




Social Media Marketing and Purchasing Decisions among Generation Z Consumers

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Abstract

This research identified strategies that enable small and medium-sized enterprises (SMEs) to leverage social media to engage Generation Z consumers. Understanding how SMEs utilize social media and implement best practices is crucial for fostering business-to-consumer relationships. The study assessed the utilization of social media marketing, specifically electronic word-of-mouth (eWOM), trust, and the level of purchasing decision factors (awareness, interest, desire, and action) among Generation Z consumers in Los Baños, Laguna. The findings reveal that social media marketing, particularly eWOM, was fully utilized by Generation Z consumers in Los Baños, Laguna, indicating its significance in influencing their purchasing decisions. This research used a quantitative research design with a total of 380 respondents of Generation Z residing in Los Baños, Laguna. The instrument used was an adopted survey questionnaire previously validated by the researcher, which is to be improved and further validated by the adviser. This research provides valuable insights into the relationship between social media marketing and Generation Z consumers' purchasing decisions. Understanding and leveraging these insights can help businesses engage with this influential consumer segment and drive business growth in the digital age.

Keywords: *Social Media; Marketing; Purchasing Decision; Generation Z*

INTRODUCTION

Businesses rely on technology nowadays. Significant changes brought about by technology also affect every aspect of how people communicate and how companies market their goods and services to gain market share. The Internet offers a variety of advantages that can help attract a sizable number of potential and committed clients. Consumers use it for various purposes, including gathering data for online shopping. It is stated that online shopping is faster and safer. Online shopping is a quick process for people. However, analysts believe it will rise significantly, as consumers feel comfortable and secure when shopping online and believe their time savings would transform how people communicate (Chaffey & Ellis-Chadwick, 2019).

Small and medium-sized businesses (SMEs) have many opportunities and benefits in social media marketing (SMM). SMEs must develop a clear social media marketing plan that aligns with their corporate objectives and target market. When implementing SMM for SMEs, consistency, high-quality content, active involvement, and the measurement of key performance indicators were essential considerations. According to Hayes (2023), more than 80% of consumers report that social media, particularly influencer content, significantly influences their purchasing decisions. As a result, marketers across industries were advancing social media marketing (SMM) from a single tool into a multifaceted source of marketing intelligence for a growing, essential audience. Born between 1997 and 2012, Generation Z represents a distinct and important target population for social media marketing.

This study pinpointed the tactics that helped SMEs use social media to engage customers. Understanding how SMEs use marketing strategies and social media best practices to develop



business-to-consumer relationships is crucial, as the SME sector is significant in most economies. This research will examine the relationship between social media marketing use and the level of involvement in purchasing decisions among SME owners and Generation Z consumers.

LITERATURE REVIEW

Digital media, also known as online media, is content delivered over the Internet. Internet media consists of two definitions. Any form of internet media is generally considered accessible exclusively online, including audio, video, images, and text. The term "media" can refer to both offline and online communication. In light of this, email, mailing lists, WhatsApp, websites, blogs, and social media were all forms of online media.

Businesses were increasingly using social media platforms to engage with various stakeholders, as top-level strategy increasingly involves plans to develop a presence on these sites. To increase the commercial impact of Indian small and medium-sized firms, a prior study by [Chatterjee et al. \(2018\)](#) aims to identify the factors that motivate their adoption of social media marketing. The usage of SMM by SMEs has a significant impact on improving their business outcomes. SMEs were considered to be a substantial source of new employment. SMEs were seen as powerful forces in the battle against poverty, as they were significant sources of revenue for low- and middle-income countries worldwide. The success of SMEs is essential to the overall growth of nations at the national and regional levels.

The first generation worldwide is Generation Z. They first notice globalization in their thought processes. When it comes to connecting with others or getting knowledge, Generation Z has no boundaries. Geographical boundaries were no longer a barrier for them because nearly everything could be obtained online, and communicating with individuals around the globe could be done quickly. Borders between people from various backgrounds were also removed by globalization. Therefore, Generation Z individuals have the freedom to experiment with multiple personas, sample a variety of hobbies, join new communities, and broaden their horizons. Generation Z is highly connected and affected by the same factors. Because of technology and globalization, Generation Z is connected to various social networks online through diverse trends, Internet influencers, fashion, food, locations, and even their language and unique phrases and expressions.

