

SOCIAL MEDIA ADVERTISING'S INFLUENCES ON MILLENNIAL'S CONSUMER PREFERENCE

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ABSTRACT

This paper examines how social media advertising influences Millennial consumers' preferences. Millennials are drawn to the interactive nature of platforms like Facebook, Twitter, YouTube, Instagram, and TikTok, which businesses use to create persuasive advertising. The study explores how social media advertising impacts consumer behavior among Millennials (born between 1981-1996), focusing on their procurement decisions. A survey of 60 respondents from Floridablanca, Sta. Rita, and Porac revealed that social media significantly affects Millennials' preferences and decision-making processes. The study found that Facebook is the most influential platform, followed by YouTube. Around 61.7% of respondents reported making unplanned purchases due to positive feedback seen on social media, highlighting the effectiveness of social media advertising in shaping consumer behavior.

Keywords: Millennial, social media platforms, preference

INTRODUCTION

Social media advertising has become an essential tool for reaching target markets and significantly boosting brand awareness through engaging content. Millennials, who are heavily exposed to social media, are particularly influenced by this form of advertising, moving away from traditional channels (Rouse, 2015).

The global use of social media is increasing, with projections indicating a rise from 3.6 billion users to 4.41 billion by 2025 (Jenn Chen, 2021). In the Philippines, there were 89 million social media users in January 2021 (Simon Kemp, 2021). Social media advertising is cost-effective and widely adopted, with significant investments in platforms like Twitter and Facebook (Kapoor et al., 2017).

However, many users are unaware of advertising personalization settings on platforms like Facebook, with only 40% informed about these settings. Satisfaction with Facebook ads is varied, with 20% of users satisfied, 35% dissatisfied, and 32% holding a generally negative view (Haji R and Stock W, 2021).

This study investigates the persuasive power of social media advertising on Millennials, focusing on its impact on their preferences and purchase intentions. Given Millennials' dominance among social media users, the study explores how social media advertising influences their buying decisions.

Marketing technologies and social networks provide businesses with new tools to control target audiences and understand consumer preferences (Volvok et al., 2018; Rockendorf, 2011). Millennials prefer online coupons and side-panel ads and are influenced by trending products on social media, often making quick purchases that reflect their identity (Smith, 2011; Ordun, 2015).

Social media democratizes information, significantly changing consumer purchasing behaviors by providing comprehensive product information (Malik et al., 2016).

In the Philippines, social media advertising is transformative, with local businesses targeting platforms like Facebook for product promotion despite barriers such as low readiness for online shopping infrastructure (Sanchez, 2020; Legaspi et al., 2016).

This study examines the role of social media advertising in influencing Millennials' consumer behavior, offering insights into its effectiveness and impact on their purchasing decisions.

STATEMENT OF THE PROBLEM

This study generally aimed to determine the influences of social media advertising on consumer preference.

Specifically, it sought answers to the following questions:

1. What is the demographic profile of the respondents in terms of:

- 1.1 Age,
- 1.2 Sex, and
- 1.3 Socio-economic status?
2. What are the different media platforms used for advertisements and the common advertisements they observed?
3. What are the influences of these social media advertisements on the respondents in purchasing a product?
4. What is the implication of the findings to market research?

METHODOLOGY

The research utilized a quantitative descriptive method to explore the impact of social media advertising on Millennial consumer preferences in Pampanga. Through convenience sampling, data was collected via structured survey questionnaires, covering various aspects such as socio-demographics, social media usage patterns, product engagement, and attitudes. Ethical protocols were followed to ensure participant confidentiality and objectivity in data handling.

Analysis of the gathered data involved descriptive statistics, offering insights into trends and behaviors related to social media advertising's influence on Millennial consumer choices. The study aimed to provide a comprehensive understanding of how social media platforms shape purchasing preferences and decision-making processes among Millennials in the specified region.

RESULTS AND DISCUSSIONS

This chapter presents the results of the gathered data. For clarity of presentation, the data gathered were presented in order and sequence of the basic questions presented in the statement of the problem of this study.

1. Descriptive Analysis of Respondents' Profile

1.1 Respondents' Age

Table 1

Frequency and Percentage Distribution of Respondents' Ages

Age	Frequency	Percent
25-30	49	81.70%
31-35	5	8.30%
36-40	6	10.00%
Total	60	100.00%

Table 1 presents the frequency and percentage distribution according to the ages of the respondents. The data reveal that 81.70% of the respondents are 25-30 years old, 8.30% are 31-35 years old, and 10% of the respondents' are 36-40 years old. In general, the majority of the respondents selected in the study have ages ranging from 26-30 years old. This implies that most consumers come from this age bracket.

