

## Impact of Digital Marketing in Purchase Decision and Buying Behaviour of Gen Z

Mecmack Avila Nartea<sup>1</sup>, Reynaldo T. Barrera<sup>2</sup>

<sup>1</sup>ORCID iD: 0000-0002-9583-415X, Polytechnic University of the Philippines,  
223 Ortega Street, San Juan City, Metro Manila 1500, Philippines

<sup>2</sup>ORCID iD: 0000-0002-6207-6305, De La Salle University, 2401 Taft Ave, 1004 Metro  
Manila, Philippines

\*Corresponding author, e-mail: manartea@pup.edu.ph

### Abstract

**Introduction:** Along with the technological development and radical growth of internet of things, digital marketing also risen as a vital tool in promoting products and services. Understanding the attitude and consumer buying behavior online also rapidly growing in the e-business limelight however, in the Philippine context there were few literatures about Gen Z online buying behavior. The purpose of the study is to determine the impact of digital marketing on the online purchase decision and buying behavior of Filipino Gen Z consumers.

**Methods:** A survey research method was utilized to collect data from randomly selected 378 Gen Z online shoppers from Polytechnic University of the Philippines. A Pearson-r correlation was used to determine if there was a significant relationship between the variables.

**Findings:** The results revealed that there were significant relationships between digital marketing and consumer purchase decisions. Consumer Purchase Decision was also affected by social, personal, and psychological factors. The result also revealed that time spent in social media sites does not influence the buying behavior of Gen Z in Pre-Purchase, Purchase, and Post-Purchase stages.

**Originality:** The study becomes novel since there were very few studies about digital marketing in developing countries. Furthermore, there are no previous studies examining Filipino Gen Z's online buying behavior in purchase decision process in Pre-Purchase, Purchase, and Post-Purchase stages. This study makes an important contribution to behavioral research in developing countries.

**Keywords:** Psychological Factor, Social Factor, Time Spent, Digital Marketing, Filipino Gen Z Consumers.

### Introduction

With the rise of internet and technology, every facet of business has been changed (Dahiya & Gayatri, 2018). Purchasing become an effortless job yet entail a complex decision of making choices because of the huge arrays of items and products to choose from marketing practice became digital (Duffett, 2017). Social Media Sites became an effective medium to advertise products and services and promote brands (Eid et al., 2020). Social media changed consumers' lifestyle (Duffett, 2017). Consumers today want to be more informed about the product before they make the purchase (Eid et al., 2020). They are into collective decisions through internal non-marketing groups by placing product information in connected loop networks (Shareef et al., 2019). Consumers have the power to talk back to the brand and broadcast their opinions of the brand. They trust their peer's opinions more than marketing strategists (Ahmad & Laroche, 2017). Consumers make more purchases based on what is posted on social media platforms (Ahmad & Laroche, 2017).

Social media become the source of public information (Ashrianto & Yustitia, 2020)

thus, there is an increasing a relatively in the market share of different online social media websites. It became the primary choice for marketing as they already have a massive user-base and rich market insight which can be exploited for commercial purposes (Eid et al., 2020). Marketers gently shift their marketing spending in digital platforms (Duffett, 2017). They depend on the quick dissemination of information through various channels and rely on constant customer engagement to boost sales.

According to (Dahiya & Gayatri, 2018) digital marketing is a global phenomenon and one of the fastest growing economies. Digital Marketing used numerous digital tactics to connect with larger market. (Kaila, 2020) mentioned that consumers are switching search engines, social media, and reading reviews before making a purchase decision. (Think with Google, 2020) pointed out that marketers should think ways on 'how to show up all of these while delivering the personalized, relevant experiences shoppers have come to expect.'

Today, Gen Z are the largest consumers and dominating the market. They comprise 50% of the global consumers and represents the 40% of the consumer purchasing power hence Gen Z become one of the largest generational cohorts (Tunsakul, 2020). In the United States, Gen Z is the largest age cohort with 86.4 million members. In Germany 74% of Gen Z are on social media while in Japan, 82% (Magbanua et al., 2021), that reflect their purchasing behavior according to the social media referrals. Sooner or later, the Gen Z will dominate the market.

Gen Z are hypercognitive generation, they collect many sources of information and integrate it in the virtual and online experience. They value individual expressions and understand the different truths (Priporas et al., 2017). Gen Z has been exposed to technology at an early age and has grown to have a greater familiarity with the digital landscape (Tunsakul, 2020). As such, they prefer the active engagement of social media and digital platforms as opposed to the passive consumption of traditional advertisements such as tv, newspapers, and radio (Duffett, 2017). According to (Schwieger & Ladwig, 2018), Gen Z generation tend to socialize online rather than face-to-face which makes a positive and negative impact on society.

Gen Z consumers have become an attractive prospect for retailers worldwide due to their growing numbers and dominance in global markets (Tunsakul, 2020). (Simangunsong, 2018) noted that Gen Z shoppers do have different behaviour compared to other generations. According to previous studies, Gen Z consumers show less loyalty to specific brands, and it is not easy to grab and hold their attention (Priporas et al., 2017). (Nartea et al., 2019) posited that purchase decisions are also influenced by peers and particular lifestyle habits; however, such habits are only sustained if their financial situation supports their lifestyle. Moreover, this generation are a consumptive buyer that tends to immediately spend money if he or she has a desire for a particular product.

The Philippines, a country in ASEAN holds the distinction of having the longest hours spent in social media globally, with purchase decisions being heavily influenced by social media sites (Magbanua et al., 2021). Notably, seventy-eight percent (78%) are Gen Z social media users and twenty percent (20%) as older adults. Platforms like Shopee, Lazada, Tiktok and Instagram are frequently used by Filipino Gen Z consumers to browse and purchase item. According to, 30% of the total population of the Philippines is Gen Z, 25% of these access Instagram several times ad day and 13% access Snapchat at the same frequency. They spend more than an hour a day on their mobile device compared to other generations. Filipino Gen Z's are harder to impress compared to the older generation. (Dulay et al., 2022) posited, Filipino consumers, regardless of age cohorts, are looking

forward to make their online purchase valuable. This opens the door to the marketers to create content that attracts Gen Z consumers (Magbanua et al., 2021).

Despite of these facts very few studies have been conducted to understand and determine the effects of digital marketing in the buying behavior of Gen Z in developing countries (Duffett, 2017). With these issues, the proponent of this study aimed to investigate the attitudinal consumer behavior of Gen Z. This also aimed to determine if there are significant relationship between digital marketing strategies, time spent, social, personal and psychological factor to the buying decisions of Gen Z. Understanding Gen Z buying behavior will help the business owners, decision makers creating a superior and effective marketing campaign (Thao & Anh, 2020) that will generate sales (Lestari, 2019).