According to [Bradley \(2020\)](#), eWOM had a significant commercial influence because customers regard it as a reliable and objective source of product information. Numerous studies have examined how eWOM has affected the marketplace over the past 20 years. Word-of-mouth advertising has always been effective because it allows satisfied customers to refer goods and services to their friends, relatives, and coworkers. Electronic word of mouth (eWOM) could be even more effective in the social networking era. Positive messages on social media can be amplified, especially by "influencers"—those with a larger-than-average audience and reach across various websites and applications.

Trust is the hope and conviction that other people's future behavior will be positive or, at the very least, neutral. There were various behavioral definitions of trust, in contrast to definitions of trust in terms of emotion or psychological state. According to [Mishra and Mishra \(2028\)](#), trust is the readiness of one party to be open and vulnerable to another party, based on the expectation that the other party is capable, honest, caring, and trustworthy.

According to [Carnesi's \(2023\)](#) research, businesses use social media to build their online reputations, increase brand awareness, and disseminate key information about their ventures. However, far too frequently, this process is a one-sided struggle. Using any social networking site, including Facebook, Twitter, LinkedIn, Google+, and others, should involve active engagement with followers. This not only enhances a company's visibility but also its relationships with both current and prospective clients. The most underused social networking platform tool is conversation. Companies publish frequently and may even engage viewers in chat, but they rarely demonstrate a

sincere desire to learn from their followers.

In conclusion, variety plays a vital role in globalization. Generation Z is growing up in a social system that is very non-traditional. They do not perceive good or evil, typical or atypical, in anything. They understand that people have many different racial, ethnic, and national origins, as well as social and economic statuses. They accept a wide range of people, including those with different sexual orientations and gender identities. Therefore, understanding the extraordinarily diverse world is more than merely a matter of tolerance; it is a way of thinking.

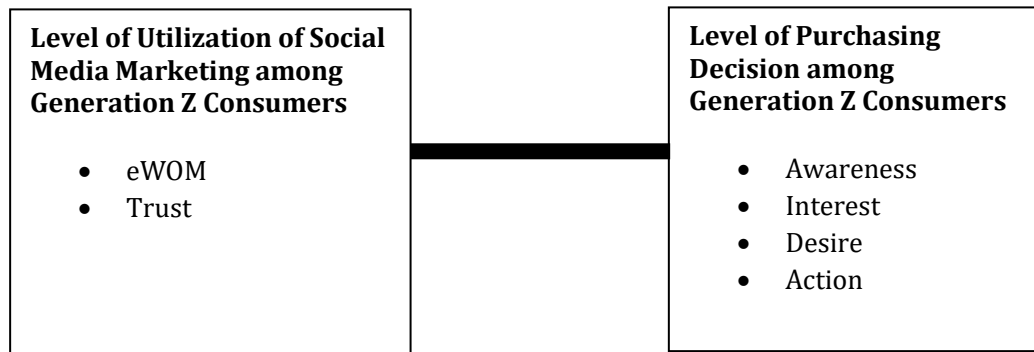


Figure 1. Research paradigm

The research paradigm, as shown in Figure 1, illustrates how the study was conducted. Building trust among consumers and leveraging eWOM were two essential functions of social media marketing. eWOM refers to the sharing of knowledge and opinions about goods, services, and brands on the Internet. Conversely, trust plays a significant role in shaping customer behavior and purchasing decisions. We investigate the relationship among trust, eWOM, and social media marketing. The AIDA model, a marketing framework that describes the four stages of a customer's journey toward a purchase decision, posits that each stage reflects a typical psychological process.

In conclusion, social media marketing can effectively employ the AIDA model to influence and guide consumer behavior. By using the AIDA model in social media marketing, marketers can guide users through attention, interest, desire, and action, resulting in heightened engagement, increased conversions, and greater support for company objectives. By integrating eWOM, trust-building strategies, and the AIDA model, social media marketing can effectively guide customers through the decision-making process. Such a successful social media marketing campaign aims to attract attention through positive eWOM, establish trust through authentic communication, stimulate desire through captivating content, and prompt action through clear CTAs and trust-building techniques. Ultimately, this approach contributes to higher conversions and the advancement of business goals.

Hypothesis

The study tested the following null hypothesis at a 0.5 level of significance:

Ho: There was no significant relationship between the utilization level of Social Media Marketing and Purchasing Decisions among Generation Z consumers.