1.2 Respondents' Sex

Table 2

Frequency and Percentage Distribution of Respondents' Sex

Sex	Frequency	Percent
Female	22	36.70%
Male	38	63.30%
Total	60	100.00

Table 2 displays the frequency and percentage distribution of the sex of the respondents. On this table, this study involved 22 female respondents with 36.70% and 38 male respondents with 63.30%. It shows that there are more male respondents than females selected in this study.

1.3 Respondents' Employment Status

Table 3

Frequency and Percentage Distribution of Respondents' Socio-Economic Status

Socio-Economic Status	Frequency	Percent
Low Class	13	21.70%
Middle Class	41	68.30%
High Class	6	10.00%
Total	60	100.00

Table 3 depicts the frequency and percentage distribution of the respondents' socio-economic status. The respondents who are in the low class are 13 or 21.70%, middle-class respondents are 41 or 68.30% and the remaining 6 or 10.00% respondents are in the high class. This means that the consumers are dominated by those who belong to the middle class

2. Respondents` Assessment of their Observations on Different Media Platforms Used for Advertisements

2.1. Social Media Platforms Used for Advertisements based on Respondents` Observation

Table 4

Frequency, Percentage Distribution, and Rank Order of Respondents` Observation on Different Social Media Platforms Used for Advertisement

Social Media Platforms	Frequency (%)	Rank
Facebook	56 (93%)	1st
Twitter	9 (15%)	5th
Instagram	21(35%)	4th
YouTube	37(62%)	2nd
Tiktok	22(37%)	3rd

Table 4 exhibits the frequency and rank distribution of respondents` observations on different social media platforms used for advertisement. In this table, the most used platform in social media featuring advertisements according to the respondents is Facebook which is ranked 1st with a total of 93 % users, YouTube is ranked as the 2nd one with 62% users, Tiktok is ranked 3rd with 37% Millennial users, Instagram is ranked 4th with 35% users and Twitter ranked 5th with 15% users. This means that their consumption is basically influenced by Facebook followed by YouTube.

2.2. Respondents` Responses on the Existence of Advertisement in their Social Media Account

Table 5

Frequency and Percentage Distribution of Respondents` Responses on the Existence of Advertisement in their Social Media Account

Response	Frequency	Percent
Yes	57	95.00%
No	3	5.00%
Total	60	100.00

Table 5 displays the frequency and rank distribution of respondents' responses to the presence or absence of advertisements in their respective social media accounts. As shown in the table above, 90% of the respondents answered "yes", meaning advertisements can be seen on their social media accounts, while the remaining 5% answered "no" which means there is an absence of advertisements on their respective social media accounts. This implies that they are influenced by the existence of advertisements they see on social media.

3. Respondents` Assessment on Influences of Social Media Advertisements in purchasing a Product

Table 6

Frequency and Percentage Distribution of Respondents` Responses on the Influence of Social Media in their Buying Preference

Response	Frequency	Percent
Yes	24	40.00%
No	9	15.00%
Sometimes	27	45.00%
Total	60	100.00%

Table 6 projects the frequency and percentage of respondents` responses on the influence of social media on their buying preferences. In this table, 24 or 40% of the respondents have answered "yes" which mean they agreed that social media can influence their buying preference, while 9 or 15% of the respondents answered "no" which indicates that social media cannot influence their buying preference and 27 or 45% of them have answered "sometimes" for the reason that social media can/cannot influence their buying preference. This means that they may be influenced by the existence of advertisement but it does not mean they are fully influenced in the procurement.

Table 7

Frequency and Percentage Distribution of Respondents` Responses on the Reasons that Draw their Attention to Social Media Advertisements

Reasons	Frequency	Percent
Frequent exposure to product advertisements	10	16.70%
Products visual aspects/elements	8	13.30%
The importance of the product	18	30.00%
Reviews and recognition by others	24	40.00%
Total	60	100.00%

Table 7 illustrates the frequency and percentage distribution of respondents' responses on the reasons that draw their attention to social media advertisements. The results show that 10 or 16.70% of the respondents chose frequent exposure to product advertisement, 8 or 13.30% of the respondents look at the advertisements posted because of the product visual aspects/elements, while 18 or 30.00% selected the importance of the product and 24 or 40.00% of the respondents answered that reviews and recognition by others is the reason that caught their attention in a social media advertisement.

3.3. Number of Products Purchased Unplanned due to Social Media Advertising Exposure

Table 8

Frequency and Percentage Distribution of Respondents` Responses on the Number of Products Purchased Unplanned due to Social Media Advertising Exposure

Number of Unplanned Purchase Products	Frequency	Percent
1-5	47	78.30%
6-10	9	15.00%
More than 10	4	6.70%
Total	60	100.00%

Table 8 presents the frequency and percentage distribution of respondents' responses on the number of products purchased unplanned due to social media advertising exposure. As shown in the table above, 47 or 78.30% of the respondents purchase 1-5, 9 or 15.00% of the respondents purchase 6-10, and 4 or 6.70% of the respondents purchase more than 10 products. In general, most of the respondents purchased unplanned with 1-5 products due to the social media advertising exposure. This means that even if they have no intention of purchasing products, potential consumers are being motivated and influenced by the exposure of social media advertising.

