

The Effect of Social Media Product Promotion on the Online Shopping Buying Behavior of Generation X in San Juan, Ilocos Sur

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Abstract – While Millennials and Generation Z can proficiently navigate the digital landscape with ease, Generation X, with some technological catching up to do, may engage in social media product promotions and online shopping differently. Thus, this study aimed to determine the effect of social media product promotion on the online shopping buying behavior of Generation X in San Juan, Ilocos Sur. The research employed the descriptive-correlational method, with 67 Generation X respondents from Barangay Caronoan and Refaro, selected through purposive sampling, and surveyed using a survey questionnaire. Ethical considerations were taken into account and the gathered data were analyzed using frequency count, percentage, mean, and simple correlational analysis. The study found that unemployed women born on 1977-1980 use Facebook daily, occasionally purchase personal care products online, and are typically engaged in live selling. Furthermore, they more likely trust peer recommendation and positive feedback on social media than engaging in social media product promotions when considering an online product. Their online shopping buying behavior is high which means that they have their own standard and considerations when making their online purchase. Additionally, the respondents' birth year, employment status, reliance on peer recommendation, level of engagement on product promotions, and the influence of positive feedback from users seen on social media are significantly related to their online shopping buying behavior. The study, therefore, concluded that unemployed individuals born between 1977 and 1980 tend to rely on peer recommendations, positive feedback, and product promotions seen on social media when shopping online.

Keywords: generation x, social media product promotion, online shopping buying behavior

I. INTRODUCTION

Nowadays, social media has become part of a person's everyday life. Social media sites such as Facebook, Twitter, Instagram, and TikTok have a large number of Filipino users, and they keep growing every single day. In essence, social media became one of the tools for marketing as it opened new horizons for marketers to promote products and services through different forms of advertising.

For generations who were born in the digital age, such as Millennials and Generation Z, it is easier for them to engage in social media, specifically online shopping, because they were born in an era where being a technologically literate person is paramount. However, due to the effects of the 2019 coronavirus pandemic, people learned how to use technologies, especially social media platforms, as they became significant tools to communicate with peers. Thus, even people from Generation X learned how to use technology and started to join social media trends as a way to entertain themselves. Even so, it is still a question to this day how these individuals engage in the digital market.

Jordan (2023) states that social media product promotion refers to the use of social media platforms and strategies to increase the visibility, reach, and engagement of a brand's product and services. It is a key component of digital marketing and is used by businesses, organizations, influencers, and individuals to achieve various objectives, including building brand awareness, increasing website traffic, engaging with the audience, promoting products and services, content marketing, building a community, and doing market research. Different social media platforms have unique features and audiences, so a successful social media product

promotion strategy often involves tailoring content and approaches to fit each platform. Thus, social media product promotion plays a crucial role in today's digital landscape, offering businesses and individuals a powerful means of reaching and engaging with their intended audiences online. Every business's marketing strategy must include social media promotion. By providing relevant information at the appropriate moment, it helps in reaching the appropriate audience. Social media advertising significantly impacts user engagement; it's more interactive and engaging than traditional advertising. Users can engage with advertisements on social media by liking, sharing, or commenting on them (Sociallybuzz, 2023).

As explained by Computer Hope (2023), online shopping, or e-shopping, is searching for and purchasing goods and services over the Internet through a web browser. The main allure of online shopping is that consumers can find and purchase items they need (which are then shipped to their front door) without ever leaving the house. The exponential rise of digital literacy and awareness has made online shopping such an integral and inevitable part of our lifestyle. (Maheswari, 2023). On the other hand, consumer buying behavior refers to the actions taken by consumers before buying a product or service. It is valuable for businesses to understand this process because it helps them better tailor their marketing initiatives to the marketing efforts that have successfully influenced consumers to buy in the past (Demand Jump, 2020). Therefore, online shopping behavior refers to how consumers act and engage with the digital market. Moreover, it also refers to how social media marketing, specifically social media product promotion, is influencing their buying behavior as consumers on online shopping platforms.

The active consumers in the present market are Generation X, Millennials, and Generation Z. However, the way that people of different ages use technology is one of the most crucial things to comprehend about generational disparities in consumer behavior. Because they have grown up with technology, Millennials and Generation Z feel at ease conducting online product research, price comparisons, and purchase transactions (IMARC, 2023). Generation X are individuals born from 1965 until 1980 with an age of 43–59 years old. During their time, social media has not yet gained its popularity. This means that Generation X has some sort of disadvantage when it comes to social media and online shopping.

