THE EXTEND OF SOCIAL MEDIA USAGE AMONG STUDENTS OF THE COLLEGE OF BUSINESS, ENTREPRENEURSHIP AND ACCOUNTANCY

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Abstract: *Consumers have a typical way on how they buy goods or avail services- encompassing frequency, quantity, duration, timing etc. In simple words, buying patterns indicate on how consumers purchase goods or services but are highly susceptible to change. The purpose of this research is to study the influence of advertisement in social media on the buying patterns of consumer that's why a quantitative research design fits to complete this research. The respondents of this study are the three hundred and twenty seven (327) CBEA students at the Cagayan State University-Andrews Campus, Tuguegarao City, Cagayan. Data collection had been achieved by the use of questionnaire. Some of the questions are based on the research of Lwei Chen entitled "The Influence of Social Media on Consumer Behavior" published on the year 2014. The statistical tools used in the study are Frequency (F), Percentage (%), Mean and Analysis of Variance (ANOVA). All gathered data had been tallied and Likert scaled to get the frequency and percentage. Results had been used to compare means to identify significant differences and/or relationships.*

INTRODUCTION

As social media sites continue to grow in popularity, in our premise that technology is a vital part in today's individual's success equation. Social networking sites nowadays are very affordable and very easy to install. It allows the enterpriser to create a new strategy and an innovative way to advance a business. It helps them build business relationship, improve their online trading and increase the brand awareness. Social networking is a form of communication platforms that have been growing over the past decade. It is a great way to produce good affiliation with your customers and positive publicity around the internet. The most influential and popular networking sites are Facebook, E-mail, Messenger, Instagram and Twitter. Having an account in one of these sites is essential for an effective marketing campaign.

New development in the technological world have made the internet an innovative way for individuals to communicate. Social media networks have created a phenomenon on the internet that has gained popularity over the decade. Individuals use social media site to create and sustain relationships with others (Boyd and Ellison, 2007). These social media sites let those who use them create personal profile, while connecting with other users of the sites. Users can upload photographs, post what they are doing at any given time, and send personal or public messages to whomever they choose. In this" information age", social media sites seem to be growing in popularity rapidly, especially among young adults (Pempek, Yermolayeva and Calven, 2008).

Dykeman (2008) regards social media as "the means for any person to: publish digital, creative content; provide and obtain real-time feedback via online discussions, commentary and evaluations; and incorporate changes or correction to the original content"

Lai & Turban (2008) states that the Web 2.0 is a new advancement, which has transferred the internet to a social environment by introducing social media, where individuals can interact and generate content online.

Chris et al. (2008) According to him there are other platforms with the ability to generate reviews and ratings, such as Amazon, com, enable customers to review and rate products. In addition, members of these platforms are cooperatively interdependent.

Fuller et al (2009) argues that the advances in the internet and the emergence of Web 2.0, the interconnectivity between individuals has expanded on the internet. This development enables customers and businesses to collaborate on the internet.

Kaplan and Haenlein (2010,61) Define social media as "a group of internet based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user generated content".

Parr (2010) defines social media as the use of electronic and internet tools for the purpose of sharing and discussing information and experiences with other human beings in more efficient ways.

Lu et al. (2010) states that the study of the impact of social media on consumer's performance on the different platforms presented where consumers have social interaction, members can become familiar with one another, providing a possible source of trust.

Gruzd et al. (2011) Mention that the general availability of the internet has given individuals the opportunity to use social media, from email to Twitter and Facebook, and to interact without the need for physical meetings. This has been facilitated by Web 2.0.

Sinclaire and Vogus (2011,294) cite O' Reilly's (2005) Define- "Social Media is a broad term that describes software tools that creates user generated content that can be shared." However, there are some basic features necessary for a website to meet the requirements as a social network website: the site must contain user profiles, content, a method that permits users to connect with each other and post comments on each other's pages, and join virtual groups based on common interests such as fashion or politics.

Shankar et al(.2011,30) Mention that technology related to developments such as the rise of powerful search engines, advanced mobile devices and interfaces, peer-to-peer communication vehicles, and online social networks have extended marketers ability to reach shoppers through new touch points.

Chi (2011) Claims that Users perceive advertising differently depending on the social network, which suggests user motivations for online social networking may play a vital role in defining consumer's responses to social media marketing.

