

(THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON THE PURCHASING OF
SKINCARE PRODUCTS AMONG GRADE 12 ABM STUDENTS IN ST. AUGUSTINE LAS
PINAS)

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CHAPTER I

THE PROBLEM AND ITS BACKGROUND

INTRODUCTION

THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON THE PURCHASING OF SKINCARE PRODUCTS AMONG GRADE 12 ABM STUDENTS IN ST. AUGUSTINE LAS PINAS by Angel Mae Senarpida, Accountancy, Business, and Management, St. Augustine College - Las Pinas, April 2023.

This study aims to examine the impact of online advertising on the purchasing of skincare products among Grade 12 ABM Students in St. Augustine College - Las Pinas City Campus. Specifically, it aimed to 1.) identify the demographic profiles of the consumers in terms of: gender and age; 2.) What is the mean perception of the consumers about the impact of the social media on them in terms of: a. Social Media Apps, b. Social Media Influencers 3.) analyze the effects of consumers' attitude on the purchase intention of skincare products, and; 4.) determine if there is a significant relationship between SOP2 and SOP3. This may also help the students to know how the social media influencers they follow/support influence and affect their purchasing decisions and how they will spend their allowance as students. This is also beneficial to social media influencers because this can be an avenue of being skeptical of how they may market the products or services they are endorsing by catching the attention of their followers/supporters. This can also assist them in evaluating how effective they are as an endorser. The shoppers can also benefit in this study by figuring out the best skincare products that will suit them, benefit them, and satisfy their demands as a consumer.

Keywords: Social Media , Influencers, Purchasing of Skincare Products

BACKGROUND OF THE STUDY

Products for skincare are equally as crucial as those for cosmetics. For anyone who wants to brighten, beautify, or seem decent, skincare products are available. Users of any age or gender can use it. Finding a skincare solution that works for their particular skin issues is a challenge for many people. But the majority of them don't want to spend a lot of cash experimenting with various products, which is why some people just give up on buying skincare products. Because there isn't a product that works for them, some of them are discouraged. Because they have been deceived numerous times, some people find it difficult to believe the salesperson at malls and stores when they claim that the product is effective.

However, since the pandemic began in the Philippines, social media has become more popular. Some brands have used celebrities in this manner to entice their target customers to make purchases from them. Due to the popularity of social media and the significant influence of celebrities and other social media influencers, it has become a means for people to become more aware of a specific brand..

The rise of social media also made way to the beginning of the social media influencer era, to which they affect the perceptions of consumers, as well as their lives (Canhoto et al., 2015; Octaviana & Susilo, 2021; Shayaa et al., 2018). According to Libunao et al., (2022), public figures such as celebrities, social media influencers, vloggers, and politicians are some of the widely used endorsers in industries such as the beauty and personal care industry. These public figures promote products and or brands to spread awareness and increase the sale of the company. Libunao et al., (2022) also said that aside from celebrities, many companies have opted to choose different influencers to endorse products, such as macro-influencers.

Macro-influencers have large audiences, followers, and subscribers that range from 100,000 up to 1,000,000. These influencers tend to be innovators and could be specialists or key idea pioneers in different ventures and specialties (Kang, 2021). According to Media kix's data collection, there are an estimated 3,200,000 million to 37,800,000 million influencers from TikTok, Instagram, and YouTube. The popularity of social media platforms in the Philippines has led the country to be the "social media capital of the world" (Hussain, 2020).

Legender & Baker (2021) said that in the past years, influencers marked themselves as potential endorsers of the new generation with the help of buzzwords which produce a variety of meanings that capture and attract the mindset of social media users. In the Philippine market, numerous macro-influencers emerge in different social media platforms who are then allowed to endorse other products (Libunao et al. 2022). Nowadays, consumers prefer to trust content generated by influencers and hold them more credible and honest than the ones the sellers are producing (Jonas, 2010). Many brands have used influencers for their social media marketing because consumers learn to recognize them as a source that is attractive and persuasive that cannot be resisted (Libunao et al. 2022).

Other researchers focused on the impact of social media influencers purchase intention in the Philippines, the research gap would still be about social media influencers but focusing now on the consumers' purchase intention of skincare products. The researchers of this study would determine the perception of the customers about the impact of the social media influencers' marketing of skincare products, the customer's attitude on the purchase intention of skincare products, and the significant relationship between the social media marketing and the purchase intention of consumers about the skincare products.

