. Content that educates, entertains, or inspires tends to perform well, as it delivers tangible value to the audience (Virji, 2023). Moreover, well-crafted content establishes credibility and fosters trust between the brand and its audience. In the realm of education, this could mean creating insightful posts about academic resources, career advice, or institution highlights that are visually engaging and thoughtfully designed (Deeken et al., 2020).

Ashley and Tuten (2015) emphasize the importance of visually appealing, informative, and emotionally resonant content in driving better engagement and user retention. They argue that quality content fosters deeper connections with the audience, leading to sustained interest. Chaffey and Smith (2017) further elaborate on how tailored content strategies that align with user preferences enhance user experience and campaign success. These studies collectively highlight the need for content that resonates emotionally and intellectually with the target audience.

Content quality in social media marketing encompasses the relevance, clarity, and engagement level of digital materials—such as images, videos, and text posts—used to promote products or services (abd Alameer Hasooni & Al-Shafei, 2024). High-quality content captures the audience's attention, builds trust, and encourages interaction, making it a crucial factor in influencing consumer behavior. Engaging and informative content creates a positive brand perception, leading to higher customer engagement and purchase intent. Conversely, poorly designed or misleading content may result in distrust and a lack of interest from potential buyers. Therefore, brands invest in high-quality visuals, compelling storytelling, and valuable information to establish a strong digital presence. – cite authors/references (Onofrei, et al., 2022).

Recent studies have underscored the significance of content quality in shaping consumer decisions. A well-crafted social media marketing activities positively influence consumer intentions, including continued engagement and purchasing behavior (Rajib & Roy, 2023). Influence of social media on consumer buying behavior and decision making: insights from surveys and a case study of Flash Digital Agency in Bangladesh.. Similarly, research by the Digital Marketing Institute found that businesses earn an average of \$5.78 for every \$1 spent on influencer marketing, emphasizing the importance of high-quality, engaging content in driving consumer behavior. These findings suggest that brands prioritizing content quality can significantly enhance their marketing effectiveness and consumer influence (Banna & Shahreen, 2024).

Content quality plays a vital role in shaping the consumers' perceptions of products and brands. As digital natives, these students are highly responsive to engaging digital content, making high-quality advertisements more effective in capturing their interest (Bazi, et al., 2023). Informative and aesthetically appealing content can increase trust and product desirability among this demographic, influencing their purchasing decisions. Additionally, social media content that resonates with their preferences and values encourages interaction and brand loyalty. Understanding the impact of content quality enables businesses to develop marketing strategies that effectively appeal to this target audience (Ali, et al., 2025).

Influencer endorsement is a marketing strategy where social media personalities promote a brand or product to their followers, leveraging their credibility and audience reach (Vrontis, et al., 2021). Influencers, who have built trust and rapport with their audience, serve as digital opinion leaders, shaping consumer perceptions and purchase behaviors. Their recommendations often appear more authentic and relatable than traditional advertisements, making them a powerful tool for brands targeting younger audiences. (Bastrygina, et al., 2024). The success of influencer marketing depends on the credibility, engagement level, and relevance of the influencer to the brand's target market. When executed effectively, influencer endorsements can drive brand awareness, trust, and higher conversion rates (Xu, 2023).

Influencer endorsements play a crucial role in shaping the buyers' brand perceptions and purchasing decisions. As active social media users, these students often look up to influencers as sources of inspiration and guidance on product choices (Antunes, 2022). The authenticity and relatability of influencers make their endorsements more persuasive compared to traditional advertising. Moreover, peer influence and social validation drive young consumers to purchase products promoted by influencers they admire (Li & Chan, 2025). By understanding the impact of influencer endorsements, businesses can craft marketing strategies that effectively resonate with this demographic.

The *frequency of advertisement* refers to the number of times a consumer is exposed to a brand's promotional content on social media. Repeated exposure to advertisements reinforces brand awareness and recall, increasing the likelihood of consumer engagement (Uwera, 2022). However, excessive ad frequency may lead to consumer fatigue and ad avoidance, making it essential for brands to strike a balance (Wilson, et al., 2024). Consistent yet strategic advertisement placement helps brands stay relevant in consumers' minds without overwhelming them. When properly executed, optimal advertisement frequency can enhance brand familiarity, engagement, and ultimately, purchase decisions (Acharya, 2021).

Advertisement frequency influences the students' awareness and perception of brands on social media. As frequent users of digital platforms, these students are regularly exposed to various advertisements, making strategic ad placements essential (Santos, et al., 2023). A well-balanced frequency ensures that brands remain visible without causing irritation or disengagement among this demographic. Since repeated exposure can reinforce brand recall, businesses must design ad campaigns that are engaging and relevant to their target audience. Understanding the impact of advertisement frequency allows brands to optimize their digital marketing strategies to effectively influence young consumers' purchase intentions (Zhou, et al., 2021).

- *Online Reviews*

Online reviews serve as a critical variable in this study as it will act as a bridge between consumer experiences and potential buyers' decision-making processes (Bigne et al., 2020). In the context of senior high school students, these reviews often play a significant role in shaping purchase intentions due to their influence on perceived trustworthiness, product quality, and social proof. Students frequently rely on the opinions shared by peers and other online users, especially when evaluating products or services they have not previously encountered (Ozuem et al., 2021). Positive reviews boost confidence in the purchase decision, while negative reviews can dissuade them, regardless of the product's actual quality (Liao et al., 2021). For this demographic, the authenticity of these reviews, combined with their accessibility on social media platforms, makes them a powerful determinant of consumer behavior (Vrontis et al., 2021).

Online reviews have become a pivotal element in consumer decision-making, significantly influencing purchasing behaviors and shaping brand perceptions. These reviews encompass various constructs, including review volume, valence (positive or negative sentiment), credibility, and recency (Torabi & Bélanger, 2022). The volume of reviews can enhance a product's or service's credibility, as a higher number of reviews often correlates with increased trust among consumers. Valence pertains to the overall sentiment expressed in reviews; positive reviews can bolster consumer confidence, while negative reviews may deter potential buyers (Syah & Salim, 2024). Credibility is influenced by factors such as the perceived authenticity of the review and the reputation of the platform hosting the reviews (Roy, et al., 2024). Recency refers to how current the reviews are, with recent reviews typically being more relevant to consumers (Varga & Albuquerque, 2024). Understanding these constructs is essential for businesses aiming to leverage online reviews effectively to influence consumer behavior and enhance brand reputation.

Moreover, online reviews enhance the credibility of social media marketing strategies by providing a layer of transparency and user-generated content that resonates with young audiences (Lariba, 2023). Senior high school students, being digital natives, are accustomed to researching products and comparing peer feedback before committing to a purchase (Philip & KA, 2020). This reliance highlights the significance of online reviews as a form of electronic word-of-mouth (WOM), which can amplify a brand's reputation or harm it based on the tone and content of the feedback (Maru & Sai Vijay, 2024). The variable "online reviews," therefore, is not only a driver of purchase intentions but also an integral part of how social media marketing campaigns are perceived and evaluated by the target audience (Zhu et al., 2020). As a result, understanding how online reviews influence this age group is essential for crafting effective marketing strategies tailored to their preferences and behaviors. The components of online reviews are trustworthiness, quantity of reviews, amount of detailed information, and reviewer expertise (Meng et al., 2020).

Trustworthiness refers to the degree to which the content of a review and its source are seen as credible, reliable, and unbiased by potential consumers (Sharma & Aggarwal, 2020). Trustworthiness is shaped by various factors, including the identity of the reviewer. Verified reviewers or those with a history of providing consistent, high-quality feedback are often deemed more trustworthy (Luo et al., 2021). The language and tone of the review also play a role—reviews that are clear, professional, and free from exaggerated or overly emotional claims tend to inspire more confidence in readers (Román et al., 2024).

Reviews that offer a balanced perspective, acknowledging both positive and negative aspects of a product or service, are considered more reliable than those that are overwhelmingly positive or negative. Numerous studies have examined the impact of trustworthiness on consumer behavior. For example, research by Luca and Zervas (2016) explores the impact of fake or manipulated reviews on platforms like Yelp, revealing how fake reviews can undermine consumer trust and skew decision-making. Similarly, Filieri et al. (2015) found that consumers rely on trustworthiness as a critical factor in determining which reviews they consider useful, particularly when deciding on unfamiliar products or services.

In the context of the students' purchase intentions, trustworthiness plays a crucial role in shaping their reliance on online reviews when making purchasing decisions (Pooja & Upadhyaya, 2024). As digital natives, these students frequently turn to online reviews for guidance, especially when purchasing unfamiliar products. Trustworthy reviews help them make informed choices by providing credible and balanced insights into a product's quality and performance. Given their susceptibility to social influence, students are more likely to trust reviews from verified users or influencers they perceive as credible (Rane, et al., 2023). By understanding the impact of trustworthiness on consumer behavior, businesses can enhance their review strategies to build stronger connections with young consumers and influence their purchase decisions effectively.

Another important component of online reviews is the *quantity of reviews*. The sheer number of reviews available can influence consumer perceptions, with many people assuming that a higher number of reviews correlates with a more reliable or popular product (Schoenmueller et al., 2020). This phenomenon is often referred to as the "wisdom of the crowd" effect, where individuals believe that collective consumer opinion is a more accurate reflection of a product's quality (Larrick et al., 2024). Research by Chevalier and Goolsbee (2023) found that products with a greater number of reviews tend to attract more attention and are perceived as more trustworthy by consumers. However, the quantity of reviews does not always guarantee quality, as a large number of reviews can sometimes include a significant proportion of low-quality or fake feedback.

The quantity of reviews significantly impacts students' perception of a product's credibility and popularity. Given their reliance on social proof, students are more likely to trust products with a high volume of reviews, believing that widespread consumer feedback indicates reliability (Hörnebrant & Nazemi, 2024). A large number of reviews can also enhance product visibility, making it more likely that students will consider purchasing it. However, if the reviews are inconsistent or include excessive negative feedback, students may become skeptical and look for alternative options. Understanding the influence of review quantity enables businesses to optimize their online presence by encouraging genuine customer feedback, ultimately shaping young consumers' purchasing decisions (Macheke, et al., 2024).

The *amount of detailed information* provided in a review also plays a critical role in shaping consumer decision-making (Ausat, 2023). Detailed reviews that describe specific features of a product, share personal experiences, and provide context are seen as more useful than vague or generic reviews (Choi & Leon, 2020). Consumers value information that helps them envision how the product will perform in real-world scenarios (Joy et al., 2022). A study by Baek, Kim, and Kim (2022) demonstrated that reviews with more detailed information tend to have a higher perceived usefulness and influence purchasing decisions more strongly. Detailed reviews can help mitigate the uncertainty that consumers may feel when faced with a new or unfamiliar product, as they provide a clearer picture of the product's strengths and weaknesses (Al-Adwan & Yaseen, 2023).

