

Influence of Social Media Shopping on Purchasing Decisions of College Students

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Dated received: July 8, 2025
Date revised: August 13, 2025
Date accepted: August 28, 2025

Originality: 97%
Grammarly Score: 99%
Similarity: 3%

Recommended citation:

Villanueva, I., Bilangdal, I. G., Catubig, J., Garcia, V. K. J., Gornez, A. M., & Segurado, C. (2025). Influence of social media shopping on purchasing decisions of college students. *Journal of Interdisciplinary Perspectives*, 3(9), 612-621. <https://doi.org/10.69569/jip.2025.555>

Abstract. Social media has rapidly transformed into a vibrant marketplace, shaping how people, especially college students, make purchasing decisions. This study examines the influence of social media shopping on students from the College of Business Administration at Negros Oriental State University's Main Campus I. It focuses on key influences such as convenience, trust and security, product visibility and reviews, social influence, and pricing strategies. Using a quantitative approach, the research gathered insights from 100 students through a validated questionnaire administered via Google Forms. Findings highlight that convenience and product visibility play a significant role in shaping students' buying choices. While sex and preferred shopping platforms showed only modest correlations, they were statistically significant. Notably, the study found a strong link between decision-making factors and the overall shopping experience ($r_s = 0.73$, $p = 0.001$), and an even stronger connection between social media's influence and students' intention to purchase ($r_s = 0.81$, $p = 0.001$). Based on these results, the study recommends integrating digital consumer education into business programs to better prepare students for the evolving marketplace. It also encourages e-commerce platforms to build greater trust and offer personalized experiences tailored to student consumers.

Keywords: Social media shopping; Purchasing decisions; Consumer behavior; Student preferences; Social media influence.

1.0 Introduction

In today's fast-paced world of innovation, technology continues to reshape how people live, connect, and consume (Bilal et al., 2023). What began as a simple trade in physical marketplaces has evolved into sophisticated, real-time digital ecosystems. Social media has become a driving force behind this change, no longer limited to fun and social interaction; it now plays a significant role in shaping how young people, especially students, decide what to buy. Platforms like Facebook, Instagram, TikTok, and Shopee Live have become central to the modern consumer journey. They offer curated product suggestions, influencer endorsements, and seamless in-app shopping, all tailored to students' preferences for convenience, visual appeal, and peer validation (Regasa & Ettisa, 2023; Zhang, 2023). The DHL E-Commerce Trends Report (2025) predicts that by 2030, 85% of Asia-Pacific consumers will shop primarily through social media, bypassing traditional retail websites altogether.

This shift is evident in the Philippines. As of January 2025, there were 90.8 million social media user identities, 78% of the population (Locad, 2025). Filipino users spend an average of 10 hours daily on social platforms, making

social media a dominant force in shaping consumer habits (Spiralytics, 2025). For students, the appeal lies in the ease of access, peer influence, and interactive features like real-time reviews and influencer content (Sundari, 2025; Mariano, 2025). However, despite the growing body of research on social commerce, there remains a gap in understanding how specific features such as product visibility, trust and security, social influence, and promotional strategies affect the purchasing decisions of students with foundational knowledge in business and marketing. While global trends point to the rise of AI-powered shopping and immersive digital experiences (Manila Times, 2025), little empirical data exists on how these innovations impact student consumers in regional academic settings.

This study draws on Ajzen's Theory of Planned Behavior (1991), which explains that attitudes, social norms, and perceived control shape purchasing intentions. These elements are especially relevant in social media environments, where students' attitudes are influenced by product presentation, norms are shaped by peer and influencer endorsements, and control is affected by platform usability and trust mechanisms (Azad et al., 2023; Leong et al., 2023).

Focusing on students from the College of Business Administration at Negros Oriental State University Main Campus I, this research explores how social media shopping features influence their buying preferences, behaviors, and product awareness. As future marketers and entrepreneurs, these students are not only consumers—they are also potential designers of tomorrow's digital marketplaces. Understanding their interactions with social media shopping tools offers valuable insights for educators, businesses, and policymakers alike. Moreover, the integration of social media into shopping introduces new layers of consumer psychology. Features like influencer endorsements, user-generated content, and interactive reviews foster trust and community, but they can also overwhelm users with choices and create uncertainty when platform credibility is unclear (Asia Influencer X, 2025; The Social Institute, 2023).