THEORETICAL FRAMEWORK

Theory of Reasoned Action

TRA was developed to better understand relationships between attitudes, intentions, and behaviors (Fishbein, 1967). Many previous studies of these relationships found relatively low correspondence between attitudes and behavior, and some theorists proposed eliminating attitude as a factor underlying behavior (Fishbein, 1993; see, for example, Abelson, 1972; Wicker, 1969).

According to Montano & Kasprzyk (2015), TRA assumes that the most important direct determinant of behavior is behavioral intention. Success of the theory in explaining behavior depends on the degree to which the behavior is under volitional control (that is, individuals can exercise a large degree of control over the behavior).

A person's subjective norm is determined by his or her normative beliefs, that is, whether important referent individuals approve or disapprove of performing the behavior, weighted by his or her motivation to comply with those referents. A person who believes that certain referents think she should perform a behavior and is motivated to meet expectations of those referents will hold a positive subjective norm. Conversely, a person who believes these referents think she should not perform the behavior will have a negative subjective norm, and a person who is less motivated to comply with those referents will have a relatively neutral subjective norm (Montano & Kasprzyk, 2015)

The researchers' goal in this study is to examine the impact of social media influencers on the purchases of skincare products by ABM Grade 12 senior high school students. As a result, the researchers concluded that this theory was appropriate for the study because it benefited them in determining the customers' purpose to conduct the behavior.

CONCEPTUAL FRAMEWORK

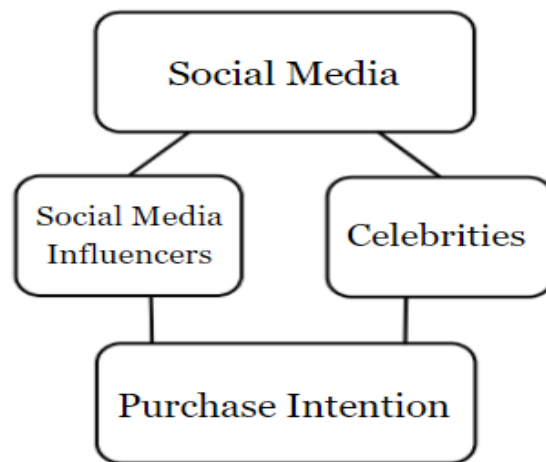


Figure 1. The Conceptual Framework of the Study

The illustration depicts how social media has a substantial impact on the intentions to buy of senior high school students who are the focus of this study. Following the presented framework, the purpose of this study was to examine the impact of social media through celebrities and social media influencers on the purchase intention of senior high school students for skincare goods. The researchers then discovered a substantial association between social media influencers and senior high school students' purchase intentions of skincare goods.

STATEMENT OF THE PROBLEM

Generally, this study aims to determine the impact of the social media influencers on the purchasing of skincare products of the Grade 12 ABM students in St. Augustine College - Las Pinas City

Specifically, this aims to answer the following questions:

1. What are the demographic profiles of the consumers in terms of:
 - a. Gender
 - b. Age
2. What is the mean perception of the consumers about the impact of social media on them in terms of:
 - a. Social Media Apps
 - b. Social Media Influencers
3. What are the effects of consumers' attitude on the purchase intention of skincare products?
4. Is there a significant relationship between SOP2 and SOP3?

HYPOTHESIS

The following are the hypotheses of this study.

Ho: There is no significant relationship between the social media influencers and the consumers' purchase intention of skincare products.

Ha: There is a significant relationship between the social media influencers and the consumers' purchase intention of skincare products.

SCOPE & DELIMITATIONS OF THE STUDIES

Since skincare products are now circulating online due to the marketing efforts of celebrities and influencers, their target market is consumers looking for solutions to their skin problems. The researchers wanted to see how all of these factors influenced student purchase.

The scope of this study is to evaluate how social media influencers influenced the purchase of skincare items among ABM Grade 12 students at St. Augustine College - Las Pinas City Campus.

This is a quantitative study. This study will only be conducted with Grade 12 ABM students from St. Augustine College - Las Pinas City Campus school-year 2022-2023.

SIGNIFICANCE OF THE STUDY

The researchers are convinced that this study will be beneficial to some particular categories of individuals since it supplies more information and understanding on the impact of social media influencers on the purchase of skincare products.

To the students, this study might offer students a glimpse of how the social media influencers they follow/support influence and affect their purchasing decisions and how they will spend their allowance as students.