The amount of detailed information in online reviews significantly influences customers' decision-making process (Chen, et al., 2022). As young consumers often seek reassurance before making a purchase, detailed reviews help them understand a product's real-world usability and reliability. Reviews that provide specific insights into product features, durability, and user experience allow students to assess whether the product meets their needs and expectations (Mamakou, et al., 2023). Additionally, comprehensive reviews reduce uncertainty and increase confidence in purchasing decisions, particularly for unfamiliar brands or high-value items. By recognizing the importance of detailed information in reviews, businesses can encourage customers to provide in-depth feedback, thereby enhancing trust and influencing the purchasing behaviors of senior high school students (Ai, et al., 2022).

Lastly, *reviewer expertise* refers to the perceived knowledge or experience of the reviewer, which can significantly impact how their feedback is received by other consumers (Choi & Leon, 2020). Expert reviewers are seen as more authoritative and their opinions more credible, especially in specialized areas like technology or health (Au & Eyal, 2022). Research by Dhar and Chang (2019) found that consumers are more likely to trust reviews from experts or those with a history of posting high-quality feedback. Expertise can also be conveyed through the depth of a reviewer's analysis, their ability to compare products, or the inclusion of technical details that demonstrate familiarity with the subject (Luo et al., 2024). However, the perceived expertise of a reviewer can also be influenced by factors such as the reviewer's online presence, reputation, and consistency in posting reviews across similar product categories (Wu et al., 2021).

Purchase intentions refer to a consumer's likelihood of purchasing a product or service based on various influencing factors (Lou, et al., 2022). These factors include cognitive and affective attitudes, trust, and social commerce elements such as reviews and advertisements. Cognitive attitudes involve beliefs and perceptions about a product, while affective attitudes relate to emotional responses (Kim, et al., 2021). Trust is essential, as consumers are more likely to buy from brands they perceive as reliable. Understanding these elements helps businesses predict consumer behavior and improve marketing strategies.

Social commerce significantly impacts purchase intentions by providing consumers with information and social support. It constructs influence purchase intentions through cognitive and affective attitudes (Riaz, et al., 2021). Online forums, ratings, and reviews influence how consumers perceive a product and shape their willingness to buy (Wang, et al., 2022). Emotional content in online reviews can strengthen affective attitudes, making consumers more inclined toward a purchase. Studies show that trust mediates the relationship between social commerce and purchase intention. Trust strengthens the effect of social commerce elements on consumer decisions (Hussain, et al., 2021). These factors highlight the importance of businesses fostering credibility and positive consumer experiences. Businesses should focus on building trust through transparent communication and reliable service. Leveraging emotional engagement in marketing strategies can further enhance consumer purchase intentions (Vrtana & Krizanova, 2023).

Related studies have highlighted various factors that influence purchase intentions. For example, Ajzen's Theory of Planned Behavior (1991) posits that attitudes, subjective norms, and perceived behavioral control predict intentions and, subsequently, behavior. Similarly, consumer involvement has been shown to be a significant factor in shaping purchase intentions, with higher involvement leading to more thoughtful decision-making. Research by Dodds, Monroe, and Grewal (1991) emphasizes the role of perceived value in determining intentions, while studies on brand loyalty suggest that previous experience with a brand plays a crucial role in shaping future purchase intentions (Chaudhuri & Holbrook, 2001).

Likelihood of purchase refers to the probability or chance that a consumer will buy a product or service. Unlike purchase intention, which focuses on the consumer's subjective desire to purchase, likelihood of purchase involves external factors like product availability, pricing strategies, and perceived risk (Pillai et al., 2022). It is influenced by how consumers evaluate the attractiveness and relevance of a product, the competitive landscape, and their current financial situation (Sudirjo, 2023). Numerous studies indicate that the likelihood of purchase is closely tied to perceived benefits and the attractiveness of the offer. According to Kotler and Keller (2016), the likelihood increases when a product is viewed as high-quality, meets specific needs, or offers unique features compared to competitors. The Theory of Reasoned Action Fishbein & Ajzen (1975) also suggests that behavioral intentions (e.g., willingness to buy) are shaped by both individual attitudes and normative beliefs, further influencing the likelihood of purchase.

The likelihood of purchase is a crucial factor in determining whether initial interest translates into actual buying behavior. While students may express a strong desire to purchase a product based on online reviews and social media marketing, external factors such as affordability, parental influence, and product accessibility ultimately shape their final decision. The credibility of online reviews, coupled with promotional strategies like discounts or limited-time offers, can increase the likelihood of purchase by reducing perceived risk and enhancing product appeal. Additionally, peer influence and brand engagement on social media platforms further drive young consumers toward making a purchase. By understanding the factors that influence the likelihood of purchase, businesses can refine their marketing strategies to better target senior high school students and convert their interest into actual sales.

Willingness to pay (WTP) refers to the maximum amount a consumer is prepared to spend to acquire a product or service (Schmidt & Bijmolt, 2020). This construct is often used in pricing strategies and consumer research to determine the price point that a consumer deems fair for a given product (Kalyanaram & Winer, 2022). WTP is closely related to perceived value, where consumers assess what they receive from the product or service against its cost (Wang et al., 2020).

Studies have examined how willingness to pay is shaped by various factors such as product quality, consumer preferences, and brand equity. For instance, Zeithaml (1988) found that consumers are often willing to pay a premium for products they perceive as of higher quality or unique. The impact of psychological factors is also evident, with research showing that scarcity or urgency (e.g., limited-time offers) can increase WTP Cialdini, (2009). Additionally, price sensitivity and income levels also play significant roles in determining WTP, as demonstrated by studies on pricing elasticity Monroe, (2003).

Willingness to pay (WTP) plays a significant role in shaping their buying decisions, particularly for products promoted through social media marketing and online reviews. As students often have limited financial resources, their WTP is influenced by perceived value, affordability, and parental support. Positive online reviews and influencer endorsements can enhance the perceived worth of a product, making students more willing to pay a premium for items associated with quality or social status (Insyra & Qastharin, 2022). Additionally, promotional strategies such as discounts, installment plans, or exclusive offers can increase their WTP by making products seem more attainable (Sohn & Ko, 2021). Understanding how WTP affects purchase behavior allows businesses to optimize pricing strategies and tailor marketing efforts to effectively engage this consumer segment.

The *decision-making process* involves a series of stages that consumers go through when deciding whether or not to make a purchase (Petcharat & Leelasantham, 2021). These stages typically include problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. The complexity and length of this process can vary depending on the type of product, the consumer's involvement, and the availability of information (Hader et al., 2022). Research by Engel, Blackwell, and Miniard (1995) outlines a detailed model of consumer decision-making that highlights how different factors, such as motivation, perception, and external influences, play a role at each stage. Further studies by Solomon (2018) show that consumer decision-making can be influenced by both emotional and rational factors, with high-involvement purchases often involving more extensive information search and evaluation of alternatives. In contrast, low-involvement decisions may be quick and largely influenced by environmental factors such as promotions or peer recommendations.

The decision-making process is heavily influenced by online reviews and social media marketing, as these platforms serve as primary sources of product information (Jiang, et al., 2021). Given their digital proficiency, students actively seek out reviews, compare alternatives, and consider peer recommendations before making a purchase. The credibility and quantity of reviews, as well as influencer endorsements, play a key role in shaping their perceptions and guiding their choices (Mishra & Ashfaq, 2023). Additionally, promotional strategies and limited time offers can accelerate their decision-making, leading to quicker purchases based on perceived urgency or exclusivity (Zamfir, 2024). Understanding how these factors affect students' decision-making process enables businesses to craft more effective marketing strategies that align with their preferences and shopping behaviors.

The *influence of peer opinion* refers to the impact that family, friends, colleagues, or other individuals within a consumer's social circle have on their purchase decisions (Handarkho, 2020). Peer opinions can serve as a form of social proof, where individuals look to others for cues on what products or services to buy, often relying on the perceived popularity or endorsement of the product by those within their social network (Begho & Liu, 2024). Studies on social influence, such as those by Cialdini (2019), emphasize the importance of peer pressure and the role of reference groups in shaping consumer behavior. For instance, a study by Bearden, Netemeyer, and Teel (2021) found that consumers often rely on peer opinions, particularly when making complex decisions or when they are unsure about the product's performance. This influence can be even more pronounced in the age of social media, where online reviews, ratings, and influencer endorsements significantly affect purchase decisions (Cheung & Thadani, 2022).

The influence of peer opinion plays a critical role in shaping the consumers' buying decisions, especially in a digital-driven marketplace (Bhatta, 2024). As young consumers are highly engaged in social interactions both online and offline, they often seek validation from friends, classmates, and influencers before making a purchase. Social media platforms amplify this effect by allowing students to see what their peers are buying, using, and recommending, reinforcing trends and brand preferences (Shah, et al., 2023). Positive peer opinions can enhance trust in a product, while negative feedback may deter students from making a purchase (Anastasei, 2023). Understanding the role of peer influence enables businesses to leverage social proof strategies, such as influencer collaborations and user-generated content, to effectively connect with and influence this consumer group.

Perceived value refers to the consumer's overall assessment of the benefits they believe they will receive from a product or service in relation to the price paid (Hamari et al., 2020). It is a subjective evaluation that encompasses functional, emotional, and experiential elements. The perceived value is not limited to the intrinsic attributes of the product; it also includes extrinsic factors such as brand reputation, customer service, and the overall shopping experience (Malekpour et al., 2022). The concept of perceived value has been extensively explored in marketing research, with studies indicating that it plays a pivotal role in influencing consumer behavior (Tanrikulu, 2021). Further research by Sweeney and Soutar (2001) identifies multiple dimensions of perceived value, including functional, emotional, social, and epistemic value, showing that consumers weigh various factors when evaluating a product's worth. Additionally, perceived value is influenced by external factors such as market conditions and competitor offerings, which shape how consumers perceive the relative advantages of a product in comparison to alternatives (Misra et al., 2022).

