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## The Relationship Between Social Media and Purchase Intention Towards Coffee Shops in Cabanglasan, Bukidnon

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### ABSTRACT

This study investigated the correlation between use of social media and purchase intentions of consumers to coffee shops in Cabanglasan, Bukidnon using quantitative correlational research design anchored on the Theory of Planned Behavior. More narrowly, it focused on the effects of two social media tactics (productpost and customer-post) as these affect consumer decision making. Participants For the data gathering, BSBA students of Bukidnon State University–Cabanglasan Campus who were frequent avails on using social media and potential costumers of a coffee shop. An internally developed 23-item questionnaire was used for assessing internal consistency (Cronbach's  $\alpha=0.84$ ). Findings: According to the results, product-orientated posts were perceived as very appealing with high levels of interest and purchase intention, while customer-oriented posts were moderately appealing and focused on trust and credibility. It was indicated that there is a high positive significant relationship between the use of social networking on predicting purchase intentions using by the buyer people. These results provide support for the impact of visual product content as well as interactive customer engagement on consumer attitudes and purchase intentions. This study highlights the significance of social media in adding value to customer engagement, trust and loyalty for these small rural coffee businesses. Practical implications: It is suggested that on the local level, entrepreneurs could complement their digitally enabled and mediated marketing efforts with creative content generation and engagement to achieve visibility, loyalty of costumership and economy-based community development.

### INTRODUCTION

In the digital world of today, social media is probably the most influential channel that impacts consumer purchase intention. Social media such as Facebook, Instagram and Twitter have helped businesses market and sell products by communicating more efficiently with consumers, create brand associations through visual tactics and deliver data-driven content (Armawan *et al.*, 2022). Purchase intention is a fundamental construct used in the context of E-Market profiling. It is a representation of the probability that product, service or brand will be selected by users which have been marketed on social media. At the global level, social media is a trigger that affects customer's thinking and feelings & purchases by acting as a strong predictor of their purchase intention (Algharabat *et al.*, 2023).

And in the Philippines, one of the countries with highest social media penetration, restaurants and dining establishments use these channels to maintain their edge over the competition and keep customers loyal. High levels of online engagement, are good not just for visibility but also influence the willingness of consumers to purchase (Castillo & Alampay, 2021; Sanny *et al.*, 2020). Intention to buy is a critical component in the examination of Filipino consumers' online shopping behavior. It shows that they're interested in purchasing a product or service after becoming aware of it online, often on social media. In Philippines, platforms such as Facebook,

Instagram and TikTok strongly influence consumer's perceptions of trust in their purchase decision. Datu and Agbisit (2022) and Corpuz and Mallari (2023) found out that the interaction in social media and perceived credibility enhance confidence of Filipino consumers to purchase online.

Social media is considered the lifeline of coffee shops in Bukidnon to be able to reach out with their customers. Nevertheless, the special types of content product-centered or consumercentered posts that can be used to influence purchase intention remain unclear (dela Peña *et al.*, 2025). Product posting emphasizes the products and quality, whereas customer posting demonstrates the real experience and contributes to credibility and trust (Lee & Chen 2020; Hakim, 2023). For any business that is looking to increase engagement, and boost their sales, it is crucial to know how such strategies influence purchase intention (Alonzo & Abellana, 2025).

Although previous research on social media marketing is increasingly unfolding, there are only few studies which looked at the joint effects of posting products and posting customers in local contexts such as Bukidnon. This study fills this void by investigating how these social media strategies separately and combined affect consumer purchase intentions with respect to coffee shops. Applying the Theory of Planned Behavior (TPB), this paper investigates how posts on social media such as product or customer-related content influence purchase intention

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at coffee shops. Product posts form positive paradigms with attractive images and specifications, while customer posts create trust and social proof.

In general, this study aims to examine the relationship between social media behavior, particularly product and consumer postings, and their purchase intention. The results also have implications for local coffee shop proprietors who seek to optimize their digital marketing strategy, customer loyalty and sales performance. This paper provides theoretical and practical implications on studying the relationship between social media content and purchasing intention.

## LITERATURE REVIEW

### The Theory of Planned Behavior

The theory of planned behavior further develops the theory of reasoned action to attempt to rectify the limitations of the Theory Reasoned Action model with respect Modifying Behavior over which a person has little volitional control (Ajzen, 1991). Theory of planned behavior postulates that attitudes would predict the intention of individuals to engage in a certain behavior. Simply put, a strong intention to execute the action enhances the probability that she will act (Chetioui et al., 2021).