To social media influencers, this study may be significant to social media influencers because it can be an avenue of being skeptical of how they may market the products or services they are endorsing by catching the attention of their followers/supporters. This can also assist them in evaluating how effective they are as an endorser.

To the shoppers, this study may assist shoppers in figuring out the best skincare products that will suit them, benefit them, and satisfy their demands as a consumer.

To the marketers, this study might help marketers to assess the most effective approach for promoting their products and how their endorsers influence the choices consumers make when purchasing skincare products.

To future researchers, This study may be relevant for future researchers if they conduct analysis related to this subject matter since they can use it as a reference.

RESEARCH INSTRUMENT

To collect data from the respondents, a survey questionnaire method was used by the researchers on a particular set of senior high school students. The results were employed to assess the impact of the social media influence on students' purchase intentions. This study employed a Likert Scale which provides four possible answers to a statement from strongly agree to strongly disagree, that allows respondents to indicate their positive-to-negative strength of agreement or intensity of feeling regarding the statement. The survey questionnaire was given online utilizing google forms and was sent to the respondents privately and individually.

RESEARCH QUESTIONS

1. What are the demographic profiles of the consumers in terms of:
 - a. Gender
 - b. Age
2. What is the mean perception of the consumers about the impact of social media on them in terms of:

c. Social Media Apps

d. Social Media Influencers

3. What are the effects of consumers' attitude on the purchase intention of skincare products?

4. Is there a significant relationship between SOP2 and SOP3?

CHAPTER III

RESEARCH METHODOLOGY

RESEARCH DESIGN

This study used a quantitative-descriptive research design. According to aimsMcCombes (2022), descriptive research aims to accurately and systematically describe a population, situation, or phenomenon. It can answer what, where, when, and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables. The descriptive research design can examine one or more variables using a wide range of research techniques. Hence, the researchers chose this method as they believe that it would help them determine the factors that affect the purchase intention of skincare products of the SHS students in terms of sense of value, materialism, perceived quality, and purchase intention.

DESCRIPTION OF THE RESPONDENTS

All chosen respondents should be senior high school students who know and use social media in any platforms and use skincare products, in which the respondents can be both male and female of any age as long as they are enrolled in St. Augustine College Las Pinas.

SAMPLING TECHNIQUE

The Convenience Sampling Method was used for this study. Convenience sampling also known as Haphazard Sampling or Accidental Sampling is a type of nonprobability or nonrandom sampling where members of the target population that meet certain practical criteria, such as easy

accessibility, geographical proximity, availability at a given time, or the willingness to participate are included for the purpose of the study. It is also referred to the researching subjects of the population that are easily accessible to the researcher (Etikan et al., 2016). The convenience sampling is a type of non-probability sampling technique that involves individuals who are most accessible to the researcher. The researchers set parameters in determining their respondents.

INSTRUMENTATION

To collect data from the respondents, a survey questionnaire method was used by the researchers on a particular set of senior high school students. The results were employed to assess the impact of the social media influence on students' purchase intentions. This study employed a likert scale which provides four possible answers to a statement from strongly agree to strongly disagree, that allows respondents to indicate their positive-to-negative strength of agreement or intensity of feeling regarding the statement. The survey questionnaire was given online utilizing google forms and was sent to the respondents privately and individually

DATA GATHERING PROCEDURE

To gather information in this study a survey questionnaire online was used by the researchers. The questionnaire consists of questions that determine the impact of the social media influencers on the purchase intention of skincare products. This study was voluntary, the respondents had the freedom to choose whether or not to participate in the study. Furthermore, the respondents were properly informed about why the data would be gathered and analyzed. All data gathered would be confidential and the identity of the respondents would remain anonymous. Only the researchers would know about the personal information of the respondents.

The duration of respondent's participation in answering the survey questionnaire online would only take 10 to 15 minutes of their time. All responses that would be provided by the respondents in response to the questionnaires were gathered and analyzed. The researchers tallied and treated the data with the help of their statistician. In addition to that, the Data Privacy Act of 2012 was complied with by the researchers and therefore guarantees the confidentiality of the respondents' personal information and would not be publicly disclosed.

SOURCES OF DATA

As an initial part of preparation, the researchers first gathered information and review of related literature from websites and were able to cite some examples of social media influencers studies, helping them to have a clearer vision of what to expect in this study. The Grade 12 ABM Student, being the primary source of the data, received online survey questionnaires through private messages. The researchers also made use of the Internet as a source of information.