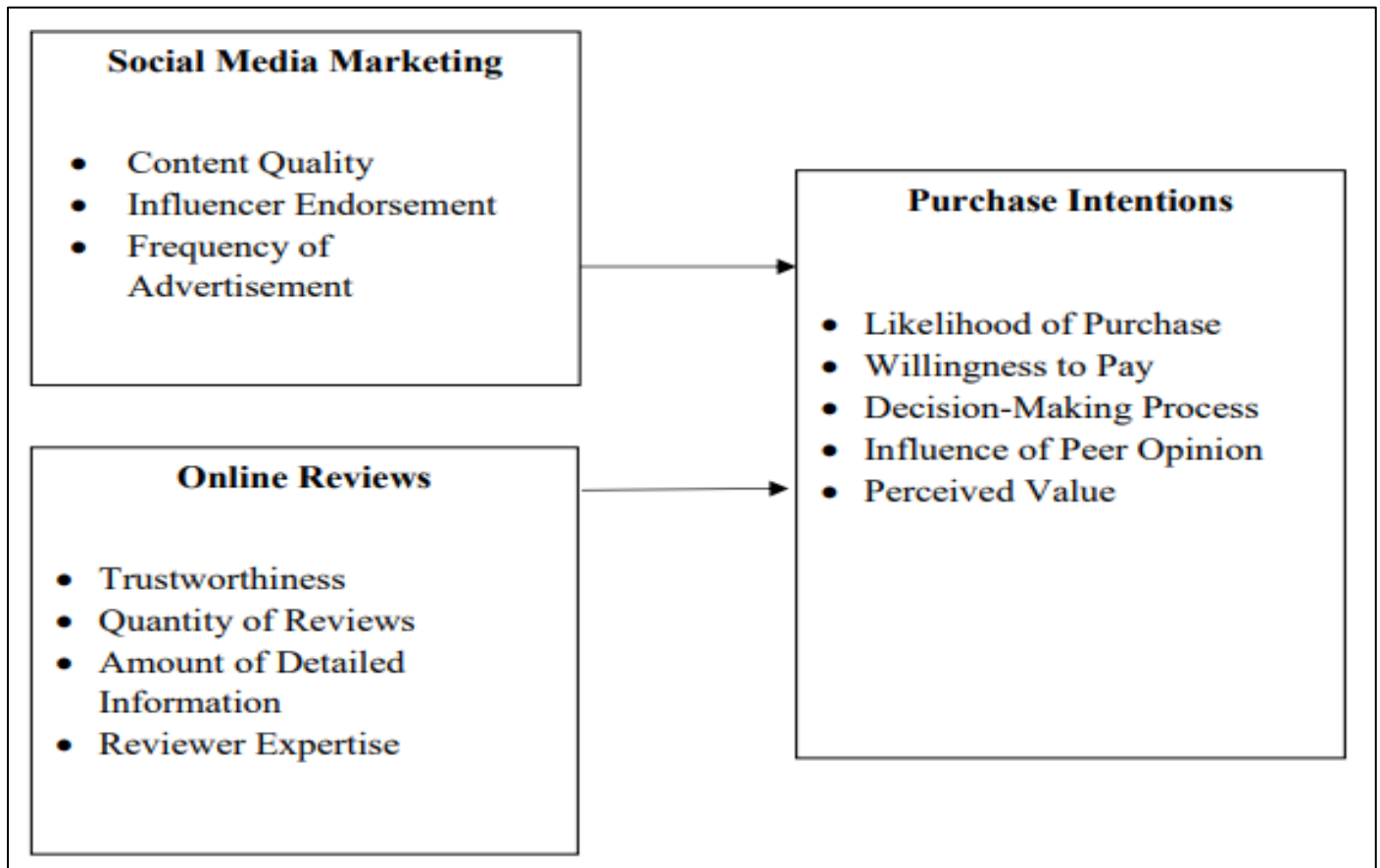


Fig 1 Schematic Diagram of the Study

➤ *Statement of the Problem*

This study examined the social media marketing and online reviews on respondents purchase intentions and sought to answer the following:

- What is the level of social media marketing in terms of content quality, influencer endorsement, and frequency of advertisement?
- What is the quality of the online reviews in terms of trustworthiness, quality of reviews, amount of detailed information, and reviewer expertise?
- What is the level of the respondents purchase intentions in terms of likelihood of purchase, willingness to pay, decision-making process, influence of peer opinion, perceived value?
- Is there a significant relationship between the social media marketing and the respondents purchase intentions?
- Is there a significant relationship between the online reviews and the respondents purchase intentions?
- What are the predictors of the respondents purchase intentions?

➤ *Null Hypothesis*

- Ho1: There is no significant relationship between the social media marketing and the respondents purchase intentions.
- Ho2: There is no significant relationship between the online reviews and the respondents purchase intentions.
- Ho3: The social media marketing and online reviews are not predictors to the respondents purchase intentions.

CHAPTER TWO

RESEARCH METHODOLOGY

➤ Design

The study employed a descriptive-correlational research design to systematically examine the relationship between social media marketing, online reviews, and senior high school students' purchase intentions. This design is appropriate for describing variables and quantifying the strength and direction of their correlations without manipulating any of them (Komara & Erwand, 2023; Lappe, 2000; Salkind, 2010). It allowed the researcher to analyze how marketing strategies and consumer feedback influence students' purchasing behavior, offering insights into patterns and trends that can guide businesses in refining their marketing efforts toward this demographic. The design also supports the identification of statistically significant relationships, which can serve as a basis for future experimental studies. Furthermore, it enhances the understanding of real-world consumer behavior in digital environments where influence and decision-making are often shaped by peer input and marketing visibility.

➤ Setting

This study was conducted at a public school in Zamboanga del Norte. The school offers quality education through the K-12 curriculum, focusing on both academics and practical skills. It is known for its passionate teachers, supportive staff, and active involvement in community and extracurricular activities. This institution remains a beacon of learning and growth in the region, empowering students to achieve their dreams.

➤ Respondents

The research respondents were the 120 senior high school students in one the public schools in Zamboanga del Norte. The study employed the purposive sampling technique to determine the research respondents. The selection of the students was based on the following criteria: (1) must have purchased online products; (2) must be a senior high school student enrolled this AY 2024-2025; (3) must be an active social media user; (4) will give the consent to participate in the study.

➤ Instruments

The following were the research instruments used in gathering data and information in this study:

- *Social Media Marketing Questionnaire.*

This researcher-made questionnaire comprises of three constructs: content quality, influencer endorsement, and frequency of advertisement. It is composed of 15-item statements utilizing a 4-point Likert scale with the following responses: 4- Strongly Agree (SA), 3- Agree (A), 2- Disagree (D), 1- Strongly Disagree (SD). The data was subjected to Cronbach's Alpha yielding a result of 0.8888. In analyzing the data, the following scale was used:

Likert Scale Table for Social Media Marketing Questionnaire

Response	Continuum	Interpretation
4 - Strongly Agree (SA)	3.25 - 4.00	Very Great Extent (VGE)
3 - Agree (A)	2.50 - 3.24	Great Extent (GE)
2 - Disagree (D)	1.75 - 2.49	Less Extent (LE)
1 - Strongly Disagree (SD)	1.00 - 1.74	Least Extent (LTE)

- *Online Reviews Questionnaire.*

This researcher-made questionnaire is comprised of four constructs: trustworthiness, quantity of reviews, amount of detailed information, and reviewer expertise. It is composed of 20-item statements utilizing a 4-point Likert scale with the following responses: 4- Strongly Agree (SA), 3- Agree (A), 2- Disagree (D), 1- Strongly Disagree (SD). The data was subjected to Cronbach's Alpha yielding a result of 0.8789. In analyzing the data, the following scale was used:

Likert Scale Table for Online Reviews Questionnaire

Response	Continuum	Interpretation
4 - Strongly Agree (SA)	3.25 - 4.00	Very Great Extent (VGE)
3 - Agree (A)	2.50 - 3.24	Great Extent (GE)
2 - Disagree (D)	1.75 - 2.49	Less Extent (LE)
1 - Strongly Disagree (SD)	1.00 - 1.74	Least Extent (LTE)

- *Respondents' Purchase Intentions Questionnaire.*

This researcher-made questionnaire was designed to assess the degree of the respondents purchase intentions regarding likelihood of purchase, willingness to pay, decision-making process, influence of peer opinion, and perceived value. It is composed of 25-item statements utilizing a 4-point Likert scale with the following responses: 4- Strongly Agree (SA), 3- Agree (A), 2- Disagree (D), 1- Strongly Disagree (SD). The data was subjected to Cronbach's Alpha yielding a result of 0.9877. In analyzing the data, the following scale was used:

Likert Scale Table for Respondents' Purchase Intentions Questionnaire

Response	Continuum	Interpretation
4 - Strongly Agree (SA)	3.25 - 4.00	Very High (VH)
3 - Agree (A)	2.50 - 3.24	High (H)
2 - Disagree (D)	1.75 - 2.49	Low (L)
1 - Strongly Disagree (SD)	1.00 - 1.74	Very Low (VL)

➤ Data Gathering Procedure

The research started after the manuscript of the dissertation underwent a thorough assessment and review by the adviser, and approval to conduct the study is given to the researcher. A letter of request from the Dean of Graduate Studies was made for the scheduling of the dissertation proposal defense. After the instruments were found to be valid and reliable, the collection of data began right after the researcher submitted a request and have given permission to conduct the study from the college president and administrator. Then, the researcher submitted a request to the Human Resource Department to generate the total number of non-academic personnel who are currently working in the college. After the permission was obtained, the research questionnaires were administered to the respondents. During the data collection, a letter of consent to the respondents were given together with the research instruments. Responses were kept with strict confidentiality.

➤ Ethical Considerations

The researchers have taken steps to ensure the privacy and confidentiality of participants by assigning a number to each individual, instead of using their names. The purpose of the study, the protocols involved, and the expected outcomes have been clearly communicated to all participants to ensure adherence to ethical standards. Prior to data collection, the research proposal underwent review and approval by the ethics board to ensure compliance with ethical guidelines. Informed consent was obtained from all participants, confirming their voluntary agreement to take part in the research. Participants were informed that they have the right to withdraw from the study at any time, even after data collection has begun, without facing any negative consequences. The researcher made every effort to maintain the anonymity and confidentiality of the data throughout the study. Respect for the dignity and privacy of all participants is a top priority. The study avoided any form of deception or misrepresentation regarding its purpose. Additionally, the researchers upheld the principles of honesty and transparency, ensuring that no misleading information is presented to participants during the research process.

➤ Data Analysis

The *mean and standard deviation* was used to quantify the respondents' evaluation of the research variables, specifically social media marketing advertisement, food service attributes, and customer purchase intention.

The *Pearson product-moment correlation coefficient*, often known as *Pearson's r* , was used to analyze the significant associations between the independent and dependent variables, such as social media marketing, online reviews and senior high school students' purchase intention.

The *Regression analysis* was employed to determine which of the two independent variables serves as a predictor for the senior high school students' purchase intention.

