
| RESEARCH ARTICLE

The Impact of Digital Marketing on Customer Buying Intention of Customers in the Philippines

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| ABSTRACT

Digital marketing is arguably one of the preeminent marketing strategies utilized by today's vast number of businesses and companies. This strategy offers tools that enable them to promote their products to a much larger audience as it encompasses geographical boundaries. Also, it can build better relationships with customers since the content is customized to their liking. In the current study, the researchers aimed to determine how digital marketing affects the consumer behavior of Filipinos, specifically customer engagement and purchase intention. The following hypotheses were formulated: (H1) Social Media has a significant impact on Customer Engagement. (H2) Social media has a significant impact on purchase intention. (H3) Email marketing has a significant impact on customer engagement. (H4) Email marketing has a significant impact on purchase intention. (H5) Customer Engagement has a significant impact on purchase intention. A total of 334 respondents were surveyed online, and data was analyzed through the SPSS software. By the end of the research, it was found that digital marketing strategies, specifically social media marketing and email marketing, effectively generate purchase intention from Filipino consumers. This is aided by the customer engagement triggered by the advertisements presented on Facebook and their email. The researchers recommend further research on the topic but to branch out to other strategies and tactics of digital marketing since the current study focused solely on Facebook and email.

| KEYWORDS

Customer Engagement, Purchase Intention, Email Marketing, Social Media, Consumer Behavior

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1. Introduction

It is a fact that the ever-changing world has never been more complex than it is today. With the likes of inevitable technological advancements, everything became an instant for humans to be capable of reaching. The same thing also occurs in the world of marketing. Addressing information has never been easier since then. Trends arise from traditional methods of production. Wherever digital platforms play a key role in marketing, the product and marketing innovation has never been more competitive. In addition, there had been a significant change from outbound marketing tactics to inbound marketing approaches. Digital marketing was claimed as probably the most efficient method of marketing. They were providing the likes of companies to perform creatively and strategically to do business in today's generation. Marketers could connect directly with potential clients via digital platforms, regardless of the geographic location. A deeper understanding of the utilization of digital media in marketing has gradually increased. With all the devices provided and accessible today being maximized, the possibilities are endless. Marketers are now using these channels for various purposes, producing in-depth analysis and metrics on every count, measuring the effectiveness of their works, and even predicting and calculating the probability of being in their favor by utilizing it to their advantage. Others use them to draw new engagements, while others concentrate on offering better service to an existing market. It seems that digital marketing channels and ideas are used separately and operationally while understanding the influence of different digital media on consumer purchasing. With digital marketing being present and is continuously evolving and the likes of it being sure to stay in touch with us humans perpetually, the possibilities for new behavioral approaches from the market are soon yet to be discovered or generated by the market.

Human interactions have been significantly altered gradually due to increased involvement in social networks; the rise of internet platforms has hastened behavioral changes associated with activities and interactions. Brought by the technological advancement phenomenon has gradually changed the behavior of the market hence making organizations re-strategize, opt in, and engage with digital platforms. The study's central dilemma is the uncertainty regarding what course the behavior of the market will change. It also looks into how it can affect the relationship between the market, businesses, and the practice of marketing throughout the long term. It is perceived that technological advancement is ever-growing and evolving into digital. In this case of the problem stated, it is possibly relatively similar to the phenomenon in the relation between online shops and traditional physical stores. We were able to see the true potential of the course of digital marketing in the world of online commerce back in the year 2020 amidst the pandemic. The market was forced to stay at home due to safety protocols. With this, the media provided the attention the market needed and generated a lot of engagements and sales, and was able to prolong its activities up until the present.

2. Literature review

2.1 Digital Marketing

Digital marketing is defined as any marketing attempt that uses an electronic device or the Internet. Businesses use digital channels to engage with present and prospective consumers, such as search engines, social media, email, and websites. It is also known as 'online marketing,' 'internet marketing,' or 'web marketing.' The use of many digital methods and platforms to interact with clients who spend most of their time online is what digital marketing is all about. From a company's website to its online branding assets - digital advertising, email marketing, online brochures, and more - "digital marketing" encompasses many approaches. (Dr. Mrs. Vaibhava Desai). Digital marketing channels such as email marketing, social media, online advertising, and mobile services may improve the consumer spending experience at the purchase level by making product ordering, purchasing, and payment faster, saving customers time and money (Qazzafi, 2019).

2.2 Social media marketing

Social media is defined as the online communication and interaction between people on specific media platforms (Strauss & Frost, 2012). This study's social media marketing variables are described using several indicators prescribed by Putri (2017). Relationships: The formation of a relationship with customers via existing media. Communication: The interaction between sellers and consumers/buyers. Post-Purchase Interactions: Communication between the seller and the buyer following a completed sales transaction and Information format: Delivering comprehensive and transparent information to gain consumers' attention. Consumer behavior on social media marketing platforms has garnered the greatest attention among the subjects discussed in this research. It is feasible to suppose that this is because consumers are more accessible as study subjects than managers. There is much to be learned from examining the postings on a single social media site and their linkages.