The study aims to narrow the gap between the theory and practice in digital marketing and consumer purchase decision stages through the following research hypotheses:

H<sub>1</sub>: Purchase decision of the Gen Z were affected by digital marketing.

H<sub>2</sub>: Social factor affects the consumer purchasing decision.

H<sub>3</sub>: Purchasing decision of Gen Z is affected by personal factor.

H<sub>4</sub>: Psychological factor affects the buying decision of Gen Z.

H<sub>5</sub>: The time spent on using social media relatively affects the purchase decision of the Gen Z.

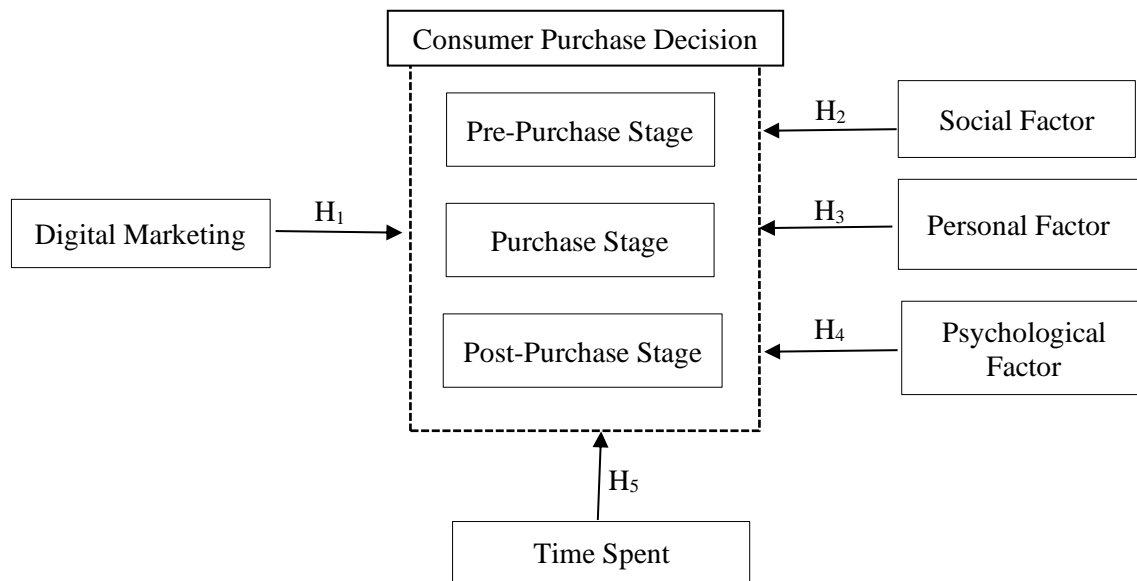


Figure 1. Research framework (Nartea et al., 2019)

A relationship research framework was used in the study to illustrate the research hypotheses. Composed of independent variables such as digital marketing, time spent, social factor, personal factor, and psychological factor, and consumer purchase decision as dependent variables.

**Methods**

To examine the impact of digital marketing and the buying behaviour of Gen Z towards the decision process, a survey was designed and validated. The survey consisted of 3 parts, the first part is the consent form, the second part identifies the demographic profile of the respondents, and the third part elaborates on the independent (Time Spent, Social Factor, Personal Factor, Psychological Factor, and Digital Marketing) and

dependent variable (Purchase Decision Process) that would be tested in the survey. The data collected was checked for reliability to ensure it was suitable for analysis. Cronbach's alpha technique was used and the results (Social Factor is 0.7056, Personal Factor is 0.7965, Psychological Factor is 0.7965, Digital Marketing is 0.9024, and Purchase Decision Process is 0.8249). The overall Cronbach alpha of the instrument is 0.9173 showing that the values of all constructs were above the acceptable value, 0.07 therefore the instrument is reliable.

A sample of 378 respondents who had experience in online shopping had been randomly selected from 24, 455 students in different colleges of the Polytechnic University of the Philippines. According to (Stevens, 2002), the sample must have at least 15 respondents per variable, and the study had 6 variables. Therefore, a sample size of 378 was considered appropriate. Respondents comprised 149 males (39.42%) and 229 females (60.58%). Most of the respondents, 11-15 (53.8%) years, have been using the internet on their smartphones while the remaining used smartphone for just 5-10 years (46.2%).

## Results

The respondents were asked regarding social media sites that they usually used in daily basis. Table 1 showed that Facebook is the most used social media. Instagram and Youtube ranked second while Twitter and Pinterest placed third and fourth respectively. This is congruent to the report of the Internet World Stats (2020) on Internet and Facebook usage of Asia where Philippines placed third after Indonesia and India.

Table 1. Frequency and Rank of Social Media Sites

Social Media Sites	Frequency	Ranking
Facebook	354	1
Instagram & YouTube	266	2
Twitter	214	3
Pinterest	35	4

Note: Social media sites used by the Gen Z Respondent.

In terms of the number of hours spent in using social media, respondents spent 4-6 hours a day as shown in Table 2. The result was lower compared to the 10 hours in average reported in Asian Journal (2019). Philippines topped in the world in terms of the number of hours in using social media.

Table 2. Number of Hours Spent in using Social Media

Hours Spent	Frequency	Percentage
1-3 hours	131	35%
4-6 hours	162	43%
7-9 hours	45	12%
10 hours and above	40	10%
Total	378	100%

Note: Hours spent by the Gen Z Respondent using social media.

Most of the time, people have pre-judgments especially when it comes to online products or services. With this, the respondents what factors caused them to pre-judge online products and/ or services. Based on the result presented in Table 3, respondents pre-judge because of they have the knowledge or awareness of the brand and they have the information gathered from the internet and social media (Lautiainen, 2015). Peers, friends and family members also influenced them to pre-judged (Perreau, 2014). Other

factors include previous experiences, brand reputation and information from mass media (TV, magazines radio, etcetera) (Piercy et al., 2016).

Table 3. Factors affecting Pre-judgment of Online Services/Products

Pre-judgment Factors	Frequency	Rank
Previous experience	190	4
Knowledge or awareness of the brand	252	1
Brand Reputation	175	5
Information from the Internet (Facebook, Twitter, blogs and so on)	248	2
Information from the mass media (TV, Magazine, Radio and so on)	152	6
Information from peers, friends, or family members	224	3

Note: Factors that affects the Gen Z Respondents on pre-judgement of online products or services.