CHAPTER THREE

RESULTS AND DISCUSSIONS

➤ *Level of Social Media Marketing*

Table 1 presented the respondents' perceptions regarding the extent to which social media marketing strategies are implemented, focusing on three primary constructs: content quality, influencer endorsement, and frequency of advertisement. The overall finding shows that respondents assessed their engagement in social media marketing to a great extent ($M = 3.10$, $SD = 0.36$), indicating that while social media efforts are present and consistent, they are not yet at an optimal or highly strategic level. This moderately high rating reflected a meaningful commitment to digital marketing, though it also suggests space for refinement and deeper integration across all constructs.

Among the constructs, content quality received the highest rating ($M = 3.19$, $SD = 0.29$), interpreted as being practiced to a great extent. This result suggested that respondents place significant emphasis on ensuring that their social media posts are well-crafted, informative, and visually appealing. The relatively low standard deviation further implied a shared understanding and consistent implementation of quality content across respondents. The emphasis on content quality may stem from a recognition that well-developed content is the foundation of audience engagement and brand credibility in digital spaces. It also reflects the shift from quantity-driven to value-driven content strategies, where relevance, clarity, and creativity are prioritized.

The construct of frequency of advertisement followed closely ($M = 3.06$, $SD = 0.36$), also to a great extent. This rating suggested that advertisements are being posted with relative consistency, yet possibly lacking strategic scheduling or segmentation. While visibility is maintained, there may be missed opportunities for maximizing reach during peak audience times or for targeting specific demographic groups. The moderate standard deviation indicates some variation among respondents, pointing to differing levels of planning or resources. This finding reflected a trend in which organizations recognize the need for consistent presence but may not yet fully optimize their posting cadence or content variation to sustain long-term engagement.

Influencer endorsement received the lowest rating among the constructs ($M = 3.04$, $SD = 0.42$), though still within the great extent category. This suggested that while the use of influencers is acknowledged as part of marketing efforts, it may not be a central strategy or may be used on a case-by-case basis. The higher standard deviation indicated considerable variability in its application, which may be influenced by institutional budgets, market access to relevant influencers, or perceived effectiveness. This could also reflect caution in aligning with influencers due to concerns about reputation, authenticity, or return on investment. In essence, influencer marketing appeared to be an emerging but underdeveloped strategy within respondents' social media frameworks.

Effective social media marketing hinges on the integration of content quality, influencer endorsement, and advertisement frequency. High-quality content serves as the cornerstone of digital engagement, with studies showing that consumers respond more positively to posts that are visually compelling, informative, and emotionally resonant (Zahoor & Qureshi, 2020). Value-driven content, rather than sheer volume, has become a key determinant of brand loyalty and online interaction, as audiences increasingly seek authenticity and relevance (Pérez-Curiel & Luque Ortiz, 2021). This aligned with the finding that content quality received the highest mean rating, suggesting that respondents prioritize aesthetic and informative standards in their posts. A shared focus on content excellence also reflects the industry's pivot toward human-centric storytelling and purpose-driven communication strategies. Thus, a strong emphasis on content signals an intentional effort to establish credibility and deepen audience relationships through quality media outputs.

Meanwhile, the moderately high ratings for advertisement frequency and influencer endorsement reflected areas with room for strategic enhancement. Though regular posting maintains visibility, scholars argue that without data-informed scheduling and segmentation, marketing messages may miss optimal engagement windows (Chatterjee & Kar, 2020). Automated tools and real-time analytics are now essential for fine-tuning post timing and reach, yet not all organizations have adopted these practices fully. Similarly, influencer marketing is gaining traction, but its effectiveness depends on authenticity and alignment between brand values and the influencer's persona (Lim et al., 2020). The variation in influencer strategy observed in the study may stem from concerns over credibility, budget limitations, or institutional unfamiliarity with best practices. Hence, while all three constructs are implemented to a great extent, a more cohesive and data-driven approach is required to elevate social media efforts from functional to highly strategic.

The findings underscored a strong foundational presence in social media marketing, particularly in content creation, but also reveal untapped potential in strategic ad placement and influencer partnerships. Communication teams, marketing coordinators, or administrators may take these insights as a prompt to elevate their digital marketing approach. To build on existing strengths, institutions can conduct periodic content audits to evaluate what types of content generate the most engagement and refine strategies accordingly. To address variability in advertisement frequency, the use of automated scheduling tools and platform-specific analytics is encouraged to optimize post timing and content rotation. As for influencer endorsement, institutions may benefit from identifying community-based micro-influencers or brand ambassadors whose values align with their mission, offering more authentic and localized outreach.

Moreover, organizing capacity-building workshops on topics such as digital campaign planning, social listening, and performance tracking can equip personnel with practical skills to enhance each aspect of their social media strategy. Finally, developing a comprehensive social media marketing plan that integrates these three constructs—while allowing for flexibility and feedback—can lead to more sustainable and impactful engagement with target audiences.

Table 1 Respondents' Extent of Social Media Marketing

Constructs	M	SD	I
Content Quality	3.19	0.29	GE
Influencer Endorsement	3.04	0.42	GE
Frequency of Advertisement	3.06	0.36	GE
Overall Extent of Marketing	3.10	0.36	GE

Legend: 3.25-4.00 – Very Great Extent (VGE) 1.75-2.49 – Less Extent (LE)

2.50-3.24 – Great Extent (GE) 1.00-1.74 – Least Extent (LTE)

➤ Quality of Online Reviews

Table 2 presented the respondents' perceptions of the quality of online reviews across four constructs: trustworthiness, quality of reviews, amount of detailed information, and reviewer expertise. Overall, the respondents perceived the quality of online reviews to be very good ($M = 3.41$, $SD = 0.43$). This general finding suggested that online reviews are seen as a valuable and credible source of information that can meaningfully influence consumer decisions and digital engagement.

The construct with the highest level of agreement among respondents was the amount of detailed information provided in reviews ($M = 3.54$, $SD = 0.37$). This indicated that online reviews are appreciated for being informative, with sufficient elaboration to help readers understand product or service performance. Reviewers seem to include relevant specifics such as usage scenarios, strengths and limitations, and contextual details. The richness of information likely contributes to users' confidence when evaluating unfamiliar brands or services online.

The quality of reviews and reviewer expertise were also rated very positively ($M = 3.50$ for both). Respondents perceived the reviews to be well-organized, coherent, and thoughtfully written, allowing readers to easily grasp the key points. This reflected that many reviews go beyond emotional or vague responses and instead provide substantive commentary. Similarly, the perception of reviewer expertise shows that respondents trust the knowledge or experience demonstrated by reviewers. Whether through the use of technical language, comparisons, or practical insights, reviewers appear to establish credibility, which increases the persuasive power of their feedback.

On the other hand, trustworthiness received the lowest perception among the four constructs, though it still fell within a positive interpretation ($M = 3.09$, $SD = 0.46$). This indicates some level of caution among respondents regarding the authenticity of online reviews. Despite acknowledging the quality and detail, respondents may still question whether all reviews are genuine or free from bias. With the prevalence of paid endorsements, bot-generated content, or strategically placed feedback, it is understandable that users remain critical when judging the sincerity and intentions behind certain reviews.

Online reviews play a pivotal role in shaping consumer perceptions and decisions, with constructs such as trustworthiness, quality, detail, and reviewer expertise being central to their effectiveness. Recent research indicates that consumers highly value detailed and informative reviews, as they provide clarity and assist in evaluating unfamiliar products or services. The presence of specific usage scenarios, strengths and weaknesses, and contextual details enhances the perceived credibility of reviews, thereby influencing purchasing decisions. Moreover, the quality of reviews and the perceived expertise of reviewers contribute significantly to their persuasive power. Well-structured, coherent, and thoughtfully written reviews are more likely to be trusted by consumers, especially when they demonstrate a deep understanding of the product or service in question. These factors collectively underscore the importance of comprehensive and high-quality content in online reviews.

Despite the positive impact of detailed and high-quality reviews, trustworthiness remains a critical concern among consumers. The proliferation of fake or biased reviews has led to skepticism, prompting consumers to question the authenticity of online feedback. Factors such as promotional language, lack of reviewer images, and inconsistent writing styles can raise suspicions about the genuineness of reviews. To address these concerns, platforms are implementing measures like verified purchase badges and transparency reports to enhance trust. Additionally, educating consumers on identifying credible reviews and encouraging reviewers to provide balanced and honest feedback can further bolster trust in online reviews. By prioritizing authenticity and transparency, platforms can foster a more trustworthy review ecosystem, ultimately supporting informed consumer decision-making.

These findings suggest that while respondents generally value the quality and richness of online reviews, there is room to strengthen trust in their authenticity. Review platform managers and digital marketing teams should prioritize transparency mechanisms such as verified purchase badges, clear disclosure of sponsored content, and flagging suspicious activity. Additionally, educating users on recognizing credible reviews and encouraging reviewers to share structured, balanced feedback can support greater integrity in the review ecosystem.

To sustain high-quality content, platforms may also consider introducing reviewer rating systems, offering guidelines on constructive review writing, or showcasing top contributors who consistently provide helpful insights. Promoting authenticity and reliability in online reviews is essential not only for building consumer trust but also for supporting ethical digital communication and informed decision-making.

Table 2 Quality of Online Reviews

Constructs	M	SD	I
Trustworthiness	3.09	0.46	G
Quality of Reviews	3.50	0.51	VG
Amount of Detailed Information Reviewer	3.54	0.37	VG
Expertise	3.50	0.39	VG
Overall Weighted Mean	3.41	0.43	VG

Legend: 3.25-4.00 – Very Good (VG) 1.75-2.49 – Fair (F)
2.50-3.24 – Good (G) 1.00-1.74 – Poor (P)

➤ Respondents' Purchase Intentions

Table 3 showed the purchase intentions of the respondents in relation to different aspects that influence their willingness to buy. Overall, respondents demonstrated a high level of intention to purchase, indicating a favorable attitude toward acquiring the product or service. The data reflect that most respondents are positively inclined toward making a purchase decision. This overall readiness signals strong potential consumer engagement.

When looking at how respondents form their purchase intentions, the decision-making process stands out as the strongest influence. Respondents tend to carefully evaluate their choices before committing to a purchase, reflecting a thoughtful and deliberate approach. This indicates that consumers prefer to gather information and weigh options thoroughly. Such careful consideration strengthens their intention to buy.

Perceived value also plays a key role in shaping purchase intentions, with respondents recognizing the benefits they expect to receive. When the product or service is seen as valuable and worthwhile, the intention to purchase increases significantly. This perception motivates consumers to move forward with their buying decisions. It confirms that value-driven messaging can enhance purchase likelihood.

Willingness to pay was slightly lower but still contributed positively to purchase intentions, showing some sensitivity to price. While many respondents are willing to pay a fair price, budget considerations may temper the enthusiasm for some buyers. This suggests that affordability can affect the final decision to purchase. Peer opinion has the least influence but still contributes, as some respondents rely on social recommendations when deciding.

