| **RESEARCH ARTICLE**

The Implications of Blogging and Social Media on Purchasing Behavior of Filipino Employees in an Environmental Consultancy Firm in Manila Post Pandemic

De Guzman, Amabel M[1], Ibanez, Darling Jerica B[2] ✉ and Pigao, Kevin Jamir F[3]

[12]*Business School Student, Pamantasan ng Lungsod ng Maynila (PLM), Manila, Philippines*
[3]*Business School Professor, Graduate School of Management,Pamantasan ng Lungsod ng Maynila(PLM), Manila Philippines*
Corresponding Author: Ibanez, Darling Jerica B, **E-mail**: djibanez202262@plm.edu.ph

| **ABSTRACT**

The biggest change in the purchasing behavior of Filipino employees nowadays is the power of blogging and social media. The most popular of these are YouTube, Instagram, Facebook, Twitter, TikTok, and so many more upcoming platforms. The cited social media platforms greatly impact consumer behavior, specifically employees. Having all the necessary information is readily accessible in the palm of your hand. And this changes everything, including consumer behavior. Consumer decision-making is influenced by social media and blogging. According to UNCTAD, people will continue to shop online long after the epidemic has passed due to the crisis's repercussions. (Cerezo, 2020). This study will analyze the implications of blogging and social media in the buying behavior of Filipino employees observed for the post pandemic period utilizing the black box model. Quantitative information was collected and used for this study's purposes using descriptive and inferential statistics. The research is limited to a specific environmental consultancy firm in Manila. The findings indicate that social media influences Filipino employees' purchasing behavior by providing them with information that alters their perspective and sense of style, which leads to purchases of the products. Without a doubt, social media plays a large connection for both consumers and businesses, including Filipino employees.

1. Introduction
Filipinos' lifestyles and purchasing behavior have been significantly and broadly altered by social networking. Social networking and blogging take up a lot of time when trying to convince customers to buy anything. Nowadays, Filipinos frequently use a range of online channels to research potential products before making a choice. As a result, what Filipinos see and hear influences their purchasing decisions, which greatly influences their spending patterns. (Arellano G., 2022) Consumer decision-making is influenced by social media and blogging. Consumers read blogs before making any purchases so they may decide whether or not they want to buy the product. They might buy that specific product or brand if they receive favorable feedback from the blogs. (Research L. , 2023)

In 2019, Instagram's shopping function, which enables users to shop directly from the app, gained popularity. Users may now visit a brand's site and buy things using stickers in Instagram Stories, links in images and videos, and advertising in their feed, a practice known as "social commerce," which has flourished on social media platforms including TikTok, Instagram, and Facebook. Over 25 million businesses utilize Instagram Shop and Instagram Checkout, and there are more than 130 million monthly users. (Lauren-Detweiler, 2023) One of the newest popular social media networks, TikTok, was only launched in 2018. yet due to its explosive growth, TikTok attained 500 million monthly active users in just one year.

It has 850 million downloads and came in first place among all apps in 2022, behind WhatsApp and Instagram. All companies should be aware of the e-commerce opportunity it offers. (Lauren-Detweiler, 2023)

The Philippines has long been one of the nations with the best internet access. Filipinos spend a lot of time on social media, which is why the country is renowned as the "social media capital of the world." These figures increased in 2020 when the pandemic struck. According to the most recent report by We Are Social, more Filipinos got online and used social media. We learned how to purchase both needs and non-necessities through apps on our smartphones, and we consumed more than we had previously. (Rappler, 2021). According to UNCTAD, people will continue to shop online long after the epidemic has passed due to the crisis's repercussions. (Cerezo, 2020)

The aim of this study is to evaluate how social media and blogging impact the purchasing behaviors of Filipino employees in an environmental consultancy firm in Manila following the pandemic between the second half of 2022 and the third quarter of 2023. With the simplicity and delight of e-commerce, this study will examine purchasing behavior during the post-pandemic period if strongly affected by social networking and blogging on the consumer, especially given that these platforms have shown to be both amusing and practical in the dramatically transformed post-pandemic world.

2. Literature Review
2.1 Social Media
One of the information and communication technologies that the public uses to communicate online is social media. These days, using social media seems to be very important and is no longer seen as alien to anyone. People of all ages, including young children and the elderly, can utilize social media. (Nurjannah L., 2021). Social media has dominated our lives in the current digital era. Additionally, it has developed into a crucial tool for companies to connect with their target market and market their goods or services. Social media is essential in this industry because digital marketing and internet advertising have become standard practice. (Writer, 2023). Since social media's inception, one thing has changed: many sites are used to concentrate on one activity, like social networking or image sharing. The majority of well-known social media platforms now include live streaming, augmented reality, shopping, social audio, and other features. (Wong, 2021)

The Internet retail business in the Philippines is booming and shows no signs of slowing down anytime soon. To strengthen their business strategies and operations and keep up with the quick shifts in such a fast-paced market, ecommerce businesses must understand online shopping patterns. According to data, Filipinas outspend their male counterparts when it comes to ecommerce. One possible explanation for this substantial gap is because women utilize social media more than men, which is a main channel for ecommerce in the Philippines. (Chan, 2023)

2.1.1 Social Networking Platforms
Social networking sites and applications enable connections, communication, information sharing, and the development of relationships between individuals and groups. People can connect with neighbors, relatives, friends, and people who share their interests. One of the most significant uses of the internet nowadays is social networking. People may maintain social ties, keep informed, and access as well as share a variety of information thanks to well-known social networking sites like Facebook, Instagram, and TikTok. Additionally, these websites let advertisers connect with their target markets. (Wright, 2022)

Top 3 Social Networking Platforms
Facebook
Facebook is a social networking platform with over one billion individual users, making it the largest social network worldwide. Facebook is used everywhere to build and expand communities, have private conversations, and generate income. Individuals, community groups, and corporations can all utilize Facebook for a variety of purposes.

Users initially exchanged information about themselves and many topics in the Facebook group. As time went on, many features widened the range of its capabilities, including the marketplace, an electronic yard sale where users can transact with other Facebook users to purchase and sell products and services. (Kerner, 2021)

Instagram
The most widely used photo-sharing app in the world, with 1.22 billion active users worldwide, is Instagram. The concept of "influencers" was one of Instagram's most significant contributions to the field of digital marketing. For better or worse, the popularity of some users gave their profiles an "aspirational" bent, which quickly led to the creation of a brand-new marketing channel that allowed average people to capitalize on their fame. (Karl, 2023)

TikTok
The video-sharing platform debuted on the global stage in 2017; two years after its social media debut, TikTok was one of the top five most downloaded applications worldwide. It reached the top spot a year later. Over a billion people use TikTok regularly worldwide.