2.3 Email marketing

Email Marketing is a communication tool entailing electronic mail to deliver messages to people or groups (GhavamiLahiji, 2016). Email marketing entails the communication of advertisements, company requests or donations, and other messages to build trust, loyalty, and brand awareness. Email marketing is a highly responsive tool for promoting and building customer interactions at a low cost (Ali, Ejaz, Aleem, Saeed, Tahir, & Kashif, 2015). It is the most helpful form of emarketing (electronic marketing). Email marketing can be measured using three dimensions (GhavamiLahiji, 2016) as Offer: A company form to determine consumer response. Example: Whether a product/service offered has been rendered; whether the price offered is apt with the product/service received, Website: Whether the site is attractive, presents valuable and complete information, and is easy to navigate, and Communication Time/Sequence: The matching order of time with what is being advertised. Example: Matching content with the campaign period; repetition of the promotion. Email marketing has long been viewed as untrustworthy and unsolicited marketing communications. Its standing has now shifted, and it is regarded as one of the most effective marketing operations. Involved in brand building, improving customer connections, making new contacts, and sales promotion Company. The Internet is vital in the corporate environment for implementing marketing operations that can reach a large number of people. Given that their number is still expanding, they have a significantly higher number of users than traditional marketing. For the successful deployment of email marketing, companies must create a clear goal, initiate the campaign, and choose the required metrics.

2.4 Customer engagement

It has been suggested that customer engagement is an extension of relationship marketing that emphasizes the consumer-service provider exchange. In contrast, customer engagement emphasizes the customer's experience more than emotional connection (Riorini & Widayati, 2015). Customer engagement is a psychological process that builds customer loyalty to the brand and a mechanism for retaining customers (Muchardie, Yudiana & Gunawan, 2016). Customer engagement can be determined using several indicators. Richness: Clarity of information for explaining the offered goods and services. Clear multimedia content that is highly likely to attract consumers' interest are as follows: Interactivity: High interactivity level can result in greater online participation; Product description: Proper description of the product/service being offered will drive customers' interest;

Entertainment: Information presented entertainingly will capture more positive attention; and Content novelty: New and unique information will stimulate more customer interest.

2.5 Purchase intention

Purchase intention is somewhat similar to decision making (Mirabi, Akbariyeh & Tahmasebifard, 2015), whereby consumers demonstrate their likelihood, willingness, or plan to purchase certain brands. Purchase intention is explained as a component of consumer behavior, i.e., attitudes towards specific products or services (Soebagyo, 2014). It can be identified by several indicators (Putri, 2017) as Transactional: Someone's tendency to purchase the offered item or service. Refractive: A person's tendency to refer products or services to others; preferential: An interest that defines someone who has the main preference between another product or service's conduct. Alterations to the product or service can substitute this preference, and Explorative: An interest that defines the conduct of someone seeking product or service information that they are drawn to.

2.6 Social media and customer engagement

The increased mass utilization of social media drives the perception that social media is a critical tool in supporting customer engagement (Pütter, 2017). Social media is often used as a platform to build up brand promotions. In marketing, customer engagement entails buyer-vendor interaction and relationships with prospective and existing clients. Social media has been indicated to have a significant effect on customer engagement. The discussions above can conclude social media has a substantial and positive correlation with customer engagement. Hence, the hypothesis below is proposed for this study: H1: Social Media has a significant impact on Customer Engagement.

2.7 Social media and purchase intention

Social media has also been indicated to significantly influence the intention of customers to purchase a product or service (Akhtar, Tahir, & Asghar, 2016). It is supported by the findings of Husnain & Toor (2017), which also indicated the positive effect of social media on purchase intention. Social media marketing has been proven to influence purchase intention, specifically via online communication or word of mouth (Rudyanto, 2018). Consumers gain interactive advice via social media from both familiar and unfamiliar parties. The discussions above conclude that social media significantly influences purchase intention. Hence, the hypothesis below is proposed for this study: H2: Social media significantly impacts purchase intention.

2.8 Email marketing and customer engagement

Email marketing entails messages delivering product or service promotions primarily aimed at Internet users. It is a marketing technique entailing emails to disseminate information about specific products or services (Chaffey, 2011). This technique enables a company to retain its relationship with long-time and existing customers, leading to consumer engagement whereby the existing customers are now socially marketing their products or services to others. This current study is the first to investigate the effect of email marketing on customer engagement. Hence, the hypothesis below is proposed for this study: H3: Email marketing significantly impacts customer engagement.