While there have been some studies on the impact of social media on consumer behavior in general, there is less research on how social media product promotion specifically affects the online shopping buying behavior of consumers from Generation

X. The town of San Juan was chosen as the place where the data gathering was conducted, specifically the

communities of Caronoan and Refaro for these are the nearest hometown of two of the researchers. Thus, it was easier for them to conduct the research in an environment that they were familiar with. Therefore, this study sought to determine the effect of social media product promotion on the online shopping buying behavior of Generation X in San Juan, Ilocos Sur.

Research Questions

This study aimed to determine the effect of social media product promotion on the online shopping buying behavior of Generation X in San Juan, Ilocos Sur.

Specifically, it sought to answer the following questions:

1. What is the profile of the respondents in terms of the following:
 - a. sociodemographic
 - a. birth year
 - b. sex
 - c. employment status
 - d. monthly budget for purchases
 - b. social media-related profile
 - a. frequency of social media usage
 - b. most used social media platforms
 - c. most interacted types of social media promotions
 - d. reliance on peer recommendation on social media
 - e. level of engagement on social media product promotions
 - f. influence of positive feedback from social media users
2. What is the online shopping buying behavior of the respondents?
3. Is there a significant relationship between the profile of the respondents and their online shopping buying behavior?

Hypothesis

The study was tested with the following hypothesis at a 0.05 level of significance. There is no significant relationship between the profile of the respondents and their online shopping buying behavior.

Significance of the Study

The results of the study were significant to the following groups of individuals:

Online Shopping Consumers. The data gathered and findings of this study are helpful to the general market as it provides them with the needed information to understand the relationship between social media product promotion exposure on their online shopping buying behavior. This can help them become more aware of their buying choices and decisions, leading them to realize their money and budgeting management skills and be more responsible in handling their finances.

Online Sellers. This study is also beneficial to online sellers in guiding them in crafting precise, effective, and personalized social media product promotion strategies, ultimately enhancing their competitiveness and relevance in the market. It helps business owners, specifically online sellers, tailor their strategies to effectively target specific age groups, considering factors such as communication styles, values, and technological adoption. It is essential to businesses aiming to navigate the dynamic landscape and digital marketing, build strong connections, and stay competitive in the marketplace. Additionally, information gained from this study can inform the development of more relevant and engaging promotional content, contributing to the overall success of online marketing campaigns across diverse age groups.

Social Media Endorsers and Influencers. This study is also beneficial to social media endorsers and influencers as it can serve as a context of today's relevant marketing trends in social media. A guide to innovating more strategies in promoting the products or services they are endorsing on social media platforms, and setting marketing trends through creative and unique styles of customer interaction.

The Researchers and Future Researchers. Having a novice topic, this is a challenge for Accountancy, Business, and Management students aiming to be future College of Business, Administration, and Accountancy degree holders. Thus, this is an important instrument that can guide and navigate them in exploring and discovering credible, reliable, and tantamount factors that are known to be indispensable data for further understanding of the relationship between social media product promotion and online shopping buying behavior of Generation X. Moreover, the findings of this study can further open doors for future researchers to refine and expand studies concerning social media marketing strategies. This study serves as a source of information and a useful reference for future relevant studies.

Research Paradigm

Based on the independent and dependent variables presented, the researcher conceptualized this study. The conceptual framework of this study is presented in Figure 1.

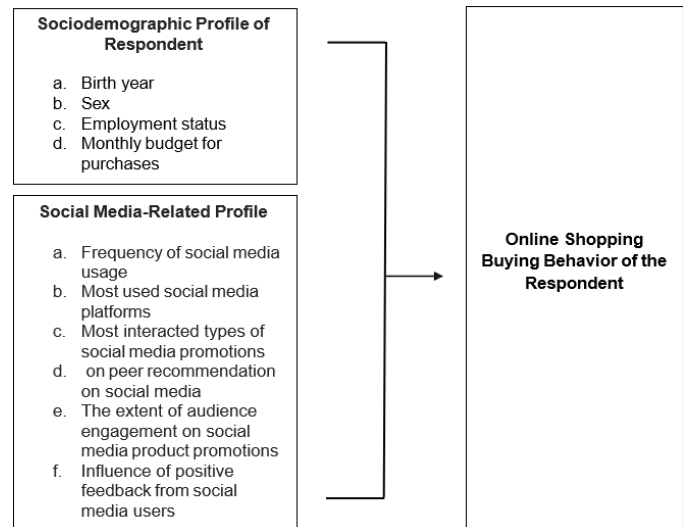


Figure 1. Research Paradigm

The conceptual framework of the study shows the independent variables which are the sociodemographic (birth year, sex, employment status, and monthly budget for purchases) and Sociodemographic Profile of Respondent a. Birth year b. Sex c. Employment status d. Monthly budget for purchases Online Shopping Buying Behavior of the Respondent Social Media-Related Profile a. Frequency of social media usage b. Most used social media platforms c. Most interacted types of social media promotions d. on peer recommendation on social media e. The extent of audience engagement with social media product promotions, including the influence of positive feedback from social media users, frequency of social media usage, most-used platforms, most-interacted types of promotions, and reliance on peer recommendations. This analysis considers the respondents' social media usage profiles. On the other hand, the dependent was the online shopping buying behavior of the respondents from Generation X. Moreover, the findings of this study determines if there is a significant relationship between the independent and dependent variables.