Table 1. Distribution of Generation Z consumers according to sex, age, and educational attainment

		Total	Percentage
Sex			
	Male	206	54%
	Female	160	42%

	Total	Percentage
Prefer not to say	14	4%
Age		
11 to 13	52	14%
14 to 16	189	50%
17 to 19	44	12%
20 to 22	54	14%
23 to 25	41	11%
Educational Attainment		
College	107	28%
High School	267	70%
Elementary	6	2%

Sex

According to the conducted survey, there were more men (54%) than women (42%) in the population of Generation Z, and four percent (4%) of the consumers prefer not to declare their sexes in the municipality of Los Baños, Laguna.

Age

Most of the Generation Z consumers are 14-16 years old, followed by those aged 20-22. Given that Los Baños has a median age of 26, half of the city's residents were under 26, and the other half were over 26.

Educational Attainment

Based on the data collected, most Generation Z respondents were in high school or secondary education. 70% of respondents were in high school, 20% in college or other tertiary education, and 2% in elementary or primary education.

The primary data-gathering instrument of this study was an adapted survey questionnaire that had been validated by the previous researcher and would be further validated and refined by the adviser. The survey questionnaire is divided into three parts to gather the data needed to address the problem statement. The first part of the questionnaire will consist of questions about the respondents' demographic profile. The second part of the questionnaire will focus on social media marketing, and the third part will focus on the purchasing decisions of Generation Z consumers. To determine the level of utilization of social media and the level of purchasing decision among Generation consumers, the following statistical limits with a 4-point Likert Scale, respectively, with their corresponding verbal interpretation, are adopted for this study:

Assigned Points	Numerical Range	Categorical Response
4	3.25 – 4.00	Very High
3	2.50 – 3.24	High
2	1.75 – 2.49	Low
1	1.00 – 1.74	Very Low

Using Google Forms, the respondents' availability to complete the questionnaires was identified. Questionnaires were delivered after a discussion of the study with Generation Z customers. Also, hard copies of the questionnaires were distributed to respondents from small and medium enterprises. The questionnaire was either submitted to the researcher immediately or returned after completion. The researcher then documented and tabulated the data collected. To protect respondents' privacy, the study addressed specific ethical issues. These issues included consent and confidentiality. The researcher obtained respondents' full consent by explaining the

necessary details and the study's aim. The respondents voluntarily participated in the research and understood their role in completing it. The confidentiality of the respondents was ensured by not disclosing their names or other personal information in the research. Only information relevant to answering the specific research questions was included. The obtained data will be tabulated, analyzed, and interpreted using the following statistical treatments applied to the study:

1. **Frequency:** This was used to compute the number of respondents who will participate in the study.
2. **Weighted Mean and Likert Scale:** These were used to determine the level of purchasing decision-making among Generation Z consumers.
3. **Pearson Product-Moment Correlation Coefficient:** This was used to determine the significant relationship between utilization level and Social Media Marketing, as well as purchasing decisions, among Generation Z consumers.

METHODOLOGY

This research study utilized quantitative methods and employed a descriptive correlational research approach to examine the relationship between the level of purchasing decisions and the utilization of Social Media Marketing among Generation Z consumers. Descriptive correlational research involves analyzing data to understand existing conditions, practices, beliefs, processes, perceptions, trends, and cause-and-effect relationships. Significantly, this research approach did not alter the environment and could involve a one-time interaction with groups of people or a longitudinal study tracking individuals over time (Bhandari, 2022). It was chosen to analyze and interpret the study's results. The research design employed surveys to collect the necessary information. It used the gathered data to propose interventions to enhance the company's existing program or develop a new one.

The respondents in this study were Generation Z consumers and SMEs. The total number of Generation Z in the Philippines is 31,183. Therefore, the sample size for this study is 380. The researcher will randomly choose the respondents to obtain more objective results. The respondents were selected regardless of gender, age, or educational attainment. The researcher will use a survey to collect data from the respondents. The survey will ask respondents about their shopping habits, attitudes towards SMEs, and willingness to support them. The researcher expects that the findings of this study will be useful to SMEs in understanding the needs and preferences of Generation Z consumers. The results will also help SMEs to develop strategies to attract and retain Generation Z customers.