2.9 Email marketing and purchase intention

Email marketing is primarily dependent on the Internet, and most of the mechanisms on the Internet require the use of emails (Reimers, Chao, Gorman & Phau, 2016). User consent to receive email marketing indicates interest in the product or service offered by the companies (Sekaringtias & Kusumawati, 2017), which in turn could potentially affect purchase intention. It is supported by the findings of (Sekaringtias & Kusumawati, 2017), which indicated that permission to receive email marketing significantly influences purchase intention. Based on the discussions above, it is concluded that email marketing poses a significant effect on purchase intention. Hence, the hypothesis below is proposed for this study: H4: Email marketing significantly impacts purchase intention.

2.10 Customer engagement and purchase intention

Online retailers are now paying considerable attention to the aspect of consumer involvement. Highly engaged customers are likely to influence their relatives to become a customer; an additional 23% in income is generated due to customer engagement (Husnain & Toor, 2017). On top of that, customer engagement also significantly influenced purchase intention (Husnain & Toor, 2017). Therefore, this current study examines the relationship between customer engagement and purchase intention. Hence, the hypothesis below is proposed for this study: H5: Customer engagement significantly impacts purchase intention.

3. Methodology:

3.1 Research Design

The researchers performed a quantitative technique to accommodate and give conclusions on our research questions. The researchers conducted a different sampling approach to acquire data efficiently and effectively in favor of the researchers. The researchers utilized the snowball sampling technique to obtain the data from respondents. Due to the pandemic's constraints and faster data acquisition, the group gathered the data on a purely online basis. The researchers created an online questionnaire through Google forms which they sent to individuals that fit the criteria. Then respondents were asked to send it to other people

matching similar criteria. Due to ethical considerations, a consent form opened the online questionnaire that did not allow the participant to continue without reading and acknowledging the consent to participate. Lastly, the individuals responded anonymously and voluntarily.

3.2 Research Instruments

The researchers conducted a survey form for respondents to fill up the listed research questions needed for the study to acquire data. To conduct a survey form efficiently while considering the constraints of the pandemic, the researchers conducted a survey form via Google that they could send throughout the Internet in an instant share of its link. With the survey form being provided via Google forms, the researchers were able to keep track of its respondents and, at the same time, monitor the metrics and analysis of the results from the research questions.

3.3 Subjects and Study Site

The participants of this study were Filipinos who have Facebook accounts and email addresses and are currently residing in NCR. The group targeted a total of 334 respondents in our research from the 14,406,059 Filipinos based on NCR's 2022 population, according to worldpopulationreview.com. As for the study sites, the researchers decided to conduct the study on a purely online basis. Due to the pandemic and for the researchers and the respondent's safety, the study conducted all study sites via google forms. To ensure the reliability of the respondent, we asked them to fill out their personal information.

3.4 Data Gathering Procedure

The researchers applied snowball sampling and performed it on the social media platform Facebook via the Messenger application hence making the delivery of the survey and the collection of its data faster. The gathered data was then formulated later on by the statistician and applied Cronbach alpha analysis.

3.5 Data Validity and Reliability

The researchers used Cronbach's alpha to assess the survey questionnaire. They did this to examine how each question relates to the category and the research. The researchers also conducted pilot testing further to investigate the survey questionnaire's validity and reliability. The information gathered from the survey forms was analyzed using SPSS software. It was then tallied, tabulated, and presented by the research goals, with a summary and explanation of the findings following. The researchers could draw inferences and make suggestions based on the processed data.

3.6 Data Analysis

The researchers employed a six Likert scale survey with four separate categories. It was used to differentiate the variables' scores and see their correlation. First, the mean and standard deviation were calculated to determine the averages of the respondents' answers per item and to identify how diverse the responses were from the data. The researchers identified how Filipinos engage with digital marketing collaterals in social media applications, such as Facebook and email, and how customer engagement generates purchase intention.

4. Results and Discussion:

4.1 Presentation and Analysis of Data

Table 1. Frequency distributions of age, gender, education, and online shopping frequency of respondents (N = 334)

GENDER	FREQUENCY	PERCENTAGE
	1	.3
Female	231	69.2
Male	102	30.5
Total	334	100.0

AGE	FREQUENCY	PERCENTAGE
30 years old below	144	43.1
31-40	52	15.6
41-50	51	15.3
51 years old and above	87	26.0
Total	334	100.0

CIVIL STATUS	FREQUENCY	PERCENTAGE
Annulled	2	.6
Married	148	44.3
Single	141	42.2
Singled	31	9.3
Widow	12	3.6
Total	334	100.0

EDUCATIONAL	FREQUENCY	PERCENTAGE
Vocational	1	.3
Senior High	1	.3
Schooling pa po	1	.3
Out of school	1	.3
High school	4	1.2
Doctorate Degree	6	1.8
Master's Degree	33	9.9
Undergraduate	91	27.2
Bachelor's Degree	97	29.0
College Graduate	99	29.6
TOTAL	334	100.0