II. METHODS

A. Research Design

The study used the descriptive-correlational research design. According to Neuman (2014), the descriptive-correlational design involves observing and describing the relationships between variables without manipulating them. It aimed to identify associations and patterns in the data to understand the nature of the relationship. This design is valuable for determining connections between variables.

The descriptive research design was used in describing the profile and online shopping buying behavior of Generation X from San Juan, Ilocos Sur. This approach was used to further understand their distinct socio-

demographic profile, social media- related profile, and online shopping buying behavior. On the other hand, the correlational research design was used to determine if there is a significant relationship between the profile of the respondents and their online shopping buying behavior. This approach enabled the researchers to extract a detailed understanding of the dynamics influencing online shopping buying behavior in response to their socio-demographic and social media-related profiles.

B. Locale of the Study

The study was conducted in the municipality of San Juan, Ilocos Sur, specifically in the small communities of Barangay Caronoan and Barangay Refaro which are both located at the northern part of the municipality with a population of approximately 700 and 1,400, respectively.

C. Respondents of the Study

The population of the study was residents of the municipality of San Juan in Ilocos Sur who belong to Generation X. These individuals are born between the years 1965 and 1980 with an age range of 43-54 years. In addition, the study's sample was 100 Generation X in which 67 of them are social media users who qualified to take the next two parts of the questionnaire.

The sampling technique used is the purposive sampling method. As cited by Campbell et al. (2020), purposive sampling is used to select respondents that are most likely to yield 26 appropriate and useful information (Kelly, 2010) and is a way of identifying and selecting cases that will use limited research resources effectively (Palinkas et al., 2015). This sampling method allowed the researchers to select participants who possess characteristics or experiences that are crucial to the study. This ensures that the sample is a representative of the population under investigation.

D. Instrument

The data gathering instrument utilized in this study was a survey questionnaire.

The questionnaire was divided into three parts:

Part I. Pre-Survey Questionnaire. This part verified that the respondents are indeed Generation X and are social media users. Anyone who did not qualify for the needed qualities of the respondents of the study was not allowed to proceed to answer the second and third part of the questionnaires.

Part II. Respondent-Profile Questionnaire. This part consisted of questions and also statements that gathered information regarding the socio-demographic and social media-related profiles of the respondents. Statements were answered through a 5-point scale of agreement.

Part III. Online Shopping Buying Behavior Questionnaire. This part consisted the questions and statements concerning the online shopping buying behavior of

the respondents. The 5-point scale was also used to measure the level of agreement of the respondents on given statements.

The items were rated using the 5-point scale as follows:

Scale	Description
5	Strongly Agree
4	Agree
3	Neutral
2	Disagree
1	Strongly Disagree

To describe the social media-related profile and online shopping buying behavior of the respondents, the following norms were utilized for data interpretation:

For the submean of individual items,

Numerical Rating	Descriptive Rating
4.21 – 5.00	Always (A)
3.41 – 4.20	Often (O)
2.61 – 3.40	Moderate (M)
1.81 – 2.60	Rarely (R)
1.00 – 1.80	Never (N)

For the overall mean of every variable,

Numerical Rating	Descriptive Rating
4.21 – 5.00	Very High (VH)
3.41 – 4.20	High (H)
2.61 – 3.40	Moderate (M)
1.81 – 2.60	Low (L)
1.00 – 1.80	Very Low (VL)

E. Data Gathering Procedure

The researchers established an appropriate sample size for the survey to be conducted, taking into account the research problem and literature review. A survey questionnaire was subsequently designed and administered to a sample of Generation X individuals residing in San Juan, Ilocos Sur. The questionnaire encompassed queries related to the respondents' demographic information, social media habits, and online shopping behavior. To ensure clarity, conciseness, and ease of comprehension, the questionnaire was meticulously reviewed by eight professional educators specializing in language, business, and research. Furthermore, the questionnaire was translated into the native dialect, Ilocano, to facilitate understanding among the respondents.