TikTok is popular among marketers because it exemplifies a significant social media trend for young audiences' creative abilities and teamwork. According to eMarketer, users spend an average of 56 minutes per day using the app because of how quickly it moves forward, keeping them interested in a reasonable amount of time. (Battisby, 2023)

2.1.2 Social Media Information
E-Reviews
In recent years, numerous studies have documented the impact of internet evaluations, in particular, on purchasing decisions. After reading internet reviews, consumers' purchasing decisions go through a psychological process that combines information processing and vision. (Tao Chen, 2022)

E Promotion
Promotion is typically seen as a crucial marketing tactic for drawing in clients. Although consumers may not think much about receiving advantages, businesses are interested in seeing how they react because it will ultimately encourage more sales. Marketers can employ cutting-edge software and communication technologies to communicate with customers and deliver promotion information to them in a variety of formats. (Hanyang Lou, 2021)

2.2 Blogging and Social Media Influences Consumer Purchasing Behavior
Markets are ruled by consumers. No business can survive without customers, and as technology has advanced, customers are increasingly using social media to make a variety of purchasing decisions. Consumer buying behavior is the way that customers (both online and offline) decide when, why, how, and where to buy or not buy items before making a purchase of a good or service in any industry. Consumer behavior is the most concentrated sector in business and services (Ronel, 2021)

Some studies discuss the different factors that affected consumer purchasing behavior, which include internal and external factors, psychosocial, social, and personal factors (Dudovskiy, 2022).

Others explore the five stages of the purchasing decision process from problem recognition, information search, evaluation of alternatives, purchase decision made and post-purchase evaluation to know the consumer behavior (Dudovskiy, 2022). Similar studies have shown that consumers are continually looking for information through social networking sites that might give them pre-purchase suggestions (Kumar, Konar, & Balasubramanian, 2020).

Figure 1: Stages of Consumer Decision

Furthermore, Similar studies have shown that consumers are continually looking for information through social networking sites that might give them pre-purchase suggestions (Kumar, Konar, & Balasubramanian, 2020).

This conclusion (Leon, December 2020) internet reviews are useful information and have a favorable impact on product sales was further studied.

2.3 Post Pandemic
The term "post-pandemic" refers to the period after a significant pandemic, such as the global COVID-19 pandemic, which began in late 2019 and was still active as of September 2021, and is defined by the World Health Organization as the change from

"decrease of pandemic surveillance due to a decrease in pandemic outbreak." This term denotes a time when the pandemic's immediate effects, such as widespread disease, lockdowns, and significant disruptions, have After the epidemic, daily life gradually returns to a more normal state. The post-epidemic phase usually focuses on healing, adaptability, and changes that have occurred as a result of the pandemic. (High, 2023)

3. Methodology

This chapter's goal is to describe the methodology that will be used to investigate the implications of blogging and social media on the purchasing behavior of Employees of an Environmental Consultancy Firm Post Pandemic. This chapter presents the study plan, sample, sampling method, research tool, validation tool, ethical considerations, data collection process, and statistical data processing.

3.1 Research Design

The descriptive research design was used to determine the implications of social media on employee purchasing behavior during post pandemic.

The objective of descriptive research is to provide a precise and systematic account of a population, situation, or phenomenon. This type of research seeks to answer questions related to "what," "where," "when," and "how.". A descriptive research design is the most appropriate in this research because it will enable the researchers to appreciate how social media significantly affects the purchasing behavior of a Filipino employee post pandemic. This research will describe the social media factors considered by consumers in buying online, how consumers arrive at a decision to buy, and the information available to consumers in social media.

3.2 Sample and Sampling Technique

The researcher used the concept of "Purposive sampling" It encompasses a set of non-probability sampling methods in which sample units are deliberately chosen based on the specific attributes they possess. Units are "on purpose" gathered in targeted sampling. Research respondents came from employed individuals from an Environmental Consultancy Firm in Manila, having their own values, perceptions, lifestyle, and decision-making skills. Online surveys collected and data will be summarized in spreadsheets, read, analyzed, and concluded on the significant implications and relationships of social media to the employee's purchasing behavior.

3.3 Respondents

This study concentrates on the implication of social media in the purchasing behavior of employees within an Environmental Consultancy Firm in Manila. The researcher used a purposive sampling of 53 respondents from among the 60 employees of the Environmental Consultancy Firm in Manila.

3.4 Research Instrument

A survey question items were adapted that were conceptualized and established in extant literature. The whole section adopted from (Chopra, June 2020) and (Lee, 2013) was used based on the objectives of this research and sent via google forms. Questionnaires included gender, monthly income, the online platform being used and closed-ended questions that were used to gather information on the implication of social media on the purchasing behavior of Filipino employees in an environmental consultancy firm post pandemic.

Figure 2: Validation of Instrument
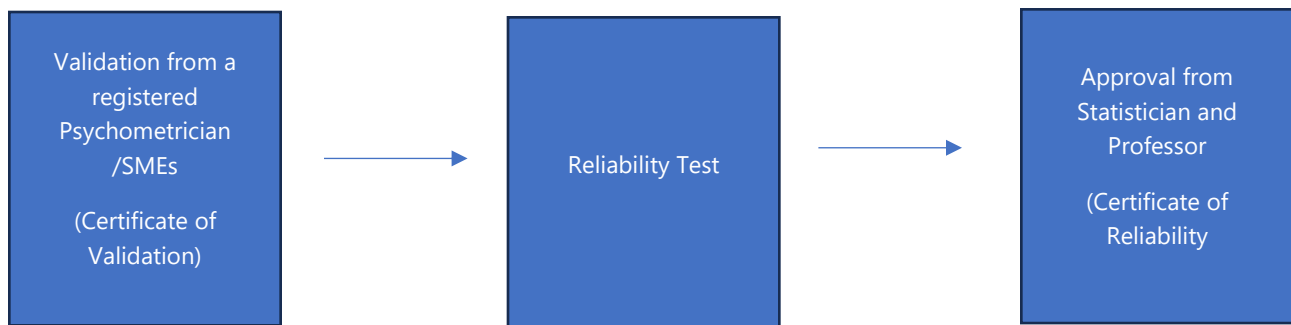
3.5 Ethical Consideration

Data privacy was protected in this research, and the Data Privacy Law of 2012 was fully observed. The researchers ensured that the respondents were not harmed and exposed before, during and after the collection of data. The respondent's full consent was secured prior to data collection.