Parasuraman (2000) as cited by Mady (2011,195) States that an individual perception of the overall marketplace plays a major role in whether or not they are motivated to partake in consumption activities (Mady 2011). In order to create a successful marketing campaign via social media, a consumer must be open to the technology. Consumer technology readiness

is defined as "people's propensity to embrace and use new technologies for accomplishing goals in home and work."

Shankar et al.(2011) According to her shopper marketing can join forces with shoppers to improve products, create clear messages, identify promoters, and serve as a connection to inn store-store activities, thus demonstrating the importance of social media within a retailers marketing plan.

Team Position (June 8, 2011) Claims that social media has revolutionized consumer purchasing behavior over the last few years, directly impacting the way they buy products and services. The fact that there are billions of opinions and reviews out there means marketers have to change their perception about social media from 'fun to have' to 'must focus on'. The use of social media platforms such as Twitter, LinkedIn, blogs and Facebook among buyers has grown considerably over the last two years. Facebook, in fact, doubled in popularity from 2010 to 2011. Although Google search still leads the way they in terms of influencing online shopping behavior, the steady growth of social media is opening up new opportunities for marketers to message and connect with customers.

Chen (2011) Claims that there are number of social platforms that have facilitated information sharing. For instance, Wikipedia, a free online encyclopaedia, is one of the most popular platforms and has the facility for users to collaborate on information sharing.

Hanna, Rohn and Crittenden (2011) Claims that social media has also influenced consumer behavior from information acquisition to post purchase behavior such as dissatisfaction statements or behaviors about a product or a company.

Chen et al. (2011a) mention that there are a number of social platforms that have facilitated information sharing. For instance, Wikipedia, a free online encyclopaedia, is one of the most popular platforms and has the facility for users to collaborate on information sharing.

Northwestern University (2012) "The effect of social media engagement on purchase behaviors" Shows that appropriately structured social media contests can have a positive impact on consumers purchase behaviors. The report noted that in such contests, "relevant brand-prompts link to far greater engagement" and consumers spent more, both immediately and over time.

Sin et al (2012) States that users are using several online formats to communicate, (e.g., blogs, podcasts, social networks, bulletin boards, and wikis) to share ideas about a given product, service, or brand and contact other consumers, who are seen as more objective information sources.

EmreYildrim, YusurfArslan and MerveTurkmenBarutcu (2009)" The role of Uncertainty Avoidance and Indulgence as Cultural Dimensions on Online Shopping Expenditure". Cultural background affects human behavior in many areas. One of these areas is E-commerce. In this study, the effect of Uncertainty Avoidance (UAI) and Indulgence (ING) as Hofstede's cultural dimensions on online shopping expenditure (OSE) have been investigated. In this context, data from 54 counties by the year 2012 has been subjected to regression analysis. In accordance with the findings, it has been revealed that ING increases the OSE; conversely UAI decreases. Accordingly, it can be expressed the willingness of consumers to shop online increases in case of trust; but decreases in case of uncertainty and risk environment. One of the results occurs with this study is how attitudes towards online shopping change from culture to culture. Similarly, online shopping creates of build relationship of trust between the seller and the buyer and also the consumer's attitude in online shopping changes due to their culture and change in taste and preferences. However, the past and the present study has differs in the respondents used.

Cox (2010) Investigated "The Correlation between Age and Attitude" and found that social network user attitude toward online advertising formats (i.e. blogs, video and brand channel or page) differed to some extent across age groups. She explains that users who fall in the 18-25 age brackets had strong positive attitudes towards blogs, video and brand channel ad formats. This was because user's found these ad formats to be eye catching, informative and amusing. The 35-54 age groups preferred ad formats on video and brand channels because they found them to be more eye catching, informative and had better placement within the online 11-page layout. Overall, online advertising formats with positive attributes are welcomed by user's; however, ads that are intrusive or interfere with online social networking activities, such as pop up, expandable, or floating formatted ads were disliked by network users. In the same way with our study that different ages distinguish in using social network/media. They have different platforms or formats on

using it. Nevertheless, the respondents' age of the past study and the present study differs in each other.

Pervasive (2010) "Facebook influence on purchase decision making" People rely on opinions of other individuals or groups when making purchase decision. This paper describes a system for evaluating the behavioral impact of Facebook on the decision making process. The paper describes initial results obtained from an online survey. These results confirm the existing statements from sociologies that people see their friends as the most reliable source of information. Likewise, the present study also confirms that people see their friends as the most reliable source of information that can influence their buying decision. Conversely, this study and the present study differ in the process of survey. In this study uses online survey while the latter uses face-to-face survey method.