In the advent of internet, it is not just selling products are offered in the online platforms, but also information about products, advertising space, software programs, auctions, stock trading and matchmaking. In this case, buyers more likely to behave on what they read in the internet (Senecal & Nantel, 2004; Seock & Bailey, 2008; Seock & Norton, 2007).

Table 4. Level of Impact of Digital Marketing

Indicators	Weighted Mean	Verbal Interpretation
Advertisement posted on social media helps me to be aware for a certain product.	3.28	High Impact
Easy recognition of a product, brand, or service when it has catchy, funny and creative advertisement.	3.35	High Impact
Preference to consume product, brand or service that has exciting and beneficial promos offers.	3.10	Moderate Impact
Preference to buy famous products, brands and services that are mostly known.	2.91	Moderate Impact
Preference to buy product/services that is endorsed by my favorite celebrity.	2.22	Low Impact
General Weighted Mean	2.97	Moderately High Impact

Note: 1.00–1.50=None Impact, 1.51–2.50=Low Impact, 2.51–3.50=Moderate Impact, 3.51–4.00=High Impact.

When looking at how digital marketing impacted the consumers, Table 4 showed that digital marketing has a moderate impact to college students with a mean of 2.97. Specifically, the advertisements posted in social media which helped them to be aware of the product (3.28) and having catchy, funny and creative advertisements (3.25) have high impacts to the respondents. Similarly, their preference in buying products with exciting and beneficial promos (3.10) and mostly known in the market (2.91) has a moderate impact for them. However, buying products endorsed by celebrities has a low impact for the respondents (2.22). Commercial, sales promotions, advertisement and other marketing promotions influenced and elicit customers desire to purchase the product (Castillo Jr, 2018).

There are characteristics behind every buying decision that can come from cultural, social, personal or psychological factors. Consumer behaviour is much more than studying what consumers buy. It attempts to understand how the decision-making process goes and how it affects consumers' buying behaviour (Solomon, 2020; Lautiainen, 2015).

Table 5. Level of Impact of Social Factor

Indicators	Weighted Mean	Verbal Interpretation
I want to purchase something that everyone uses on social media.	2.11	Low Impact
I avoid brands which I believe would put me into a group I don't want to be included in.	1.97	Low Impact
I tend to shift to another brand because of the bad feedbacks of many users on social media.	2.79	High Impact
I prefer to buy products and services that my friend purchases online.	2.47	Low Impact
I prefer to buy products that my family/friends recommend me.	3.04	Moderate Impact
General Weighted Mean	2.48	Low Impact

Note: 1.00–1.50=None Impact, 1.51–2.50=Low Impact, 2.51–3.50=Moderate Impact, 3.51–4.00=High Impact.

With regards to social factor (Table 5), buying products recommended by friends/family members (3.04) (Perreau, 2014; Kotler et al., 2016; Khan, 2007) and bad feedbacks from social media users (2.79) moderately impacted the buying behaviour of the respondents. Buying products that are used by everyone in social media has a low impact to the respondents (2.11). Also, buying products or services that their friends also purchased online (2.47) and avoiding products that will not put them into belongingness of a group (1.97) have low impact to them. Social factor, in general, has low impact to the student consumers (2.48).

Table 6. Level of Impact of Personal Factor

Indicators	Weighted Mean	Verbal Interpretation
I prefer to buy things that suits to my personality.	3.39	High Impact
I prefer to buy products that I am interested with.	3.45	High Impact
I purchase product online based on my budget.	3.40	High Impact
I prefer to buy products that I want over what I need.	2.41	Low Impact
I prefer to buy the products for pleasure, hobby or collection.	2.61	High Impact
General Weighted Mean	3.05	High Impact

Note: 1.00–1.50=None Impact, 1.51–2.50=Low Impact, 2.51–3.50=Moderate Impact, 3.51–4.00=High Impact.

Personal factor, on the other hand, also highly impacted the buying behaviour of the students (3.05). Product interest (3.45) and budget (3.40) deemed to have the most impact in the buying behaviour of the consumers such that they only buy online according to their personal interest and budget. (Schaefer et al., 2016) noted that consumers are strongly price sensitive which affects their buying behaviour. (Sun et al., 2022) posited

that price attribute has a positive effect towards perceived enjoyment. Hence when the customers browse the e-commerce site, the preferential prices provided by the site can make consumers feel more to buy. Also, buying products that suits the personality (3.39) and for pleasure, hobby or collections (2.61) have high impacts (Seock and Bailey, 2008). While buying want over need has low impact (2.41) for the respondents. However, most college students due to peer influence and the fear of falling behind the trend, students would likely to have money anxiety (Netemeyer et al., 1995).

In terms of psychological factors, the researcher subdivided this factor into Motivation, Perception, Learning and Attitudes and Beliefs (Piercy et al., 2016). Online experiences affect the mental processes of the consumers and enhance their buying decision (Cetinã et al., 2012).

Table 7. Level of Impact of Psychological Factor (Motivation)

Indicators	Weighted Mean	Verbal Interpretation
I prefer to purchase products that will satisfy my basic needs (example: food, clothing, sanitation, healthcare).	3.58	High Impact
I prefer to acquire something that helps secure my future (example: life insurance, health insurance).	3.21	Moderately High Impact
I prefer to purchase products that will make me feel I belong or fit in a group.	2.28	Low Impact
I prefer to buy things that I can use to improve my physical appearance	2.98	Moderately High Impact
I prefer to acquire things where I can get enriching experiences.	3.11	Moderately High Impact
General Weighted Mean	3.03	Moderate Impact

Note: 1.00–1.50=None Impact, 1.51–2.50=Low Impact, 2.51–3.50=Moderate Impact, 3.51–4.00=High Impact.

Motivation in this context refers to the desire of the consumer to buy a certain product or avail of a service. Intentions are assumed to capture the motivational factor that influences behaviour (Ajzen, 1991). Table 7 showed that buying products that satisfies their needs highly impacted their buying behaviour (3.58). Buying products that secure their future (3.21), buying products that can improve physical appearance (2.98) and acquiring things that can enrich their experiences (3.11) have moderate impact to the respondents (Mangold & Faulds, 2009). However, buying products that will let them feel that they belong to a group (2.28) has low impact to the buying behaviour of the respondents. In some aspect, buying things associate social status and for them to cope with the trends in the society so they will not fall behind (Yurchisin & Johnson, 2004). As human, there is a need o sense of belongingness (Maslow, 1943) and people also learn to behave in the way they are expected to according to their role and status (Nagarkoti, 2014).