RESEARCH LOCALE

This study was conducted online through google forms to the Grade 12 ABM Students of St Augustine Las Pinas. The researchers chose this locale because this was the most convenient for them to access samples and collect data since their target population for respondents are senior high school students and they don't conduct face-to-face classes frequently in the school year 2022-2023

CHAPTER IV

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

This chapter deals with the presentation, and analysis of the gathered data in the study.

1. What are the demographic profiles of the consumers in terms of:

a. gender

b. age?

The tables below show the demographic profiles of the consumers in terms of gender and age.

Table 1
Demographic Profile of the Consumers in terms of Gender

GENDER	f	%
MALE	5	33.33%
FEMALE	10	66.67%
TOTAL	15	100

Table 1 shows the demographic profile of the respondents in terms of gender. The table shows that out of the 15 respondents, 10 or 66.67% are female, and the remaining 5 or 33.33% are male respondents. Therefore, most of the respondents are female.

Table 2
Demographic Profile of the Consumers in terms of Age

AGE	f	%
16	4.5	30
17	6.6	44
18	3.6	24
19	0.3	2
TOTAL	15	100

The total number of respondents who completed the survey questionnaires is shown in table 2. There were 15 SHS students who responded. The age range in the table above can be divided into four groups: 6.6 respondents (44%) are 17 years of age, 4.5 respondents (30%) are at the age of 16, 3.6 respondents (24%) are 18 year-olds, and 0.3 respondents (2%) are 19. Therefore, the majority of the respondents' age were between the ages of 16 to 18.

2. What is the mean perception of the consumers about the impact of the social media on them in terms of:

a. Social Media Apps

b. Social Media Influencers

The tables below present the mean perception of the consumers about the impact of social media on them in terms of social media apps and social media influencers

Table 3

The Mean Perception of the Consumers about the Impact of the Social Media e in terms of Social Media Apps

STATEMENTS	\bar{X}	INTERPRETATION
While I was using social media, I understood what the influencers were feeling.	3.60	STRONGLY AGREE
While I was using social media, I understood the concerns of the influencers.	3.65	STRONGLY AGREE
While I was using social media, I understood the events as they occurred.	3.55	STRONGLY AGREE
While I was using social media, I tried to understand the influencers' motivations.	3.59	STRONGLY AGREE
While I was using social media, I was able to recognize the problems that the influencers faced.	3.55	STRONGLY AGREE
While I was using social media, I felt that I was an active part of the unfolding events.	3.22	AGREE
While I was using social media, I believed myself to be one of the influencers.	3.07	AGREE
While I was using social media, I felt as if the events were happening to me.	3.19	AGREE
While I was using social media, I experienced many of the similar feelings that the influencers portrayed.	3.43	STRONGLY AGREE
While I was using social media, I felt as if the influencers' feelings were my own feelings.	3.33	STRONGLY AGREE
CATEGORICAL MEAN	3.42	STRONGLY AGREE

Legend: 3.26 - 4.00 = Strongly Agree; 2.51 - 3.25 = Agree; 1.76 - 2.50 = Disagree; 1.00 - 1.75 = Strongly Disagree

The table above indicates the result for the mean perception of the consumers about the impact of the social media in terms of social media apps which had a categorical mean of 3.42 that can be interpreted as “Strongly Agree”.

The best items are “While I was using social media, I understood the concerns of the influencers.” ($\bar{X} = 3.65$), “While I was using social media, I understood what the influencers were feeling.” ($\bar{X} = 3.60$), “While I was using social media, I tried to understand the influencers' motivations.” ($\bar{X} = 3.59$), “While I was using social media, I understood the events as they

occurred.” ($\bar{X} = 3.55$), “While I was using social media, I was able to recognize the problems that the influencers faced.” ($\bar{X} = 3.55$), “While I was using social media, I experienced many of the similar feelings that the influencers portrayed.” ($\bar{X} = 3.43$), “While I was using social media, I felt as if the influencers’ feelings were my own feelings.” ($\bar{X} = 3.33$), which are interpreted as “Strongly Agree” and the statements “While I was using social media, I felt that I was an active part of the unfolding events.” ($\bar{X} = 3.22$), “While I was using social media, I felt as if the events were happening to me.” ($\bar{X} = 3.19$), “While I was using social media, I believed myself to be one of the influencers.” ($\bar{X} = 3.07$), are the lowest items and can be interpreted as “Agree”.