This study, therefore, aims to unpack the complex relationship between social media shopping and student purchasing decisions. It investigates how accessibility, design, and social dynamics of digital platforms shape consumer behavior among business students. In doing so, it contributes to a deeper understanding of digital commerce in emerging economies and offers practical guidance for marketing strategies, consumer education, and ethical e-commerce development.

2.0 Methodology

2.1 Research Design

This study adopted a descriptive-correlational research design, a method well-suited for examining relationships between variables without altering or controlling them (Creswell, 2014). This approach was chosen to understand better how specific features of social media shopping, such as convenience, trust and security, product visibility, peer influence, and promotional strategies, shape the purchasing decisions of business students. Descriptive-correlational designs are beneficial when the aim is to quantify associations and uncover patterns within a clearly defined group (LoBiondo-Wood & Haber, 2017). In this case, the design enabled the researchers to capture real-world behaviors and perceptions among students, offering insights into how digital shopping experiences influence their consumer choices.

The study was anchored in Ajzen's Theory of Planned Behavior (1991), which provided a clear framework for identifying the independent variables (social media features) and the dependent variable (student purchasing decisions). This theoretical lens helped structure the analysis, allowing the use of statistical tools to assess both the strength and direction of relationships between variables. By combining descriptive insights with correlational analysis, the research design offered a balanced view of how social media shopping functions as both a behavioral and psychological experience for student consumers.

2.2 Research Locale

This study was conducted at Negros Oriental State University (NORSU) Main Campus I, situated along Kagawasan Avenue in Dumaguete City, Negros Oriental, Philippines. As a state university, NORSU offers a diverse range of over 40 undergraduate and graduate programs spanning disciplines such as business, education, engineering, and information technology. The research focused specifically on the College of Business Administration (CBA), which houses four major programs: BSBA Financial Management, BSBA Human Resource Management, BS Accountancy, and BS Office Administration.

NORSU was selected as the research site for several compelling reasons. The university has a high level of student engagement with digital platforms, an active social media presence, and a curriculum that integrates business and marketing concepts, making it a fitting environment for studying the influence of social media on consumer behavior. Students in the CBA are not only frequent users of online shopping tools but are also academically equipped to reflect on marketing strategies and digital commerce trends. Moreover, Dumaguete City, known as a vibrant and fast-developing urban center, provides an ideal backdrop for this study. With growing access to mobile technology, e-commerce platforms, and social media connectivity, the city reflects the broader digital shift occurring in many regional hubs across the Philippines. This dynamic setting enhances the relevance of the research, offering insights into how young consumers in emerging urban areas interact with online marketplaces.

2.3 Research Respondents

The study focused on a population of 2,252 students enrolled in the College of Business Administration (CBA) at Negros Oriental State University Main Campus I during the Academic Year 2024–2025. To determine an appropriate sample size, Slovin's Formula was applied with a 10% margin of error, resulting in an ideal target of 340 respondents. However, due to practical constraints in time and resources, the final sample was set at 100 students. To ensure fair representation across the college's four academic programs, the study employed disproportional stratified sampling, a technique that allows meaningful inclusion of subgroups even when their sizes differ (Daniel, 2012). The sample was distributed as follows: 52 students from BSBA Financial Management, 23 students from BSBA Human Resource Management, 11 students from BS Accountancy, and 14 students from BS Office Administration. This approach ensured that each program within the college had a voice in the study, while keeping the research manageable and focused. Respondents were selected based on accessibility and willingness to participate, following ethical standards and logistical feasibility. Their insights provided a valuable cross-section of student perspectives on social media shopping behavior within a business education context.