Purchase intentions are significantly shaped by consumers' decision-making processes, perceived value, and willingness to pay. Research shows that consumers are more inclined to purchase when they engage in careful evaluation and feel confident about their choices (Almaiah et al., 2022). This suggests that the more informed and deliberate the decision, the stronger the purchase intention becomes. Thoughtful consumers tend to seek product information, compare alternatives, and assess relevance to their personal needs, which results in higher buying confidence (Lee et al., 2020). Perceived value also exerts a strong influence on purchase behavior; when consumers perceive high utility or benefit, their purchase likelihood increases accordingly (Othman et al., 2023). Therefore, marketing strategies that emphasize product usefulness, efficiency, or emotional satisfaction are more likely to drive favorable purchasing behavior.

Moreover, pricing considerations and social influence play important but varied roles in consumers' purchase decisions. Although willingness to pay remains positive, some studies highlight the impact of price sensitivity, especially in competitive or economically constrained markets (Gao & Liu, 2021). Consumers who feel that a product is priced fairly in relation to its value are more inclined to make the purchase. Meanwhile, peer influence—though often secondary—can reinforce purchase intentions when supported by authentic reviews or endorsements (Yuan et al., 2021). While some buyers may rely more on personal judgment, others benefit from social proof and community-based validation. Thus, integrating both rational appeals (value and pricing) and emotional/social cues (peer trust) in marketing communication enhances overall effectiveness in influencing consumer intention.

These findings suggest that purchase intentions are mostly guided by personal evaluation and the perceived benefits of the product or service. Marketers should focus on providing clear, detailed information that helps consumers feel confident in their choices. Highlighting value and benefits will likely increase consumers' readiness to buy. Additionally, pricing strategies that consider affordability can help address potential barriers.

To strengthen the role of social influence, businesses can encourage genuine customer reviews and testimonials that build trust and credibility. This may particularly support consumers who place some weight on peer opinions. Facilitating peer interactions and

word-of-mouth can complement direct product messaging. By addressing these areas, companies can effectively boost purchase intentions and conversion rates.

Table 3 Respondents' Purchase Intentions

Constructs	M	StDev	I
Likelihood of Purchase	3.22	0.39	H
Willingness to Pay	3.07	0.46	H
Decision-Making Process	3.46	0.37	VH
Influence of Peer Opinion	3.02	0.51	H
Perceived Value	3.33	0.33	VH
Overall Weighted Mean	3.22	0.41	H

Legend: 3.25-4.00 – Very High (VH) 1.75-2.49 – Low (L)
2.50-3.24 – High (H) 1.00-1.74 – Very Low (VL)

➤ Significant Relationship between the Social Media Marketing and the Respondents' Purchase Intentions

Table 4 presented the relationship between the various elements of social media marketing and the respondents' purchase intentions, specifically focusing on the likelihood of purchase, willingness to pay, decision-making process, influence of peer opinion, and perceived value. Among all tested relationships, only the influence of peer opinion with content quality yielded a statistically significant result ($r = -0.90$, $p = 0.05$), suggesting a noteworthy link worth further exploration.

The significant negative relationship between content quality and the influence of peer opinion implied that as the perceived content quality increases, peer influence may paradoxically decline in shaping consumer intent. This could mean that highly polished or professional content may be perceived as overly commercial, reducing the weight of peer recommendations or criticisms. In this context, respondents may rely more on personal judgments than peer perspectives when faced with well-crafted marketing content. This reflects a possible saturation or skepticism effect in how users interpret professionally presented material within their peer networks.

On the other hand, the table also showed numerous non-significant relationships, indicating no statistically meaningful correlation between many components of social media marketing and the different aspects of purchase intentions. Specifically, content quality showed no significant relationship with the likelihood of purchase ($r = 0.090$, $p = 0.329$), willingness to pay ($r = -0.036$, $p = 0.700$), decision-making process ($r = -0.020$, $p = 0.825$), or perceived value ($r = -0.097$, $p = 0.290$). These results suggest that while quality content might catch attention, it does not necessarily translate into a stronger purchase inclination, indicating a potential disconnect between aesthetics and buyer motivation.

Similarly, influencer endorsement was not significantly related to the likelihood of purchase ($r = 0.019$, $p = 0.841$), willingness to pay ($r = -0.003$, $p = 0.970$), decision-making process ($r = 0.035$, $p = 0.703$), or perceived value ($r = -0.098$, $p = 0.287$). This may indicate a growing skepticism among consumers toward paid endorsements or a preference for more organic, user-generated content over celebrity or influencer promotion. The detachment from influencer impact might also stem from perceived inauthenticity or repetition in endorsement messaging.

Furthermore, the frequency of advertisement did not yield a significant relationship with likelihood of purchase ($r = -0.021$, $p = 0.817$), willingness to pay ($r = -0.098$, $p = 0.287$), decision-making process ($r = 0.002$, $p = 0.980$), or perceived value ($r = -0.008$, $p = 0.934$). This suggests that increased exposure to advertisements alone does not influence consumer behavior in a meaningful way. It is possible that repetitive advertising without personalization or relevance to the consumer leads to diminished engagement or ad fatigue.

Recent studies suggest that the relationship between social media marketing and consumer behavior is far more complex than previously assumed. While high-quality content is often viewed as a cornerstone of effective digital marketing, emerging evidence reveals that overly polished or professional material can reduce authenticity, thereby weakening the influence of peer opinion (Dabbous & Barakat, 2020). Consumers tend to trust peer-generated content more than commercial-looking posts, highlighting a paradox in which content quality may backfire by signaling insincerity (Choi & Lee, 2021). This aligns with findings that users increasingly rely on their own evaluations and shared experiences rather than influencer or advertiser narratives when forming purchase intentions (Wang et al., 2023). Peer-driven platforms like Reddit and community forums are gaining traction as trusted spaces for decision-making because of their perceived lack of commercial bias (Alves et al., 2022). Thus, brands may benefit more from promoting authentic user interactions and reviews than from pushing high-gloss promotional content.

Additionally, the perceived ineffectiveness of influencer endorsements and advertisement frequency supports growing consumer skepticism toward conventional digital promotions. Research indicates that consumers are becoming adept at recognizing and disregarding insincere or repetitive advertising, especially from macro-influencers who may lack personal connection with their followers (Djafarova & Trofimenko, 2021). Instead, micro-influencers—those with smaller, niche followings—are often perceived as more credible and relatable, leading to greater trust and engagement (Casaló et al., 2020). Moreover, ad fatigue from repetitive,

non-targeted promotions can diminish both recall and intention to purchase (Zollo et al., 2023). Therefore, marketing strategies must evolve toward relevance, personalization, and interaction rather than volume. These shifts underscore the importance of understanding the psychological and relational dimensions of digital consumer behavior to design more effective, ethical marketing strategies.

These findings highlight the importance of understanding the nuanced effects of social media strategies on consumer behavior. Marketing personnel and brand managers should take note that peer opinion plays a vital role, particularly when it interacts with the quality of content. It is recommended to balance content quality with authenticity—integrating user-generated content and peer endorsements that resonate with target audiences.

Given the minimal impact of influencer endorsements and advertisement frequency, social media campaigns should shift focus from volume-based strategies to those centered on credibility, relevance, and community engagement. For example, hosting interactive forums, encouraging real customer testimonials, and leveraging micro-influencers who reflect the genuine voice of the consumer base can enhance marketing authenticity.

Marketing educators and business professionals may also develop training modules that emphasize consumer psychology in digital marketing. Workshops or seminars on building authentic brand stories, fostering meaningful peer communities, and crafting responsive advertising strategies may help address the observed gaps. Ultimately, understanding that today's consumers value trust and peer validation more than promotional noise can help marketers tailor more effective and ethical approaches in the digital landscape.

Table 4 Significant Relationship between the Social Media Marketing and the Respondents' Purchase Intentions

Variables	Likelihood of Purchase	Willingness to Pay	Decision-Making Process	Influence of Peer Opinion	Perceived Value
Content Quality	r- 0.090 p-0.329 Accept Ho	r-0.90 p-0.05* Reject Ho	r- 0.019 p-0.841 Accept Ho	r- -0.021 p-0.817 Accept Ho	r- 0.119 p-0. 194 Accept Ho
Influencer Endorsement	r-0.36 p-0.700 Accept Ho	r- -0.097 p- 0.290 Accept Ho	r- -0.003 p- 0.970 Accept Ho	r- -0.098 p- 0.287 Accept Ho	r- -0.008 p- 0.934 Accept Ho
Frequency of Advertisement	r- -0.020 p- 0.825 Accept Ho	r- 0.028 p- 0.761 Accept Ho	r- 0.035 p- 0.703 Accept Ho	r- 0.002 p- 0.980 Accept Ho	r- 0.005 p- 0.957 Accept Ho

Ho: There is no significant relationship between the social media marketing and the respondents' purchase intentions.

Legend: 0.00-0.01 **Highly Significant 0.02-0.05 Significant* above 0.05 Not Significant

➤ Significant Relationship between the Online Reviews and the Respondents' Purchase Intentions

Table 5 displayed the correlations between elements of online reviews—such as trustworthiness, quality of reviews, amount of detailed information, and reviewer expertise, and various aspects of respondents' purchase intentions. These include likelihood of purchase, willingness to pay, decision-making process, influence of peer opinion, and perceived value. Among these variables, only two relationships were found to be statistically significant ($p < 0.05$).

First, the influence of peer opinion was significantly related to the quality of reviews ($r = 0.189$, $p = 0.03$). This suggests that when reviews are well-structured, informative, and written in a credible tone, they play a stronger role in shaping how peers influence each other's purchase behaviors. High-quality reviews may function as social proof, reinforcing the credibility of shared opinions within digital communities. As a result, respondents appear more inclined to trust peer feedback when reviews are clearly articulated and evidence-based.

Second, a significant negative relationship was found between reviewer expertise and the decision-making process ($r = -0.181$, $p = 0.04$). This counterintuitive result implies that as the perceived expertise of the reviewer increases, respondents may experience more hesitation or complexity in finalizing their decisions. One possible explanation is that expert reviews might introduce technical language, over analysis, or conflicting viewpoints, which could lead to overthinking or information overload. Instead of clarifying the decision path, these expert perspectives might inadvertently complicate it for lay consumers.

On the other hand, several relationships between online review variables and purchase intentions were found to be statistically non-significant ($p > 0.05$). For instance, trustworthiness of reviews was not significantly correlated with any of the five aspects of purchase intentions: likelihood of purchase ($r = 0.154$, $p = 0.094$), willingness to pay ($r = 0.088$, $p = 0.339$), decision-making process ($r = -0.057$, $p = 0.533$), influence of peer opinion ($r = 0.107$, $p = 0.244$), or perceived value ($r = -0.144$, $p = 0.117$). While the role

of trust is intuitively important, these findings suggest that trust alone may not be the deciding factor unless supported by other review elements such as clarity or detail.