Table 8. Level of Impact of Psychological Factor (Perception)

Indicators	Weighted Mean	Verbal Interpretation
The quick spread of information, positive or negative, through social media channels can have lasting effect on my perception of	3.17	High Impact

a brand or product.		
I prefer to buy a product that is familiar to me and/or product that will meet my expectation.	3.38	High Impact
I prefer to buy products that meet my needs and interests than those that are irrelevant to my necessity.	3.32	High Impact
<b>General Weighted Mean</b>	<b>3.29</b>	<b>High Impact</b>

Note: 1.00–1.50=None Impact, 1.51–2.50=Low Impact, 2.51–3.50=Moderate Impact, 3.51–4.00=High Impact.

With regards to psychological factor affecting the perceptual behaviour of the respondents (Table 8), it showed that familiarity and expectation (3.38) impacted their buying behaviour the most. Also, they prefer buying products that meet their interest and needs (3.32) and that quick dissemination of the information through social media has effect on their perception of the product or brand (3.17). It is usual that consumer did online evaluation of the products or services after purchasing which affects the perception of the other consumers (Eid et al., 2020; Shareef et al., 2019). In general, respondents felt that perception of the product or brand has a high impact to their buying behaviour. The typical Filipino consumers always look for good product or service information that is available on the market (Nartea et al., 2019; Castillo Jr, 2018).

Table 9. Level of Impact of Psychological Factor (Learning)

Indicators	Weighted Mean	Verbal Interpretation
I prefer a product that I know the benefits I can get.	3.51	High Impact
I prefer to purchase products that I already know how to use and operate.	3.47	High Impact
I prefer to purchase product or services which I had a great experience before.	3.53	High Impact
<b>General Weighted Mean</b>	<b>3.50</b>	<b>High Impact</b>

Note: 1.00–1.50=None Impact, 1.51–2.50=Low Impact, 2.51–3.50=Moderate Impact, 3.51–4.00=High Impact.

Learning talks about change in consumer's behavior as a result of experience (Piercy et al., 2016). In this study, past experience (3.53), obtained benefits (3.51) and product usage and operational knowledge (3.47) have high impact in buying behaviour (Puspitarini, 2013) as shown in Table 9. Consumers usually rely on their experiences in the past and make it a basis for future purchasing.

Table 10. Level of Impact of Psychological Factor (Beliefs and Attitudes)

Indicators	Weighted Mean	Verbal Interpretation
I prefer to choose the product that my family has been purchasing since then.	3.24	Moderate Impact
I avoid products which I believe doesn't qualify to my taste and preference.	3.29	High Impact
I don't purchase a brand, product, or service that I have negative evaluation.	3.35	High Impact
<b>General Weighted Mean</b>	<b>3.29</b>	<b>High Impact</b>

Note: 1.00–1.50=None Impact, 1.51–2.50=Low Impact, 2.51–3.50=Moderate Impact, 3.51–4.00=High Impact.



Lastly, beliefs and attitudes believed to have effect in the buying behaviour of the consumers as shown in Table 10. Product taste and preference (3.29) and negative evaluations (3.35) have impact to the consumers while influence of the family (3.24) has moderate impact. Generally, beliefs and attitudes have high impact (3.29) to the purchase behaviour of the respondents. (Piercy et al., 2016), define beliefs and attitudes as individual’s thought about something which can be based on actual knowledge, opinion, or faith about something and its consistent evaluation and feeling toward an idea or action.

In business and marketing, purchase decision process or also known as ‘buying decision process’ refers to the decision-making process that the consumers or buyers on their transaction before, during and after the purchase of good or services. In most time, this stage affects the buying behaviour of the consumers especially when the transactions are made online. In Table 11, pre-purchasing stage has a moderate impact to respondents. Specifically, products with sufficient and credible information in ads (3.15) and searching for related information before purchasing (3.13) (Nartea et al., 2019; Castillo Jr, 2018) also have moderate impact to them. Promotion and online advertisements of products affects moderate the buying behaviour of the student consumers.

Table 11. Level of Impact of Pre-purchase Stage

Indicators	Weighted Mean	Verbal Interpretation
Advertisements posted in social media triggers me to buy products that recognizes as a need.	2.77	Moderate Impact
I prefer to buy products that with sufficient and credible information in their advertisement.	3.15	Moderate Impact
I go first to different social media sites to check if there is a promotion offer for the services I want to acquire.	2.89	Moderate Impact
I search for related information on social media before purchase.	3.13	Moderate Impact
I find and watch advertisement posted via social media before consumption of any products or services.	2.99	Moderate Impact
General Weighted Mean	2.99	Moderate Impact

Note: 1.00–1.50=None Impact, 1.51–2.50=Low Impact, 2.51–3.50=Moderate Impact, 3.51–4.00=High Impact.

Purchasing stage also was rated Moderate Impact by the respondents as shown in Table 12. Buying products with enough information (3.27) has relatively high impact on purchasing decision of the students (Seock & Norton, 2007). Consumers most of the time conduct searching and investigation of the product before purchasing (Backhaus et al., 2007). Products that are favourable to consumers’ terms (3.20) moderately impacted their purchase decision. Buying products with promos (2.89) (Rehman et al., 2017; Nartea et al., 2019), recommended by friends (2.77) and convenience in ordering online (2.77) also have moderate impact. This means that advertising drives consumption, and the mass media scene continues to be one that heavily involves appeals to personal preferences (Te & Velecina, 2017; Durvasula & Lysonski, 2008; Abela, 2006).

Table 12. Level of Impact of Purchasing Stage

Indicators	Weighted Mean	Verbal Interpretation
I purchase products/ services that has promotion offer posted on social media sites.	2.81	Moderate Impact
I prefer to purchase products that favors to my terms.	3.20	Moderate Impact
I acquire those products that contains good information (features, qualities, benefits) when I searched on social media sites.	3.27	High Impact
I buy products that is most recommended by my friends on social media.	2.77	Moderate Impact
I order products online because it is easy and convenient.	2.77	Moderate Impact
<b>General Weighted Mean</b>	<b>2.96</b>	<b>Moderate Impact</b>

Note: 1.00–1.50=None Impact, 1.51–2.50=Low Impact, 2.51–3.50=Moderate Impact, 3.51–4.00=High Impact.