LOCATION	FREQUENCY	PERCENTAGE
Bulacan	1	.3
Antipolo City	1	.3
Baguio City	3	2.1
Bulacan City	121	36.2
CALOOCAN CITY	7	2.1
Canada	1	.3
Cauayan Ciy, Isabela	1	.3
cavite	1	.3
CNMI	1	.3
Imus cavite	1	.3
Indonesia	1	.3
Laguna	4	1.2
Las Pinas City	2	.6
MAKATI CITY	4	1.2
MALABON CITY	5	1.5
Malolos, Bulacan	1	.3
MANDALUYONG CITY	5	1.5
MANILA CITY	40	12.0
MARIKINA CITY	9	2.7
Meycauayan City	1	.3
Meycauayan City, Bulacan	1	.3
MUNTINLUPA CITY	2	.6
NAVOTAS CITY	2	.6
Pampanga	5	1.5
Paranaque	1	.3
Parafiaque	1	.3
PARANAQUE CITY	1	.3
PASAY CITY	3	.9
PASIG CITY	5	1.5
QUEZON CITY	70	21.0
Quezon province	1	.3
Quirino	1	.3
Red deer alberta	1	.3
Rizal	2	.6
SAN JUAN CITY	5	1.5
San Mateo	1	.3
Santa Maria Bulacan	1	.3
Santa Maria, Bulacan	1	.3
Sta. Maria	1	.3
Sta. Maria, Bulacan	2	.6
STA. MARIA, BULACAN	1	.3
Sydney Australia	1	.3
USA	2	.6
valenzuela city	1	.3
Valenzuela city	2	.6
Valenzuela City	3	.9
VALENZUELA CITY	2	.6
Winnipeg	1	.3
Total	334	100.0

4.2 Profile of the Respondents

Table 1 Results revealed that most of the respondents were female (69.2%), and the majority were already married (44%). Most of the respondents are 30 years old and below (43.1%) and out of the 334 respondents came from the province of Bulacan, a total of 121 respondents (36.2%), Quezon City 70 (21%), Manila 40, (12%). 99 (29.6%) of the respondents are college graduates based on the results. 97 (29%) are Bachelor's degree holders, and lastly, 91 (27.2%) are still undergraduates.

Table 2 Level of agreement on the preference of Filipinos for Digital Marketing

DIGITAL MARKETING	Mean	SD	Verbal Interpretation
How often do you use a social media application?	5.32	.986	Strongly Agree
Do people follow brands on social media?	4.97	1.109	Agree
Do you take social media as an electronic word-of-mouth	4.71	1.256	Agree
Do social media affect your visions of brands?	4.76	1.212	Agree
TOTAL	4.87	1.17	Agree
Do you feel that your purchases are influenced by social media?	4.6	1.284	Agree
The promotional emails I receive contain information that is relevant to me.	4.15	1.269	Somewhat Agree
The promotional emails I receive contain information about the latest fashions that would be of interest to me.	4.33	1.192	Agree
The promotional emails I receive contain information about special offers that are of interest to me.	4.36	1.282	Agree
The promotional emails I receive contain information about competitions that offer the chance to win prizes that are of value to me.	3.93	1.487	Somewhat Agree
TOTAL	4.19	.31	Somewhat Agree

Table 2 shows the respondents' level of agreement on the preference of Filipinos on Digital Marketing. Results revealed that respondents strongly agree that "they often./ use social media applications" (Mean = 5.32, SD = .986), and agrees that "they feel that most of their purchase was affected by visions and brands" (Mean = 4.76, SD = 1.212). In addition, results revealed that respondents take "social media as a word-of-mouth" (Mean = 4.19, SD = 1.31). and that they agree that they "follow multiple brands on social media." (Mean = 4.97, SD = 1.109). Results also indicate that the respondents agree "that their purchases are influenced by social media" (Mean = 4.6, SD = 1.284) and confirms that they somewhat agree "that the promotional emails they receive contain information that is relevant to me." (Mean = 4.15, SD = 1.269). In addition, the respondents agree that "promotional emails they receive contain information about the latest fashions that would be of interest to them." (Mean = 4.33, SD = 1.192).

And lastly, the respondents agree that "the promotional emails they receive contain information about special offers that are of interest to them." (Mean = 4.36, SD = 1.282).

Table 3 Respondents' perception of Consumer Engagement. Results revealed that respondents agree that "They often browse Facebook."