2.4 Research Instrument

To gather meaningful insights into students' experiences and behaviors around social media shopping, the study utilized a self-constructed questionnaire as its primary data collection tool. Carefully designed to align with the study's objectives, the instrument aimed to capture students' perceptions, purchasing habits, and the influence of various digital shopping features. To ensure the questionnaire's content validity, it was reviewed by three academic experts specializing in business education and research methodology. All reviewers held doctoral degrees and brought extensive experience in survey design and consumer behavior analysis. Their feedback helped refine the instrument for clarity, relevance, and alignment with best practices in academic research. A pilot test was conducted with 30 students from Metro Dumaguete College, yielding a Cronbach's Alpha of 0.96, a strong indicator of excellent internal consistency. This result affirmed the reliability of the questionnaire and its suitability for broader application. The instrument was organized into four key sections: demographic profile of respondents, factors influencing purchasing choices, impacts of specific social media shopping features, and overall influence of online shopping via social media. Most items employed a 5-point Likert scale, allowing respondents to express varying degrees of agreement or experience. This format enabled a more nuanced understanding of student perspectives and supported robust quantitative analysis of the data.

2.5 Data Gathering Procedure

To ensure broad participation and accessibility, data collection was conducted through a combination of online and in-person methods. The online survey was distributed via Google Forms, reaching students through their email accounts and commonly used platforms like Facebook Messenger and group chats. For students with limited internet access, printed questionnaires were administered during scheduled class hours, with the cooperation and approval of faculty members.

The data gathering process followed a structured sequence of steps: Informed consent forms were first distributed, clearly outlining the study's purpose, procedures, and ethical safeguards to ensure transparency and voluntary participation; a pilot test was conducted to validate the questionnaire and confirm its reliability; the final survey was then disseminated to 100 students, selected through stratified sampling to represent all academic programs within the College of Business Administration; and responses were collected over one month, allowing ample time for participation across different schedules and modalities.

Once completed, all questionnaires were reviewed and anonymized to protect participant confidentiality. Data

were securely stored in Google Sheets, then cleaned and organized using Microsoft Excel for analysis. The study employed frequency counts, percentages, weighted means, and Spearman's Rho to explore correlations between social media shopping features and student purchasing decisions. This blended approach to data collection ensured inclusivity, ethical integrity, and analytical rigor, providing a solid foundation for meaningful insights into student consumer behavior.

2.6 Ethical Considerations

This study was conducted with a strong commitment to ethical research standards, ensuring that participants' rights, privacy, and well-being were respected throughout the process. Before participating, students received informed consent forms that clearly explained the study's purpose, procedures, and their rights as respondents. Participation was entirely voluntary, and students were assured they could withdraw at any time without facing any penalties or academic consequences. To protect confidentiality, all responses were anonymized and securely stored in digital formats with restricted access. The study fully complied with the Philippine Data Privacy Act of 2012 (RA 10173), and no personal information was disclosed or shared with third parties. Survey items were carefully worded in neutral, non-invasive language to minimize any psychological discomfort. Respondents were also given the freedom to skip any question they found sensitive or uncomfortable, reinforcing their autonomy throughout the process. All aspects of the research were guided by the principles of transparency, honesty, and non-deception, ensuring both the integrity of the study and the protection of its participants. These ethical safeguards helped create a respectful and trustworthy environment for data collection and analysis.

3.0 Results and Discussion

3.1 Demographic and Socio-Demographic Profile

Table 1 presents the demographic details of the 100 student participants, including their age, gender, course of study, year level, favored social media platforms, and how often they engage in online shopping. These characteristics provide important background for interpreting their consumer behavior and understanding the factors that may shape their purchasing decisions in social media environments.

Table 1. *Demographic and Socio-Demographic Profile of the Respondents*

Variables	Frequency	Percentage
Age		
18-20	50	50.00%
21-25	47	47.00%
26-30	3	3.00%
Sex		
Female	76	76.00%
Male	24	24.00%
Course		
BSBA Financial Management	52	52.00%
BSBA Human Resource Development Management	23	23.00%
BS Office Administration	14	14.00%
BS Accountancy	11	11.00%
Year Level		
1 st Year	23	23.00%
2 nd Year	25	25.00%
3 rd Year	26	26.00%
4 th Year	26	26.00%
Social Media Platform		
Facebook	77	37.37%
Tiktok	71	34.46%
Instagram	50	24.27%
Others	8	3.90%
How often do you shop using Social Media Platforms?		
Daily	9	9.00%
Weekly	14	15.00%
Monthly	62	62.00%
Others	15	15.00%

n = 100

The study involved 100 students from the College of Business Administration. Half of the respondents were aged 18 to 20, while 47% fell within the 21 to 25 age range, and only a small portion (3%) were between 26 and 30 years old. This age profile reflects the demographic most engaged in digital consumer activity across Southeast Asia, as

noted by Wu et al. (2025).