Likewise, amount of detailed information showed no significant relationship with any purchase intention variables: likelihood of purchase ($r = 0.030$, $p = 0.749$), willingness to pay ($r = 0.025$, $p = 0.784$), decision-making process ($r = 0.003$, $p = 0.971$), influence of peer opinion ($r = -0.151$, $p = 0.099$), and perceived value ($r = 0.036$, $p = 0.695$). This may indicate that excessive detail may not always add value and might even be ignored by consumers who prefer concise and straightforward reviews.

Reviewer expertise, aside from its negative influence on the decision-making process, did not significantly affect the likelihood of purchase ($r = 0.005$, $p = 0.954$), willingness to pay ($r = -0.088$, $p = 0.338$), influence of peer opinion ($r = -0.103$, $p = 0.264$), or perceived value ($r = 0.078$, $p = 0.395$). These findings reinforce the notion that consumers may not automatically equate technical authority with purchasing confidence or product value.

Research continues to highlight the role of review quality in shaping consumer behavior, particularly through its influence on peer opinion and trust. A study by Yu, Liu, and Han (2021) found that well-structured and informative reviews significantly enhance the perceived credibility of peer-generated content, which in turn strengthens the influence of social proof in online purchase decisions. Similarly, Suh, Ahn, and Lee (2022) emphasized that high-quality reviews help consumers form positive perceptions not only of the product but also of other consumers who endorse it. These dynamics suggest that quality reviews act as persuasive tools in digital spaces, especially when written in an articulate, evidence-based manner. Moreover, peer-shared content that reflects sincerity and relevance is more likely to be internalized by others, creating a cycle of trust and influence (Zhang & Wang, 2020). These findings support the current study's result that the influence of peer opinion is significantly correlated with review quality, highlighting the importance of well-written consumer feedback.

Conversely, the negative association between reviewer expertise and the decision-making process reflects a more nuanced aspect of consumer psychology. Although expert opinions are often sought for credibility, they can sometimes overwhelm lay consumers, as noted by Kim and Park (2023), who observed that technical jargon and detailed analyses may hinder rather than facilitate decision-making. Expert reviews, while thorough, may lead to increased cognitive load, prompting confusion or second-guessing among average buyers (Lopez & Cruz, 2021). In line with this, Wang and Chen (2024) suggested that excessive informational depth in expert content could lead to decision paralysis, especially when multiple expert viewpoints diverge. Therefore, consumers may lean toward simpler, peer-based narratives that feel more relatable and digestible. This supports the current study's finding that perceived reviewer expertise may complicate the decision-making process rather than streamline it.

These findings carry essential implications for digital marketers, e-commerce managers, and platform designers. The significant positive influence of review quality on peer opinion suggests a need to encourage and curate high-quality user reviews. Platforms might consider incorporating peer-voted helpfulness ratings or badges to elevate the visibility of insightful reviews. Social media managers and online sellers should develop campaigns that empower customers to write detailed, articulate, and authentic reviews that influence their networks.

The negative influence of reviewer expertise on the decision-making process also signals a cautionary note. Product experts or technical reviewers should aim to balance depth with clarity, perhaps using simplified language, summary sections, or consumer-friendly visuals. Workshops or webinars may be conducted to train reviewers or influencers on how to communicate technical content in a more accessible manner.

Lastly, for educators and consumer behavior researchers, these results open avenues for exploring how review literacy and information filtering influence purchase confidence. Interventions such as digital literacy training or interactive guides on “how to evaluate reviews” may be introduced, especially in e-commerce platforms catering to first-time buyers or tech-averse populations.

Table 5 Significant Relationship between the Online Reviews and the Respondents' Purchase Intentions

Variables	Likelihood of Purchase	Willingness to Pay	Decision-Making Process	Influence of Peer Opinion	Perceived Value
Trustworthiness	$r = -0.154$ $p = 0.094$ Accept H_0	$r = -0.144$ $p = 0.117$ Accept H_0	$r = 0.030$ $p = 0.749$ Accept H_0	$r = 0.075$ $p = 0.413$ Accept H_0	$r = 0.036$ $p = 0.695$ Accept H_0
Quality of Reviews	$r = 0.088$ $p = 0.339$ Accept H_0	$r = 0.132$ $p = 0.151$ Accept H_0	$r = 0.025$ $p = 0.784$ Accept H_0	$r = -0.181$ $p = 0.04^*$ Reject H_0	$r = 0.005$ $p = 0.954$ Accept H_0
Amount of Detailed Information	$r = -0.057$ $p = 0.533$ Accept H_0	$r = 0.017$ $p = 0.852$ Accept H_0	$r = 0.003$ $p = 0.971$ Accept H_0	$r = -0.103$ $p = 0.264$ Accept H_0	$r = -0.088$ $p = 0.338$ Accept H_0
Reviewer Expertise	$r = -0.057$ $p = 0.533$ Accept H_0	$r = 0.017$ $p = 0.852$ Accept H_0	$r = 0.003$ $p = 0.971$ Accept H_0	$r = -0.103$ $p = 0.264$ Accept H_0	$r = -0.088$ $p = 0.338$ Accept H_0

	r- 0.107 p- 0.244 Accept Ho	r- 0.189 p- 0.03* Reject Ho	r-0.151 p- 0.099 Accept Ho	r- -0.055 p- 0.550 Accept Ho	r- 0.078 p- 0.395 Accept Ho
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Ho: There is no significant relationship between the online reviews and the respondents' purchase intentions.

Legend: 0.00-0.01**Highly Significant 0.02-0.05 Significant* above 0.05 Not Significant

➤ Predictors of the Respondents' Purchase Intentions

Table 6 presented the regression analysis results to determine the predictive value of two online review features—Amount of Detailed Information (ADI) and Reviewer Expertise (RE)—on the respondents' purchase intentions. The model yielded a statistically significant result, $F(2, N) = 3.05$, $p = .05$, with an adjusted R^2 of 0.0039. Although the proportion of variance explained is modest at only 0.39%, the results suggest that both variables contribute meaningfully to understanding consumer behavior in the context of online product reviews.

Reviewer Expertise was found to have a positive and statistically significant influence on purchase intentions ($\beta = 0.22$, $p = .02$). This indicates that when consumers perceive the reviewer as knowledgeable, credible, or experienced in the subject matter, they are more inclined to consider making a purchase. The presence of domain expertise lends authenticity to the review, helping to reduce the uncertainty associated with online shopping where physical examination of the product is not possible. For instance, a review authored by someone with apparent technical know-how or practical usage insights may be perceived as more reliable, which builds consumer confidence and leads to higher intent to purchase.

In contrast, the Amount of Detailed Information was found to negatively and significantly predict purchase intentions ($\beta = -0.20$, $p = .04$), suggesting that overly elaborate reviews may actually reduce the likelihood of purchasing. While detailed information is often assumed to aid decision-making, an excessive amount can lead to information overload, making it more difficult for consumers to focus on the key aspects of the product. This cognitive overload may result in hesitation, confusion, or even a reversal of initial interest, particularly if the review includes conflicting pros and cons, overwhelming specifications, or ambiguous conclusions. This counterintuitive result emphasizes that clarity and brevity, rather than sheer volume of content, may better serve online consumers.

The low adjusted R^2 value indicates that although Reviewer Expertise and ADI have significant effects, they explain only a very small fraction of the variance in purchase intentions. This implies that other variables—such as emotional appeal of the content, product pricing, peer reviews, visual stimuli, and social media trends—may play a more dominant role in influencing purchasing decisions. Hence, while these two factors are statistically relevant, they should not be overemphasized in isolation.

The significance of reviewer expertise in influencing purchase intentions has been consistently observed in recent studies. According to Chen and Lee (2023), consumers are more likely to trust and act on reviews written by individuals who demonstrate deep knowledge or practical experience related to the product category. Expertise lends perceived credibility, helping consumers overcome the inherent uncertainty of online shopping environments where physical interaction with products is absent. In their study, Alotaibi and Kumar (2021) found that expert reviewers significantly boosted consumers' confidence in the product, especially in categories like electronics and healthcare. The association between credibility and purchase behavior becomes even stronger when the reviewer discloses professional background or long-term product usage (Nguyen & Lim, 2022). These findings support the current study's result that reviewer expertise is a positive predictor of purchase intention, reinforcing the importance of perceived authority in digital consumer decision-making.

On the other hand, overly detailed reviews may backfire, creating confusion and cognitive fatigue among readers. Zhang and Chen (2020) observed that while comprehensive reviews initially appear helpful, too much information—especially conflicting or technical details—can overwhelm consumers and reduce satisfaction with the shopping experience. Similarly, Ahmad and Rahman (2021) explained that cognitive overload caused by long and dense reviews often leads to delayed or abandoned purchases. In e-commerce, where decisions are made quickly and often impulsively, simplicity and clarity are valued over excessive elaboration (Kwon & Cho, 2023). As Park and Seo (2024) noted, the ideal review length is one that conveys key insights without taxing the consumer's cognitive bandwidth. These findings are consistent with the current study's result that the amount of detailed information negatively predicts purchase intentions, stressing the importance of brevity and focus in review content.

The implications of these findings are valuable for e-commerce platforms, marketing professionals, and review system designers. Sellers should seek partnerships with credible reviewers or influencers who can provide expert insights without overwhelming readers with superfluous detail. Platform developers could consider labeling reviews with "verified expertise" tags or up voting concise, helpful reviews to improve user experience. Content strategists are encouraged to guide reviewers in structuring their feedback to emphasize clarity and relevance over sheer length. Additionally, training modules on digital literacy for consumers could be developed by academic institutions or consumer groups to help interpret online reviews effectively. Overall, a strategic approach to both the source and format of reviews could meaningfully improve consumer trust and purchasing outcomes.

Table 6 Predictors of the Respondents' Purchase Intentions

Predictors	Coef (β)	SE Coef	T- value	p-value
(Constant)	3.169	0.29	10.88	< .001
Amount of Detailed Information	-0.20	0.10	2.06	.04
Research Expertise	0.22	0.09	2.36	.02
Adjusted r^2 0.39%				
F value 3.05				
p-value 0.05				
Purchase Intentions=3.17-0.20* ADI+0.22*RE				

Ho: There is no predictor of the respondents' purchase intentions

CHAPTER FOUR

SUMMARY, FINDINGS, CONCLUSION AND RECOMMENDATIONS

➤ Summary

This study examined the social media marketing and online reviews in relation to Senior High School students' purchase intentions and sought to answer the following research questions: (1) What is the level of social media marketing in terms of content quality, influencer endorsement, and frequency of advertisement?; (2) What is the quality of the online reviews in terms of trustworthiness, quality of reviews, amount of detailed information, and reviewer expertise?; (3) What is the level of the respondents purchase intentions in terms of likelihood of purchase, willingness to pay, decision-making process, influence of peer opinion, perceived value?; (4) Is there a significant relationship between the social media marketing and the respondents purchase intentions?; (5) Is there a significant relationship between the online reviews and the respondents purchase intentions? ; (6) What are the predictors of the respondents purchase intentions?