Prior to data collection, permission to conduct letters were personally delivered to the proper authorities, including the municipal mayor and barangay captains of San Juan, Ilocos Sur. However, due to time constraints, the survey was conducted in only two neighboring barangays. The purposive sampling method was employed to identify qualified respondents, 28 specifically, residents born between 1965 and 1980 who utilize social media platforms or engaged in online shopping. In the door-to-door survey, the researchers firstly asked the respondents for consent to conduct and informed them of their rights through distributing consent forms before politely inquiring about their socio- demographic and social media-related profiles and online shopping buying behavior. After which, the researchers found that many members of Generation X reported limited social media use and a lack of interest in online shopping. Some even admitted to making online purchases indirectly, relying on their children or grandchildren to facilitate the transactions. A few also

expressed their distrust to influencer marketing saying that famous personalities who were featured in any form of advertisement were paid which makes the product unreliable.

Despite challenges in identifying suitable respondents, a total of 67 out of 100 individuals were qualified to participate in the survey, sufficient to test the hypothesis. Completed questionnaires were collected immediately and labeled sequentially. Furthermore, the data gathered from the questionnaires were subsequently entered into Microsoft Excel and cross-checked for accuracy and completeness. The data-gathering process—including questionnaire design, dissemination, and data collection—was completed within a two-week timeframe.

F. Data Analysis

The data gathered in the investigation were treated using the following statistical tools:

1. **Frequency Count and Percentage.** These were used to describe the sociodemographic and social media-related profiles of the respondents.
2. **Mean.** This was used to describe some variables that affect the social media-related profile and the online shopping buying behavior of the respondents.
3. **Simple Correlational Analysis.** This was used to determine the significant relationship between the respondents' profiles and their online shopping buying behavior.

III. RESULTS AND DISCUSSION

The Profile of the Respondents

Table 1

Socio-Demographic Profile of the Respondents

Table 1 presents the socio-demographic profile of the respondents in terms of their birth year, sex, employment status, and monthly budget for online purchases.

Socio-demographic profile of the respondents	Frequency	Percentage
Birth Year		
1965 – 1968	6	8.96%
1969 – 1972	5	7.46%
1973 – 1976	9	13.43%
1977 – 1980	47	70.15%
Total	67	100%
Sex		
Female	43	64.18%
Male	24	35.82%
Total	67	100%
Employment Status		
Employed	20	29.85%
Self-Employed	22	32.84%
Unemployed	25	37.31%
Student	0	0%
Total	67	100%
Monthly budget for online purchases		
P20,001 and above	3	4.48%
P15,001 to P20,000	1	1.49%
P10,001 to P15,000	1	1.49%
P5,001 to P10,000	3	4.48%
P1,001 to P5,000	15	22.39%
P1,000 and below	44	65.67%
Total	67	100%

Birth Year. A majority of respondents (47 or 70.15%) were born between 1977 to 1980, while a great number (5 or 7.46%) were born between 1969 to 1972.

Sex. A significant majority of respondents (43 or 64.18%) identified as female, and a great number (24 or 35.82%) identified as male.

Employment Status. A great number of respondents (25 or 37.71%) are unemployed, while none (0%) are students.

Monthly Budget for Online Purchases. A majority of respondents (44 or 65.67%) reported a monthly budget of P1,000 and below for online purchases. Only one respondent (1.49%) reported a monthly budget of P10,001 to P15,000, and another one reported a budget of P15,001 to P20,000 for their online purchases.

Table 2

Frequency Count and Percentage of the Social Media-Related Profile of the Respondents

Table 2 presents the social media-related profile of the respondents in terms of their frequency of social media usage, most used social media applications and most interacted type of social media promotion.

Social Media-Related Profile of the Respondents	Frequency	Percentage
Frequency of social media usage		
Daily	58	86.57%
Several times a week	3	4.48%
Once a week	4	5.97%
Less than once a week	2	2.99%
Total	67	100%
Most used social media platforms		
E-commerce Platforms	48	71.64%
Facebook	54	80.60%
Instagram	10	14.93%
Twitter/X	3	4.48%
Tiktok	21	31.34%
Tindakan Club	1	1.49%
YouTube	1	1.49%
Most interacted types of social media product promotions		
Paid advertisements	32	47.76%
Hashtag trends	14	20.90%
Product and coupon giveaways	12	17.91%
Flash Sale	31	46.27%
Influencer marketing	19	28.36%
Live Selling	44	65.67%

Frequency of Social Media Usage. Most of the respondents (58 or 86.57%) use social media every day, while two (2.99%) among them use social media less than once a week.