3.6 Data Gathering Consideration

Quantitative information was collected and used for this study's purposes. The researcher used the primary method in gathering the data. As the research is limited to a specific geographical region, the research methodology is designed with the objective of studying this particular area to reach individuals employed in an Environmental Consultancy Firm in Manila. Several important considerations were taken into consideration in order for the research to be comprehensive, accurate and reliable in gathering data on the Implications of blogging and social media on the purchasing behavior of employees post pandemic. The following has been taken into consideration: First is to clearly define the research objective and the specific aspects of social media's impact on purchasing behavior; second is to identify the representative respondents of the target population, which in this case are employees who use blogging and social media on their purchasing behavior. The data collection may include interviews and surveys as a source of data gathering. A well-designed, structured and unbiased questionnaire related to social media usage and its influence on purchasing decisions and the use of closed-ended questions. This questionnaire was sent through Google Forms, or a print-out version will be made available for individuals who are unable to access it. By taking into account these factors, researchers can efficiently collect data, analyze it, and create data analysis through the use of statistical techniques like SPSS to find patterns and trends in the data that can be used to make interpretations and suggestions.

3.7 Statistical Treatment of Data

The survey responses were summed together, assessed, and analyzed once the data collection process was complete; descriptive and Inferential Statistics were used. Descriptive statistics provide a concise and informative summary of the key characteristics of the data. This includes measures such as mean, median, mode, standard deviation, range, and percentages. Inferential statistics was also utilized. Another Inferential statistic to be used is the Analysis of Variance (ANOVA): ANOVA is used to compare means across multiple groups. It helps determine whether there are significant differences between the group means. In terms of testing the reliability of scale or a set of items that are intended to be measured, the statistical measure employed was Cronbach's alpha coefficient, commonly known as Cronbach's alpha.

4. Results and Discussion

This chapter includes the presentation, analysis, and interpretation of data based on the survey questionnaires made to 53 employed respondents in an Environmental Consultancy Firm in Manila.

Descriptive analysis was used to understand the data gathered.

The Overall Cronbach's Alpha is **0.864,** which indicates that the scale has an internal consistency of "Good" or an 86.4% reliability based on the standard item and a 13.6% chance that the instrument is not reliable at all.

The Cronbach's Alpha = **0.857** interpreted as "Good" and reaches the conventional standards for scale of reliability and ready for distribution.

Cronbach's Alpha is a reliability coefficient that signifies the extent to which items are positively correlated with each other. A Cronbach's Alpha value closer to 1.0 indicates stronger internal consistency among the items.

Cronbach's Alpha for social media information is **0.926, which** indicates that the scale has an internal consistency of "Excellent" or 92.6.% reliability based on the standard item and a 7.4 % chance that the instrument is not reliable at all.

The Cronbach's Alpha = **0.918** is interpreted as "Excellent" and reaches the conventional standards for the scale of reliability and is ready for distribution.

Table 6: Demographic Profile in terms of Gender

Gender	Frequency	Percentage
Female	42	79.2
Male	11	20.8
TOTAL	53	100

Table 6 shows that 42 respondents are female, equivalent to 79.2% of the total population, while there are 11 male respondents, equivalent to 30.2%. This implies that the majority of the respondents are female.

The result is comparable to (Chan, 2023) that female spends more time browsing and actively using social media in e commerce compared to male. Another study investigated that even though fewer women have credit cards, more women shop online than males do. (Team, 2019)

Table 7: Demographic Profile in terms of Monthly Compensation

Monthly Compensation	Frequency	Percentage
Less than Php 25,000	24	45.3
Php 25,001 to 45,000	19	35.8
Php 45,001 and above	10	18.9
TOTAL	53	100.0

Table 7 illustrates that 24 respondents, equivalent to 45.3 %, have a monthly compensation of less than Php25,000, followed by 19 respondents, equivalent to 35.8%, with a monthly compensation of Php25,001 to 40,000 and 10 respondents have a monthly compensation of Php45,001 and above equivalent to 18.9%. This implies that most of the respondents have a monthly compensation of less than Php25,000.

Studies have indicated that the government defines the middle class as persons with incomes ranging from two to twelve times the poverty threshold. This means that if your household income ranges between Php24,000 and Php145,000, you are considered middle-income. (Zoleta, 2023)

Table 8: Demographic Profile in terms of Number of Social Media Platforms Used

Social Media	Frequency	Percentage
Used Either Facebook, Instagram or Tiktok	14	26.4
Used Either Facebook & Instagram; Facebook & Tiktok; Tiktok & Instagram	15	28.3
Used all three: Facebook, Instagram, Tiktok	24	45.3
TOTAL	53	100.0

Table 8 shows that 24 respondents use all three (3) available social media platforms, equivalent to 45.3.%, followed by 15 respondents, equivalent to 28.3%, using two social media platforms and 14 respondents use at least one social media platform, equivalent to 26.4%. This suggests that the majority of respondents use all three social media platforms.
The three social media platforms have billions of active users globally, according to research. Among the most popular social media platforms are Facebook (Kerner, 2021), Instagram (Karl, 2023) and TikTok (Battisby, 2023) for video sharing and downloading.

Table 9: Means and Standard Deviations of Social Media Information on the Purchasing Behavior of Filipino Employees in an Environmental Consultancy Firm in Manila

Information	N	Mean	Standard Deviation	Verbal Interpretation
1.1 Social media influences me to buy a product or service.		3.75	.954	Agree
1.2 There is a benefit in using social media in terms of product information and details.	53	4.00	1.038	Strongly Agree
1.3 The information I see in social media influences me to buy a product or service.		3.92	.851	Agree
Grand Mean		3.89	.876	Agree

Legend:5.0-4.0 Strongly Agree,3.99-3.0Agree,2.99-2.0 Disagree, 1.99.-1.0 Strongly Disagree

The table displays social media impacts on the purchasing behavior of a Filipino employees in an Environmental Consultancy Firm in Manila based on available information. It illustrates that the highest mean score originates from "There is a benefit in using social media in terms of product information and details." it has a mean rating of (M=4.00, SD=1.038), which is interpreted as "Strongly Agree".

The least is "Social media influences me to buy a product or service*",* which has a mean rating of (M=3.75, SD=.954), which is interpreted as "Agree".