FINDINGS AND DISCUSSION

Following their investigation, analysis, and data gathering, the researchers concluded that social media marketing tactics directly impacted customer purchasing behavior, particularly among Filipinos. Social media is a phenomenon because it has altered how people interact and behave. It shifted from a communication medium to a marketing channel for promoting and advertising products. However, as more people use social media, they may inadvertently alter their purchasing habits, becoming dependent or addicted to it.

Problem Number 1. What is the level of utilization of social media marketing as assessed by Generation Z consumers in Los Baños, Laguna, in terms of eWOM and Trust?

The following table presents the findings for the problem stated above.

Table 2. Level of utilization of social media marketing as assessed by Generation Z consumers in Los Baños, Laguna, in terms of eWOM

Indicators in terms of eWOM		\bar{X}	VI
1.	Use of social media every day.	3.79	FU
2.	Read opinions and product feedback seen through social media accounts and pages before purchasing it.	3.58	FU
3.	Use of social media during free time.	3.93	FU
4.	Feel curious about a particular product of service when seeing their advertisement online.	3.02	U
5.	Consider availing of a product or service that a friend shares and recommends online.	2.96	U
GENERAL ASSESSMENT		3.45	FU
Legend: 3.25 – 4.00 Fully Utilized (FU) 1.75 – 2.49 Partially Utilized (PU)			
2.50 – 3.24 Utilized (U) 1.00 – 1.74 Not Utilized (NU)			

The level of social media marketing utilization, as assessed by Generation Z consumers in Los Baños, Laguna, in terms of eWOM, was rated 3.45, indicating a fully utilized level. Therefore, Generation Z consumers in Los Baños, Laguna fully utilized social media marketing regarding eWOM. The question of usage on social media during free time had the highest computed mean of 3.93, which is verbally interpreted as Fully Utilized, followed by the use of social media every day with a mean of 3.60 and verbally interpreted as Fully Utilized as well, while considering availing products or service recommended by friends and online gained the lowest mean of 2.96 or verbally interpreted as Utilized. The mean reading opinion and product feedback was 3.58. It was interpreted as fully utilized when curious about the product while viewing the advertisement online (mean = 3.02), and was interpreted as utilized.

Social media platforms have created valuable opportunities for eWOM conversations. People could now discuss brands' products and services with friends and acquaintances. eWOM exerts substantial commercial influence, as consumers perceive it as a credible and relatively objective source of product information. Over the past two decades, extensive research has explored the impact of eWOM on the marketplace, building on the longstanding effectiveness of traditional word-of-mouth, through which satisfied customers recommend products and services to friends, relatives, and colleagues. In the era of social networking platforms, eWOM has become even more powerful, as positive messages can be rapidly disseminated and amplified, particularly by social media influencers, who possess larger-than-average audiences and broad reach across multiple digital platforms and applications (Bradley, 2020).

Table 3. Level of utilization of social media marketing as assessed by Generation Z consumers in Los Baños, Laguna, in terms of trust

Indicators in terms of Trust		\bar{X}	VI
1.	Downloads online shopping applications that can be seen on social media, which can help with purchases.	2.96	U
2.	Trusts social media platforms and promotions	3.06	U
3.	I use social media during my free time.	2.84	U
4.	Consumers usually purchase products that are recommended by social media influencers.	3.93	FU
5.	Finds online advertisements informative, and it helps with what to purchase	3.14	U

Indicators in terms of Trust		\bar{X}	VI
GENERAL ASSESSMENT		3.19	U
Legend:	3.25 – 4.00 Fully Utilized (FU)	1.75 – 2.49 Partially Utilized (PU)	
	2.50 – 3.24 Utilized (U)	1.00 – 1.74 Not Utilized (NU)	

The level of social media marketing utilization, as assessed by Generation Z consumers in Los Baños, Laguna, in terms of trust. The general assessment had a mean of 3.19, interpreted as "Utilized." This means that Social Media Marketing, in terms of trust, is fully utilized as assessed by Generation Z consumers in Los Baños, Laguna. The highest indicator was "Consumers usually purchase products recommended by social media influencers," which gained a mean of 3.93 and was verbally interpreted as Fully Utilized. According to the indicator, Gen Z trusts social media, particularly when a known influencer promotes a product. The indicator "I" also gained the same mean as the first one, which finds online advertisements informative and helps me with what I am going to purchase," earned a mean of 3.14 and was verbally interpreted as Utilized. That said, Gen Z trusts social media at a very high level since they were born in the digital era. They were more familiar with how social media works. It can effectively promote or advertise products or services that lead to the business's target market or audience. Gen Z, also known as Zoomers, were born between 1997 and 2012 and have never known a world without the Internet, according to [Naeem \(2021\)](#). Trust is taking risks and choosing a course of action despite the risk that others may lose out.