Conspicuously, all items were ranging from agree to strongly agree, with no item to be evaluated as disagree and strongly disagree. As a component, it scored a categorical mean of 3.42, which is interpreted as “Strongly Agree.” Therefore, it implies that students could sympathize and empathize with social media.

Table 4

The Mean Perception of the Consumers about the Impact of the Social Media e in terms of Social Media Influencers

STATEMENTS	\bar{X}	INTERPRETATION
Social Media Influencers are attractive.	3.82	STRONGLY AGREE
Social Media Influencers are classy.	3.75	STRONGLY AGREE
Social Media Influencers are beautiful.	3.85	STRONGLY AGREE
Social Media Influencers are elegant.	3.79	STRONGLY AGREE
Social Media Influencers are sexy.	3.74	STRONGLY AGREE
CATEGORICAL MEAN	3.79	STRONGLY AGREE

Legend: 3.26 - 4.00 = Strongly Agree; 2.51 - 3.25 = Agree; 1.76 - 2.50 = Disagree; 1.00 - 1.75 = Strongly Disagree

The table above indicates the result for the mean perception of the consumers about the impact of social media in terms of social media influencers which had a categorical mean of 3.79 that can be interpreted as “Strongly Agree”.

These statements have a verbal interpretation of “Strongly Agree”. “Social Media Influencers are beautiful.” ($\bar{X} = 3.85$), “Social Media Influencers are attractive.” ($\bar{X} = 3.82$), “Social Media Influencers are elegant.” ($\bar{X} = 3.79$), “Social Media Influencers are classy.” ($\bar{X} = 3.75$), and “Social Media Influencers are sexy.” ($\bar{X} = 3.74$).

Evidently, there was no approach to rate statements as agree, disagree, and strongly disagree. The table only showed a range of “strongly agree” interpretations. It was given a categorical mean of 3.79, which can be interpreted as “Strongly Agree”. Therefore, the analysis above indicates that most of the students think that Social Media Influencers are beautiful, attractive, elegant, classy, and sexy.

3. What are the effects of consumers’ attitude on the purchase intention of skincare products?

Table 5 presents the effects of consumers’ attitude on the purchase intention of Korean skincare products.

Table 5

The Effects of Consumers' Attitude on the Purchase Intention of Korean Skincare Products

STATEMENTS	\bar{X}	INTERPRETATION
When shopping, I compare the prices of different brands to be sure I get the best value for the money.	3.61	STRONGLY AGREE
When purchasing a product, I always try to maximize the quality I get for the money I spend.	3.58	STRONGLY AGREE
When I buy products, I like to be sure that I am getting my money's worth.	3.80	STRONGLY AGREE
I generally shop around for lower prices on products, but they still must meet certain quality requirements before I will buy them.	3.53	STRONGLY AGREE
When I shop, I usually compare the 'price per ounce' information for brands I normally buy.	3.14	AGREE
Skincare products that are endorsed by social media influencers are reliable.	3.43	STRONGLY AGREE
The workmanship of skincare products that are endorsed by social media influencers is high.	3.45	STRONGLY AGREE
Skincare products that are endorsed by social media influencers are durable.	3.33	STRONGLY AGREE
Skincare products that are endorsed by social media influencers are dependable.	3.26	STRONGLY AGREE
Skincare products that are endorsed by social media influencers are of good quality.	3.52	STRONGLY AGREE
The likelihood of purchasing skincare products that are endorsed by social media influencers is high.	3.37	STRONGLY AGREE
The probability that I would consider buying Skincare products that are endorsed by social media influencers is high.	3.33	STRONGLY AGREE
My willingness to buy skincare products that are endorsed by social media influencers is high.	2.92	AGREE
The next time I need skincare products, I will choose among brands that are endorsed by social media influencers.	3.17	AGREE
My intention to buy skincare products attached to an influencer is high.	3.20	AGREE
CATEGORICAL MEAN	3.38	STRONGLY AGREE

Legend: 3.26 - 4.00 = Strongly Agree; 2.51 - 3.25 = Agree; 1.76 - 2.50 = Disagree; 1.00 - 1.75 = Strongly Disagree

The table above indicates the consumers' attitude on the purchase intention of skincare products that are endorsed by social media influencers, which had an overall categorical mean of 3.38 that can be interpreted as "Strongly Agree".