The grand mean perception rating is (M=3.89, SD=.876, interpreted as "Agree" in terms of available information in social media. This only suggests that "There is a benefit in using social media in terms of product information and details." based on the results of the 53 respondents' perceptions, has no significant variances from each other. There is a significant variance when all questions are aggregated based on the sample population.

The result is supported by (Arellano G., 2022), which shows that social media information affects the consumers in purchasing the product or service. Available information in social media provides additional knowledge, thus influencing the decision-making process of the consumers. Similar studies (Kumar, Konar, & Balasubramanian, 2020) states that consumers are constantly seeking information through social networking platforms that can provide them with pre-purchase recommendations.

Table 10: Means and Standard Deviations of Perception and Style on the Purchasing Behavior of a Filipino Employees in an Environmental Consultancy Firm in Manila

Perception and Style	N	Mean	Standard Deviation	Verbal Interpretation
1.1 The social media page of a product influences my perception of a brand.		3.74	.836	Agree
1.2 I consider PRICE as factors when buying a specific product/service.		3.57	1.233	Agree
1.3 I consider QUALITY as factors when buying a specific product/service		3.40	1.198	Agree
1.4 I consider QUANTITY as factors when buying a specific product/services.	53	3.87	1.177	Agree
1.5 I consider STYLE as factors when buying a specific product/service.		3.74	1.129	Agree
1.6 I consider PURPOSE as factors when buying a specific product/service.		3.98	1.232	Agree
Grand Mean		3.78	.790	Agree

Legend:5.0-4.0 Strongly Agree,3.99-3.0Agree,2.99-2.0 Disagree, 1.99.-1.0 Strongly Disagree

The table displays social media effects on the purchasing behavior of a Filipino employees based on perception and style. It shows that the highest mean score is "I consider PURPOSE as factors when buying a specific product/service." it has a mean rating of (M=3.98, SD=1.232), which is interpreted as "Agree".

The least is "I consider QUALITY as factors when buying a specific product/service*",* which has a mean rating of (M=3.40, SD=1.198), which is interpreted as "Agree".

The grand mean perception rating is (M=3.78, SD=.790, interpreted as "Agree" in terms of perception and style.

This only suggests that "I consider PURPOSE as factors when buying a specific product/service", based on the results of the 53 respondents' perceptions, has a significant variance from each other. Similarly, there is a significant variance when all questions are aggregated based on the sample population.

This is supported by a study (Gupta & Mukherjee, 2022); consumers are constantly looking for information through word-of-mouth marketing or social networking sites that might provide them with pre-buy ideas before making a purchase. This conclusion was further suggested (Leon, December 2020) that online reviews are helpful data and has a positive impact on product selling.

Table 11: Means and Standard Deviations of Decision Making on the Purchasing Behavior of Filipino Employees in an Environmental Consultancy Firm in Manila

Decision Making	N	Mean	Standard Deviation	Verbal Interpretation
1.1 The reviews and comments I see in social media are important to me before I buy a product.		4.15	1.231	Strongly Agree
1.2 I trust advertisements/ reviews/ blog posts, etc. than advertisements/ editorials/ other marketing means on mass media.	53	3.36	1.021	Agree
1.3 I change my attitude towards a certain brand or, product, or service after I have read positive comments/reviews/online articles, etc., about it.		3.72	1.036	Agree
Grand Mean		3.74	.953	Agree

Legend:5.0-4.0 Strongly Agree,3.99-3.0Agree,2.99-2.0 Disagree, 1.99.-1.0 Strongly Disagree

The table displays social media influence on the purchasing behavior of a Filipino employees in an Environmental Consultancy Firm in Manila based on decision making. It shows that the highest mean score is from "The reviews and comments I see in social media are important to me before I buy a product," which has a mean rating of (M=4.15, SD=1.231, which is interpreted as "Strongly Agree".

The least is "I trust advertisements/ reviews/ blog posts etc. than advertisements/ editorials/ other marketing means on mass media*",* which has a mean rating of (M=3.36, SD=1.021), which is interpreted as "Agree".

The grand mean perception rating is (M=3.74, SD=.953, interpreted as "Agree" in terms of decision making. This only suggests that "The reviews and comments I see in social media are important to me before I buy a product", based on the results of the 53 respondents' perceptions, has no significant variances from each other. There is a significant variance when all questions are aggregated based on the sample population.

The result is supported by information credibility research. Reviews and comments in social media projects as an effective influencer against the advertisements consumers are seeing. (Kumar, Konar, & Balasubramanian, 2020).

Table 12: Correlation Measures Between Social Media Information and Perception and Style

Predictors	Pearson Correlation	Sig-Value (2 Tailed)	Decision on H0	Interpretation
Social Media Information				
Perception and Style	.315	.022	Reject	Significant

The table shows the correlation between social media information and respondents' perception and style. It can be seen in the coefficient point out that "There is a positive medium significant relationship with a Pearson Correlation value of 0.315 of equivalent to 31.5%.

The result suggests that we can predict that there is 31.5% that social media information is somehow associated with perception and style. It shows the correlation analysis between social media information and perception and style shows a positive medium significant relationship.

Table 13: Strength of Association Between Social Media Information and Perception and Style

	Style	
Predictor	**R2 Linear**	**p-value**
Social Media Information		
Perception and Style	0.099	0.022

The R2 linear value of .315 is equivalent to .099 of changing variation, which is represented by social media information towards perception and style. Therefore, we can conclude that social media information, perception and style that there is enough evidence based on the result of the simulation that we can suggest that the indicators have a significant correlation with a p-value of .022 or 97.8% confidence level.

Table 14: Correlation Measures Between Social Media Information and Decision

Predictors	Pearson Correlation	Sig-Value (2 Tailed)	Decision on H0	Interpretation
Social Media Information				
Decision	.710	.001	Reject	Significant

The table shows the correlation between social media information and respondents' decisions. It can be seen in the coefficient showing that "There is a strong positive significant relationship with a Pearson Correlation value of 0.710 equivalent to 71.0%.

The result suggests that we can predict that there is 71.0 % of social media information is associated with respondents' decisions. It shows the correlation analysis between social media information and decisions shows a positive, strong, significant relationship.

Table 151: Strength of Association Between Social Media Information and Decision

Predictor	**R2 Linear**	**p-value**
Social Media Information		
Decision	0.504	0.001

The R2 linear value of .710, which is equivalent to .504 of changing variation which, is represented by social media information towards a decision to buy. Therefore, we can conclude that social media information and the decision to buy that there is enough

evidence based on the result of the simulation that we can suggest that the indicators have a significant correlation with a p-value of .001 or 99.9% confidence level.