AydaDarban, Wei Li (June 8, 2011) Based on the study, the authors found out that online social networks impact every step of consumers purchasing decision process to different extent regarding food retailer shops. The reasons are mainly because Facebook's features bring convenience to people, consumers spend more time on it, and Facebooks features allow consumer to interact with supermarkets and other consumers and see comments from other consumers on supermarkets Facebook pages. Likewise, the present study concludes that Facebook brings convenient to the consumers that can affect their purchase decision making due to the feedbacks or comments from the other people. Conversely, the two studies differ on the approach used.

ElizabetaLoanas and IvonaStoica (2011)(The Bucharest University of Economic Studies, Romana Romanian American University in Bucharest, Romania) Technology gives consumer the power to investigate products to label them in criticize them in equal measure, and more. Therefore, many companies today have pages on social networks to complement the information held about the products, held by the feedback of the consumers about product and tend to relate to a company after reading various reviews. Following the analysis of the research variables we can make a consumer profile that uses social networks. Likewise, after doing the complex statistical analysis using SPSS and the analysis offered by the online platform the host of questionnaire, it can be seen how much it is influenced and the real impact of social media reflected in the behavior changes. Similarly, to our study, we can say that social media is the most influential and has the real

impact of changing behavior of the consumer and also we have the same insights that many companies have pages on social media to give information about their products. Nevertheless, the past study also includes the companies profile and information held about the products. While in our study we only focused on the consumer.

Pookulangara and Koesler (2011) They conclude that culture does in fact influence how individuals act and perceive an event on technology based applications, such as social media. The means that an individual's cultural or ethnic background will influence how they will interpret social media and its content. "Social networking has allowed the evolution of new culture where it is no longer shaped by just individual values and ideologies; but also by new rituals and communication tools in the social space of Web 2.0." Likewise, with our study, the individuals cultural or ethnic background can influence how they will interpret and perceive social media and its content. In contrast with pookulanga and koesler studies. In contrast with our study, the evolution of new culture is shaped by the individual values and ideologies

Di Pietro and Pantano(2012) They conducted further research using TAM to discern that enjoyment is the major factor that influences consumers to use social network as a platform for assisting in their buying decisions. They found that the fun provided by Facebook, as well as the opportunity it provides users to ask for questions in an easy and entertaining way, motivates individuals to pay more attention to the products promoted on Facebook."Facebook promotes a consumer to consumer approach, exploiter's by consumers to share experiences and create a common knowledge on products and services; on the other, it provides manager a direct channel for communicating with clients through a business to consumer approach. Similarly to our study, Facebook also used to provide suggestions in an easy and entertaining way and it used to motivate individuals to pay more attention to the products promoted. Conversely to our study we did not just used Facebook, but we also used other social media applications like the Twitter, Instagram, Messenger and Email.

The advancement of internet in the recent year provided the business an opportunity to have an efficient and effective way of promotion: social media such as online communities are good example of those. The availability of internet has given the individuals an opportunity to interact and communicate with other people without the need for physical

meetings and individuals have taken the advantage of these technological trend. Because of the rise of social media and online communities, individuals can easily share and access information from one location to another.

So companies grab the opportunity to use those applications to come up with the better advertising campaign that will give them more profit and sale. Because social media offer different advantage to them, such as enhanced brand popularity, facilitating word-of-mouth communication, sharing information in the business context and generating social support to the consumers. Social media play an important role on consumer buying pattern and it helps individual to build up a better relationship of trust. Consumers have a typical way on how they buy goods or avail services-encompassing frequency, quantity, duration, timing etc. In simple words, buying patterns indicate on how consumers purchase goods or services but are highly susceptible to change. Marketers often try to understand buying pattern and its relation with geographic, demographic and psychological characteristic of the consumers. This along with demographic and psychological information including age, gender, occupation, household income, household size, education level, geographic location, hobbies, interests etc. could provide valuable insights. Understanding the buying patterns allow the company to decide on strategies for distribution and sales promotion.

Thus, the purpose of this study is to examine the Extent of Social Media Usage Among CBEA Students of Cagayan State University-Andrews Campus, Tuguegarao City, Cagayan.