Problem Number 2. What is the level of purchasing decision as assessed by Generation Z consumers in terms of Awareness, Interest, Desire, and Action?

Table 4. Level of purchasing decision as assessed by Generation Z consumers in terms of awareness

Indicators in terms of Awareness		\bar{X}	VI
1.	Social media has an impact on the intention of consumers to purchase	3.27	VH
2.	Popular products online were attractive to the eyes of consumers	3.23	H
3.	I find online advertisements informative, and they help me with what I am going to purchase	3.11	H
4.	Online advertisements are helpful if you need to gain knowledge about a particular product or service.	3.11	H
5.	Visit online websites that were promoted on social media	2.84	H
GENERAL ASSESSMENT		3.11	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)	

Generation Z consumers assess the level of purchasing decisions in terms of awareness. The general assessment, based on the table, shows High, with a mean of 3.11. This means that the level of Purchasing Decision is high in terms of awareness, as assessed by Generation Z consumers in Los Baños, Laguna. Moreover, the highest indicator, with a score of 3.27, is "Social Media has an impact on the intention of consumers to purchase," which is verbally interpreted as Very High, followed by the indicator "Popular products online were interesting to the eyes of consumers," with a mean of 3.23 and verbally interpreted as High. In contrast, the indicator "I visit online websites that were promoted in social media" gained the lowest mean of 2.84, which is verbally interpreted as high. Therefore, Gen Z is directly influenced by promotional events posted or shared on social media platforms. It demonstrates that promoting a brand online is an effective strategy for businesses.

The first strategy is to launch campaigns through multiple channels to capture consumers'

attention across diverse platforms, including television and email marketing. Second, the marketer can develop content for a 30-second television commercial and include detailed product information in newsletters. Furthermore, banners and posters can be displayed to enhance visibility. Large posters and billboards may attract customer interest in the brand, especially when designed attractively and placed in front of nearby business windows. Additionally, distributing fliers at high-traffic events, such as festivals and sporting activities, can further increase exposure (Indeed Editorial Team, 2022).

Table 5. Level of purchasing decision as assessed by Generation Z consumers in terms of interest

Indicators in Terms of Interest	\bar{X}	VI
1. Read opinions and product feedback that can be seen through social media accounts before purchasing it.	3.56	VH
2. Social media increases consumers' curiosity about the product or service they want to purchase.	3.27	VH
3. Popular products online were attractive to the eyes of consumers	3.23	H
4. Consumers usually purchase products that are recommended by social media influencers.	3.14	H
5. Feels curious about a particular product or service when seeing their advertisement online.	3.02	H
GENERAL ASSESSMENT	3.24	H
Legend:	3.25 – 4.00 Very High (VR)	1.75 – 2.49 Low (L)
	2.50 – 3.24 High (H)	1.00 – 1.74 Very Low (VL)

The level of purchasing decision, as assessed by Generation Z consumers in terms of interest, had a general assessment of 3.24 or higher. Accounts that cater to Gen Z's interests or introduce them to new ones receive much attention from them. It is necessary to identify their key interests to understand their distinctive social media activity. Table 5 shows the level of involvement in the purchasing decision as assessed by Generation Z consumers in Los Baños, Laguna, in terms of interest. The general assessment for this variable is High, with a mean of 3.24. This means that the level of Purchasing Decision is high in terms of interest as assessed by Generation Z consumers in Los Baños, Laguna. The highest indicator, "I read opinions and product feedback that I see through my social media accounts before I purchase it," garnered a mean of 3.56 and was verbally interpreted as Very High. In contrast, the indicator "I feel curious about a certain product or service when I see their advertisement online" gained the lowest mean of 3.02 and was verbally interpreted as high.

After capturing consumers' attention, the next stage is to stimulate their interest in the product. For example, the company may highlight the product's appealing qualities in a blog post on its website or through various social media platforms. It may also produce a short video showcasing the product and featuring a voiceover that explains the functions and features to enhance visual appeal. Customers who develop an interest in the product are more likely to make a purchase (Indeed Editorial Team, 2022).