Table 16: Table of Significant Difference Between Social Media Information and Gender

Information	Gender	N	Mean	Std Deviation	F Value	Sig Value	Decision on H0	Interpretation
Social Media influences me to buy a product or service.	Female	42	3.81	.969	.565	.456	Accept	Not Significant
	Male	11	3.55	.688				
1.2 There is a benefit in using social media in terms of product information and details.	Female	42	4.05	1.058	.001	.980	Accept	Not Significant
	Male	11	3.82	.982				
1.3 The information I see in social media influences me to buy a product or service.	Female	42	4.02	.869	.002	.962	Accept	Not Significant
	Male	11	3.55	.688				
Grand Mean	Female	42	3.96	.917	.496	.485	Accept	Not Significant
	Male	11	3.64	.674				

Note: >05 Accept HO (Not significant) <.05 Reject HO (Significant)

The table illustrated the significant difference among groups as determined by the Independent Sample T Test between Social Media Information according to Gender". It shows that there is no significant difference between "Social Media Information and Gender".

The grand mean significant difference in the effect of social media on the purchasing behavior of Filipino employees in an Environmental Consultancy Firm in Manila post pandemic indicates that there is no statistically significant difference between social media information and gender with rating for females (M=3.96, SD=.917), for male (3.64, SD=.674) t (53) =1.094, p=0.279 which indicates that there is no statistical difference among variables identified by Independent T Test with a rating of F (1,53) =.496, p=0.485 which is >.05.

This suggests that there is no significant difference among each other when they are a group. There is a probability that there is no change in the status quo on "social media information based on gender" towards the purchasing behavior of Filipino employees in an environmental consultancy firm in Manila post pandemic.

Table 17: Table of Significant Difference Between Social Media Information and Monthly Compensation

Information	Compensation	N	Mean	Std Deviation	F Value	Sig Value	Decision on H0	Interpretation
Social Media influences me to buy a product or service.	Less than Php 25,000	24	3.92	.974				
	Php25,000 to 45,000	19	3.68	.946	.809	.451	Accept	Not Significant
	Php45,001 and above	10	3.50	.707				
1.2 There is a benefit in using social media in terms of product information and details.	Less than Php 25,000	24	4.21	1.179				
	Php25,000 to 45,000	19	3.95	.911	1.264	.292	Accept	Not Significant
	Php45,001 and above	10	3.60	.843				
1.3 The information I see in social media influences me to buy a product or service.	Less than Php 25,000	24	4.17	.917				
	Php25,000 to 45,000	19	3.84	.765	2.429	.098	Accept	Not Significant
	Php45,001 and above	10	3.50	.707				
Grand Mean	Less than Php 25,000	24	4.10	.955				
	Php25,000 to 45,000	19	3.82	.818	1.591	.214	Accept	Not Significant
	Php45,001 and above	10	3.53	.706				

Note: >05 Accept HO (Not significant) <.05 Reject HO (Significant)

Table 17 illustrates the significant difference among groups as determined by ANOVA "Social Media Information according to Monthly Compensation". It shows that there is no significant difference between Social Media Information and Monthly Compensation.

The grand mean significant difference in the effect of social media on the purchasing behavior of Filipino employees in an environmental consultancy firm in Manila post pandemic indicates that there is no statistically significant difference between social media information and respondent's monthly compensation with a rating of compensation of Php25,000 and below (M=4.10, SD=.955), Php25,000 to 45,000 (M=3.82, SD=.818, Php45,001 and above ((M=3.53, SD=.706) which indicates that there is no statistical difference among variables identified by ANOVA with a rating of $F_{(2,52)}=1.591, p=0.214$ which is >.05 equivalent to 78.6% confidence level.

This suggests that there is no significant difference among each other when they are grouped. There is a probability that there is no change in the status quo on" social media information based on monthly compensation" towards the purchasing behavior of Filipino employees in an environmental consultancy firm in Manila post pandemic.

Table18: Table of Significant Difference Between Social Media Information and Number of Social Media Platform Used

Information	Number of Social Media	N	Mean	Std Deviation	F Value	Sig Value	Decision on H0	Interpretation
1.1 Social Media influences me to buy a product or service.	Used Either Facebook, Instagram or Tiktok	14	3.50	.760				
	Used Either Facebook & Instagram; Facebook & Tiktok; Tiktok & Instagram	15	3.60	1.056	2.076	.134	Accept	Not Significant
	Used all three, Facebook, Instagram, Tiktok	24	4.00	.885				
1.2 There is a benefit in using social media in terms of product information and details.	Used Either Facebook, Instagram or Tiktok	14	3.64	.929				
	Used Either Facebook & Instagram; Facebook & Tiktok; Tiktok & Instagram	15	3.87	.990	1.078	.347	Accept	Not Significant
	Used all three, Facebook, Instagram, Tiktok	24	4.29	1.083				
1.3 The information I see in social media influences me to buy a product or service.	Used Either Facebook, Instagram or Tiktok	14	3.57	.686				
	Used Either Facebook & Instagram; Facebook & Tiktok; Tiktok & Instagram	15	3.73	.884	2.848	.066	Accept	Not Significant
	Used all three, Facebook, Instagram, Tiktok	24	4.25	.847				
Grand Mean	Used Either Facebook,	14	3.57	.685	2.240	.115	Accept	Not Significant

Instagram or Tiktok			
Used Either Facebook & Instagram; Facebook & Tiktok; Tiktok & Instagram	15	3.73	.935
Used all three: Facebook, Instagram, Tiktok	24	4.18	.878

Note: >05 Accept HO (Not significant) <.05 Reject HO (Significant)

Table 13 illustrates the significant difference among groups as determined by ANOVA between "Social Media Information according to Number social media Used". It shows that there is no significant difference between Social Media Information and social media used.

The grand mean among variables difference on the impact of social media on the purchasing behavior of Filipino employees post pandemic indicates that there is no statistical significant difference between social media information and the number of social media used by the respondent with rating uses one social media (either Facebook, Instagram or TikTok)=1 (M=3.57, SD=.685), uses two social media (either Facebook and Instagram, Facebook and TikTok, TikTok and Instagram)=2 (M=3.73, SD=.935), and uses all Facebook, Instagram and TikTok =3,((M=4.18, SD=.878) which indicates that there is no statistical difference among variables identified by ANOVA with a rating of F (2,64)=2.240,p=0.115, which is >.05 equivalent to 88.95 % confidence level.