The paper applies TPB as theoretical basis in analyzing how the product and customer content that is posted on social media will impact purchase intentions at the coffee shop. Product posts create a positive sentiment through product images and information, while customer posts help build trust and social proof. These tactics make purchasing decisions feel easier, and socially confirmed. All in all, engaging in smart social media can help increase engagement and drive sales.

### The Role of Social Media in Rural Businesses

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### Purchase Intention

In today's digital culture, the purchasing intention of

consumers is influenced by cognitive as well as affective factors. To account for how perceived usefulness, ease of use, and social influence impact purchase decisions, the Theory of Planned Behavior (Ajzen, 1991) and the Technology Acceptance Model (Davis, 1989) provide theoretical frameworks. Recent literature has highlighted that social media promotions, especially using the Posting Products and Posting Customers have a crucial influence on these determinants (Armawan, *et al.*,2022). Blend of informative CC posting products with social proof (Posting Customers) is equally effective and enhances consumer trust, which lead to the increase purchase intention (Al-Amarnah *et al.*,2023).

Also, as per (Park and Kim, 2015) semantics, it is the cognitive phase in consumer decision process when positive attitude and favorable evaluations increases likelihood of purchasing. They develop a framework that combines perceptions of value, trust and brand loyalty that acts as a foundation for future empirical examination. Second, as also reported by(Wong, *et al.*,2016), information quality leads to a substantial increase in the purchase intention in particular for industries where users make decisions based on the peer opinions in order to reduce risks of online transactions. Their research emphasizes that online reviews - both for the volume and credibility - impact consumers' purchase decisions. Moreover, (Simmons and Xu, 2019 ) also found a moderating role of cultural dimension - individualism versus collectivism on the relationship of marketing communication and purchase intention. Their result indicates that culture-based tailored marketing strategy is an effective leverage to increase the effectiveness of purchase intention campaigns.

### The Relationship of Posting Products on Purchase Intention

Product Posts this involves broadcasting posts that showcase the product and listing descriptions, images along with promoting drinks and food. Product Highly-Centered wall posts Product-centric Wall Post raises on dimensions of product quality and value (Hajli, 2014). According to latest research by Lee and Chen (2020) and Hakim (2023), aesthetically attractive postings of product can stimulate consumer willingness to try out new product which ultimately affects purchase intention.

The efficacy may differ much depending on the type of product posting from one digital platform to another, for example between visually-driven interfaces like Instagram and Pinterest versus more text-oriented interface. According to their research, the immersive and interacting feel of platforms like Instagram offer a more engaging shopping experience that generates higher levels of engagement (Garcia e Khan,2021).

Recent research in this area also focused on the effect of posting dynamics on user behavior, and studied the relationship between posting frequency, content quality, and user response. They find that consistent posting with great content not only increases the level of

engagement but it has a direct correlation to conversion rate (Nguyen and Gupta, 2023).

Products posting is a social media marketing strategy to showcase a coffee shop's products, ranging from drinks, pastries and special seasonal offers, using creative visual content. This practice serves to increase brand exposure while also shaping people's ideas of quality and relevance. New studies point to the importance of this approach. Lee and Chen (2020) highlight that the presence of nice product images and good messaging increases consumer interest and a push to explore new products. This is also supported by Hakim (2023) whereby product presentation's aesthetic value has a positive association with engagement and purchasing.

Social media is full of visuals, making it perfect for showing off products. Loureiro, Costa and Panchapakesan's (2020) study revealed that colourful well-composed visuals published in Instagram arouse positive emotional response and brand attachment. Likewise, locally tailored product content influenced by local taste or community-based theme instills higher engagement and customer loyalty in people, according to Jin & Ryu (2021).

Advertisers of promotional products also do well to include limited time offers. According to the research of Zhang and Lin, time-limited promotions and flash deals play a key role in user interactions, prompt users for quick responses. In parallel, the study by Tsai and Men (2019) claim that authenticity in product related posts particularly those showing real usage or backstage preparation instills trust and subsequently has a positive effect on purchase intention.

However, one trend that has been on the rise is story telling in product content. Stories of a product's origin, workmanship, or emotional attachment add another level of value to your offerings beyond mere utility, and they make customers stick around longer according to Patel and Nguyen (2021). Similarly, Alvarez *et al.* (2023) demonstrate that including cultural or nostalgic cues in social media posts during product demonstration increases both emotional response and consumer recall.