CONSUMER ENGAGEMENT	Mean	SD	Verbal Interpretation
I often browse Facebook.	5.08	1.282	Agree
I often read advertisement posts on Facebook.	4.12	1.371	Somewhat Agree
I often use the "like" option on advertisement posts on Facebook.	3.63	1.565	Somewhat Agree
I often comment on advertisement posts on Facebook.	2.79	1.640	Somewhat Disagree
I often share advertisement posts on Facebook.	2.95	1.652	Somewhat Disagree
TOTAL	3.72	1.50	Somewhat Agree

Table 3 shows the respondents' perception of Consumer Engagement. Results revealed that respondents agree that "They often browse Facebook" (Mean = 5.08, SD = 1.282), and that they somewhat agree that they "often read advertisement posts on Facebook" (Mean = 4.12, SD = 1.371), and somewhat agree that they show engagement since "they often use the like option on advertisement posts in Facebook" (Mean = 3.63, SD = 1.565). In addition, the results also indicate that the respondents somewhat disagree that they "often comment on advertisement posts on Facebook" (Mean = 2.79, SD = 1.640). Lastly, the respondents claim that they somewhat agree that "they often share advertisements on Facebook" (Mean = 2.95, SD = 1.50).

Table 4 shows the respondents' perception of their own Purchase Intention

PURCHASE INTENTION	Mean	SD	Verbal Interpretation
Social media applications increase my interest in purchasing products from advertisements.	4.37	1.321	Agree
I am very likely to purchase the product advertised and recommended by my friends on Facebook.	4.20	1.425	Somewhat Agree
I intend to purchase the product from the advertisement as marketed on Facebook.	3.89	1.348	Somewhat Agree
I have positive purchase intentions on the advertisements posted on Facebook.	4.00	1.392	Somewhat Agree
TOTAL	4.12	1.37	Somewhat Agree

Table 4 shows that the respondents agree that "social media applications increase their interest in purchasing products from advertisements" (Mean = 4.37, SD = 1.321). Also, the results show that the respondents somewhat agree "that they are very likely to purchase the product advertised, recommended by their friends on Facebook" (Mean = 4.20, SD = 1.425), and lastly, the results indicate that the respondents somewhat agrees that "they intend to purchase the product from the advertisement as marketed in Facebook" (Mean = 3.89, SD = 1.348) and that they somewhat agree also that "they have positive purchase intentions on the advertisements posted in Facebook." (Mean = 4.00, SD = 1.392).

Table 6 Factor Analysis of the Indicators of the SOPs

Construct	Items	Factor Loading	P - value	Cronbach's Alpha	Composite reliability	Ave. Variances Extracted
Social Media	SocMed1	0.721	< 0.001	0.847	0.892	0.623
	SocMed1	0.780	< 0.001			
	SocMed3	0.754	< 0.001			
	SocMed4	0.870	< 0.001			
	SocMed5	0.813	< 0.001			
Email Marketing	EmailMar1	0.875	< 0.001	0.908	0.935	0.784
	EmailMar2	0.906	< 0.001			
	EmailMar3	0.914	< 0.001			
	EmailMar4	0.844	< 0.001			
Customer Engagement	Factor 1	0.864	< 0.001	0.808	0.907	0.806
	Factor 2	0.864	< 0.001			
Purchase Intention	Pur Intention 1	0.885	< 0.001	0.930	0.950	0.826
	Pur Intention 2	0.903	< 0.001			
	Pur Intention 3	0.935	< 0.001			
	Pur Intention 4	0.911	< 0.001			

The indicators of SOPs were factor analyzed using the principal axis method with varimax rotation to determine the underlying dimensions. The sample of 300 respondents is adequate for factor analysis to proceed, as indicated by the Kaiser-Mayer Olkin measure (KMO=.850) of sampling adequacy. A reliability coefficient (Cronbach Alpha) was computed for each factor dimension to estimate the reliability of each scale. All factors' reliability with a reliability coefficient above 0.700 were considered acceptable in this study. This resulted in reliability coefficients of .790 and .782 for factor 1 and factor 2, respectively. The final reduction in the number of items was made by discarding all items with factor loading and commonalities of less than 0.40, the eigenvalue of less than 1, and the percent variance of less than 4%. The above decision rules resulted in discarding 1 out of 8 items measuring the Product Image, thereby surfacing two factors (Table 6), decreasing explained variance. The first factor is labeled as SocMed. Factor 2, labeled as EmailMar, Evaluation of Measurement Model and Structural Model Prior to the hypothesis testing, the Measurement Model of the study was evaluated. According to Hair et al. (2010), the measurement model's convergent validity, construct reliability, and discriminant validity was validated using Confirmatory Factor Analysis.

4.3 Evaluation of Measurement Model and Structural Model

Prior to the hypothesis testing, the Measurement Model of the study was evaluated. According to Hair et al. (2010), the measurement model's convergent validity, construct reliability, and discriminant validity was validated using Confirmatory Factor Analysis.

