

**INFLUENCE OF SOCIAL MEDIA INFLUENCERS ON CENTRAL LUZON
STATE UNIVERSITY STUDENTS' PURCHASING INTENT
ON BEAUTY PRODUCTS**

An Undergraduate Thesis Presented to the
Faculty of the Department of Communication and Development Studies
Central Luzon State University

In Partial Fulfillment
of the Requirements for the Degree
Bachelor of Science in Development Communication

by

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APPROVAL SHEET

This undergraduate thesis entitled **"INFLUENCE OF SOCIAL MEDIA INFLUENCERS ON CENTRAL LUZON STATE UNIVERSITY STUDENTS' PURCHASING INTENT ON BEAUTY PRODUCTS,"** prepared and submitted by **RECHELLE G. UNCIANO** in partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, has been examined and is hereby accepted:


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THESIS ABSTRACT

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7. Abstract:

7.1 Rationale/ Background

Social media has become the most accessible source of information, entertainment, communication, and the most convenient and easiest way to disseminate information. According to Lou and Yuan, (2019), social media and social networking sites greatly affect how people view and perceive things.

Because of this, social media influencers have risen to influence and persuade the social media users and one of these is to buy the products they advertise.

Since beauty products is one of the things that the teenagers are hyped about, the recent study focused on this and wants to know if the SMIs affect the students' purchasing intent on beauty products.

7.1 Summary

Through the help of social media, advertising products becomes really more efficient these days. However, not all of the advertisements are proven effective. Hence, this study aims to investigate if social media influencers have an effect or influence on the customer's purchasing intent, specifically on the students of Bachelor of Science in Development Communication at Central Luzon State University.

The researcher used google form as the research instrument wherein the students of Central Luzon State University (Development Communication) became the respondents. Data were analyzed through descriptive data analysis to get the results.

7.3 Major Findings

Findings are generally, the CLSU students' purchasing intent were affected by the social media influencers.

Specifically, the present study found out that there are factors that the students consider in purchasing beauty products. Factors that the social media influencer and factors that the product must have.

Findings also reveal the level of extent of exposure of the students in every social media platforms they use.

7.4 Conclusions:

From the results and discussion, we can conclude from the table 2 that the students from CESU Development Communication really purchase different kinds of beauty products online.

It can also be concluded that the respondents consider certain factors of the products that they purchase online. These factors include the price of the product, its availability, packaging and labeling, brand, and what their "nakasanayan" is. Meanwhile, half of the respondents care about who is the endorser of the product but half of them disagrees with this.

Moving on, many respondents only spend less than an hour or spend 1-2 hours browsing their social media accounts. There were also respondents who browse 7 hours and above per day but they does not take much percentage from the respondents' answers.

The top 3 social media platform that they use longer were Facebook, Tiktok and Messenger. On the other hand, Twitter and Instagram were most likely to be browsed shorter than an hour.

The respondents were also most likely to watch their favorite social media influencer 3-4 times a week and once a week. But of course, there were also respondents who watch vlogs everyday.

Regarding on the purchasing intent of the CLSU students, the present study concludes that the social media really affect the decision-making on purchasing beauty products. Besides, reviews on social media is also considered when checking a product.

Results also say that the respondents consider some factors that the social media influencers must possess in order for them to believe and start to idolize them, like popularity, credibility, contents, appearance, interactiveness and attachment.

Most of the respondents also agree that they consider beauty products endorsed by their favorite social media influencer and social media really help them in choosing the best beauty product.

The result also says that the respondents believe that buying beauty products is not as easy as it is today without social media.

Lastly, for the overall conclusion, social media and the social media influencers greatly affect the CLSU student's purchasing intent and behavior in buying beauty products.

7.5 Recommendations

For the sellers, it is concluded that the buyers consider different factors such as the price and packaging and labeling so it is best to also keep in mind

that a product with a good packaging and low price are most likely to be bought by the consumers.

For the marketing sales team, It is important to choose who will be the face of your product. As the recent study have concluded, the consumers buy products that are endorsed by their favorite social media influencer.

The consumers also look for certain attributes of the social media influencer like popularity, confidence, interactiveness and credibility. The team should look for endorsers that the people want in order for the product to be bought.

For the next researchers, Because of the pandemic, the respondents become limited to only one department. The researcher recommend to explore more respondents and conduct the methodology face to face.

In addition, the next researcher can also add more related literature that are not present in this study.

8. Translated Abstract (Filipino):

8.1 Rasyonale

Sa panahon ngayon, isa na sa pinakamadaling paraan ng pagkuha ng impormasyon, paglililaw at mabisang gamit pangkomunikasyon ang social media. Ayon kina Lou at Yuan (2019), mabisang gamit ang social media upang maapektuhan ang pananaw ng isang tao tungkol sa iba't ibang bagay.

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