Product postings can drive sales: Larger and smaller businesses alike stand to gain from product posts, Pate and Adams found in their research (2020), so long as those are combined with compelling visuals and calls to action such as "order now" or "available today." They stressed that engagement (such as likes, comments and shares) tends to be higher with a visually creative and emotionally powerful post."

H1 Posting Products has significant relationship with Purchase Intention

### The Relationship of Posting Customers on Purchase Intention

Posting Customers: We're here to showcase real customers with Testimonials, Reviews, and UGC! This type of content uses the principle of social proof: future clients learn from others' experiences (Nielsen,

2012; Chevalier & Mayzlin, 2006). Ability to modulate (yeast) HMG-CoA reductase There is also data from Sanny *et al.* (2020) as well as Nguyen and Garcia (2019) help us to understand that sharing customer experience can also critically indict brand trust and favorably affect the buying intent.

Furthermore, Zhang, Zhao *et al.* (2019) noted that the posting frequency and credibility in online communities may influence product sales. According to their research, long and balanced customer posts build trust with potential customers, who will make purchasing decisions as a result. In addition, Lee and Choi (2015) noticed that firms positively interacting with posting customers are likely to build greater customer loyalty and achieve higher performance levels. This research contributes to the literature of posting consumers by emphasizing that they play role in influencing consumer behavior and as indirect actor in determining firm's success.

Additionally, Kim *et al.* (2017) found intrinsic factors including self-expressiveness and social recognition, as well as extrinsic motivations for people's posting behavior such as community volunteering. Their results reveal that posts are not only in response to negative experiences, but also how one expresses their positive elaboration on an offering (Singh & Gupta, 2016).

Likewise, Lee and Choi (2015) address them as active contributors in digital information spheres whose narratives could positively or negatively affect their brand image. Chen and Lin (2018) also share this view, arguing that UGC is the most influential factor in forming public opinion and trust. Collectively, these studies have depicted posting consumers as indispensable go-betweens for present-day marketing.

Furthermore, Zhang *et al.* (2021), interactive social media participation not only enhances brand recognition, but can strengthen consumer trust - eventually generating purchase intention. Customized digital marketing messages also reduce consumer uncertainty and increase emotional attachment to a brand, driving higher purchase intention (Kumar & Singh, 2020).

(Note that Nguyen and Tan [2022] also demonstrate that the interactivity and real-time of digital promotion may also rise purchase intention by urgency, as well as community from consumer end.) Moreover, Garcia *et al.* (2023) expanded on these ideas and explored how the social recommendations also to social influence in digital platforms affects the process of consumer's decision making. This last group of studies provides sound evidence that the contemporary digital strategies for marketing, namely interactivity, personalization and social influence play key roles in purchase intention objectives in a world of connected consumers.

H2 Posting Customers has significant relationship with Purchase Intention

### MATERIALS AND METHODS

This study used a quantitative correlational type of research

design in determining the social media use and purchase intention among coffee shop in Cabanglasan, Bukidnon. The respondents of the study were BSBA students from Bukidnon State University – Cabanglasan Campus who are also active social media users and possibly coffee shop customers. Social media engagement, exposure to coffee shop content, and purchasing behavior were assessed using a self-constructed questionnaire of 23 items with good reliability (Cronbach’s alpha = 0.84). Data were summarized by descriptive statistics (frequency and percentage), strength of relationship among variables

was measured using the Pearson Product-Moment Correlation Coefficient( $r$ ) both for associations between them as well as their significance. A strict ethical policy was adhered to, including consent and confidentiality of participants, institutional approval and further checks for plagiarism and grammar to maintain the credibility and trustworthiness of the work.

**RESULTS AND DISCUSSION**

Level of social media in terms of posting products

**Table 1:** Mean Distribution of the level of social media in terms of posting products

Statement	SD	Mean	Description
1. I am attracted to coffee shops that post visually appealing product photos on social media	.70	3.37	Highly Attractive
2. I feel encouraged to visit coffee shops when I see promotional posts (e.g, discounts, new drinks).	.71	3.39	Highly Attractive
3. I become more interested in trying a coffee shop’s beverages when I see high-quality product photos.	.68	3.31	Highly Attractive
4. I am more likely to buy coffee when I see limited time offers on social media.	.72	3.31	Highly Attractive
5. I trust a coffee shop more when I see it consistently posting high-quality and informative product content.	.82	3.14	M o d e r a t e l y Attractive
6. I perceive a coffee shop’s products as higher quality when they are well-presented on social media.	.69	3.26	Highly Attractive
7. I find coffee shops that frequently post their products more professionally and appealing.	.67	3.33	Highly Attractive
TOTAL	.71	3.30	Highly Attractive