This suggests that there is no significant difference among each other when they are grouped. There is a probability that there is no change in the status quo on "social media information based on the number of social media use by the respondents" towards purchasing behavior of Filipino employees in an environmental consultancy firm in Manila post pandemic.

Table 19: Table of Significant Difference Between Perception, Style and Gender

Perception and Style	Gender	N	Mean	Std Deviation	F Value	Sig Value	Decision on H0	Interpretation
1.1 The social media page of a product influences my perception of a brand.	Female	42	3.74	.857				
					.081	.777	Accept	Not Significant
	Male	11	3.73	.786				
1.2 I consider PRICE as factor when buying a specific product/services.	Female	42	3.55	1.234				
					.013	.909	Accept	Not Significant
	Male	11	3.64	1.286				
1.3 I consider QUANTITY as factor when buying	Female	42	3.50	1.235	1.340	.252	Accept	Not Significant

a specific product/services	Male	11	3.00	1.000				
1.4 I consider QUALITY as factor when buying a specific product/services	Female	42	3.83	1.188	.443	.509	Accept	Not Significant
	Male	11	4.00	1.183				
1.5 I consider STYLE as factor when buying a specific product/services	Female	42	3.71	1.132	.061	.607	Accept	Not Significant
	Male	11	3.82	1.168				
1.6 I consider PURPOSE as factor when buying a specific product/services	Female	42	3.88	1.292	1.155	.288	Accept	Not Significant
	Male	11	4.36	.924				
Grand Mean	Female	42	3.70	.809	.893	.349	Accept	Not Significant
	Male	11	3.76	.749				

Note: >.05 Accept HO (Not significant) <.05 Reject HO (Significant)

The table illustrated the significant difference among groups as determined by Independent Sample Test between "Perception, Style according to Gender".

The grand mean significant difference in the influence of social media on the purchasing behavior of Filipino employees post pandemic according to gender. This only suggest that the variance based on the result of the 53 respondent that there is no statistical significant difference between perception, style and gender towards purchasing behavior of Filipino employees with rating (M=3.70, SD=.809) for female, and (M=3.76, SD=.749), for male, t(53)=-.205, p=0.838, which indicates that there is no statistical difference among variables identified by Independent T Test with a rating of F (1,53 =.893,p=0.349, which is >.05.

This suggests that there is no significant difference among each other when they are grouped. There is a probability that there is no change in the status quo on "perception and style based on gender" towards the purchasing behavior of Filipino employees in an environmental consultancy firm in Manila post pandemic.

Table 202: Table of Significant Differences Between Perception, Style and Monthly Compensation

Perception and Style	Monthly Compensation	N	Mean	Std Deviation	F Value	Sig Value	Decision on H0	Interpretation
1.1 The social media page of a product influences my perception of a brand.	Less than Php 25,000	30	3.96	.859	1.867	.165	Accept	Not Significant
	Php25,000 to 45,000	21	3.63	.895				
	Php45,001 and above	14	3.40	.516				
1.2 I consider PRICE as factor when buying a specific product/services.	Less than Php 25,000	30	3.71	1.160	.297	.744	Accept	Not Significant
	Php25,000 to 45,000	21	3.42	1.261				
	Php45,001 and above	14	3.50	1.434				
1.3 I consider QUANTITY as factor when buying a specific product/services	Less than Php 25,000	30	3.33	1.373	.172	.843	Accept	Not Significant
	Php25,000 to 45,000	21	3.53	1.172				
	Php45,001 and above	14	3.30	.823				
1.4 I consider QUALITY as factor when buying a specific product/services	Less than Php 25,000	30	3.96	1.233	.326	.723	Accept	Not Significant
	Php25,000 to 45,000	21	3.89	1.100				
	Php45,001 and above	14	3.60	1.265				
1.5 I consider STYLE as factor when buying a specific product/services	Less than Php 25,000	30	3.63	1.245	.209	.812	Accept	Not Significant
	Php25,000 to 45,000	21	3.84	1.015				
	Php45,001 and above	14	3.80	1.135				
1.6 I consider PURPOSE as factor when buying a specific product/services	Less than Php 25,000	30	4.25	1.032	1.064	.353	Accept	Not Significant
	Php25,000 to 45,000	21	3.79	1.398				

		N	Mean		F Value	Sig	Decision	Interpretation
	Php45,001 and above	14	3.70	1.337				
	Less than Php 25,000	30	3.80	.761				
Grand Mean	Php25,000 to 45,000	21	3.68	.810	.382	.685	Accept	Not Significant
	Php45,001 and above	14	3.55	.871				

Note: >05 Accept HO (Not significant) <.05 Reject HO (Significant)

The table illustrated the significant difference among groups as determined by ANOVA between "Perception, Style according to Monthly Compensation".

The grand mean significant difference in the impact of social media on the purchasing behavior of Filipino employees post pandemic according to monthly compensation indicates the variance based on the result of the 53 respondents that there is no statistical significant difference between perception, style and monthly compensation towards purchasing behavior of Filipino employees with a rating of monthly compensation less than Php25,000 (M=3.80 SD=.761 for Php25,000 to 45,000 (M=3.68, SD=.810), and for Php45,001 and above, (M=3.55 SD=.871), which indicates that there is no statistical difference among variables identified by ANOVA with a rating of F= (2,64)=.382, p=0.685which is >.05 equivalent.

This suggests that there is no significant difference among each other when they are grouped. There is a probability that there is no change in the status quo on "perception and style based on the respondent's monthly compensation " towards the purchasing behavior of Filipino employees in an environmental consultancy firm in Manila post pandemic.