A significant majority of participants were female (76%), echoing observations by Flores et al. (2025) that female students are more active on social media and more responsive to online marketing. This gender distribution may also point to broader behavioral patterns in digital shopping, where women tend to be more influenced by visual content and social interactions (Regasa & Ettisa, 2023).

In terms of academic programs, most respondents were from BSBA Financial Management (52%), followed by Human Resource Development Management (23%), Office Administration (14%), and Accountancy (11%). The year-level breakdown was pretty balanced, with third- and fourth-year students each comprising 26% of the sample, second-year students at 25%, and first-year students at 23%. This spread suggests a mix of academic experience, which may affect students' purchasing confidence and financial decision-making (Singh & Singh, 2025).

When it comes to platform preference, Facebook led with 37.37%, followed by TikTok at 34.46%, and Instagram at 24.27%. These figures align with Perifanou et al. (2021), who found that Facebook and Instagram remain central to student engagement both socially and commercially. TikTok's growing influence, particularly among Gen Z, is attributed to its personalized content and strong presence of influencers, which play a key role in shaping consumer choices (Regasa & Ettisa, 2023).

Shopping frequency varied among respondents: 62% reported making purchases monthly through social media, 15% shopped weekly, another 15% had irregular shopping habits, and only 9% shopped daily. These trends support Carpio's (2021) findings that students often opt for monthly purchases due to budget limitations and the convenience of browsing during downtime. Promotional offers and peer influence also contribute to shopping behavior, especially on platforms like Facebook and TikTok (Singh & Singh, 2025). Taken together, these results underscore the strong connection between students' social media activity and their buying decisions. As Wu et al. (2025) emphasized, social media has evolved beyond communication; it now plays a central role in shaping consumption patterns and lifestyle choices among college students.

3.2 Factors that Influence the Purchasing Decisions of the Respondents

Table 2 outlines how respondents view the main elements that shape their buying decisions when using social media for shopping. These include ease of access, reliability and safety, clarity of product information and customer feedback, peer influence, and promotional offers.

Table 2. *Factors that Influence the Purchasing Decisions of the Respondents*

Factors that Influence Their Purchasing Decisions	Grand Mean	Standard Deviation	Verbal Interpretation
Convenience	4.42	0.63	Strongly Agree
Trust and Security	3.66	0.70	Agree
Product Visibility and Reviews	4.30	0.71	Strongly Agree
Social Influence	3.88	0.88	Agree
Pricing and Promotions	4.20	0.75	Agree
Total	4.09	0.75	Agree

Legend: 4.21-5.00 Strongly Agree, 3.41-4.20 Agree, 2.61-3.40 Neutral, 1.81-2.60 Disagree, 1.00-1.80 Strongly Disagree

Table 2 highlights how students perceive the different factors that shape their purchasing decisions on social media platforms. Of the five elements examined, convenience emerged as the most influential, with a grand mean of 4.42 (SD = 0.63), indicating strong agreement among respondents. This suggests that students place a high value on the ease and accessibility offered by social media shopping. This finding echoes Bilal et al. (2023), who noted that convenience is a key driver of online buying behavior, especially among digital-savvy consumers. Close behind was product visibility and reviews, which received a grand mean of 4.30 (SD = 0.71), also interpreted as Strongly Agree. This points to the importance of clear product presentation and peer feedback in building consumer confidence. Dzreke and Dzreke (2025) similarly observed that over half of social media users consult product reviews before making a purchase, with visual content and user testimonials playing a central role.

Pricing and promotions followed with a mean of 4.20 (SD = 0.75), reflecting general agreement. While students respond positively to discounts and special offers, these appear to be slightly less influential than convenience and product clarity. Zhang (2023) supports this view, noting that promotional strategies, especially those tied to

limited-time deals or influencer endorsements, can boost purchase intent.

Social influence received a mean score of 3.88 (SD = 0.88), suggesting a moderate impact from peer recommendations and influencer content. This aligns with Sundari (2025), who found that college students are particularly receptive to influencer marketing due to their active engagement with social platforms and desire for social affirmation.