Lastly, post-purchase stage also rated Moderate Impact for the respondents (Table 13). Consumer satisfaction (3.34) has a great/high impact to consumers which would result to brand loyalty. Most of the time, relevance of information posted in social media sites (2.98) moderate impacted the decision (Seock & Norton, 2007). Online feedbacks from other consumers, friends or peers also affect the decision-making of the consumers in buying certain products. Typically, Filipinos always look for products on-promo or on sale (Castillo Jr, 2018).

Table 13. Level of Impact of Post-purchasing Stage

Indicators	Weighted Mean	Verbal Interpretation
I share comments/reviews/blog/posts related articles etcetera to peers or friends via social media after purchase.	2.53	Moderate Impact
I am likely to change my attitude towards a certain brand or product or service after I have read positive comments/reviews about it.	2.92	Moderate Impact
When I feel dissatisfied about my consumption, I share my thoughts and feedback to the official page/website of a certain brand or product.	2.61	Moderate Impact
I tend to buy to the same brand, store or seller when I feel satisfied on my first purchase.	3.34	High Impact
I change my initial purchase preference after searching relevant information via social media sites.	2.98	Moderate Impact
<b>General Weighted Mean</b>	<b>2.88</b>	<b>Moderate Impact</b>

Note: 1.00–1.50=None Impact, 1.51–2.50=Low Impact, 2.51–3.50=Moderate Impact, 3.51–4.00=High Impact.

In the post-purchase stage, buying at the store or seller has high impact to the buying decision of the consumers (3.34). With this, customer loyalty was developed because of the satisfaction they get from the product or service (Nartea et al., 2019; Tsiotsou & Wirtz, 2015; Senecal & Nantel, 2004). Searching for relevant information posted in social sites has moderate impact in purchasing decision (2.98). Positive reviews often change consumer attitudes towards a certain brand or product or service (2.92). Also, during the post-purchase, online buyers usually do share comments/review/blogs regarding the brand, products or services that they availed (2.53). A consumer who has negative experience is more likely to avoid the brand in the future because he/she remembers the previous experience with that (Piercy et al., 2016). For further discussions and to understand the impact of digital marketing, the researchers determined the correlations of the variables using the Pearson-r and Regression.

Table 14. Correlation between Time Spent in Social Media Sites and Consumer Purchase Decision Proces

Consumer Purchase Decision Stages	Pearson r Correlation	Verbal Interpretation	p-value	Remarks
Pre-Purchase Stage	-0.016	Very Weak Negative Correlation	0.75	Not Significant
Purchasing Stage	0.067	Very Weak Negative Correlation	0.192	Not Significant
Post-Purchase Stage	0.042	Very Weak Negative Correlation	0.417	Not Significant

Note: 0.00–0.199=Very Weak Positive/Negative Correlation, 0.200–0.399=Weak Positive/Negative Correlation, 0.400–0.599=Moderate Positive/Negative Correlation, 0.600–0.799=Strong Positive/Negative Correlation, 0.800–1.00=Very Strong Positive/Negative Correlation, \*Significant at p-value 0.05 level.

When correlating the time spent by the respondents in browsing in social media to the purchase decision stages, it showed that it has no significant relationship at all stages-pre-purchase (0.75), purchasing (0.192) and post-purchase (0.417). These would mean that the purchasing behaviour in any stages was not affected regardless of how long they are using their time browsing in the social media. This contradicts the recents studies (Van Steenburg & Naderi, 2020; Li et al., 2021; Li et al., 2023) that time is a stimulus in purchase intention of both impulsive and nonimpulsive consumers. Hence, regardless of the marketing strategies used in different digital platforms, consumers’ purchase decisions remained unaffected.

Table 15. Correlation between Consumer Purchase Decision Process, Digital Marketing, and Buying Behaviour Factors

Factors	Pearson r Correlation	Verbal Interpretation	p-value	Remarks
Digital Marketing	0.295	Weak Positive Correlation	0.00	Significant
Social Factor/Group Influence	0.358	Weak Positive Correlation	0.00	Significant

Personal Factor	0.359	Weak Positive Correlation	0.00	Significant
Psychological Factor	0.507	Moderate Positive Correlation	0.00	Significant

Note: 0.00–0.199=Very Weak Positive/Negative Correlation, 0.200–0.399=Weak Positive/Negative Correlation, 0.400–0.599=Moderate Positive/Negative Correlation, 0.600–0.799=Strong Positive/Negative Correlation, 0.800–1.00=Very Strong Positive/Negative Correlation, \*Significant at p-value 0.05 level.

When correlating consumer purchase decision to digital marketing, result showed weak positive correlation with a p-value of .00. It implies that the promotions posted in different digital platforms impacted the purchasing decision of the consumers. This confirms the recent studies (Stephen, 2016; Dahiya & Gayatri, 2018; Pires et al., 2022; du Plessis, 2022) that digital marketing significantly influences consumer buying behavior. On the other hand, consumer purchase decision is also affected by social/group factor (.00), personal factor (.00) and psychological factor (.00). This means that when a customer purchase, he always considers feedbacks from other people-friends, family members or feedbacks from other purchasers of the similar product (Ahmad & Laroche, 2017; Wang & Yu, 2017; Kaila, 2020), from personal preferences and/ or personal benefits or perceptions towards the product (psychological factor).

## Discussion

As one of the top users of social media in Asia and in the world, Filipinos, especially Gen Z, have integrated social media into their lifestyle including purchasing behavior. Social media serves not only as tools for communication but also as powerful channels for discovering and evaluating products and services. The sudden shift toward online purchasing is heavily influence by product advertisments and promotions offering wide range options that cater to their preferences and motivations of Gen Z consumers (Kumar et al., 2018; Dahiya & Gayatri, 2018).

Filipino Gen Z consumers exhibit distinct behaviors when purchasing online, emphasizing familiarity and trustworthiness. They gravitate toward products that are recognizable and verified through various online reviews, reflecting their desire for authenticity and reliability. These consumers often collect and cross-reference information from multiple sources, including loved ones, peers, and influencers (Francis & Hoefel, 2018). This highlights the importance of trust-based networks in shaping their decision-making process.

Moreover, active participation in social media--such as reading and engaging with comments, reviews, and feedback--has been shown to positively influence their purchase decisions, particularly during the purchase stage (Lim et al., 2017; Kumar et al., 2018; Shareef et al., 2019; Thao & Anh, 2020). This suggests that the interactive nature of social media platforms plays a significant role in building consumer confidence and guiding decision-making.