STATEMENT OF THE PROBLEM

This study will be conducted to determine the Extent of Social Media usage among CBEA Students of Cagayan State University-Andrews Campus, Tuguegarao City, Cagayan. Specifically, the study seeks to answer the following questions:

1.   What is the respondents profile in terms of :

   1.1 Gender

   1.2 Age

   1.3 Allowance/Week

2.   What social media account do they use?

3.   What is the main purpose of respondents in using social media?

4.   How much do they spend in using social media?

STATISTICAL TOOLS

The statistical tools that have been used in this study are Frequency (F) and Percentage (P). Regression analysis was used to test the significant relationship between respondent's profile and on the usage of social media.

RESULTS AND DISCUSSIONS

Table 1.1 The Frequency and Percentage of respondents according to Sex

Sex	Frequency	Percentage
Male	87	26.61%
Female	240	73.39%
Total	327	100%

This table contains the results in terms of males and females that have completed the survey questionnaire. The result shows that the female has the higher number that have been participated in this study because most of the respondents who answered the questionnaire are females. There were 73.39% of female respondents and 26.61% of male respondents.

Table 1.2 The Frequency and Percentage of respondents according to Age

Age	Frequency	Percentage
16-17	18	5.50%
18-19	207	63.30%
20-21	78	23.85%
22-23	14	4.28%
24-25	5	1.53%
26-27	3	0.92%
28-29	1	0.31%
30-31	1	0.31%
Total	327	100%

This table consists of the results with respect to their age. From this table it is an evident that the age from 18-19 has the highest number because most of the respondents who answered the questionnaire are third year students. There were 63.30% from ages 18-19, 23.85% from ages 20-21, 5.50% from ages 16-17, 4.28% from ages 22-23, 1.53% from ages 24-25, 0.92% from ages 26-27 and 0.31% from both ages 28-29 and 30-31.

Table 1.3 The Frequency and Percentage social media account do respondents use

Social Media Account	Frequency	Percentage
Facebook	270	49.63%
Instagram	138	25.37%
Twitter	136	25%
Total	544	100%

This table contains the results on the social media account used by the respondents. In this table, it shows that Facebook has the highest number because it is the most popular social media platforms has free access and facilitate online interaction and discussion. There were 49.63% of respondents using Facebook, 25.37% are using Instagram and 25% are using Twitter.

Table 1.4 The Frequency and Percentage distribution on the main purpose of respondents in using social media

Purpose	Frequency	Percentage
Work-Related	79	11.65%
Entertainment	226	33.28%
Email, News and Banking	118	17.40%
Social Media Sites (Facebook,Twitter,Instagram,Youtube, etc.)	250	36.87%
Neither	5	0.74 %
Total	678	100%

This table contains the results for the respondents' purpose on using social media. In this table, it shows that the majority of the respondents use for Social Media Sites because they want to communicate with their love ones and to be informed or updated with the recent trends or activities. There were 36.87 % for social media sites, 33.28% for entertainment, 17.40% for Email, News and banking, 11.655 for Work-related and 0.74 for Neither.

Table 1.5 The Frequency and Percentage distribution on how much do the respondents spend in using social media

Daily Expenditure	Frequency	Percentage
P5-P10	70	21.41%
P15-P20	96	29.36%
P25 and above	161	49.24%
Total	327	100%

This table contains the results in terms of allowance per week of the respondents. In this table, it shows that the majority of the respondents has the daily expenditure of P25 and above because they need it for an important matter/personal reason. There were 49.24% of respondents who has a daily expenditure of P25 and above, 29.36% of P15-P20 and 21.41% of P5-P10.

CONCLUSION

There is much that can be concluded from this study **"The Extend of Social Media Usage Among CBEA Students"**. From the model that was built the research hypothesis is an evident that the results needed were found after a thorough study. The defining sample used on the study involved the social media sites often used by the students of College of Business, Entrepreneurship and accountancy at the Cagayan State University, Andrews Campus.

The first goal of the hypotheses was to investigate the items that were selected on this study. Therefore, there is no significant relationship between respondents' profile and on the usage of social media.

RECOMMENDATIONS

In order to find a solution to the problem statement, future researchers should evaluate on a larger population and expand the geographical location because the larger population and geographical location will provide more exclusive results as well as a definite conclusion about the study. The questionnaire must be reconstructed to allow factor analysis.

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