The overall average of posting products using social media is 3.30 with standard deviation value of .71 which interpreted as “Highly attractive”. This indicates that audience members overall enjoy product-oriented posts from coffee shops. The highest mean was 3.39 (promotional posts encouraging coffee shop visits). This is consistent with that of Alalwan *et al.* (2021), who explained the effects of social media advertising on consumer intention. Also, the attractiveness of visually appealing product photos (M = 3.37), and content updating (FFP) pose an interesting comparison with Tran’s work (2022) where he emphasized that visual storytelling heightens engagement and purchasing acts (Alonzo *et al.* The smallest mean is risk from informative posts being

consistent with a mean of 3.14. And while still moderately attractive, this means that enticing trust from the consumer can be achieved with more than just a good quantity or high quality of message posts (e.g. interaction and customer feedback as it was also confirmed by Kaur & Singh (2023).

In general, the results would seem to confirm that visual content, promotional posts as well as post frequency play an important role in social media marketing for coffee shops and this is consistent with prior studies on the effects of content quality and posting consistency at forming consumer attitudes (Chen & Lee, 2021).

Level of social media in terms of posting customers

**Table 2:** Mean Distribution of the level of social media in terms of posting customers

Statement	SD	Mean	Description
1. I become interested in visiting a coffee shop when I see customer reviews and photos on social media.	.84	3.08	Moderately Attractive
2. I trust coffee shops more when I see real customer experiences posted online.	.78	3.23	M o d e r a t e l y Attractive
3. I feel influenced to try a new coffee shop when I see positive customer posts.	.77	3.29	Highly Attractive
4. I am more likely to visit a coffee shop if my friends post about it on social media.	.80	3.16	M o d e r a t e l y Attractive

5. I find coffee shops with frequent customer posts more authentic and trustworthy.	.67	3.29	Highly Attractive
6. I prefer coffee shops that actively engage with customer posts (e.g., comments, shares).	.70	3.18	M o d e r a t e l y Attractive
7. I feel more inclined to visit a coffee shop when I see customer posts highlighting good service and friendly staff.	.80	3.15	M o d e r a t e l y Attractive
8. I find coffee shops more welcoming when I see social media posts featuring diverse customers enjoying their products	.65	3.31	Highly Attractive
9. I feel encouraged from visiting a coffee shop when I see positive customer reviews or complaints on social media.	.69	3.30	Highly Attractive
10. I feel reassured about a coffee shop's service and product quality when I see frequent positive customer interaction on social media.	.72	3.42	Highly Attractive
TOTAL	.74	3.24	M o d e r a t e l y Attractive

The interpretation of Table 4.2 based on the mean distribution of level of social media, as to posting customers meets the requirements that discuss RRL (Relevant Related Literature) top to lowest with Label/Thesis and relates it four years ago in APA 7th Edition format, the overall mean or average, standard deviation and discussion of statements from highest to lowest Mean. The Likert scale on which participants responded has a range from 4.00-3.26 "Strongly Agree" to 1.75-1.00 "Strongly Disagree."

Overall, the mean overall level of social media as perceived by posting customers is 3.24 with an overall standard deviation: 0.74. This general average is positioned inside the "Moderately attractive" area; it indicates that

customers find the social media activities associated with their posting behavior to be moderately attractive or effective on average. The standard deviation of 0.74 reflects a moderate level of variability in individuals' responses. Though there tends to be a fair amount of agreement that these activities are "Moderately Attractive," there is still significant variation in individual customers' responses. This variability underscores that while a general trend may be present, individual perceptions may also vary and brings the nuanced way that social media affects different customer segments into relief (Hair *et al.*, 2019).

Level of social media in terms of posting customers

**Table 3:** Mean Distribution of the level of intentions

Statement	SD	Mean	Description
1. I am more likely to purchase from a coffee shop if I see positive reviews or recommendations on social media.	.76	3.26	Very-High Level
2. I feel encouraged to see advertisements and promotions on social media to buy from coffee shops.	.75	3.28	Very-High Level
3. I follow coffee shops on social media to stay updated on new products and promotions.	.70	3.28	Very-High Level
4. I have visited a coffee shop because of a social media post or recommendation from an influencer.	.75	3.29	Very-High Level
5. I am influenced to visit coffee shops when I see my friends' posts and check-ins at coffee shops on social media.	.64	3.41	Very-High Level
6. I am more likely to trust a coffee shop that has an active and engaging social media presence.	.76	3.36	Very-High Level
Overall	.73	3.31	Very-High Level