Gen Z consumers are highly pragmatic. They are more concerned with the benefits of a product (Lestari, 2019) and its entrainment value (Shareef et al., 2019). They deomonstrate a preference for digital marketing campaigns that are both informative and engaging (Seock & Bailey, 2008; Seock & Norton, 2007). According to (Kotler et al., 2016), consumers show a positive attitude toward digital marketing if they enjoyed or were entrained by the ads and it provides product benefits and comparative information from other products. The higher the perceived usefulness and entertainment value of

digital marketing, the high impact to the purchase decision of consumers (Shareef et al., 2019; Thao & Anh, 2020).

The repurchase intention, which indicates the likelihood of a consumer consistently buying a specific product or service, is influenced by satisfaction (Mirza et al., 2021). According to (Pebriani et al., 2018), satisfaction affects preference and repurchase intention which leads to loyalty to the product. Satisfaction is a post-evaluation tool given to products or services before purchase (Hooi, 2003). Based on the findings of the study, Filipino Gen Z are looking for products or services that make them satisfied. Therefore, satisfaction is a crucial factor that affects the post-purchase stage in consumer purchase decisions underscoring the importance of delivering value and quality in every transaction.

Interestingly, the study found that the duration of time spent on social media did not significantly affect Gen Z purchasing behavior across all stages of the decision process: pre-purchase, purchase, and post-purchase. Regardless of the marketing strategies used in different digital platforms, Gen Z consumers' behaviour towards purchasing process was not affected at all. Thus, this finding contradicts to the study of (Kaila, 2020) that time affects to the buying intention of consumers. The absence of a direct correlation in this context suggests that Filipino Gen Z are driven more by the quality and relevance of the content they engage with rather than the quantity of time spent browsing (Dahiya & Gayatri, 2018; Van Steenburg & Naderi, 2020; Lee et al., 2021).

Meanwhile, digital marketing, social, personal, and psychological factors significantly influence the Filipino Gen Z consumer purchase decisions. The results affirm that digital marketing (Dahiya & Gayatri, 2018); social, personal, and psychological factor play a vital role in the consumer decision process (Ahmad & Laroche, 2017; Kaila, 2020). The Filipino Gen Z consumer's purchase decisions are profoundly influenced by an interplay of digital marketing strategies. Digital marketing, as highlighted by (Dahiya & Gayatri, 2018), has become a cornerstone of modern consumer engagement. The prevalence of social media platforms, influencer marketing, targeted advertisements, and interactive content has redefined how Gen Z consumers perceive and interact with brands. This demographic, being digitally native, exhibits a high degree of receptiveness to marketing efforts that leverage technology and personalization.

Beyond digital marketing, social, personal, and psychological factors play equally significant roles in shaping purchase behavior. Recent studies underscore the importance of social influences, such as peer recommendations, family opinions, and cultural norms, in the decision-making process (Solomon, 2020; Ahmad & Laroche, 2017; Brandão et al., 2019; Sun et al., 2022). For Filipino Gen Z, who highly value social connections and community validation, these factors often act as pivotal determinants of brand choice and loyalty. Personal factors, including individual preferences, lifestyle, and financial capability, also contribute to shaping purchasing patterns. (Kaila, 2020) notes that personal aspirations and self-expression are critical for this generation, driving them toward products and brands that align with their identity and values. For instance, eco-conscious Gen Z consumers in the Philippines may prefer brands that emphasize sustainability and ethical practices.

Lastly, psychological factors such as perception, motivation, and attitudes are integral to understanding consumer behavior. Filipino Gen Z consumers are heavily influenced by how they perceive a brand's authenticity and relevance. Effective branding

that resonates emotionally and cognitively with this group can significantly impact their purchasing decisions (Rehman et al., 2017; Šostar & Ristanović, 2023). Academically, the findings contribute to the growing body of literature on digital consumer behavior, providing a basis for further exploration. Researchers can use these insights to build upon existing theories and investigate emerging trends in the field.

However, this research is quantitative in nature. As a result, it has several limitations which can be investigated gradually in future studies. This study was conducted only in one state university in the Philippines which might have clustered characteristics. Future researchers should include respondents from a broader range of universities, including both and private institutions, across different regions of the Philippines to allow comparative analysis. Future research can explore additional constructs such as emotional attachment, brand loyalty, and cultural influences to provide a more comprehensive view of purchasing behavior. Moreover future study can incorporate qualitative approach to be such as focus groups or in-dept interviews, to gain a richer insight into the motivations, attitudes, and experiences of Gen Z consumers.

### **Conclusion**

All generational cohorts have its own attitude toward online purchasing behavior. Marketers should be aware on the pattern of their consumers in terms of buying decision to generate more sales. In targeting Gen Z in developing countries, marketers need to take note of the following: Advertisements posted in different media platforms have high impacts to online buyers; however, products endorsed by celebrities have low impact to them. Though most Gen Z consumers prefer products on- promos, results showed that it has moda erate impact to them. Consumers do purchase products that are according to their needs and preferences and fits to their personality and budget. Product, brand and/ or sellers' information are important as they highly impacted online buyers' purchasing decisions. Online feedback (positive or negative) also have a high impact on purchasing decision. Whatever the mode or platforms of purchasing, customer satisfaction is always the main concern of all consumers.

### **Conflict of Interest**

We certify that there is no conflict of interest with any financial, personal, or other relationships with other people or organization related to the material discussed in the manuscript.

### **Acknowledgements**

The researchers would like to express their gratitude to all 378 respondents, students from different colleges of Polytechnic University of the Philippines.