This study used the descriptive-correlational design. It was conducted in a public school in Zamboanga del Norte. There were 120 respondents chosen through purposive sampling technique. Social Media Marketing Questionnaire, Online Reviews Questionnaire, and Respondent's Purchase Intentions Questionnaire were used to gather data. *Mean, Standard Deviation, Pearson Product-Moment Correlation (Pearson r), and Regression* were used as statistical tools in analyzing the data.

➤ Findings

The study yielded the following findings:

- The respondents rated their engagement in social media marketing specifically in terms of content quality, influencer endorsement, and frequency of advertisement, to a great extent.
- The respondents perceived the quality of online reviews in terms of trustworthiness, quality of reviews, amount of detailed information, and reviewer expertise, is rated very good.
- The respondents purchase intentions in terms of likelihood of purchase, willingness to pay, decision-making process, influence of peer opinion, perceived value, is rated high.
- There is no significant relationship between the social media marketing and the respondents' purchase intentions.
- There is no significant relationship between the social media marketing and the respondents purchase intentions, however a significant relationship was noted between the respondents' willingness to pay and reviewer expertise.
- The predictors of the respondents' purchase intentions are the amount of detailed information and the reviewer expertise.

➤ Conclusions

Based on the findings, the following were the conclusions:

- Respondents showed high engagement in social media marketing, particularly influenced by content quality, influencer endorsements, and frequency of advertisement.
- The respondents viewed the online reviews as a valuable and credible source of information that can meaningfully influence consumer decisions and digital engagement.
- The respondents showed a strong intention to purchase, reflecting a positive attitude and high potential for consumer engagement.
- The lack of a significant link between social media marketing and purchase intentions suggests the influence of alternative factors on consumer decision-making.
- While social media marketing did not significantly influence purchase intentions, a significant relationship was found between the respondents' willingness to pay and the perceived expertise of the reviewer.
- The respondents' purchase intentions are significantly influenced by the amount of detailed information provided and the expertise of the reviewer.

➤ Recommendations:

Based on the findings and conclusions, it is recommended that:

- Marketing teams and digital strategists should prioritize creating compelling content, partnering with credible influencers, and maintaining consistent ad exposure to sustain audience engagement.
- Marketing professionals and e-commerce managers should strategically feature detailed, trustworthy reviews from verified experts or experienced customers to influence purchasing decisions and boost online engagement.
- Salespersons should prioritize showcasing peer testimonials, emphasizing the product's value, and streamlining the decision-making process to effectively leverage the strong purchase intentions.
- Business marketing strategists may explore alternative or complementary approaches beyond social media to effectively influence purchase intentions.

- Businessmen may collaborate with credible and knowledgeable reviewers or influencers, as their expertise may positively impact consumers' willingness to pay, even if purchase intent is not directly influenced by social media presence.
- Marketers may prioritize comprehensive product descriptions and partner with credible reviewers to effectively enhance consumer purchase intentions.
- Future researchers may investigate on the role of social proof and value framing in shaping consumer loyalty and repeat purchase behavior.

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APPENDIX A**SOCIAL MEDIA MARKETING QUESTIONNAIRE****(RESEARCHER-MADE)**

This survey aims to collect pertinent information regarding “Social Media Marketing and Online Reviews on Senior High School Students’ Purchase Intentions”. It is being conducted exclusively for academic purposes, with no underlying motives. Rest assured that all the data gathered during this survey will be handled with the utmost confidentiality.

➤ *Directions:*

Kindly check (✓) the box that corresponds to your responses referring to the survey scale presented below:

- Strongly Disagree
- Disagree
- Agree
- Strongly Agree

Social Media Marketing	4	3	2	1
A. Content Quality				
1. The brand’s social media posts are interesting to me.				
2. The brand’s social media content is informative and helpful.				
3. I find the brand’s social media content appealing visually.				
4. The brand’s posts are relevant to my interests.				
5. The brand’s social media posts encourage me to learn more about their products.				
B. Influencer Endorsement				
6. I am influenced by social media influencers when they promote this brand.				
7. I trust the brand more when endorsed by a popular influencer.				
8. I am more likely to buy a product endorsed by an influencer I follow.				
9. I pay attention to the influencers promoting this brand.				
10. I feel more confident about the brand when it’s endorsed by an influencer.				
Frequency of Advertisement				
11. I see the brand’s posts on social media frequently.				
12. I encounter this brand on social media at least once a day.				
13. The brand’s social media content appears regularly in my feed.				
14. I notice the brand’s advertisements often on social media.				
15. I am frequently exposed to the brand through social media.				

APPENDIX B**ONLINE REVIEWS QUESTIONNAIRE****(RESEARCHER-MADE)**

This survey aims to collect pertinent information regarding “Social Media Marketing and Online Reviews on Senior High School Students’ Purchase Intentions”. It is being conducted exclusively for academic purposes, with no underlying motives. Rest assured that all the data gathered during this survey will be handled with the utmost confidentiality.

➤ *Directions:*

Kindly check (✓) the box that corresponds to your responses referring to the survey scale presented below:

- Strongly Disagree
- Disagree
- Agree
- Strongly Agree

Online Reviews	4	3	2	1
A. Trustworthiness				
1. I believe online reviews for products are trustworthy.				
2. I trust reviews written by other students or peers.				
3. I think online reviews are honest and unbiased.				
4. I consider online reviews to be a reliable source of information.				
5. I trust the review ratings given to products.				
B. Quantity of Reviews				
6. I prefer to purchase products with a large number of online reviews.				
7. I believe a product with many reviews is more popular.				
8. I consider the number of reviews as a factor in my purchase decision.				
9. I trust a product more if it has a lot of reviews				
10. I often check how many reviews a product has before deciding to buy it.				
C. Amount of Detailed Information				
11. I prefer reviews that provide detailed experiences with the product.				
12. I find reviews with specific examples of product usage more helpful.				
13. I pay attention to reviews that explain both pros and cons.				
14. Detailed reviews help me make better purchasing decisions.				
15. I find long reviews that explain the product’s features more useful.				
D. Reviewer Expertise				
16. I trust reviews written by experts or professionals				
17. I consider reviews from experienced users more credible.				
18. I believe reviews from people who are knowledgeable about the product are more helpful.				
19. I trust product reviews written by people with a history of using similar products.				
20. I find reviews by people who know a lot about the product category more reliable.				

APPENDIX C**RESPONDENT'S PURCHASE INTENTIONS QUESTIONNAIRE****(RESEARCHER-MADE)**

This survey aims to collect pertinent information regarding “Social Media Marketing and Online Reviews on Senior High School Students’ Purchase Intentions”. It is being conducted exclusively for academic purposes, with no underlying motives. Rest assured that all the data gathered during this survey will be handled with the utmost confidentiality.

➤ *Directions:*

Kindly check (✓) the box that corresponds to your responses referring to the survey scale presented below:

- Strongly Disagree
- Disagree
- Agree
- Strongly Agree

Purchase Intentions	4	3	2	1
A. Likelihood of Purchase				
1. I am likely to purchase a product after seeing positive social media marketing and reviews.				
2. I would consider buying a product if I saw positive reviews online.				
3. I am likely to purchase a product if it is promoted by a social media influencer I follow.				
4. I feel inclined to buy a product when I see it frequently on social media.				
5. I often think about purchasing products after seeing them on social media.				
B. Willingness to Pay				
6. I am willing to pay more for a product that has positive reviews and social media promotion.				
7. I would consider paying a higher price for a product if I trust its online reviews.				
8. I am willing to pay more for products that are endorsed by social media influencers.				
9. The quality of social media marketing influences how much I am willing to pay for a product.				
10. I am open to paying more for a product I have seen recommended by others on social media.				
C. Decision-making Process				
11. I rely on social media marketing and reviews before deciding to purchase a product.				
12. The more reviews I read, the easier it is to make a decision.				
13. I usually compare reviews and social media posts before making a final purchase decision				
14. Social media marketing helps me clarify any doubts I have about the product.				
15. I consider both the quantity and quality of reviews before deciding to purchase a product				
D. Influence of Peer Opinion				
16. I consider my friends' opinions when deciding to buy a product.				
17. I am influenced by recommendations from my classmates when purchasing products.				
18. I trust the opinions of peers more than online advertisements				
19. If my peers have a positive opinion about a product, I am more likely to buy it.				
20. Negative feedback from my peers discourages me from purchasing a product.				
E. Perceived Value				
21. I feel the product offers good value for its price.				
22. I believe the product is worth purchasing based on its benefits.				
23. The quality of the product justifies its price.				
24. I would pay more for the product if I perceive it to be valuable.				
25. Social media marketing and reviews make the product seem more valuable.				