When I buy products, I like to be sure that I am getting my money's worth." ($\bar{X} = 3.80$), "When shopping, I compare the prices of different brands to be sure I get the best value for the money." ($\bar{X} = 3.61$), "When purchasing a product, I always try to maximize the quality I get for the money I spend." ($\bar{X} = 3.58$), "I generally shop around for lower prices on products, but they still must meet certain quality requirements before I will buy them." ($\bar{X} = 3.53$), "Skincare products that are endorsed by social media influencers are of good quality." ($\bar{X} = 3.52$), "The workmanship of skincare products that are endorsed by social media influencers is high." ($\bar{X} = 3.45$), "Skincare products that are endorsed by social media influencers are reliable." ($\bar{X} = 3.43$), "The likelihood of purchasing skincare products that are endorsed by social media influencers is high." ($\bar{X} = 3.37$), "Skincare products that are endorsed by social media influencers are durable." ($\bar{X} = 3.33$), "The probability that I would consider buying Skincare products that are endorsed by social media influencers is high." ($\bar{X} = 3.33$), "Skincare products that are endorsed by social media influencers are dependable." ($\bar{X} = 3.26$), which are interpreted as "Strongly Agree" and the statements "My intention to buy skincare products attached to an influencer is high." ($\bar{X} = 3.20$), "The next time I need skincare products, I will choose among brands that are endorsed by social media influencers." ($\bar{X} = 3.17$), "When I shop, I usually compare the 'price per ounce' information for brands I normally buy." ($\bar{X} = 3.14$), "My willingness to buy skincare products that are endorsed by social media influencers is high." ($\bar{X} = 2.92$), are the lowest items and can be interpreted as "Agree".

Clearly, all items were ranging from agree to strongly agree, with no item to be evaluated as disagree and strongly disagree. As a component, it scored an overall mean of 3.38, which is interpreted as "Strongly Agree." Therefore, it implies that consumers' attitude affects the

purchase intention of skincare products that are endorsed by social media influencers of senior high school students.

4. Is there a significant relationship between SOP2 and SOP3?

Table 6 presents the significant relationship between the impact of Social Media and the purchase intention of Skincare products endorsed by Social Media Influencers.

Table 6
Significant Relationship between the Impact of Social Media and the Purchase Intention of Skincare Products endorsed by Social Media Influencers

VARIABLES	ALPHA	P-VALUE	INTERPRETATION	DECISION
PERCEPTION OF THE CONSUMERS ABOUT THE IMPACT OF THE SOCIAL MEDIA EFFECTS OF CONSUMERS' ATTITUDE ON THE PURCHASE INTENTION OF SKINCARE PRODUCTS	0.05	0.24	NO RELATIONSHIP	FAILED TO REJECT H ₀

If the p-value is less than 0.05, then the decision is Reject H₀.

The validity of the Null Hypothesis with respect to the data (perception of the consumers about the impact of social media and the effect of consumers' attitude on the purchase intention of skincare products) is assessed using the Pearson Correlation Coefficient. The analysis demonstrates that P-Value (0.24) > Significance Level ($\alpha = 0.05$). As a result, the **NULL HYPOTHESIS IS FAILED TO REJECT**. Thus, it can be asserted that there is no means of difference and failing to reject the null hypothesis. Therefore, there is no significant relationship in the responses of the respondents to the perception of the consumers about the impact of Social Media and the effect of consumers' attitude on the purchase intention of skincare products in terms of social media apps and social media influencers.

Based on the given results, it can be deduced that there is no significant relationship between the perception of the consumers about the impact of social media and the effect of consumers' attitude on the purchase intention of skincare products. As a result, the study's null hypothesis was failed to reject. This implies that the alternative hypothesis—that there is a significant relationship between the impact of the social media on the purchase intention of skincare products that are endorsed by social media influencers has been rejected as well.

CHAPTER V

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

SUMMARY OF FINDINGS

This study is entitled **“THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON THE PURCHASING OF SKINCARE PRODUCTS AMONG GRADE 12 ABM STUDENTS IN ST. AUGUSTINE LAS PINAS”** which aimed to determine the impact of the social media influencers on the purchasing of skincare products and the significant relationship between the two variables. The researchers found that consumers’ attitude affects the purchase intention of skincare products that are endorsed by social media influencers of senior high school students. Thus, the researcher has drawn the following conclusions:

The study's results indicate that 66.67% of respondents are female and 33.33% are male, according to the demographic profile of respondents by gender. Therefore, the majority of the respondents are female. The average age of the respondents shows that 6.6 (44%) are 17 years old, 4.5 (30%) are 16 years old, 3.6 (4%) are 18 years old, and 0.3 (2%) are 19 years old. Thus, the majority of the respondents’ age were between the range of 16 to 18.