Table 6. Level of purchasing decision as assessed by Generation Z consumers in terms of desire

Indicators in terms of Desire	\bar{X}	VI
1. Download online shopping applications I see on social media, which can help with purchasing.	3.06	H
2. Social media has an impact on the intention of consumers to purchase	3.27	VH
3. Usually, purchase products that were recommended by	3.14	H
4. social media influencers.		

Indicators in terms of Desire		\bar{X}	VI
5.	Finds it more efficient to buy things online.	2.91	H
6.	Consider availing of a product or service that a friend shares and recommends online.	2.96	H
GENERAL ASSESSMENT		3.07	H
Legend:	3.25 – 4.00 Very High (VR)	1.75 – 2.49 Low (L)	
	2.50 – 3.24 High (H)	1.00 – 1.74 Very Low (VL)	

Generation Z consumers assess the level of purchasing decisions in terms of desire. The general assessment, based on the table, indicates a high level, with a mean of 3.70. This indicates that the level of Purchasing Decision is high in terms of desire among Generation Z consumers in Los Baños, Laguna. Moreover, the indicator "Social media has an impact on the intention of consumers to purchase" gained the highest mean of 3.27 and was verbally interpreted as Very High. In contrast, the indicator "I find it more efficient to buy things online" gained the lowest mean of 2.91. In addition, the indicator "I consider availing a product or service that my friends share and recommend online" had the lowest mean of 2.96, which is interpreted as High.

Consider how infomercials present their material: they aim to engage viewers with intriguing facts about the product and its benefits. These advantages should pique viewers' interest in the goods. Infomercials accomplish this by showcasing the goods in a variety of inventive settings. Explain to the audience the benefits of the good or service and why it is required.

Table 7. Level of purchasing decision as assessed by Generation Z consumers in terms of action

Indicators in Terms of Action		\bar{X}	VI
1.	Download online shopping applications seen on social media, which can help with purchasing.	3.06	H
2.	Consumers usually purchase products that are recommended by social media influencers.	3.14	H
3.	Finds it more efficient to buy things online.	3.91	H
4.	Purchase products that are seen online.	2.74	H
5.	Avail products/services that are seen online.	2.58	H
GENERAL ASSESSMENT		2.89	H
Legend:	3.25 – 4.00 Very High (VR)	1.75 – 2.49 Low (L)	
	2.50 – 3.24 High (H)	1.00 – 1.74 Very Low (VL)	

The level of purchasing decision as assessed by Generation Z consumers in terms of action. The general assessment, based on the table, indicates a high level, with a mean of 2.89. This means that the level of Purchasing Decision is high in terms of action as assessed by Generation Z consumers in Los Baños, Laguna. Moreover, the indicator "finds it more efficient to buy things online" gained the highest mean of 3.91 and was verbally interpreted as Very High. In contrast, the hand of "avails products or services that are seen online" gained the lowest mean of 2.58, which was verbally interpreted as high. One reason for the lowest mean availability of products or services online is that most respondents were in high school or at the secondary level of education. It means they have no source of income yet and still ask their parents for money.

Overall, regarding AIDA, the level of purchasing decisions is high, as assessed by Generation Z consumers in Los Baños, Laguna. Generally, a high level of involvement in buying decisions offers organizations opportunities to spur growth, strengthen customer relationships, stand out from rivals, and improve overall performance. Businesses can improve their marketing tactics, increase customer satisfaction, and achieve long-term success by taking advantage of these opportunities. Therefore, implementing a well-designed online marketing strategy can indeed help increase a

small or medium-sized enterprise's (SME) consumer base.

Problem Number 3. Is there a significant relationship between the level of utilization of Social Media Marketing and the level of purchasing decisions among Generation Z?