Table 21: Table of Significant Differences Between Perception, Style and Number of Social Media Platform Used

Perception and Style	No. of Social Media Used	N	Mean	Std Deviation	F Value	Sig Value	Decision on H0	Interpretation
1.1 The social media page of a product influences my perception of a brand.	Used Either Facebook, Instagram or Tiktok	14	3.57	.938				
	Used Either Facebook & Instagram; Facebook & Tiktok; Tiktok & Instagram	15	3.53	.640	1.599	.212	Accept	Not Significant
	Used all three: Facebook, Instagram, Tiktok	24	3.96	.859				
1.2 I consider PRICE as factor when buying a specific product/services.	Used Either Facebook, Instagram or Tiktok	14	3.14	1.512				
	Used Either Facebook & Instagram; Facebook & Tiktok; Tiktok & Instagram	15	3.60	1.121	1.244	.297	Accept	Not Significant

1.3 I consider QUANTITY as factor when buying a specific product/services	Used all three: Facebook, Instagram, Tiktok	24	3.79	1.103				
	Used Either Facebook, Instagram or Tiktok	14	2.93	1.207				
	Used Either Facebook & Instagram; Facebook & Tiktok; Tiktok & Instagram	15	4.00	.535	3.336	.044	Reject	Significant
1.4 I consider QUALITY as a factor when buying a specific product/services	Used all three: Facebook, Instagram, Tiktok	24	3.29	1.367				
	Used Either Facebook, Instagram or Tiktok	14	3.29	1.490				
	Used Either Facebook & Instagram; Facebook & Tiktok; Tiktok & Instagram	15	4.20	.941	2.612	.083	Accept	Not Significant
1.5 I consider STYLE as factor when buying a specific product/services	Used all three, Facebook, Instagram, Tiktok	24	4.00	1.022				
	Used Either Facebook, Instagram or Tiktok	14	3.36	1.216				
	Used Either Facebook & Instagram; Facebook & Tiktok; Tiktok & Instagram	15	4.07	.704	1.458	.242	Accept	Not Significant
1.6 I consider PURPOSE as factor when buying a specific product/services	Used all three, Facebook, Instagram, Tiktok	24	3.75	1.260				
	Used Either Facebook, Instagram or Tiktok	14	3.86	1.512				
	Used Either Facebook & Instagram; Facebook & Tiktok; Tiktok & Instagram	15	3.80	1.320	.495	.613	Accept	Not Significant

		N	Mean	Std Dev	F Value	Sig Value	Decision on H0	Interpretation
Grand Mean	Used all three, Facebook, Instagram, Tiktok	24	4.17	1.007				
	Used Either Facebook, Instagram or Tiktok	14	3.36	.942				
	Used Either Facebook & Instagram; Facebook & Tiktok; Tiktok & Instagram	15	3.87	.604	.2.033	.142	Accept	Not Significant
	Used all three: Facebook, Instagram, Tiktok	24	3.83	.762				

Note: >05 Accept HO (Not significant) <.05 Reject HO (Significant)

The table illustrated the significant difference among groups as determined by ANOVA between "Perception, Style according to number of social media Platform Used".

The grand mean significant difference in the impact of social media on the purchasing behavior of Filipino employees post pandemic according to the number of social media platforms used indicates the variance based on the result of the 53 respondents that there is no statistical significant difference between perception, style and social media platform used by respondents towards purchasing behavior of Filipino employees with rating uses one social media (either Facebook, Instagram or TikTok)=1 (M=3.36, SD=.942), uses two social media (either Facebook and Instagram, Facebook and TikTok, TikTok and Instagram)=2 (M=3.87, SD=.604), and uses all Facebook, Instagram and TikTok =3, (M=3.83, SD=.762), which indicates that there is no statistical difference among variables identified by ANOVA with a rating of F (2,52=2.033, p=0.142 which is >.05 equivalent to 85.8% confidence level.

This suggests that there is no significant difference among each other when they are grouped. There is a probability that there is no change in the status quo on "perception and style based on the respondent's number of social media platform used "towards purchasing behavior of Filipino employees in an environmental consultancy firm in Manila post pandemic.

Table 22 Table of Significant Difference Between Decision to Buy and Gender

Decision	Gender	N	Mean	Std Deviation	F Value	Sig Value	Decision on H0	Interpretation
1.1 The reviews and comments I see in social media are important to me before I buy a product.	Female	42	4.14	1.317				
					1.174	.282	Accept	Significant
	Male	11	4.18	.874				
1.2 I trust advertisements/ reviews/ blog posts, etc. than advertisements/ editorials/ other marketing means on mass media.	Female	42	3.40	1.127				
					9.958	.003	Reject	Significant
	Male	11	3.18	.405				

1.3								
I change my attitude towards a certain brand or product or service after I've read positive comments/reviews/online articles, etc., about it.	Female	42	3.71	1.088				
					1.418	.239	Accept	Not Significant
	Male	11	3.73	.786				
Grand Mean	Female	42	3.75	1.039				
					2.891	.095	Accept	Not Significant
	Male	11	3.70	.548				

Note: >05 Accept HO (Not significant) <.05 Reject HO (Significant)

The table illustrated the significant difference among groups as determined by the Independent T -Test between" Decision to Buy based on Gender".

It is displayed in the table that there is a significant difference on the impact of social media on the purchasing behavior of Filipino employees post pandemic according to a decision. This only indicates, based on the result of the 53 respondents, that there is a statistically significant difference between a decision to buy and gender according to "I *trust advertisements/ reviews/ blog posts etc. than advertisements/ editorials/ other marketing means on mass media*." With a rating (of M=3.40, SD=1.127) for females and a rating (of M=3.18, SD=.405) for males, which indicates that there is a statistically difference among variables identified by Independent T Test with a rating of F (1,53) =9.958, p=0.003 which is <.05 equivalent to 99.7 % confidence level.

This suggests that there is a probability of different perceptions on the impact of social media on the purchasing behavior of Filipino employees post pandemic according to a decision based on gender with a significance level of .003, a probability that the respondents answer is 99.7% true and 3% untrue.

The grand mean significance difference suggests that there is no significant variance between the decision to buy and gender. This indicates that the significant variance based on the result of the 53 respondents that there is no statistical significant difference between perception, style and social media platform used by respondents towards purchasing behavior of Filipino employees with the rating (M=3.75, SD=1.039) for female and rating (M=3.70, SD=.548) for male which indicates that there is no statistically difference among variables identified by Independent T Test with a rating of F (1,53)=2.891, p=0.095, that there is 90.5% chance that the answer is true and 9.5% is not true.

This suggests that there is no significant difference among each other when they are grouped. There is a probability that there is no change in the status quo on" decision making based on gender" towards the purchasing behavior of Filipino employees in an environmental consultancy firm in Manila post pandemic.

