

IMPACT OF SOCIAL MEDIA INFLUENCERS IN LIFESTYLE CHOICES OF YOUNG ADULTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

AUTHORS

Russel Bravo
Shyna May Dazal
Kim Diaz
Christina Miraballe
Gina Mae Tuan

RESEARCH ADVISER

Jolly A. Miguel, EdD

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Marketing

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This study investigates the impact of social media influencers on the lifestyle choices of young adults at Bestlink College of the Philippines. With the rapid rise of digital platforms, influencers have become highly influential in shaping consumer behavior, personal values, and lifestyle preferences. The research focuses on how influencer-generated content affects key aspects of students' lives, including financial decision-making, social and recreational activities, body image perception, emerging behavioral trends, and social comparison. The study aims to provide insights into the extent of influencer influence on youth lifestyles in the digital age. This study utilized a correlational research design to examine the relationship between variables, with data collected from 150 students through the use of structured questionnaires. The study's findings reveal that most respondents actively follow social media influencers and demonstrate a moderate to strong alignment with the content and lifestyles these influencers promote. A moderate positive correlation was found between influencer content and changes in lifestyle decisions. Financial spending patterns were notably affected, with many respondents reporting increased impulse purchases influenced by limited-time offers and product endorsements. Social and recreational behaviors were also impacted, as participants indicated a greater likelihood of engaging in events or activities promoted by influencers. Regarding body image, respondents reported both positive and negative effects: while some were inspired by body positivity campaigns, others experienced dissatisfaction with their appearance due to exposure to idealized images. Additionally, the findings suggest that influencer-driven social comparison contributes to self-esteem challenges, as many young adults tend to assess their self-worth based on the curated and often unrealistic portrayals presented by influencers online. In light of the findings, the study highlights the critical need to enhance digital literacy among young adults to support more mindful and responsible engagement with social media. It recommends the establishment of clear guidelines for content creators, focusing on transparency, ethical promotional practices, and the dissemination of empowering and constructive messages. These recommendations serve as a valuable resource for educators, policymakers, and social media practitioners in designing strategies that foster critical thinking and healthier online habits. By exploring the dynamic link between influencers and lifestyle choices, the study adds to the ongoing conversation about the role of digital influence in shaping youth behavior and overall well-being.

RECOMMENDED CITATION

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