Table 8. Test of the significant relationship between the level of utilization of social media marketing and the level of purchasing decision among Generation Z

Level of Utilization on Social Media Marketing	Level of Purchasing Decision	r Value	P Value	Remarks	Decision
eWOM	Awareness	.682**	.000	Significant	Reject H ₀
	Interest	.764**	.000	Significant	Reject H ₀
	Desire,	.735**	.000	Significant	Reject H ₀
	Action	.591**	.000	Significant	Reject H ₀
Trust	Awareness	.802**	.000	Significant	Reject H ₀
	Interest	.748**	.000	Significant	Reject H ₀
	Desire,	.902**	.000	Significant	Reject H ₀
	Action	.834**	.000	Significant	Reject H ₀

**Correlational at the level 0.01

*Correlational at the level 0.05(Two-tailed)

Businesses aiming to reach Generation Z must understand the value of social media marketing and its impact on this group's purchasing behavior. Brands may interact with Generation Z on social media platforms, forge meaningful connections, and leverage these connections to influence their purchasing decisions through socially responsible, relevant, and authentic marketing. This research observes that eWOM is a trend influencing Generation Z users on social networking sites. Traditional marketing methods and social media marketing differ in that social media marketing enables users to reach both known individuals and strangers and to communicate via chat and feedback about actual goods or services offered by various companies. These actions may affect individuals' purchase intentions.

Based on the results, there was a significant relationship between the level of utilization of Social Media Marketing eWOM and purchasing decision in terms of awareness with r value of .682**; eWOM and purchasing decision in terms of interest with r value of .764**; eWOM and purchasing decision in terms of desire with r value of .735**; and eWOM and purchasing decision in terms of action with r value of .591** among generation Z consumers. Moreover, there was also a significant relationship between the level of utilization of Social Media Marketing trust and purchasing decision in terms of awareness with r value of .802**; trust and buying decision in terms of interest with r value of .784**; trust and purchasing decision in terms of desire with r value of .902**; and trust and buying decision in terms of action with r value of .834** among generation Z consumers as shown in their probability values of .000 respectively. The results indicate that as the independent variable increases, the dependent variable tends to increase. Therefore, if social media marketing increases, so do purchasing decisions. Thus, the null hypothesis is rejected. The result shows a significant relationship between the independent and dependent variables.

Problem Number 4. Based on the Results of the Study, What Output May Be Proposed?**Table 9.** Social media portals - matrix

Social Media Portal	Description	Content	Hours to Manage	Benefits to Business Owners	Remarks
FACEBOOK	A powerful platform that offers numerous opportunities for businesses to connect with their target audience and promote their products or services	Most of the users were attracted by rumors.	Better to spend about 3 – 4 hours a day	Show ads to users whose friends have recently engaged with their followers.	The Facebook platform had a higher-than-average tolerance for times between feeds. However, it will grow incredibly well if daily feedings are maintained.
		Links were essential to be seen and heard on the Facebook account.	Minimum of 2 hours per day	Friends and followers were instantly notified with new feeds.	
		Users usually love factual content.		Reach the target audience based on demographics.	
		Hard selling is usually ignored.			
YOUTUBE	A powerful social media platform that offers significant opportunities for businesses and marketers to engage their target audience through video content.	Spammers were called out.			The YouTube platform had minimal maintenance requirements. However, as the channel grows and becomes an essential part of the business's online presence, more frequent and consistent content creation is required to sustain
		The more postings, the better			
		Advertising is permitted	Better to spend about 3 – 4 hours a day	It is given priority in Google's page ranking.	
		Maximum of 2 GB videos, 10 minutes in length	Minimum of 2 hours per day	It is an excellent place to park video clips and spwere the company's server and bandwidth.	
YOUTUBE		Video descriptions were a must for optimization.	If the business already has a YouTube account, more time will be	Businesses can create a customer and	
		Users love "how-to" or			

Social Media Portal	Description	Content	Hours to Manage	Benefits to Business Owners	Remarks
		educational videos and entertaining content. They like public attention.	required if it needs to create a promotional video.	channel base. YouTube videos can. Start generating conversations about a business and drive traffic back to the website.	momentum and meet audience expectations.
INSTAGRAM	A popular social media platform that plays a significant role in marketing strategies. It is a visually-focused platform where users can share photos and videos with their followers.	Advertising is permitted	Better to spend about 3 – 4 hours a day	Broad Reach: Instagram has a massive user base, with over 1 billion monthly active users.	Instagram is a powerful social media platform that enables businesses to connect with their target audience, promote their products or services, and build a strong brand presence. With its visually oriented nature and broad reach, Instagram enables businesses to showcase their offerings through high-quality images and engaging videos.
		Entertaining photos and short videos were encouraged.	Minimum of 2 hours per day	Allows businesses to engage directly with their audience through comments, likes, and direct messages	
		Video descriptions were a must for optimization.			
		They like public attention.			
TWITTER	A platform that allows businesses to connect with their target audience, share information, engage in conversations, and promote their products	Love rumors	It is a little short. It takes seconds to post	Creates business and brand loyalty among followers	The Twitter platform is one where individual posts should have been addressed more. It would help if you repeated postings more than once to be heard on a minimal level for return on
		Does not like pictures			
		Links in postings will feed the growth.	Having content to link to and/or create will take 1-2	Quick method of communication	
		Repeat postings		Positions the business as an authoritative voice	

