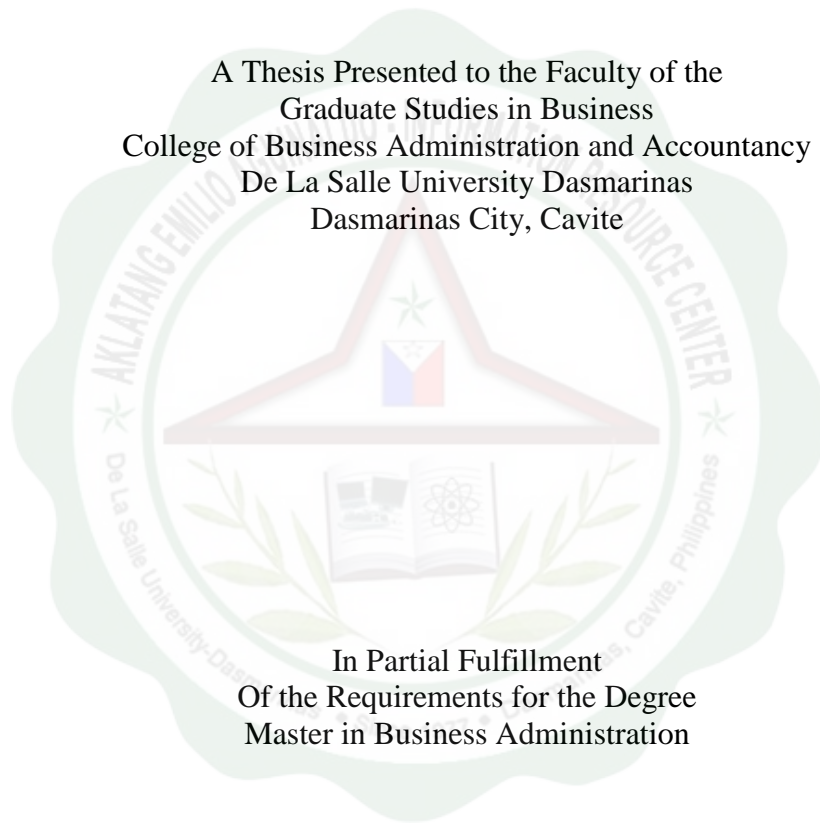




**SOCIAL MEDIA INTERACTION AND
CONSUMER BEHAVIOR**

A Thesis Presented to the Faculty of the
Graduate Studies in Business
College of Business Administration and Accountancy
De La Salle University Dasmariñas
Dasmariñas City, Cavite



In Partial Fulfillment
Of the Requirements for the Degree
Master in Business Administration

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June 2015



ABSTRACT

ERIVE, R.S.G., Social Media Interaction and Consumer Behavior.
Master in Business Administration, De La Salle University Dasmariñas, Dasmariñas City, Cavite. June 2015. Adviser: Dr. Epifania D. Anfone.

Business organizations nowadays have been creating brand pages in various social media platforms. Specifically, business organizations employ social networking sites as a chosen platform. In the Philippines, Facebook, Twitter and Instagram have been seen as the top and most widely used social networking sites. However, whether the large number of their users translates to positive attitude or behavior towards a brand is unknown. Hence, this study tried to shed some light to the relationship of social media and consumer behavior.

This study used an online survey to gather data and used various statistical tools to determine the relationships of the variables. The results showed that the social media interaction factors that were found to be associated with consumer behavior differ across the three social networking sites. Yet, the results of study found something in common among them: telepresence was found not significantly associated with any consumer behavior, involvement was found not significantly associated with consumers purchase decision and brand loyalty, and social media interaction-related factors were not found significantly associated with brand loyalty of consumers except in ease of use of Facebook.

This study also found that there were statistically significant differences in consumer behavior among users of Facebook, Twitter and Instagram. Lastly, it was



found that consumer behavior significantly differs when grouped according to gender and number of social networking sites actively used.

Considering the results of the study, it was only Facebook and Instagram that were found to have direct effect on companies' profitability since there were variables found to be statistically significant to consumers' purchase decision. Specifically, Facebook's ease of use and Instagram's participation and ease of use.

Recommendations were made based on the results of the study.