Table 8. Latent Variable Coefficients

Construct	Items	Factor Loading	P - value	Cronbach's Alpha	Composite reliability	Ave. Variances Extracted
Social Media	SocMed1	0.721	< 0.001	0.847	0.892	0.623
	SocMed1	0.780	< 0.001			
	SocMed3	0.754	< 0.001			
	SocMed4	0.870	< 0.001			
	SocMed5	0.813	< 0.001			
Email Marketing	EmailMar1	0.875	< 0.001	0.908	0.935	0.784
	EmailMar2	0.906	< 0.001			
	EmailMar3	0.914	< 0.001			
	EmailMar4	0.844	< 0.001			
Customer Engagement	Factor 1	0.864	< 0.001	0.808	0.907	0.806
	Factor 2	0.864	< 0.001			
Purchase Intention	Pur Intention 1	0.885	< 0.001	0.930	0.950	0.826
	Pur Intention 2	0.903	< 0.001			
	Pur Intention 3	0.935	< 0.001			
	Pur Intention 4	0.911	< 0.001			

The coefficients presented in Table 8 were used to assess the construct reliability, internal consistency, and convergent validity of the sets of indicators. Composite reliability and Cronbach's alpha are commonly used in evaluating construct reliability (Roldan & Sanchez-Franco, 2012; Kock, 2017). The values of the composite reliability (CR) and Cronbach's alpha (CA) must be at least 0.7 to indicate good reliability and internal consistency (Nunnally, 1978; Fornell & Larcker, 1981; Nunnally & Bernstein, 1994). Based on table 8, results revealed that the Cronbach Alpha for Social media (.847), Email Marketing (.908), Customer Engagement (.808), and Purchase Intention (.930) satisfied the criterion for reliability. Similarly, the value of composite reliability for Social Media (.892), Email Marketing (.935), Customer Engagement (.907), and Purchase Intention (.950) fit the criterion for internal consistency of the research instrument. Moreover, convergent validity evaluates the quality of a research instrument's set of items or question statements. Convergent validity indicates that the participants understand the items or question-statements in each construct in the same manner as they were intended by the designers of the items or question statements (Kock, 2017). Item loading is the correlation between items and constructs (Amora, Ochoco, & Anicete, 2016; Kock, 2017), and it measures the convergent validity. If the values of item loadings are at least 0.5 and its p-values are less than .05, convergent validity is achieved (Hair, Anderson, & Tatham, 1987; Hair, Black, Babin, & Anderson, 2009; Kock, 2017). Likewise, the average variance extracted (AVE) determines the amount of variance of each construct from its items relative to the amount due to measurement error (Chin, 1998; Amora et al., 2016). Hair, Ringle, and Sarstedt (2011) stated that the construct has acceptable validity if the average variance extracted (AVEs) are higher than the threshold value of 0.50. In table 8, results revealed that the item loadings of all indicators are statistically significant (Range = .526 - .923, p < .001), and the range of average variance extracted values (.564 - .932) met the required value, which indicates that the research instrument has convergent and acceptable validity.

Table 9. Square Roots of AVE Coefficients and Correlation Coefficients

Latent Variables	Social Media	Email Marketing	Customer Engagement	Purchase Intention
Social Media	0.789			
Email Marketing	0.558	0.885		
Customer Engagement	0.441	0.503	0.864	
Purchase Intention	0.616	0.597	0.647	0.909

Diagonal values are the square roots of AVE, and off-diagonals are inter-construct squared correlations.

Table 9 shows the latent variable correlations with square roots of AVE coefficients to measure the discriminant validity of the instrument. Discriminant validity tests if the statements associated with each latent variable are not confusing when respondents

answer the questionnaire. Moreover, it tests whether the statements related to one variable, for instance, are not confusing with the statements connected with other variables (Kock, 2017). For each variable, the square root of the AVEs should be greater than any of the correlations involving the said variable. If the values at the main diagonal are higher than off-diagonal elements, the latent variables have acceptable discriminant validity (Fornell & Larcker, 1981). Results showed that the research instrument has a discriminant validity, as shown by the values on the main diagonal. This indicates that the measures used in the study have discriminant validity.