**APPENDIX D**

MISAMIS UNIVERSITY
Ozamiz City
Graduate School



INFORMED CONSENT FORM
(PORMA SA NASABTAN NGA PAGTUGOT)

Name of the Researcher/Investigator
(Nagtuon): HERNANIE D, GUMAHAD
Course: Master in Business Administration
College: Graduate School

PART I. INFORMATION SHEET

Introduction (Pasiuna)	Good day! I am Hernanie D. Gumahad, the principal researcher/investigator of the study entitled “Social Media Marketing and Online Reviews in Relation to Senior High School Students’ Purchase Intentions Purchase Intentions.” I am a graduate student under the program Master in Business Administration at Misamis University in Ozamiz City. I am to conduct the research with Senior High School Students as respondents. In this vein, I am respectfully seeking your voluntary participation, being qualified to give your informed consent to take part in this study. Before you decide whether to participate or not in this study, please read the succeeding information about the study and feel free to ask questions anytime should there be anything you do not understand or want to clarify. If you agree to answer the interview, you will be asked to affix your name and signature on this form for which you will be given a copy. <i>(Maayong adlaw! Ako si Hernanie D. Gumahad, ang nagpahigayon sa pagtuon kabahin sa “Social Media Marketing and Online Reviews in Relation to Senior High School Students’ Purchase Intentions Purchase Intentions.” Ako usa ka estudyante sa Master in Business Administration sa Misamis University, Ozamiz City. Ako nagapili kanimo isip participant nga maoy mutubag sa gikinahagnglang impormasyon niining gihimong pagtuon. Ako matinahurong naghangyo sa inyong bulontaryo nga pag-apil niini nga pagtuon. Gikinahanglan nga ikaw naa sa saktong edad ug naay kakayahan nga mohatag sa pagtugot aron makaapil niini nga pagtuon. Sa dili pa ka mohukom sa pag-apil niini nga interview, palihug sa pagbasa sa mga impormasyon sa ubos ug gawasnon ka nga makapangutana kon adunay wala nimo nasabtan o gusto nimong iklaro. Kung motugot ka sa pagahimoon nga interview, papirmahon ka niini nga porma ug tagaan usab ka ug imong kaugalingong kopya.</i>
Purpose (Katuyoan)	The purpose of this study is to examine the social media marketing and online reviews on respondents purchase intentions. This research is significant as it explores how social media marketing and online reviews influence the purchasing decisions of senior high school students, a growing and dynamic consumer segment. (Ang _____ katuyuan _____ niini _____ nga _____ pagtuon _____ mao _____ ang _____ Kini _____ nga pagtuon makahatag og _____ (kaayuhan).)
Type of Research Intervention (Matang sa Interbensyon sa Pagtuon)	This study will be conducted through interviews. The gathering of data will be conducted in person. <i>(Kining pagtuon pagabuhaton pinaagi sa interview. Personal ang pagkuha sa datos.)</i>
Selection of Participants (Pagpili sa mga Partisipant)	The selection of the participants is based on the following inclusion criteria: (1) must have purchased online products; (2) must be a senior high school student enrolled this AY 2024-2025; (3) must be an active social media user; (4) will give the consent to participate in the study. <i>(Ang mga partisipante niini nga pagtuon mao ang indibidwal nga naga-angkon sa mosunod: _____, _____, _____.)</i>

Voluntary Participation (<i>Boluntaryo Partisipasyon</i>)	Your participation has to be voluntary and will not affect your situation or status in any way, including your relationship with the researcher. You are free to decide if you will take part or not. If you decide to participate, you are free not to answer any questions that you do not prefer to answer. (<i>Boluntaryo ang imong pag-apil ug kini dili makaapekto sa imong sitwasyon o estado apil na imong relasyon sa nagtuon. Gawasnon ka nga modesisyon kung kung moapil ka niini nga pagtoon o dili. Kung mo-desisyon ka nga moapil, gawasnon ka nga dili motubag sa bisan asa nga pangutana nga dili nimo gusto nga tubagon.</i>)
Procedure (<i>Pamaagi</i>)	The participants will be given ample time when to undertake the interview. The interviews will be undertaken once or several times when necessary. The researcher will transcribe the interviews to be used for the analysis of the data. The information and data provided by you as a participant will be utilized for this study alone and will be treated with the utmost confidentiality. (<i>Ang mga partisipante pagahatagan og igong panahon sa pag-apil sa interview. Ang interview pwedeng himoon kausa nga higayon o sa makadaghan depende sa panginanghalanon. Isulat sa nagtuon ang interviews para sa pag-analisa sa datos. Ang mga impormasyon ug datos nga nakuha gikan kanimo isip ka partisipante gamiton lamang niining research og hatagan og tumang pag-amping nga dili mabutyag.</i>)
Duration (<i>Gidugayon</i>)	The gathering of data through the interview will last for 45 minutes to 1 hour. (<i>Ang pagkuha sa datos pinaagi sa interview mokabat ngadto sa 45 minutos.</i>)
Risks and Discomforts (<i>Risgo ug Kahasol</i>)	The respondents will be protected from physical, social, or economic risks. In case the items in the survey instrument are too personal and make you feel uncomfortable, you may decline to answer any or all questions and may terminate your involvement at any time you choose. (<i>Ang mga partisipante ginaprotektahan sa pisikal, sosyal o ekonomikanhong risgo. Kung pananglitan adunay mga pangutana nga personal ra kaayo o kung dili ka komportable, mamahimong dili ka motubag o mobalibad sa pagtubag sa bisan asa o sa tanang mga pangutana ug moatras sa pag-apil sa bisan unsang panahon nga imong gusto.</i>)
Benefits (<i>Kaayohan</i>)	This study will enable you to shed light or provide understanding about how social media marketing strategies and online reviews impact the purchase intentions of senior high school students. Thus, your responses shall be highly valued being deemed important in the field of digital consumer behavior and youth marketing research. (<i>Kini nga pagtuon makapahimo kanimo paghatag og katin-awan o pagpasabot kabahin sa _____. Ang imong mga tubag hatagan og dakong bili nga giisip nga importante sa linya sa _____.</i>)
Reimbursements (<i>Hulip nga bayad</i>)	There will be no monetary expenses or costs on your part as a respondent, nor any monetary compensation for your participation in this study. However, personal protective equipment (PPE) like face masks, alcohol and face shields may be provided during the gathering of the research data. (<i>Wala kay magasto sa imong pag-apil niini nga pagtuon ug dili usab ka bayaran ug kwarta sa imong pag-apil niini nga pagtuon. Apan adunay nga personal protective equipment (PPE) sama sa face masks, alcohol ug face shields nga pwede nga mahatag sa panahon sa pagkuha sa mga datos</i>)
Confidentiality of Data (<i>Pag-amping sa Datos</i>)	Only the researcher will have access to the information and responses of the participants. The personal identifying information of the participants will only be used for research analysis and will be treated with the utmost confidentiality. During the study, all data will be kept in a locked, secure filing cabinet, of which will be discarded 6 months after the publication of the results. (<i>Ang nagtuon lamang ang makakita sa mga impormasyon ug tubag sa respondents. Ang mga datos nga makuha i-analisa ug hatagan og tumang pag-amping aron dili ibutyag. Sa panahon sa pagtuon, ipahimutang sa usa ka selyadong filing cabinet ang tanang datos nga pagagub-on human sa 6 kaban gikan sa pag-publish sa resulta.</i>)

Sharing of Findings (Pagpaambit sa Nakaplagan)	The results of this study will be presented during the thesis/dissertation final defense of the researcher. Also, the research findings may be shared through publications and conferences with the assurance that the identities of the respondents will remain confidential. A printed copy of the completed study will be provided to the participants. <i>(Ang mga resulta niini nga pagtuon ipresenta sa panahon sa final defense sa thesis/ dissertation sa nagtuon. Ang mga nakaplagan sa pagtuon posible nga ipaambit pinaagi sa mga publications ug conferences nga adunay kapanigurohan nga dili mabutyag ang pagkatawo sa mga partisipante. Pagahatagan og isa ka giimprinta nga kopya sa kumpleto nga pagtuon ang mga partisipante.)</i>
Rights to Refuse or Withdraw (Katungod sa Pagpalibabad o Pag-undang)	You are free to withdraw or terminate participation at any stage of the study, without the need to give any reason. You will not be penalized in case of termination of participation. <i>(Gawasnon ka nga moatras or moundang sa pag-apil sa bisan asa nga punto sa pagtuon nga dili na magkinahanglan pa ug rason. Dili ka ipamulta sa pag-atras o pag-undang.)</i>
Who to Contact (Kinsa ang Kontakon)	Should there be any queries as a parent, you can contact the researcher through the following details: <i>(Kung adunay mga pangutana, mamhimo nga mokontak pinaagi aning mga detalye:)</i> Name of the Researcher (Ngalan sa Nagtuon): HERNANIE D. GUMAHAD Cellphone Number/s: +63 947 8053 051 e-mail ad: hernanie.gumahad@deped.gov.ph STATEMENT BY THE RESEARCHER (PAGPADAYAG SA NAGTUON) I will read the Information sheet to the potential participant. With the best of my ability, I make sure that the participant will understand the interview questions and that possible follow-up interviews may be undertaken. <i>(Akong pagabasahon ang mga nasulat niining Information Sheet ngadto sa potensyal nga partisipante. Kutob sa akong mahimo siguroon nako nga masabtan sa partisipante ang mga pangutana sa interview ug ang possible nga follow-up nga interviews.)</i> I can assure that the participant will be given an opportunity to ask questions about the study, and all the questions raised will be answered fully. I can likewise assure that the participant will not be coerced into giving consent that must be free and voluntary. <i>(Gisiguro ko nga ang partisipante mahatagan og panahon sa pagpangutana kabahin niining pagtuon og ang tanang pangutana nga iyang gihatag matubag sa hingpit. Siguroon ko usab ang maong partisipante dili mapugos sa paghatag sa pagtugot nga kinahanglan nga gawasnon og boluntaryo.)</i> A copy of this Informed Consent Form will be provided to the participant. <i>(Ang kopya sa niining Informed Consent Form ihatag ngadto sa respondent.)</i> Print Name of Researcher (Ngalan sa Nagtuon): HERNANIE D, GUMAHAD

PART II. CERTIFICATE OF CONSENT

This research entitled “ Social Media Marketing and Online Reviews in Relation to Senior High School Students’ Purchase Intentions” by HERNANIE D, GUMAHAD with the aim of gathering information and data pertaining to the high school students’ purchase intentions, has been presented and explained to me clearly. Since the study involves _____, I am chosen as one of the participants.

(Kini nga pagtuon gitituloan, “ _____ ”ni _____, nga adunay tumong sa pagkuha og impormasyon ug datos kabahin sa _____, gipresenta ug gipasabot og klaro kanako. Tungod kay ang pagtuon kay kabahin sa _____, ako napilian isip usa sa mga partisipante.

I have read the foregoing Informed Consent Form, or it has been read to me. I had the opportunity to ask questions, which were subsequently answered fully. I consent voluntarily to be a participant of this study.

nabasa ang nauna nga Informed Consent Form, o gibasa kini kanako. Natagaan ako og _____ nga makapangutana nga natubag sa hingpit. Ako mosugot nga boluntaryo nga _____ ang participant sa niining pagtuon.)

Print Name of Participant (Ngalan sa Partisipante): _____

Signature of Participant (Pirma sa Partisipante): _____

Date: [MM/DD/YYYY] _____

If Illiterate (Kung dili makasulat ug makabasa)

If the respondent is illiterate, a witness who is literate will sign. The respondent will choose him/ her and who is without connection with the researcher or the research group to attest this undertaking. The respondent will affix his thumb print.

[Kung ang participant kay dili makabasa o makasulat, mopirma ang usa ka makabasa ug makasulat nga testigo. Ang respondent ang mopili kaniya nga walay koneksyon sa nagtuon o sa iyang grupo para mopamatuod sa gimbuhaton. Ang respondent mobutang sa iyang tamla (thumb print)].

Name and Signature of the Witness
(Ngalan ug Firma sa Testigo)

Thumb mark