### **References**

- Abela, A. V. (2006). Marketing and consumerism: A response to O'Shaughnessy and O'Shaughnessy. *European Journal of Marketing*, 40(1/2), 5–16.
- Ahmad, S. N., & Laroche, M. (2017). Analyzing electronic word of mouth: A social commerce construct. *International Journal of Information Management*, 37(3), 202–213.
- Ashrianto, P. D., & Yustitia, S. (2020). The use of social media in searching for information about Papua. *Jurnal The Messenger*, 12(2), 122–133. <https://doi.org/http://dx.doi.org/10.26623/themessenger.v12i2.1939>

- Backhaus, K., Wilken, R., & Hillig, T. (2007). Predicting purchase decisions with different conjoint analysis methods: A Monte Carlo simulation. *International Journal of Market Research*, 49(3), 341–364. <https://doi.org/https://doi.org/10.1177/14707853070490030>
- Brandão, A., Pinho, E., & Rodrigues, P. (2019). Antecedents and consequences of luxury brand engagement in social media. *Spanish Journal of Marketing-ESIC*, 23(2), 163–183. <https://doi.org/https://doi.org/10.1108/SJME-12-2018-005>
- Castillo Jr, F. G. (2018). Consumer buying behavior: The multicultural influence in the Philippines. *The International Journal of Business Management and Technology*, 2(2), 71–75.
- Cetină, I., Munthiu, M.-C., & Rădulescu, V. (2012). Psychological and social factors that influence online consumer behavior. *Procedia-Social and Behavioral Sciences*, 62, 184–188. <https://doi.org/https://doi.org/10.1016/j.sbspro.2012.09.029>
- Dahiya, R., & Gayatri. (2018). A research paper on digital marketing communication and consumer buying decision process: An empirical study in the Indian passenger car market. *Journal of Global Marketing*, 31(2), 73–95. <https://doi.org/https://doi.org/10.1080/08911762.2017.1365991>
- du Plessis, C. (2022). A scoping review of the effect of content marketing on online consumer behavior. *Sage Open*, 12(2), 21582440221093040. <https://doi.org/https://doi.org/10.1177/21582440221093042>
- Duffett, R. G. (2017). Influence of social media marketing communications on young consumers' attitudes. *Young Consumers*, 18(1), 19–39. <https://doi.org/https://doi.org/10.1108/YC-04-2016-00663>
- Dulay, F. A., Liban, R., Rustia, J. R., Tayag, M. M., & Castaño, M. C. (2022). Generation Y and Z Filipino consumers' purchasing behavior on electronic products in Shopee and Lazada. *Journal of Business and Management Studies*, 4(1), 294–305. <https://doi.org/https://doi.org/10.32996/jbms.2022.4.1.30>
- Durvasula, S., & Lysonski, S. (2008). A double-edged sword: understanding vanity across cultures. *Journal of Consumer Marketing*, 25(4), 230–244. <https://doi.org/https://doi.org/10.1108/07363760810882425>
- Eid, M., Nusairat, N., Alkailani, M., & Al-Ghadeer, H. (2020). Internet users' attitudes towards social media advertisements: The role of advertisement design and users' motives. *Management Science Letters*, 10(10), 2361–2370. <https://doi.org/https://doi.org/10.5267/j.msl.2020.2.029>
- Francis, T., & Hoefel, F. (2018). True Gen?: Generation Z and its implications for companies. *McKinsey & Company*, 12(2).
- Hooi, D. T. (2003). The Moderating Rate of Asset Size on Satisfaction and Re-purchase Intentions. *Harvard Asia Pacific Review*, 7(1), 64–69.
- Kaila, S. (2020). How can businesses leverage data analytics to influence consumer purchase journey at various digital touchpoints? *Journal of Psychosocial Research*, 15(2). <https://doi.org/https://doi.org/10.32381/JPR.2020.15.02.30>
- Khan, M. A. (2007). *Consumer behaviour and advertising management*. New Age International. <https://doi.org/http://site.ebrary.com/id/10318696>
- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2016). *Marketing Management 3rd edn PDF eBook*. Pearson Higher Ed.
- Kumar, A., Mangla, S. K., Luthra, S., Rana, N. P., & Dwivedi, Y. K. (2018). Predicting changing pattern: building model for consumer decision making in digital market. *Journal of Enterprise Information Management*.

- <https://doi.org/https://doi.org/10.1108/JEIM-01-2018-0003>
- Lautiainen, T. (2015). *Factors affecting consumers' buying decision in the selection of a coffee brand*. <https://www.semanticscholar.org/paper/Factors-affecting-consumers%27-buying-decision-in-the-selection-of-a-coffee-brand-Lautiainen/###>
- Lee, C.-H., Chen, C.-W. D., Huang, S.-F., Chang, Y.-T., & Demirci, S. (2021). Exploring consumers' impulse buying behavior on online apparel websites: An empirical investigation on consumer perceptions. *International Journal of Electronic Commerce Studies*, 12(1), 119–142. <https://doi.org/https://doi.org.dlsu.idm.oclc.org/10.7903/ijecs.1971>
- Lestari, D. (2019). Measuring e-commerce adoption behaviour among gen-Z in Jakarta, Indonesia. *Economic Analysis and Policy*, 64, 103–115. <https://doi.org/https://doi.org/10.1016/j.eap.2019.08.004>
- Li, C., Wang, Y., & Li, H. (2023). Effect of time pressure on tourism: How to make non-impulsive tourists spend more. *Journal of Travel Research*, 62(7), 1411–1426.
- Li, C., Wang, Y., Lv, X., & Li, H. (2021). To buy or not to buy? The effect of time scarcity and travel experience on tourists' impulse buying. *Annals of Tourism Research*, 86, 103083.
- Lim, X. J., Radzol, A. M., Cheah, J., & Wong, M. W. (2017). The impact of social media influencers on purchase intention and the mediation effect of customer attitude. *Asian Journal of Business Research*, 7(2), 19–36.
- Magbanua, C. R., Olfato, T. M. G., Redota, A. C. M. N., & Etrata Jr, A. E. (2021). Effectiveness of brand awareness through social media in generation Z and millennial fast-food consumer acquisition. *Management Review: An International Journal*, 16(2), 39–68.
- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365. <https://doi.org/https://doi.org/10.1016/j.bushor.2009.03.002>
- Maslow, A. H. (1943). A theory of human motivation. *Psychological Review Google Schola*, 2, 370–396. <https://doi.org/https://doi.org/10.1037/h0054346>
- Mirza, F., Younus, S., Waheed, N., & Javaid, A. (2021). Investigating the impact of product-related and service quality attributes on re-purchase intention: Role of customer characteristics and customer satisfaction. *International Journal of Research in Business and Social Science (2147-4478)*, 10(3), 24–35. <https://doi.org/https://doi.org/10.11648/j.ijrbs.20211003.11>
- Nagarkoti, B. (2014). *Factors influencing consumer behavior of Smartphone users*. <https://www.semanticscholar.org/paper/Factors-influencing-consumer-behavior-of-smartphone-users-Nagarkoti/###>
- Nartea, M., Jamice, J., & Goyenechea, A. (2019). Exploring the characteristics of millennials in online buying behavior. *Asia Pacific Journal of Multidisciplinary Research*, 7(4), 1–9.
- Netemeyer, R. G., Burton, S., & Lichtenstein, D. R. (1995). Trait aspects of vanity: Measurement and relevance to consumer behavior. *Journal of Consumer Research*, 21(4), 612–626. <https://doi.org/https://doi.org/10.1086/209422>
- Pebriani, W. V., Sumarwan, U., & Simanjuntak, M. (2018). The effect of lifestyle, perception, satisfaction, and preference on the online re-purchase intention. *Independent Journal of Management & Production*, 9(2), 545–561. <https://doi.org/https://doi.org/10.14807/ijmp.v9i2.690>