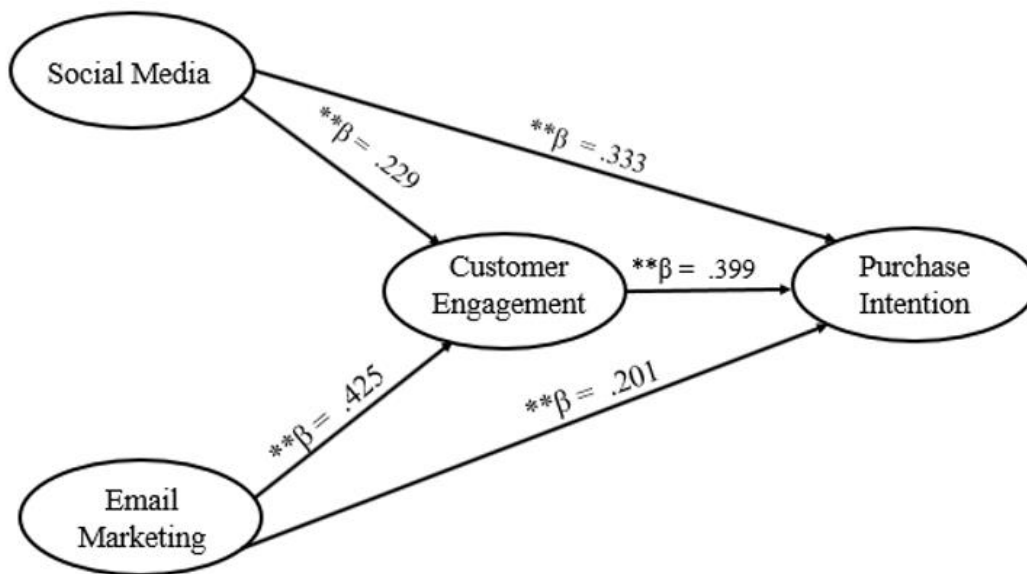
4.4 Structural Model and Hypotheses

Table 10. Model Fit Indices of the Emerging Model

Measure	Estimate	Threshold	Interpretation
Average Path Coefficient (APC)	0.317, p <.001	p < .05	Acceptable
Average R-squared (ARS)	0.464, p <.001	p < .05	Acceptable
Average Full Collinearity VIF (AFVIF)	1.930	≤ 3.3	Ideally
Tenenhaus Goodness of Fit (GoF)	0.659	≥ .36	Large

Table 10 shows the overall model fit measures of the proposed model. Several global fit indices were used to verify the acceptability of the model, and they were used to establish the acceptability of the emerging structural model. Generally, the main evaluation criteria for the structural model are the level of significance of the Average Path Coefficients (p-value of APC) and the level of significance of the Average R- squared (p-value of ARS). Remarkably, the Average Path Coefficient (APC = 0.317, p <.001) and Average R-squared (ARS =0.464, p <.001) are better than the acceptable range (p < .05). This implies that the emerging model has a good fit.

Figure 1.



Emerging Model

Figure 1. The emerging model (Nawaz & Kaldeen 2020)

The study was intended to test the hypothesized model that shows the causal relationship of Customer Engagement in Email Marketing to Purchase Intention and Social Media shown in Figure 1. Structural Equation analysis of the hypothesized model revealed that Customer Engagement in Email Marketing was significantly influencing the Purchase Intention (β = 0.201, p < 0.001) of Filipino Customers. (H1). However, the emerging model showed that Social Media (β = 0.229, p = 0.106) was not influenced by Customer Engagement in Email Marketing (H2). Likewise, Purchase Intention was significantly influenced positively by Social Media

($\beta = 0.333, p < 0.001$) (H3). This indicates that the Filipino Customers are aware and completely engaged with social media and that it leads them to an intention to purchase. Moreover, the emerging model showed that Purchase Intention was significantly influenced by Customer Engagement ($\beta = 0.399, < 0.001$) (H2, and Social Media ($\beta = 0.333, p < 0.001$). Thus, the emerging model supported 4 out of 5 hypotheses of the study.

Table 11. Result of the Hypotheses Test

Path	Path Coefficients (β)	P -values	Effect Sizes (f^2)	Effect Size Interpretation (Cohen, 1988)**	Description	Decision
H1: Social Media → Customer Engagement	0.229	< 0.001	0.105	Small	Significant	Accept H1
H2: Social Media → Purchase Intention	0.333	< 0.001	0.207	Medium	Significant	Accept H2
H3: Email Marketing → Customer Engagement	0.425	< 0.001	0.233	Medium	Significant	Accept H3
H4: Email Marketing → Purchase Intention	0.201	< 0.001	0.121	Small	Significant	Accept H4
H5: Customer Engagement → Purchase Intention	0.399	< 0.001	0.261	Medium	Significant	Accept H5

Note: 0.02 – small, 0.15 – medium, 0.36 - large

Table 11 shows the path coefficients (total effect) and the p-values of the emerging model. The path coefficients and p-values results revealed that the Customer Engagement in Email and Social Media positively influenced the Purchase Intentions of Filipino Customers. This leads to the acceptance of H1: Social Media has a significant impact on Customer Engagement. This indicates that the advertisements on Social Media greatly influence Customer Engagement. Similarly, results revealed that respondent's Customer Engage was influenced positively by Email Marketing ($\beta = 0.425, p < 0.001$) with a large effect size ($f^2 = 0.233$). This leads to the acceptance of H3: Email marketing has a significant i.1 Presentation and Analysis of Data impact on customer engagement. This indicates that Email Marketing largely influenced Customer Engagement. The Impact of Digital Marketing on Customer Buying Intention of Filipino Customers in the Philippines.

5. Findings

H1: Social Media has a significant impact on Customer Engagement.