Most used social media platforms. A great majority respondents (44 or 80.60%) answered Facebook as one of their most used social media platforms, while only one (1.49%) among the respondents answered Tindakan Club and YouTube as their most used social media platforms.

Most interacted types of social media product promotions. A majority of respondents (44 or 65.67%) answered that live selling is one of the social media product promotions they always interact with. And a great number (12 or 17.91%) answered hashtag trends as one of their most interacted social media product promotions.

Table 3

Item Mean Ratings of the Social Media-Related Profile of the Respondents

Table 3 presents their social media-related profile in terms of their level of dependence as social media users on the following variables: peer recommendation; the extent of audience engagement; and amount of positive feedback from customers.

Items	Mean	Descriptive Rating
Reliance on peer recommendation on social media		
1) Peer recommendations on social media significantly influence my decision to explore and consider new products or services.	3.87	O
2) I trust genuine recommendations from peers more than influencer marketing campaigns.	3.81	O
3) I am more comfortable asking friends directly for their opinions on a product than reading reviews online.	3.84	O
Overall Mean	3.84	H
Level of engagement on social media product promotions		
4) The level of interaction and participation I have with a brand on social media (e.g., liking, commenting, sharing) influences my decision to purchase their products online.	3.57	O
5) The products being promoted on social media always intrigue me, leading me to buy these products.	2.89	M
6) I am convinced of a product's credibility whenever I see a social media promotion of it.	3.45	O
7) The emotional tone and engagement of a brand's social media presence have a greater impact on me than the product's specifications or price.	3.6	O
8) Social media content that shows diverse representation and inclusivity makes me more likely to consider buying from them online.	3.48	O
Overall Mean	3.40	M
Influence of positive feedback from social media users		
9) I believe that online retailers who receive a lot of positive social media feedback are more trustworthy and worthy of my consideration.	3.75	O
10) I often purchase from an online retailer that actively interacts with social media users, especially its customers.	3.75	O
11) Positive comments and reviews on social media influence my perception of a brand's credibility when considering online purchases.	3.91	O
12) I am more likely to be influenced by positive feedback that is accompanied by detailed explanations and specific examples of the product's benefits.	3.78	O
13) I find that positive testimonials and reviews from real customers on social media are more trustworthy than paid advertising.	3.9	O
14) The positive reputation of a product or brand on social media greatly impacts my perceived value of the product.	3.79	O
15) I believe that social media has created a more interactive and transparent environment for product promotion and consumer feedback.	3.67	O
Overall Mean	3.79	H

Legend:

SUB MEAN		OVERALL MEAN	
Numerical Rating	Descriptive Rating	Numerical Rating	Descriptive Rating
4.21 – 5.00	Always (A)	4.21 – 5.00	Very High (VH)
3.41 – 4.20	Often (O)	3.41 – 4.20	High (H)
2.61 – 3.40	Moderate (M)	2.61 – 3.40	Moderate (M)
1.81 – 2.60	Rarely (R)	1.81 – 2.60	Low (L)
1.00 – 1.80	Never (N)	1.00 – 1.80	Very Low (VL)

Reliance on peer recommendation on social media. Table 3 shows that the respondents have a “**High**” level of reliance on peer recommendation on social media when considering a certain product online based on the overall mean of 3.84. Based on individual items, item 1, “*Peer recommendations on social media significantly influence my decision to explore and consider new products or services*” got the highest mean of 3.87, marked as “**Often**”. Furthermore, item 2, “*I trust genuine recommendations from peers on social media more than influencer marketing campaigns*” got the lowest mean of 3.81, also marked as “**Often**”.

Level of engagement on social media product promotions. Table 3 shows that the respondents have a “**Moderate**” level of engagement on social media product promotions when considering a certain product online based on the overall mean of 3.40. Based on individual items, item 7, “*The emotional tone and engagement of a brand's social media presence has a greater impact on me than the product's specifications or price*” got the highest mean of 3.60 which is marked as “**Often**,” while item 5, “*The products being promoted on social media always intrigues me, leading me to buy these products*” got the lowest mean of 2.89 which is marked as “**Moderate**”.

Influence of positive feedback from social media users. Table 3 shows that the respondents have a “**High**” possibility of getting influenced by positive feedback from social media users when considering a certain product online, based on the overall mean of 3.67. Based on individual items, item 11, “*Positive comments and reviews on social media influence my perception of a brand's credibility when considering online purchases*” is marked as “**Often**” and got the highest mean of 3.91. Moreover, item 15, “*I believe that social media has created a more interactive and transparent environment for product promotion and consumer feedback*” is also marked as “**Often**” but got the lowest mean of 3.67.