Trust and security ranked lowest among the five factors, with a mean of 3.66 (SD = 0.70), though still within the Agree range. This indicates that while students recognize the importance of secure transactions and data privacy, these concerns may take a backseat to more immediate considerations like convenience and product appeal. Nonetheless, Sikder et al. (2025) emphasize that trust remains essential for sustaining long-term consumer relationships in digital commerce. Overall, the grand mean of 4.09 (SD = 0.75) reflects a shared view among respondents that these factors collectively shape their buying decisions. The findings highlight the complex nature of consumer behavior in social media environments, where practical, emotional, and social influences intersect.

3.3 Effects of Social Media Shopping Features on the Overall Shopping Experience of the Respondents

Table 3 illustrates how respondents view the impact of specific social media shopping features on their overall shopping experience. The aspects assessed include user-friendly navigation, secure payment processes, responsiveness of customer support, and the efficiency of delivery and return services.

Table 3. *Effects of Social Media Social Media Shopping Features on the Overall Shopping Experience*

Overall Shopping Experience	Grand Mean	Standard Deviation	Verbal Interpretation
Ease of Use and Navigation	4.18	0.69	Agree
Payment and Transaction Security	4.10	0.77	Agree
Customer Service and Seller Responsiveness	3.90	0.70	Agree
Delivery and Return Policies	4.01	0.70	Agree
Total	4.05	0.70	Agree

Legend: 4.21-5.00 Strongly Agree, 3.41-4.20 Agree, 2.61-3.40 Neutral, 1.81-2.60 Disagree, 1.00-1.80 Strongly Disagree

Table 3 summarizes student respondents' views on the influence of specific social media shopping features on their overall shopping experience. All features received a verbal rating of "Agree," reflecting a generally favorable perception among student consumers. Among the evaluated elements, Ease of Use and Navigation emerged with the highest grand mean of 4.18 (SD = 0.69), indicating that intuitive design and accessible interfaces play a vital role in enhancing user experience. This observation supports the findings of Keni et al. (2020), who identified ease of use as a key factor in sustaining engagement with mobile and social commerce platforms.

Payment and Transaction Security followed closely with a mean score of 4.10 (SD = 0.77), highlighting the importance students place on secure payment systems and data privacy. Stewart and Jürjens (2018) similarly emphasized that trust in digital transactions is crucial for building consumer confidence, particularly among younger demographics active in online shopping.

Delivery and Return Policies received a mean of 4.01 (SD = 0.70), suggesting that dependable logistics and transparent return procedures positively shape the shopping experience. This aligns with Sinemus et al. (2022), who noted that efficient delivery and clear return guidelines are central to customer satisfaction in app-based retail environments.

Customer Service and Seller Responsiveness, while still rated within the "Agree" range, had the lowest mean at 3.90 (SD = 0.70). This indicates general satisfaction but also points to potential areas for improvement in seller communication and issue resolution. Kajaria (2024) observed that timely and effective customer support on social platforms can significantly influence consumer loyalty and repeat purchases.

Overall, the grand mean of 4.05 (SD = 0.70) suggests that the combined features of social media shopping contribute positively to the user experience. These results underscore the importance of streamlined functionality, secure transactions, and responsive service in fostering satisfaction within digital commerce environments.

3.4 Level of Influence of Online Shopping Through Social Media

Table 4 outlines students' perceptions of how online shopping via social media influences three core areas: product

preferences, purchasing behavior, and awareness of available items.

Table 4. *Level of Influence of Online Shopping Through Social Media*

Level of Influence of Online Shopping	Grand Mean	Standard Deviation	Verbal Interpretation
Preferences	4.05	0.77	Agree
Buying Behavior	3.89	0.78	Agree
Product Awareness	4.05	0.70	Agree
Total	4.00	0.75	Agree

Legend: 4.21-5.00 Strongly Agree, 3.41-4.20 Agree, 2.61-3.40 Neutral, 1.81-2.60 Disagree, 1.00-1.80 Strongly Disagree

As shown in Table 4, all indicators were rated with a verbal interpretation of “Agree,” yielding a total grand mean of 4.00 (SD = 0.75). This suggests that social media plays a moderately strong role in shaping students’ buying decisions. Both Preferences and Product Awareness registered the highest grand mean of 4.05, indicating that social media platforms are instrumental in shaping students’ choices and increasing their exposure to various brands and products. These results echo the findings of Sikder et al. (2025), who noted that targeted content, influencer endorsements, and peer reviews on social platforms enhance consumer familiarity and visibility of products.