Table 23: Table of Significant Difference Between Decision to Buy and Monthly Compensation

Decision	Monthly Compensation	N	Mean	Std Deviation	F Value	Sig Value	Decision on H0	Interpretation
1.1 **The reviews and comments I see in social media are important to me before I buy a product.**	Less than Php 25,000	24	4.25	1391				
	Php25,000 to 45,000	19	4.16	1.068	.278	.759	Accept	Not Significant
	Php45,001 and above	10	3.90	1.197				

1.2 I trust advertisements/ reviews/ blog posts, etc. than advertisements/ editorials/ other marketing means on mass media.	Less than Php 25,000	24	3.50	1.063			
	Php25,000 to 45,000	19	3.37	1.116	.843	.436	Accept	Not Significant
	Php45,001 and above	10	3.00	.667			
1.3 I change my attitude towards a certain brand or, product or service after I've read positive comments/reviews /online articles etc. about it.	Less than Php 25,000	24	3.96	1.160			
	Php25,000 to 45,000	19	3.68	.885	2.019	.144	Accept	Not Significant
	Php45,001 and above	10	3.20	.789			
Grand Mean	Less than Php 25,000	24	3.90	1.029			
	Php25,000 to 45,000	19	3.74	.907	1.124	.313	Accept	Not Significant
	Php45,001 and above	10	3.37	.823			

Note: >.05 Accept HO (Not significant) <.05 Reject HO (Significant)

The table illustrated the significant difference among groups as determined by ANOVA between "Decision to Buy according to Monthly Compensation".

The grand mean significance difference on the influence of social media on the purchasing behavior of Filipino employees post pandemic according to monthly compensation indicates the variance based on the result of the 53 respondents that there is no statistical significant difference between the decision to buy and monthly compensation of respondents towards purchasing behavior of Filipino employees with rating, less than Php25,000 (M=3.90, SD=1.029), Php25,000 to 45,000 (M=3.74, SD=.907), and Php45,001 and above (M=3.37, SD=.823), which indicates that there is no statistical difference among variables identified by ANOVA with a rating of F (2,64)=1.124, p=0.313 which is >.05 equivalent.

This suggests that there is no significant difference among each other when they are grouped. There is a probability that there is no change in the status quo on "decision making based on monthly compensation" towards the purchasing behavior of Filipino employees in an environmental consultancy firm in Manila post pandemic.

Table 24: Table of Significant Differences Between Decision to Buy and Number of Social Media Platform Used

Decision	No.of Soc Med Used	N	Mean	Std Deviation	F Value	Sig Value	Decision on H0	Interpretation
1.1The reviews and comments I see in social media are important to me before I buy a product.	Used Either Facebook, Instagram or Tiktok	14	3.86	1.231				
	Used Either Facebook & Instagram; Facebook & Tiktok; Tiktok & Instagram	15	4.07	1.280	.826	.444	Accept	Not Significant
	Used all three: Facebook, Instagram, Tiktok	24	4.38	1.209				
1.2 I trust advertisements/ reviews/ blog posts, etc. than advertisements/ editorials/ other marketing means on mass media.	Used Either Facebook, Instagram or Tiktok	14	3.36	.842				
	Used Either Facebook & Instagram; Facebook & Tiktok; Tiktok & Instagram	15	3.13	1.187	.586	.560	Accept	Not Significant
	Used all three: Facebook, Instagram, Tiktok	24	3.50	1.022				
1.3 I change my attitude towards a certain brand or, product or service after I've read positive comments/reviews /online articles etc. about it.	Used Either Facebook, Instagram or Tiktok	14	3.29	.994				
	Used Either Facebook & Instagram; Facebook & Tiktok; Tiktok & Instagram	15	3.67	.900	2.273	.113	Accept	Not Significant
	Used all three, Facebook, Instagram, Tiktok	24	4.00	1.063				
Grand Mean	Used Either Facebook, Instagram or Tiktok	14	3.50	.913	1.198	.310	Accept	Not Significant

Used Either Facebook & Instagram; Facebook & Tiktok; Tiktok & Instagram	15	3.62	1.038
Used all three: Facebook, Instagram, Tiktok	24	3.96	.913

Note: >.05 Accept HO (Not significant) <.05 Reject HO (Significant)

The table illustrated the significant difference among groups as determined by ANOVA between "Decision to Buy according to Number of Social Media Platform Used" towards the purchasing behavior of Filipino employees post pandemic.

The grand mean significance difference in the effect of social media on the purchasing behavior of Filipino employees post pandemic according to a number of social media platforms used indicates the variance based on the result of the 53 respondents that there is no statistical significant difference between the decision to buy and the number of social media platform used towards purchasing behavior of Filipino employees with rating, uses one social media (either Facebook, Instagram or TikTok)=1 (M=3.50, SD=.913), uses two social media (either Facebook and Instagram, Facebook and TikTok, TikTok and Instagram)=2 (M=3.62, SD=1.038), and uses all Facebook, Instagram and TikTok =3, (M=3.896, SD=.913), which indicates that there is no statistical difference among variables identified by ANOVA with a rating of (f (2,52)=1.198,p=0.310 which is >.05.

This suggests that there is no significant difference among each other when they are grouped. There is a probability that there is no change in the status quo on decision making based on the respondent's number of social media platforms used towards purchasing behavior of Filipino employees in an environmental consultancy firm in Manila post pandemic.

5. Conclusion
Finally, the research findings on the implications of blogging and social media in the purchasing behavior of Filipino employees in an environmental consultancy firm during the Manila post pandemic lead to a number of significant conclusions**.**

Firstly, the demographic profile of the respondents plays a significant role in determining the factors affecting social media in information, perception and, styles and decision making. The majority of respondents were female and had a monthly compensation of less than Php25,000, and all of the respondents are social media users with three social media platforms used with 38.5% rating.

Social media information, perception, style and decision making directly impact on purchasing behavior/behavior of the respondents and shows a medium to positive, strong significant relationship on their purchasing decisions. The study concludes that social media information, perception and style and decision making have a significant correlation if associated with each other.

In addition, based on the demographic profile of the respondents, the study concludes that there is no statistically significant difference in social media information, perception and, style and decision making. This suggests that there is no change in the status quo towards using social media in purchasing behavior of Filipino employees in an environmental consultancy firm in Manila post pandemic.

The study has shown that social media has a significant influence on employees' post pandemic purchasing decisions. Based on the result of the research, social media users give significant weight to the information that social media provides to the respondents, such as endorsement, comment and feedback coming from reviews of a previous consumer who avails a specific product or service online. Social media information, as perceived by users, becomes as source of their measure or standard on how they assess a certain product or service based on given factors such as price, quantity, quality, style and purpose. The decision to buy or not to buy will follow the information analysis above.

A more in-depth study can be undertaken by industries to further analyze the implication of blogging and social media, post pandemic, on a more specific target market in order to assist the business grow, potentially creating new opportunities that will benefit the economy. Correspondingly, to better understand the phenomenon of behavior changes, a deeper analysis of the underlying determinants of changing consumer purchasing behavior is recommended too.

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