Based on the data presented above, items under reliance on peer recommendation on social media and influence of positive feedback from social media users got an overall mean of 3.84 and 3.79 respectively which are marked as “**High**” while the level of engagement on social media product promotions got the lowest overall mean of 3.40 which is considered as “**Moderate**.” This implies that Generation X values peer recommendation and positive feedback from users seen on social media before aking an online purchase more than their level of engagement experienced and seen in social media product promotions. This is further supported by the study of IMARC (2023) which states that Generation X doesn't like overly exaggerated marketing campaigns and always look for point-and-direct information about the product and service.

This also agrees with the findings of the research conducted by McQuater (2023), the majority (92%) of Generation X surveyed use social media every day, but the majority of social brand spend is not targeted towards this group of people for the reason that when influencer marketing is targeted towards them, it tends to perform less effectively than with Generation Z or Millennials. Influencer campaign testing in the UK and India found influencer campaigns targeted at Generation X had a 30% lower retention rate, 20% fewer interactions with the content, and 47% lower impact on brand opinion. Generation X likes to know other people have already had positive brand experiences with a company before they commit to making a purchase. Testimonials are therefore likely to be a more effective Generation X advertising technique than using jingles or personified advertisements (Spotify Editorial Team, 2021).

The Online Shopping Buying Behavior of the Respondents

Table 4

Frequency Count and Percentage of the Online Shopping Buying Behavior of the Respondents

Table 4 presents the online shopping buying behavior of the respondents in terms of how often they shop online in a month and what type of products they usually buy online.

Online Shopping Buying Behavior of the Respondents	Frequency	Percentage
Frequency of online shopping in a month		
Very frequently (several times a month)	5	7.46%
Frequently (2-3 times a month)	11	16.42%
Occasionally (4-5 times a month)	33	49.25%
Rarely (once a month)	18	26.87%
Total	67	100%
Type of products shopped online		
Clothing and accessories	32	47.76%
Electronics	9	13.43%
Books and media	4	5.97%
Home and garden supplies	35	52.24%
Personal care products	39	58.21%
Motorcycle parts	3	4.48%
Food	2	2.99%

Frequency of online shopping in a month. A great number (33 or 49.25%) of the respondents occasionally shops online in a typical month for 2-3 times and five (7.46%) among them answered that they often shop online in a typical month.

Type of products shopped online. A majority (39 or 58.21%) of the respondents usually buy products for personal care use while two (2.99%) usually buys food online.

Table 5

Item Mean Ratings of the Online Shopping Buying Behavior of the Respondents

Table 5 presents the online shopping buying behavior of the respondents in terms of their perspective on online shopping, pre-buying behavior, behavior during online shopping, and post-buying behavior based on their level of agreement.

Online Shopping Buying Behavior of the Respondents	Mean	Descriptive Rating
Perspective on Online Shopping		
1) I prefer online shopping more than offline shopping.	3.30	M
2) The frequency and relevance of social media content I see about a product (e.g., targeted ads, sponsored posts) makes me more likely to consider buying it online, even if I wasn't interested before.	3.21	M
3) I follow brands and businesses on social media to stay updated on their new products and promotions.	3.27	M
4) I actively use social media platforms to discover new products and trends.	3.34	M
5) Compared to other generations, I find myself less engaged with social media marketing strategies for products and services.	3.36	M
6) I tend to still give chances to shops that gain bad reviews from previous customers.	2.78	M
Overall Mean	3.21	M

Pre-Buying Behavior		
7) I prefer to visit the brand's website before making a purchase.	4.13	O
8) I use social media platforms for product research before making an online purchase.	3.97	O
9) When brands respond to my comments or questions on time, I am more likely to purchase from them online.	3.95	O
10) Seeing other people's positive experiences and reviews about a product on social media significantly increases my interest in considering it.	3.93	O
Overall Mean	4.00	H
Behavior During Online Shopping		
11) I am likely to buy the products that are being promoted/advertised by celebrities or influencers on social media.	3.12	M
12) I highly give importance to the price and shipping cost of the products I buy online.	3.79	O
13) I often find the process of navigating the shopping website and payment system in online shopping to be smooth and hassle-free.	3.39	M
Overall Mean	3.43	H
Post-Buying Behavior		
14) After I receive the product I ordered, I often send feedback and give a review of the product I bought.	3.22	M
15) When I am satisfied with the product I bought from a particular online shop, I tend to purchase again from that shop.	3.87	O
16) After buying a product online, I tend to post a review video or photo of the product on my social media account.	2.80	M
17) I am extremely satisfied with my overall online shopping experience.	3.73	O
18) I would recommend online shopping to my friends and family.	3.81	O
Overall Mean	3.49	H
Online Shopping Buying Behavior Overall Mean	3.50	H