Table 9

Frequency and Percentage Distribution of Respondents` Responses on the Influence of Social Media Advertisements on their Buying Preferences as a Consumer

Indicators	Frequency	Percent
Positive feedback from previous users.	36	61.70%
Reviews from friends and acquaintances.	12	20.00%
The number of people who like, follow or comment on products.	6	10.00%
Unique posted social media advertisements of the product.	0	0.00%
When the product ads define my personal interest.	5	8.30%
Total	60	100.00%

Table 9 indicates the frequency and percentage distribution of respondents` responses on the influence of social media advertisements on their buying preferences as a consumer. According to the results, 61.70% of consumer buying preferences were being influenced by the positive feedback from previous users on social media; also, the reviews from friends and acquaintances is the chosen answer for the 20% of the respondents, while the 10.00% answered that they look at the number of people who like, follow, or comment on products and the remaining 8.30% look for the ads that define their personal interest. This implies that consumers are more influenced by the positive feedback that they read from the previous users on social media which consequently weighs on their buying preferences.

3.5. Respondents` Evaluation of the Influence of Social Media on their Decision-Making Process before Buying a Product

Table 10

Descriptive Analysis of Respondents` Evaluation of the Influence of Social Media on their Decision-Making Process before Buying a Product

Indicators	Weighted Mean	SD	Verbal Description
1. Social media (Facebook, Twitter, Instagram, YouTube, Tiktok) helps in making the purchasing decision	3.43	1.00	Agree
2. I made my purchase after watching some sort of review.	3.20	0.97	Somehow Agree
3. I always rely on social media before making a purchasing decision.	2.97	0.99	Somehow Agree
4. Social media helps me find new products I have not yet seen before.	3.32	1.13	Somehow Agree
5. Promotional emails sent daily get my attention to buy the product.	2.75	0.97	Somehow Agree
Grand Mean	3.13	1.01	Somehow Agree

Table 10 presents the respondents' evaluation of the influence of social media on their decision-making process before buying a product. Results show that respondents agreed that social media platforms are a source of help when it comes to their buying decision with the computed mean of 3.43 and standard deviation of 1.00. They somehow agreed that after watching some sort of reviews, respondents made a purchase ($\bar{x} = 3.20$); this also indicates that they rely on social media before they intend to buy a product ($\bar{x} = 2.97$). Moreover, respondents somehow agreed that promotional emails sent to them daily get their attention to buy the product being advertised ($\bar{x} = 2.75$); social media is the medium where they are discovering new products that they have not seen before ($\bar{x} = 3.32$). In general, the respondents somehow agreed that social media takes part in influencing Millennials' decision-making process before buying a product, having a grand mean of 3.13 and a standard deviation of 1.01. These findings convey that consumers somehow view social media platforms as a channel through which they can discover new products, revealing their intent to buy through promotional emails sent to them and after watching some sort of review. It means they saw social media advertising as a reliable tool that could assist them in making a purchasing decision. For that reason, consumers responded somewhat agreeably to the influence social media advertising can provide them.

CONCLUSIONS

In general, the study is dominated by males who are considered adults. Also, the majority classified themselves as included in the middle-class group.

In terms of the respondent's observation, it conveys that Millennials' procurement is influenced by the Facebook platform followed by YouTube thus Facebook has been considered as the most accessible and efficient tool for advertising implying that it is indeed a valuable channel for information and advertising.

It has also been confirmed that consumers have seen advertisements on their social media accounts. As regards their buying preferences, Millennials are sometimes influenced by the social media advertisements that result in them purchasing something without planning to do so. It also implies that reviews and recognition by others along with the positive feedback from previous users in social media gives greater influence in their buying decision.

Regarding their purchasing decision, Millennials are agreed by the fact that social media such as Facebook, Twitter, Instagram, YouTube, and Tiktok assists them. By supporting that decision-making, sometimes they are influenced after watching some sort of review. In addition to that, they did also somehow agree that promotional emails that were sent to them daily get their attention about the goods or services that are being advertised.

The findings of the study imply that nowadays, consumers have other means to be influenced on the procurement of their daily needs. This only implies that market researchers should look into this development on the behavior of the consumers. In other words, market research can use the findings in exploring the dos and don'ts of every aspect of the business and to gain a better insight on how to execute great strategies and evaluate decisions that are best for the company; how the target market can effectively be influenced is one of the things that can help a business to grow. Businesspersons can look into the behavior of the consumers especially in the area of choosing and purchasing products. In other words, the “need factor” would guide the producers to develop the goods and services their consumers need, with the intervention of social media they will be able to influence them easily.

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