According to the results presented above, it can be gleaned that social media has a minimal impact on customer engagement. This is because data shows inconsistent results regarding the impact of social media on customers' engagement. Results revealed that respondents agree that "They often browse Facebook" (Mean = 5.08, SD = 1.282), and that they somewhat agree that they "often read advertisement posts on Facebook" (Mean = 4.12, SD = 1.371), and somewhat agree that they show engagement since "they often use the like option on advertisement posts in Facebook" (Mean = 3.63, SD = 1.565). In addition, the results also indicate that the respondents somewhat disagree that they "often comment on advertisement posts on Facebook" (Mean = 2.79, SD = 1.640). Lastly, the respondents claim that they somewhat agree that "they often share advertisements on Facebook." (Mean = 2.95, SD = 1.50).

H2: Social media has a significant impact on purchase intention.

According to the data presented above, it can be gleaned that social media has a minimal impact on consumers' purchase intention. This is when they are presented with marketing collateral by brands on social media, specifically Facebook. The mean for each statement is as follows: The respondents agree that "social media applications increase their interest in purchasing products from advertisements" (Mean = 4.37, SD = 1.321). Also, the results show that the respondents somewhat agree "that they are very likely to purchase the product advertised, recommended by their friends on Facebook" (Mean = 4.20, SD = 1.425), and lastly, the results indicate that the respondents somewhat agrees that "they intend to purchase the product from the advertisement as marketed in Facebook" (Mean = 3.89, SD = 1.348) and that they somewhat agree also that "they have positive purchase intentions on the advertisements posted in Facebook." (Mean = 4.00, SD = 1.392).

H3: Email marketing has a significant impact on customer engagement.

The results from Table 11 indicate the acceptance of the H3: Email Marketing has a significant positive impact on customer engagement, earning the highest path coefficient of ($\beta = 0.425, p < 0.001$) and acquiring the effect size interpretation (Cohen 1998) of the medium.

H4: Email marketing has a significant impact on purchase intention. In a reference from table 11, the results indicated the acceptance of the H4: Email marketing has a significant impact on purchase intention. Despite having the effect size interpretation labeled as small and acquiring the lowest path coefficient among. ($\beta = 0.201, < 0.001$).

H5: Customer Engagement has a significant impact on purchase intention.

With the data presented above, it can be gleaned that customer engagement significantly impacts the customers' purchase intention. Referring from the emerging model, it depicts that Purchase Intention was significantly influenced by Customer Engagement ($\beta = 0.399, < 0.001$) (H2, and Social Media ($\beta = 0.333, p < 0.001$). being the second most powerful and highest among the given path coefficients and labeled as a medium by the effect size interpretation.

6. Conclusion

6.1 Conclusions

The researchers found that, in terms of gender differences, female respondents are more engaged with digital media than male respondents based on the data reported in this study. The general attitude and view of the multiple generations of Filipino Customers toward digital media are positive. According to the survey, both generations favor Smartphones as their digital media device. Although Filipino Customers are more predisposed to Internet platforms and online gaming activities because they are closer to people who have observed the digitization and growth of communication lifestyle globally, all generations have nearly identical attitudes about digital media. While this study makes a significant addition to the current communication and media landscape, the researchers emphasize the study's importance by suggesting to the government and has proved that Filipinos Customers are influenced by online advertisements, based on the high level of agreement on their preference for purchase intention. The researchers aimed to examine the relationship between customer engagement and digital marketing, which leads to purchase intentions. The study aimed to produce an in-depth analysis of how businesses would shift their course and opt-in transcendence unto technological advancement, given that the Filipino Customers can be thus far considered modernized. Moreover, the study was able to solidify its assumptions as stated in the researchers' findings. The results indicated a positive outcome that perceived digital marketing as a practical and essential part of today's generation of marketing and paved its way to eCommerce, elaborating the relationships between customer engagement, digital marketing, and purchase intentions. The current research has addressed the gap in the literature regarding the lack of studies on the impact of digital marketing here in the Philippines. With this, the study gives marketers, companies, and future researchers how marketing content presented through social media and email alters the consumers' behavior, specifically customer engagement and purchase intention.

6.2 Recommendations

With the constraints and limitations of conducting the study, given the circumstances of the pandemic, the researchers have the following recommendations for future research to involve the significance of digital marketing in the Customer Buying Intention of Filipino Customers in the Philippines. Filipino, the researchers recommend conducting further research on the key channels and tactics that must be included in the digital marketing strategies to effectively capture the Filipino Customers' attention and influence them to make a purchase decision. In addition, given the implications of the results of this study, companies should provide better offerings when building the contents of their email marketing, such as explaining product values more clearly or increasing customer engagement by offering better sales promotions. Furthermore, the researchers recommend that businesses today need to have a high level of adaptability apart from the ability to create new marketing values so as to ensure their survivability in the market. The majority of Filipinos are well-prepared to experience new marketing approaches, such as social media and email marketing, which have been proven to be influential in improving customer engagement and purchase intention. Lastly, the researchers recommend conducting further research on the impact of digital marketing on Customer Buying Intention of Filipino Customers in the Philippines as it will ultimately help better understand and bring forth improvements in providing digital marketing strategies.

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