Legend:

SUB MEAN		OVERALL MEAN	
Numerical Rating	Descriptive Rating	Numerical Rating	Descriptive Rating
4.21 – 5.00	Always (A)	4.21 – 5.00	Very High (VH)
3.41 – 4.20	Often (O)	3.41 – 4.20	High (H)
2.61 – 3.40	Moderate (M)	2.61 – 3.40	Moderate (M)
1.81 – 2.60	Rarely (R)	1.81 – 2.60	Low (L)
1.00 – 1.80	Never (N)	1.00 – 1.80	Very Low (VL)

Perspective on Online Shopping. Table 5 presents that the respondents have a “**Moderate**” level of online shopping buying behavior in terms of their perspective on online shopping with an overall mean of 3.21. Based on individual items, item 5, “*Compared to other generations, I find myself less engaged with social media marketing strategies for products and services,*” emerged with the highest mean of 3.36, marked as “**Moderate**.” While item 6, “*I tend to still give chances to shops who gain bad reviews from previews customers,*” got the lowest mean of 2.78, also marked as “**Moderate**.”

Pre-Buying Behavior. Table 5 uncovers that the respondents have a “**High**” level of online shopping buying behavior, specifically their pre-buying behavior which emerged with an overall mean of 4.00. For the individual items, item 7, “*I prefer to visit the brand's website before making a purchase*” got the highest mean of 4.13 which is marked as “**Often**.” On the other hand, item 10, “*Seeing other people's positive experiences and reviews about a product on social media significantly increases my interest in considering it,*” got the lowest mean of 3.93, also marked as “**Often**.”

Behavior During Online Shopping. Table 5 exposes that the respondents have a “**High**” level of online shopping buying behavior especially when doing the activity with an overall mean of 3.43. On the other hand, for the

individual items, item 12, “*I highly give importance to the price and shipping cost of the products I buy online*” got the highest mean of 3.79 which is identified as “**Often**.” And item 11, “*I more likely buy the products that are being promoted/advertised by celebrities or influencers on social media,*” got the lowest mean of 3.12, identified as “**Moderate**.”

Post-Buying Behavior. Table 5 shows that the respondents have a “**High**” level of online shopping buying behavior, specifically their post-buying behavior with an overall mean of 3.49. Based on individual items, item 15, “*When I get satisfied with the product I bought from a particular online shop, I most likely tend to purchase again from that shop,*” is identified as “**Often**” with the highest mean of 3.87. While item 16, “*After buying a product online, I tend to post a review video or photo of the product on my social media account,*” is identified as “**Moderate**” with the lowest mean of 2.80.

Overall Online Shopping Buying Behavior.

Based on the variables presented and interpreted above, the mean of the overall online shopping buying behavior of the respondents is 3.50 which is marked as “**High**.” For the variables, the pre-buying behavior of the respondents got the highest overall mean of 4.00, marked as “**High**” while the perspective in online shopping of the respondents got the lowest mean of 3.21, marked as “**Moderate**.” Finally, based on the items, item 7, “*I prefer to visit the brand's website before making a purchase,*” emerged with the highest mean of 4.13, marked as “**Often**” while item 6, “*I tend to still give chances to shops who gain bad reviews from previews customers,*” got the lowest mean of 2.78, marked as “**Moderate**.”

This finding matches with the study of Durfy (2022) which states that Generation X values their independence and likes to do their research before making purchases with 68% making their buying decisions based on online reviews. This generation values their independence and makes smart purchase decisions after careful online research. Furthermore, according to Barber, cited by Siddiqua (2016), *Generation X is very motivated to search for purchase-related information and is adept at searching. Generation X tends to use information not as a point of pride but as assurance that they are not being taken advantage of by marketers and are getting the best deal possible.*

The Relationship Between the Profiles of the Respondents and their Online Shopping Buying Behavior

Table 6
Correlation Coefficient Showing Relationship of the Socio-Demographic Profile of the Respondents and their Online Shopping Buying Behavior

The table presents the relationship between the socio-demographic profile of respondents and their online shopping buying behavior.