Buying Behavior received a slightly lower mean of 3.89, though still within the “Agree” range. This implies that while social media does influence purchasing actions, its impact is more pronounced in shaping awareness and preferences than in directly prompting purchases. Kathuria and Bakshi (2024) observed that promotional tactics such as flash sales and personalized recommendations on social media can trigger impulse buying, particularly among younger audiences.

These insights align with the study by Jiang and Regua (2023), which found that Filipino college students frequently turn to social media for product discovery and evaluation. However, their final purchasing decisions are often guided by trust, peer feedback, and perceived value. Overall, the findings affirm that social media functions not only as a promotional tool but also as a behavioral guide, influencing consumers across the stages of awareness, preference formation, and eventual purchase.

3.5 Correlation between Demographic and Socio-Demographic Profile and the Factors that Influence the Purchasing Decisions of the Respondents

Table 5 details the relationship between students’ demographic and socio-demographic characteristics and the factors influencing their purchasing behavior on social media platforms. Spearman’s Rho was used to assess the strength and direction of these associations.

Table 5. *Correlation between Demographic and Socio-Demographic Profile and the Factors that Influence the Purchasing Decisions*

Variables Correlated	r_s	Verbal Interpretation	p -value	Decision
Age and Factors that influence purchasing decisions	-0.025	Very Weak Negative	0.803	Fail to reject Ho
Sex and Factors that Influence Purchasing Decisions	0.233	Weak Positive	0.020	Reject Ho
Course and Factors that influence purchasing decisions	-0.104	Very Weak Negative	0.301	Fail to reject Ho
Year Level and Factors that influence purchasing decisions	0.051	Very Weak Positive	0.614	Fail to reject Ho
Preferred Social Media Shopping Platform and Factors that Influence Purchasing Decisions	0.230	Weak Positive	0.021	Reject Ho
Frequency of online shopping using social media platforms and Factors that influence purchasing decisions	-0.194	Very Weak Negative	0.054	Fail to reject Ho

Legend: Coefficient of correlation

$\pm$ (0.80 – 1.00) Very Strong Positive/Negative, $\pm$ (0.60 – 0.79) Strong Positive/Negative, $\pm$ (0.4 – 0.59) Moderate Positive/Negative, $\pm$ (0.20 – 0.39) Weak Positive/Negative, $\pm$ (0.00 – 0.19) Very Weak Positive/Negative.

The results in Table 5 indicate that two variables, sex ($r_s = 0.233$, $p = 0.020$) and preferred social media shopping platform ($r_s = 0.230$, $p = 0.021$), exhibited weak yet statistically significant positive correlations, warranting the rejection of the null hypothesis. These findings suggest that both gender and platform preference are meaningfully linked to students’ perceptions of the factors shaping their online purchasing decisions. This observation is consistent with Balogh-Kardos et al. (2025), who emphasized the role of gender and platform-specific engagement in influencing shopping motivations among younger consumers.

Conversely, variables such as age ($r_s = -0.025$, $p = 0.803$), academic course ($r_s = -0.104$, $p = 0.301$), year level ($r_s = 0.051$, $p = 0.614$), and frequency of online shopping ($r_s = -0.194$, $p = 0.054$) showed negligible correlations and lacked statistical significance. These results imply that these factors do not substantially affect students' purchasing decisions in the context of social media commerce. This aligns with the findings of Mukherjee and Natarajan (2025), who noted that while demographic traits may influence general online behavior, they do not consistently translate into meaningful differences in consumer decision-making within social media environments.

