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SOCIAL MEDIA USE AND ONLINE PURCHASE DECISIONS

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Abstract:

This descriptive study determined the level of social media use and online purchase decisions of 330 senior citizens in Estancia, Iloilo. Through the use of the researchers-made questionnaire/checklist, the data were gathered and were analyzed using frequency counts, percentages, mean, standard deviation, t-test, one-way ANOVA, and Pearson's r.

The findings of the study showed that the level of social media use of senior citizens in Estancia was sometimes when taken as an entire group and when classified as to sex, for 60-70 years old, for the income from pension and business, and with the income below 10K, while never for above 70 years old, income from allotment, and with income of 10K-20K.

Purchase decision when taken as an entire group, for 60-70 years old, the male, income from pension, and income below 10K, was to buy while less chance to buy for above 70 years old, the female, income from business, and allotment, income of 10K-20K.

There was a significant difference in the level of social media use and level of online purchase decisions of senior citizens when they are classified as to age, sex, source of income, and monthly income. There was a significant relationship between the level of social media use and online purchase decisions.

Keywords:

Social media use, Online purchase decision, Senior citizens, Buying Behavior