Variables	r-value	p-value	Decision
Birth Year	0.328	0.007	Reject Ho
Sex	0.014	0.909	Do not reject Ho
Employment Status	0.246	0.045	Reject Ho
Monthly Budget for Online Purchases	0.079	0.526	Do not reject Ho

The table indicates that the respondents' birth year ($p = 0.007$) and employment status ($p = 0.246$) are significantly related to their online shopping buying behavior at

0.05 level of significance. Furthermore, the correlation coefficient of birth year ($r = 0.328$) and employment status ($r = 0.246$) have a definite but small relationship with the respondents' online shopping buying behavior. This means that the online shopping behavior of the respondents is dependent on their age, and it further supports the idea that individuals born in the same timeframe and geographical location tend to share common beliefs, values, and life experiences, which subsequently influence their attitudes, behaviors, and preferences (Nwobodo and Weissman, 2023). Additionally, it's more likely for employed and self-employed workers to consider purchasing online, contradicting the findings of Pattanaik, Mishra, and Moharana (2017) that shopping behaviors are independent of the employment status of the consumers.

On the other hand, it is revealed that the respondents' sex ($p = 0.909$) and monthly budget for online purchases ($p = 0.526$) are not significantly related to their online shopping buying behavior at 0.05 level of significance. The null hypothesis is therefore not rejected. This suggests that whether the respondents are male or female, this does not have much effect on their online shopping buying behavior.

Table 7

Correlation Coefficient Showing the Relationship of the Social Media Profile of the Respondents and their Online Shopping Buying Behavior

The table presents the relationship between the social media-related profile of respondents and their online shopping buying behavior.

Variables	r-value	p-value	Decision
Frequency of Social Media Usage	0.031	0.802	Do not reject Ho
Most Used Social Media Platforms	0.009	0.942	Do not reject Ho
Most Interacted Types of Social Media Product Promotions	0.044	0.722	Do not reject Ho
Reliance on Peer Recommendation on Social Media	0.388	0.001	Reject Ho
Level of Engagement on Social Media Product Promotions	0.465	0.000	Reject Ho
Influence of Positive Feedback from Social Media Users	0.653	0.000	Reject Ho

The table reveals that the respondents' reliance on peer recommendation on social media ($p = 0.001$), level of

engagement on social media product promotions ($p = 0.000$), and influence of positive feedback from social media users ($p = 0.000$) have a significant relationship with their online shopping buying behavior at 0.05 level of significance. Moreover, the correlation coefficients of that dependence on peer recommendation on social media ($r = 0.388$), the extent of engagement on social media product promotions ($r = 0.465$), and influence of positive feedback from social media users ($r = 0.653$) of the respondents have definite but small, moderate, and substantial relationships, respectively with their online shopping buying behavior. Therefore, the null hypothesis is rejected. This implies that the purchasing decisions online of Generation X, which were born roughly mid-1960s to early 1980s, are highly influenced by their family and friends, and that the number of positive reviews on a particular brand or product makes them more likely to buy the product. This confirms Rogers' (1962) theory, which claims that individuals are more likely to accept an idea or product if others in their network have done so first - this is because they will feel more secured and educated about the new notion if it has already been tried by previous buyers or by someone they know. Additionally, Mangold and Faulds (2009) argue that social media can influence consumer attitudes and behavior, particularly among older generations such as Generation X, by providing a platform for peer recommendations, engagement with product promotions, and positive feedback from other users, thus this notion lends credence to the study's findings. Furthermore, the table presents that Generation X's online shopping buying behavior are also influenced by their engagement with social media product promotions.

Additionally, the online shopping buying behavior of the respondents is not significantly related to their frequency of social media usage ($p = 0.802$), most used social media platforms ($p = 0.942$), and most interacted social media product promotions ($p = 0.722$) at 0.05 level of significance. Therefore, the null hypothesis which states that there is no significant relationship is not rejected.

IV. CONCLUSION

The study led to the following conclusions:

1. Unemployed women born between 1977 and 1980 use Facebook daily, occasionally purchase personal care products online, and are typically engaged in live selling. They are more likely to trust on peer recommendation and positive feedback from past users on social media than their level of engagement on social media product promotions when making an online purchase.
2. The level of online shopping buying behavior of the respondents is generally high which implies that they have their own standard and considerations when making an online purchase. This highlights how distinctive Generation X is compared to other generations when it comes to their buying behavior as consumers.
3. Unemployed individuals born between 1977 and 1980 tend to rely on peer recommendation on social media,

positive feedback from social media users and engagement on social media product promotions when considering a product and making their purchase online.

V. RECOMMENDATIONS

Based on the above findings and conclusions, the following recommendations are hereby forwarded:

1. A similar study can be conducted to further understand the online shopping buying behavior of Generation X. It can be done in a different geographical location or through a different data gathering instrument such as interviews.
2. A study that examines and focuses on Generation X's occupation and obtained government benefits in response to their employment status and consumer buying behavior can be conducted.

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