The modest but significant correlation between platform preference and purchasing factors highlights the influence of platform-specific features—such as TikTok's algorithm-driven product exposure or Facebook's integrated marketplace—in shaping consumer perceptions (Autio, 2020). Similarly, the observed association with sex may reflect gender-based differences in product interest, advertising responsiveness, or trust in online sellers. Urošević et al. (2023) found that women, in particular, tend to be more receptive to visual content and social cues in a digital shopping context. Overall, while most demographic variables appear to exert minimal influence, gender and platform preference emerge as relevant indicators of how students interact with and respond to social media shopping features and marketing approaches.

3.6 Correlation between the Factors that Influence the Purchasing Decisions and the Overall Shopping Experience

Table 6 illustrates the statistical association between the factors influencing students' purchasing decisions and their overall shopping experience on social media platforms. Through correlation analysis, the study examined whether elements such as convenience, trust, and promotional strategies are meaningfully linked to how students evaluate their shopping interactions.

Table 6. *Correlation between the Factors that Influence the Purchasing Decisions and the Overall Shopping Experience*

Variables Correlated	r_s	Verbal Interpretation	p -value	Decision
Factors that influence the purchasing decisions and the overall shopping experience	0.732	Strong Positive	0.001	Reject Ho

Legend: Coefficient of correlation
 $\pm (0.80 - 1.00)$ Very Strong Positive/Negative, $\pm (0.60 - 0.79)$ Strong Positive/Negative, $\pm (0.4 - 0.59)$ Moderate Positive/Negative, $\pm (0.20 - 0.39)$ Weak Positive/Negative, $\pm (0.00 - 0.19)$ Very Weak Positive/Negative.

As shown in Table 6, the computed Spearman's rho (r_s) of 0.732 indicates a strong positive correlation, with a p -value of 0.001 confirming statistical significance. Consequently, the null hypothesis (H_0) is rejected, affirming that greater influence from key purchasing factors corresponds with a more favorable shopping experience. This result affirms that consumer satisfaction in social media-based shopping is closely connected to how effectively platforms address decision-making drivers, namely, ease of use, reliability, product exposure, peer influence, and promotional appeal. Patro (2023) emphasized that digital shopping satisfaction is shaped by user-friendly navigation, secure transactions, and responsive service features that also guide purchasing behavior. When these elements are positively experienced, they not only encourage purchases but also elevate overall consumer satisfaction.

Supporting this, Silleza et al. (2023) reported a moderate to strong link between the quality of online reviews and students' purchasing decisions, which in turn enhanced satisfaction levels. Their findings suggest that access to credible product information and peer validation fosters confident decision-making and improves the shopping experience. Garg (2024) further noted that social media platforms promote real-time interaction and tailored marketing strategies, both of which contribute to more informed purchases and greater post-transaction satisfaction. This dual effect highlights the value of integrating personalized and engaging features into platform design. Hence, the strong correlation identified in this study underscores the strategic importance of aligning purchasing drivers with consumer expectations. Strengthening these factors not only supports higher conversion rates but also ensures a more rewarding and sustained shopping experience for users.

3.7 Correlation between the Influence of Online Shopping through Social Media on Their Purchasing Decisions and the Shopping Experience of the Respondents

Table 7 displays the statistical relationship between the key factors influencing purchasing decisions and the overall shopping experience of student respondents.

Table 7. *Correlation between the Influence of Online Shopping through Social Media in Their Purchasing Decisions and the Shopping Experience*

Variables Correlated	r_s	Verbal Interpretation	p-value	Decision
Influence of online shopping through social media on the shopping experience	0.805	Very Strong Positive	0.001	Reject Ho

Legend: Coefficient of correlation

$\pm (0.80 - 1.00)$ Very Strong Positive/Negative, $\pm (0.60 - 0.79)$ Strong Positive/Negative, $\pm (0.4 - 0.59)$ Moderate Positive/Negative, $\pm (0.20 - 0.39)$ Weak Positive/Negative, $\pm (0.00 - 0.19)$ Very Weak Positive/Negative.

As shown in Table 7, the analysis yielded a Spearman's rho (r_s) value of 0.732, indicating a strong positive correlation, with a p -value of 0.001 confirming its statistical significance. These results lead to the rejection of the null hypothesis (H_0), suggesting that as the impact of purchasing-related factors increases, so does the quality of the shopping experience on social media platforms. This outcome supports the view that consumer satisfaction in digital shopping environments is closely linked to how effectively platforms address essential decision-making elements, such as convenience, trustworthiness, product exposure, social validation, and promotional appeal. Patro (2023) emphasized that features like intuitive navigation, secure transactions, and responsive service play a pivotal role in shaping both purchasing behavior and overall satisfaction. When these aspects are positively experienced, they contribute not only to higher purchase intent but also to a more gratifying shopping journey.