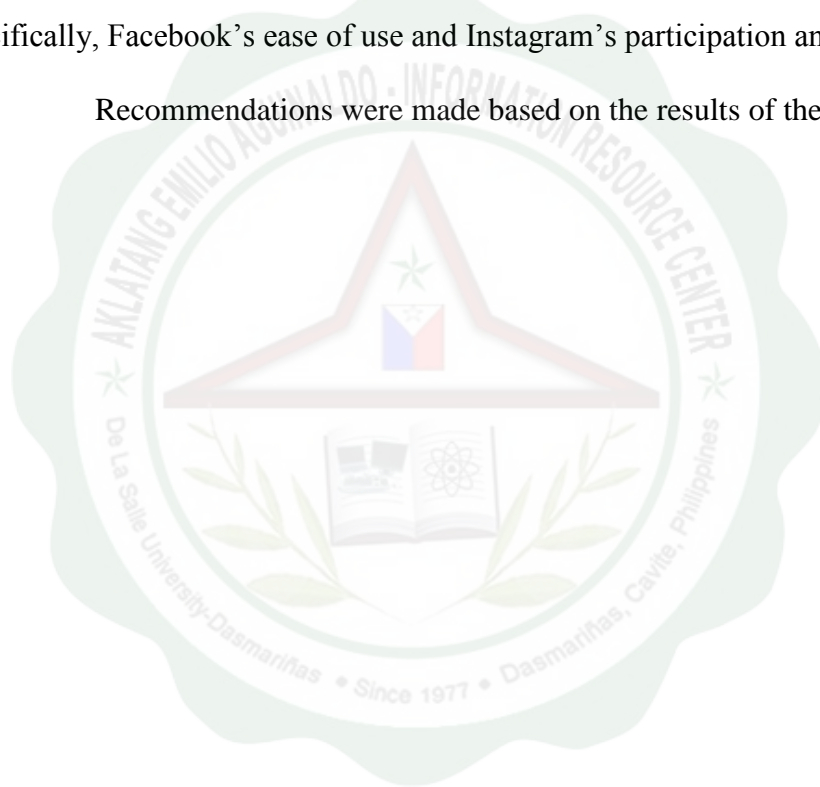




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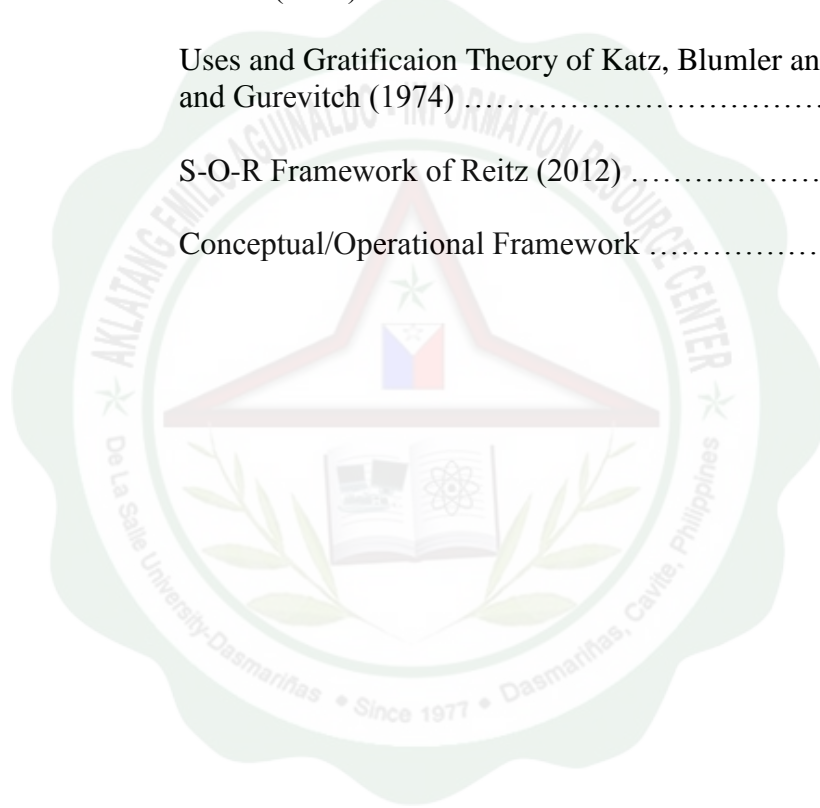


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