- Perreau, F. (2014). The consumer factor. the consumer buying decision process. Retrieved December, 16, 2017. <http://theconsumerfactor.com/en/5-stages-consumer-buying-decision-process/>
- Piercy, N., Harris, L. C., Kotler, P., & Armstrong, G. (2016). *Principles of Marketing 7th edn PDF eBook*. Pearson Higher Ed.
- Pires, P. B., Santos, J. D., Brito, P. Q. de, & Marques, D. N. (2022). Connecting digital channels to consumers' purchase decision-making process in online stores. *Sustainability*, *14*(21), 14392. <https://doi.org/https://doi.org/10.3390/su142114392>
- Priporas, C.-V., Stylos, N., & Fotiadis, A. K. (2017). Generation Z consumers' expectations of interactions in smart retailing: A future agenda. *Computers in Human Behavior*, *77*, 374–381. <https://doi.org/https://doi.org/10.1016/j.chb.2017.01.058>
- Puspitarini, D. (2013). Pengaruh faktor kebudayaan, sosial, pribadi, dan psikologi terhadap proses keputusan pembelian produk pizza. *Jurnal Ekonomi Dan Bisnis*, *5*(1), 23–45.
- Rehman, F. U., Bin Md Yusoff, R., Bin Mohamed Zabri, S., & Binti Ismail, F. (2017). Determinants of personal factors in influencing the buying behavior of consumers in sales promotion: a case of fashion industry. *Young Consumers*, *18*(4), 408–424. <https://doi.org/https://doi.org/10.1108/YC-11-2016-00656>
- Schaefer, A., Buratto, L. G., Goto, N., & Brotherhood, E. V. (2016). The feedback-related negativity and the P300 brain potential are sensitive to price expectation violations in a virtual shopping task. *PloS One*, *11*(9), e0163150. <https://doi.org/https://doi.org/10.1371/journal.pone.0163150>
- Schwieger, D., & Ladwig, C. (2018). Reaching and retaining the next generation: Adapting to the expectations of Gen Z in the classroom. *Information Systems Education Journal*, *16*(3), 45.
- Senecal, S., & Nantel, J. (2004). The influence of online product recommendations on consumers' online choices. *Journal of Retailing*, *80*(2), 159–169. <https://doi.org/https://doi.org/10.1016/j.jretai.2004.04.001>
- Seock, Y., & Bailey, L. R. (2008). The influence of college students' shopping orientations and gender differences on online information searches and purchase behaviours. *International Journal of Consumer Studies*, *32*(2), 113–121. <https://doi.org/https://doi.org/10.1111/j.1470-6431.2007.00647.x>
- Seock, Y., & Norton, M. J. T. (2007). Capturing college students on the web: analysis of clothing web site attributes. *Journal of Fashion Marketing and Management: An International Journal*, *11*(4), 539–552.
- Shareef, M. A., Mukerji, B., Dwivedi, Y. K., Rana, N. P., & Islam, R. (2019). Social media marketing: Comparative effect of advertisement sources. *Journal of Retailing and Consumer Services*, *46*, 58–69. <https://doi.org/https://doi.org/10.1016/j.jretconser.2018.09.003>
- Simangunsong, E. (2018). Generation-z buying behaviour in Indonesia: Opportunities for retail businesses. *MIX: Jurnal Ilmiah Manajemen*, *8*(2), 243–253.
- Solomon, M. R. (2020). *Consumer behavior: Buying, having, and being*. Pearson.
- Šostar, M., & Ristanović, V. (2023). Assessment of influencing factors on consumer behavior using the AHP model. *Sustainability*, *15*(13), 10341. <https://doi.org/https://doi.org/10.3390/su151310341>
- Stephen, A. T. (2016). The role of digital and social media marketing in consumer behavior. *Current Opinión in Psychology*, *10*, 17–21.

- <https://doi.org/https://doi.org/10.1016/j.copsyc.2015.10.004>
- Stevens, J. (2002). *Applied multivariate statistics for the social sciences* (Vol. 4). Lawrence Erlbaum Associates Mahwah, NJ.
- Sun, Y., Wang, R., Cao, D., & Lee, R. (2022). Who are social media influencers for luxury fashion consumption of the Chinese Gen Z? Categorisation and empirical examination. *Journal of Fashion Marketing and Management: An International Journal*, 26(4), 603–621. <https://doi.org/https://doi.org/10.1108/JFMM-02-2021-0199>
- Thao, N. T. P., & Anh, N. Van. (2020). Behavioral intention of young consumers towards the acceptance of social media marketing in emerging markets. *Management*, 24(2). <https://doi.org/https://doi.org/10.2478/manment-2019-0047>
- Think with Google. (2020). Drive sales and reach more customers with Google. <https://www.thinkwithgoogle.com/consumer-insights/consumer-trends/drive-retail-sales-and-reach-more-customers-google/>
- Tsiotsou, R. H., & Wirtz, J. (2015). The three-stage model of service consumption. In *In Handbook of service marketing research* (pp. 17–32). Edward Elgar Publishing. <https://doi.org/https://doi.org/10.4337/9781781000410.00015>
- Tunsakul, K. (2020). Gen Z consumers' online shopping motives, attitude, and shopping intention. *Hum. Behav. Dev. Soc*, 21, 7–16.
- Van Steenburg, E., & Naderi, I. (2020). Unplanned purchase decision making under simultaneous financial and time pressure. *Journal of Marketing Theory and Practice*, 28(1), 98–116.
- Wang, Y., & Yu, C. (2017). Social interaction-based consumer decision-making model in social commerce: The role of word of mouth and observational learning. *International Journal of Information Management*, 37(3), 179–189. <https://doi.org/https://doi.org/10.1016/j.ijinfomgt.2015.11.005>
- Yurchisin, J., & Johnson, K. K. P. (2004). Compulsive buying behavior and its relationship to perceived social status associated with buying, materialism, self-esteem, and apparel-product involvement. *Family and Consumer Sciences Research Journal*, 32(3), 291–314. <https://doi.org/10.1177/1077727X03261178>