In line with this, Silleza et al. (2023) observed a moderate to strong association between the quality of online reviews and students' buying decisions, which subsequently enhanced customer satisfaction. Their findings suggest that well-informed and confident purchasing, supported by accessible product details and peer feedback, leads to more favorable consumer experiences. Garg (2024) further noted that social media platforms enable real-time interaction and personalized marketing, both of which reinforce decision-making and satisfaction after purchase. This dual influence highlights the importance of integrating dynamic and user-centered features into platform design. Overall, the strong correlation identified in this study underscores the need for marketing strategies that align with consumer expectations. Strengthening the factors that shape purchasing decisions not only improves conversion outcomes but also ensures a consistently positive and engaging shopping experience.

4.0 Conclusion

This study highlights the influential role of social media in guiding the purchasing decisions of students enrolled in the College of Business Administration at Negros Oriental State University, Main Campus I. Platforms such as Facebook and TikTok have become central to students' digital engagement, offering accessible product exposure and fostering a shopping environment that is convenient, interactive, and socially reinforced. Core factors, including ease of access, visibility of products, and peer-generated content, emerged as significant drivers of purchasing behavior. Although trust and security received comparatively lower ratings, they remain essential considerations in sustaining consumer confidence. The findings point to the importance of strengthening platform safeguards and promoting transparency to ensure continued trust in social media commerce.

Among the demographic variables examined, most showed limited influence; however, sex and preferred shopping platform stood out as meaningful contributors to students' responsiveness to social media marketing. The observed positive correlation between platform features and students' shopping experiences reinforces the view that social media functions not only as a transactional medium but also as a dynamic space that shapes consumer attitudes and decision-making. While high levels of engagement do not always result in immediate purchases, students' receptiveness to digital stimuli reflects their growing role as discerning and participative consumers in the online marketplace.

Based on these insights, several recommendations are offered to enhance the online shopping experience and support informed consumer behavior. For academic institutions, integrating digital consumer literacy into business education is advised to equip students with the skills to assess online content critically and make sound financial choices. Promoting interdisciplinary research on digital commerce can also inform institutional strategies and contribute to student development. For entrepreneurs and e-commerce practitioners, building trust through verified seller profiles, secure payment systems, and clear return policies is vital. Enhancing customer service through professional communication and responsive support mechanisms can improve satisfaction and foster loyalty. Accurate product descriptions and the promotion of verified user reviews can further strengthen credibility and visibility. Leveraging platform-specific trends, particularly on Facebook and TikTok, by tailoring content and streamlining checkout processes, may reduce barriers and improve conversion rates.

For policymakers and regulatory agencies, the establishment of ethical standards for influencer marketing, data privacy, and consumer protection in social media transactions is essential. Supporting public awareness initiatives and digital literacy programs can help cultivate responsible e-commerce practices among young consumers. Future research is encouraged to expand the scope by including students from other academic disciplines and institutions, and to explore the influence of emerging technologies, such as AI-driven shopping tools, augmented reality, and live-stream commerce, on student purchasing behavior.

In conclusion, this study contributes to the evolving discourse on digital consumer behavior by demonstrating that university students are active participants in a socially mediated and technologically advanced marketplace. Their purchasing decisions are shaped not only by platform functionalities but also by broader socio-digital dynamics, reflecting the continued transformation of consumer engagement in the digital era.

5.0 Contributions of Authors

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6.0 Funding

This study was conducted without financial support from any government, corporate, or non-profit funding agency.

7.0 Conflict of Interests

The authors confirm that no competing interests influenced the conduct or publication of this study.

8.0 Acknowledgment

The authors extend heartfelt thanks to the students of the College of Business Administration at Negros Oriental State University, Main Campus I, whose active involvement and cooperation were vital to this study. They also wish to acknowledge the invaluable support and guidance offered by the faculty and administrative personnel throughout the research endeavor.

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