The third table presents the mean value of overall score in the respondent's assessment about a purchase intention on coffee shop based upon social media and it states the value is 3.31 with a standard deviation 0.73 (Table,3) According to the folklore (3.26-4.00 Strongly Agree), A Very High Level of intention of coffee shop purchase on social media interactions from respondents. This result indicates a considerable impact on consumer

purchase behavior by social media, particularly in the food and beverage industry. This high degree of intention is not surprising given recent research that illustrates the growing power of digital platforms in influencing consumer behavior and purchase decisions. For example, Al-Khasawneh and Ahmad (2023), in a study highlighted that social media marketing has an effect on consumer purchase intention through its multifaceted nature

across various demographic benchmarks. In the same vein, investigation of Cahyono *et al.* (2021) identified that social media engagement had the greatest positive effect on consumer purchase intentions in food and beverage industries. A value of 0.73 for the standard deviation evidently shows a low variation in the responses, which means that participants display uniform consensus to their purchase intentions on friendship numbers on social media features. This low dispersion

suggests there is a high attitude of the vast majority to use, confirming even more with strength the stronger impact that social media usage generated. This finding is coherent with previous work that has suggested a convergence of consumer reactions to successful social media strategies (Sari *et al.*, 2022).

**Significant relationship between social media and purchase intention**

**Table 4:** Correlation Analysis of the relationship between social media and purchase intention

Independent Variable	Dependent Variable	Correlation Coefficient	P-VALUE	Degree	Decision
Posting	Purchase	0.25256516	0.007785	Very Low	Reject
Product	Intention				
Posting	Purchase	0.939571309	0.00001	Very Low	Reject
Customer	Intention				

*Note: A two-tailed Pearson correlation test was used, as no specific direction was assumed.*

Table 4 shows the results of the association with social media and purchase intention. The analysis shows Pearson’s  $r=0.939571309$  relation between “Posting Product” (Social Media) and “Purchase Intention”. This extremely positive correlation coefficient in turn indicates an exceptionally strong direct relationship ñ the higher social media, the higher purchase intention is ( $r=0.367$ ). You get a p-value of 0.00001 which is highly significant compared to  $\alpha =0.05$ . This result leads to the rejection of null hypothesis (Ho01: There is no significant relationship between social media and purchase intention). So it can be inferred that there is positive influence of social media on purchase intention. The “Degree Decision” is “Very Low,” probably meaning the likelihood of H0 to be true, highly evidencing the relationship. This moderately strong positive and significant relationship is consistent with a wider literature base that has emphasized the role of social media in consumer behavior. For instance, Al-Khasawneh & Ahmad (2023) have conducted a systematic review in which they demonstrated that diverse dimensions of social media marketing including promotion influence the consumers’ purchase intentions directly. In contrast, Sari *et al.* (2022) found out that effective marketing approaches through social media influence to the purchase intention of culd leadsumers. This is due in the most part to the potential that social media platforms offer for brand exposure, customer interactions and information dissemination (Kurniawati & Supriyatno, 2022). What’s more, the high time framework and broad coverage of the social network allows it to connect a large number of businesses and consumers, resulting in increased promotional effects for stimulating consumer interests into buying behavior eventually (Akram *et al.*, 2023). The findings indicate that investing in a strong social media marketing, slack and is not among the MOD

while driving force toward consumer purchase intention as experienced in contemporary market landscape.

**CONCLUSION**

The study revealed that social media promotions product-related post (i.e. promos, new products & enticing photo) was found to be a strong means of luring customers to the coffee shop in the Cabanglasan. These business types were seen to have a strong advantage in influencing consumer interest and visits, paving the way for good looking, high quality content in your approach to digital marketing.

The second type of post was customer generated content (e.g reviews, tagged photos and customer features) that although slightly less attractive, heavily supported the authenticity and trust they were based on. But the variety of responses also suggests that there’s more brands can do to attract viewers by incorporating content that is form-fitted to their interests and interactive in nature — content that appeals to as many readers as possible.

Finally, social media promotions are also found significantly and positively related with PIP at the 0.01 level of significance. Both type of ad format post including product related posts have a significant positive correlation with purchase intention. This shows that successful social media strategy can directly influence the success of your business, affecting buying behaviour.

In the end, the coffee shops in Cabanglasan are effectively using social media but there is still a great opportunity to be further polished with customer-centered approach. Local enterprise could certainly use training in content creation, digital engagement and data-driven marketing. If they invest in their digital capabilities not only will it drive performance for every individual business, but aggregate economic growth across the UK economy.

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