Next is the result of the analysis of consumers' mean perception about the impact of the social media on them in terms of social media apps and social media influencers with a categorical mean of 3.42 and 3.79 relatively, which can be interpreted as “Strongly Agree”. The students' highest perception of the consumers about the impact of social media in terms of social media apps are “While I was using social media, I understood the concerns of the influencers.” ($\bar{X} = 3.65$), “While I was using social media, I understood what the influencers were feeling.” ($\bar{X} = 3.60$), “While I was using social media, I tried to understand the influencers' motivations.” ($\bar{X} = 3.59$), which has a verbal interpretation as “Strongly Agree”. Hence, this indicates that students

could relate to social media apps emotionally. The students' highest perception of the consumers about the impact of social media in terms of social media influencers are “Social Media Influencers are beautiful.” ($\bar{X} = 3.85$), “Social Media Influencers are attractive.” ($\bar{X} = 3.82$), “Social Media Influencers are elegant.” ($\bar{X} = 3.79$), which has a verbal interpretation as “Strongly Agree”. Therefore, this suggests that the students think that social media influencers are beautiful, attractive, elegant, classy, and sexy.

Now, the results of the analysis of the effects of consumers' attitude on the purchase intention of skincare products that are endorsed by social media influencers with an overall categorical mean of 3.38, which can be interpreted as “Strongly Agree”. The students' highest effect of consumers' attitude on the purchase intention of skincare products that are endorsed by social media influencers are “When I buy products, I like to be sure that I am getting my money's worth.” ($\bar{X} = 3.80$), “When shopping, I compare the prices of different brands to be sure I get the best value for the money.” ($\bar{X} = 3.61$), and “When purchasing a product, I always try to maximize the quality I get for the money I spend.” ($\bar{X} = 3.58$), which has a verbal interpretation as “Strongly Agree”. Thus, it can be concluded that consumers' attitude affects the purchase intention of skincare products that are endorsed by social media influencers of senior high school students.

There was no significant relationship between the perception of the consumers about the impact of social media and the effect of consumers' attitude on the purchase intention of skincare products ($P\text{-Value} = 0.24 > \text{Alpha} = 0.05$). Thus, the researchers failed to reject the null hypothesis of the study. Therefore, these findings imply that the social media in terms of social media apps and social media influencers do not impact the senior high school students' purchase intention towards skincare products that are endorsed by social media influencers.

CONCLUSIONS

The purpose of this study is to determine the impact of social media influencers on the purchases of skincare products by ABM Grade 12 senior high school students. Based on the key findings of the study's results, the following conclusions were drawn.

First, the researchers found that the majority of the respondents are female and are between the age range of 16 to 18. Second, they discovered that the respondents could emotionally relate to social media apps and that they find social media influencers attractive based on their mean perception of the impact of the social media on them. Lastly, it can be inferred that consumers' attitude affects the purchase intention of senior high school students towards skincare products that are endorsed by social media influencers. However, the analyzed data revealed no significant relationship between the mean perception of the consumers about the impact of social media on them in terms of social media apps and social media influencers and the effect of the consumers' attitude towards the purchase intention of skincare products that are endorsed by social media influencers.

RECOMMENDATIONS

Based on the result of this research, the researchers would like to recommend some things for their beneficiaries and future readers/researchers who would use this study for their reference:

The students should observe their attitudes as a consumer that may influence their purchase intention towards skincare products that are endorsed by social media influencers.

Marketers should know and understand how the consumers' attitude affects the sense of value, materialism, perceived quality, and purchase intention of the consumers to effectively promote the skincare products.

Business owners, particularly a skincare firm, should know how the consumers' attitude affects the purchase intention of skincare products, to identify the demand of the consumers and to efficiently boost their market position.

The future researchers should conduct a more in-depth study on how social media influences the consumers' purchase intention towards skincare products that are endorsed by social media influencers. In addition, as this study only focused on the impact of social media on the purchase intention of skincare products that are endorsed by social media influencers, they should consider other factors that might affect the consumers' purchase intention.

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