Social Media Portal	Description	Content	Hours to Manage	Benefits to Business Owners	Remarks
	or services. Twitter is known for its real-time nature and character-limited posts, called tweets, which can contain text, images, videos, and links.	were a must to be seen and heard. Loves a 1-to-1 ratio of following and being followed	hours daily.	Great for business research Expand business networks and relationships. Can generate direct traffic back to the website and other marketing campaigns	investment. This platform is the most difficult to feed and will require all your time given its limited space. However, with support, Twitter can be a significant boon to the business.

CONCLUSIONS

After conducting an investigation, examination, and data collection, the researchers concluded that social media marketing strategies directly affect consumer buying behavior, particularly among Generation Z consumers in Los Baños, Laguna.

1. Social media marketing has been effectively used by Generation Z consumers, known for their high levels of engagement across platforms. In this context, Generation Z actively participates in eWOM, sharing opinions, experiences, and recommendations with peers on social media platforms. This eWOM form is a powerful tool for influencing consumer behavior and shaping purchasing decisions among Generation Z individuals. Moreover, trust-building plays a significant role in the effectiveness of social media marketing strategies targeting this generation. By engaging in eWOM and building trust, Generation Z consumers contribute to the success of social media marketing campaigns, helping them capture their attention and influence their buying choices.
2. Generation Z consumers demonstrate a notable level of engagement in the purchasing decision-making process, aligning with the principles outlined in the AIDA model. The AIDA model, which stands for Attention, Interest, Desire, and Action, provides a framework for understanding consumer behavior and the sequential stages consumers undergo before purchasing. SMEs (Small and medium-sized enterprises) can leverage this understanding to guide Generation Z consumers effectively through the decision-making process and ultimately increase purchase intentions. Therefore, by understanding and applying the principles of the AIDA model, SMEs can effectively guide Generation Z consumers through the stages of attention, interest, desire, and action, ultimately driving higher levels of purchasing decisions. Through strategic, targeted marketing efforts, SMEs can align their messaging and offerings with Generation Z's unique preferences and behaviors, thereby maximizing their potential to capture this influential consumer segment.
3. Social media marketing efforts have a substantial impact on consumer purchasing behavior. When businesses effectively use social media marketing strategies, they can engage their target audience, build brand awareness, generate interest, and ultimately influence consumers to purchase. Given the significant relationship between social media marketing and purchasing

decisions, a consumer's likelihood of purchase increases with greater social media marketing. Social media marketing is vital in influencing and driving consumer purchasing behavior. By effectively using social media platforms, businesses can engage with their target audience, build brand awareness, generate interest, and ultimately influence consumer purchasing decisions. By understanding and leveraging the power of social media marketing, businesses can maximize their potential for success in today's digital marketplace.

4. To further improve businesses' sales and exposure, a social media portal called Matrix is needed. Implementing a social media matrix designed for small and medium-sized enterprises (SMEs) can significantly enhance their marketing efforts. Matrix can significantly enhance SMEs' social media marketing efforts by implementing a social media portal. By strategically selecting and using the most appropriate social media platforms, SMEs can improve sales and exposure, reach their target audience more effectively, and allocate resources efficiently. With a well-defined social media strategy, SMEs can maximize the benefits of social media marketing and stay competitive in the digital landscape.

LIMITATION & FURTHER RESEARCH

This study employed quantitative, descriptive, correlational research to assess the extent of social media marketing use in relation to eWOM and trust, specifically during the purchasing decision stages of awareness, interest, desire, and action among SME owners and Generation Z consumers. The data were collected via an online survey to ensure respondent convenience.

The study participants were SME owners and Generation Z consumers in Los Baños, Laguna. The study aimed to provide insights into the decision-making process of purchasing items through social media. However, it is essential to note that the scope of this study was limited to the use of social media for marketing purposes and its impact on the purchasing decisions of Generation Z.

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