

FACTORS INFLUENCING SOCIAL MEDIA-DRIVEN MOBILE PHONE PURCHASE: A BASIS FOR A PROPOSED MARKETING PLAN OF MARIJUN CELLPHONE ACCESSORIES IN VALENZUELA TOWN CENTER

ABSTRACT

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This study investigates the factors that influence mobile phone purchases driven by social media and serves as the foundation for a proposed marketing plan for Marijun Cellphone Accessories located in Valenzuela Town Center. Anchored on the Consumer Purchasing Behavior theory, the study focuses on five primary factors that impact online buying decisions: product selection, pricing, user reviews, shipping options, and return policies. This study employs a quantitative descriptive research design. Through purposive sampling, 50 respondents who recently purchased mobile phones via social media platforms were selected. Data were gathered using Google Forms and analyzed using statistical tools, including frequency, percentage, weighted mean, Kruskal-Wallis H test, and Mann-Whitney U test, to examine the relationship between consumer demographics and purchasing behavior. The findings revealed that the majority of online mobile phone buyers were young millennials aged 23 to 28 (58%), predominantly female (54%), and had an average monthly income between ₱10, 000 and ₱19, 999 (38%). Among the five factors, user reviews emerged as the most influential (weighted mean = 3.64), whereas product selection was the least influential (weighted mean = 3.38). However, statistical analysis showed no significant difference in purchasing behavior when grouped according to age, gender, or income, indicating generally uniform preferences across demographics. Respondents also encountered several issues when buying through social media, including delayed delivery (64%), damaged products (40%), stock shortages (34%), incorrect items received (32%), and lack of adequate product reviews (26%). To respond to the identified issues, a comprehensive social media marketing plan was developed. This plan highlights the importance of providing accurate product descriptions, offering competitive pricing, utilizing user-generated content, enhancing shipping logistics, and establishing transparent return policies. It also outlines digital marketing tactics such as influencer partnerships and promotional campaigns to boost brand visibility and consumer engagement. Through the implementation of these strategies, Marijun Cellphone Accessories is expected to strengthen its online presence, build customer trust, and increase sales. This study contributes essential insights for businesses seeking to refine their social media marketing efforts in response to evolving consumer behaviors.

RECOMMENDED CITATION

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