

## **Significance of Gender Differences based on Social Media Advertising and their Purchasing Decision**

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### **Abstract**

This will investigate gender differences in motivations to use social networking sites (SNS), a subset of social media. The advancements in the internet in recent years have made new systems available to business: social media such as online communities being a good example. The general availability of the internet has given individuals the opportunity to use social media, these include various social media sites such as Facebook, Twitter and LinkedIn, as well as photo and video sharing sites such as YouTube, Tumblr, Instagram, Flickr and Pinterest. Facebook is a popular SNS where people can search for other people and businesses, and keep friends updated with the latest pictures, videos, news and information. One of the reasons online social networks provide an important topic for research is that consumers' media habits have been consistently shifting away from traditional mass media, such as television, towards the internet and notably social media. Hence, companies benefit from having their brands present on social media, including SNS, as it is where consumers spend more and more of their time. We get up-to-date information over the Internet which is accessible 24/7. In today's technology driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. The tools and approaches for communicating with customers have changed greatly with the emergence of social media; therefore, businesses must learn how to use Social Networking Sites (SNS). This study primarily focuses on how gender will be significant in perceiving social networking sites e advertisements over social networking sites as also their perceptions towards online purchases.

*Keywords:* Social Media, Internet, Social Networking Sites (SNS)

### **Introduction**

Advertising using Social Networking Sites are so prominent in today's world. You can observe that advertising is so common in the internet world because it's easy, convenient, and has a wide range of people you can reach. Social Networking Sites are one of the biggest and useful things people developed from using the internet. Social media is still dominating the Web which is good news for companies

wishing to improve their social media game according to Charlie R. Claywell, a web designer. (Claywell, Charlie R.) Between 2013 and 2014 the number of adults who use at least two social media platforms rose by 10 percent, and the amount of time spent on these sites has increased from about 2.7 hours a month in 2006 to 9.5 hours in 2014, (according to SlashGear). “Significance of Gender Differences based on Social Media Advertising and their Purchasing Decision” is our chosen research topic because we want to know the difference between genders and the impact as well as their perception of advertising through social networking sites. The researchers want to know the most effective way to advertise using social networking sites and in which platform is the most effective to advertise. The researchers came up with this topic because many problems arise from this such as consumer buying behavior online, how both genders perceive advertisements they see online, and in what type of social media/social networking sites are these advertisements most effective. There are many corresponding problems in marketing, and advertising as well as business that the researchers want to know such as how both gender differs from reacting to a product purchase online, and why they do behave the way they do in accordance to online shopping. Marketing is a vast topic combined with advertising and social media. Social media has become a part of a human daily life. Social media is originally a communication tool but it became a marketing tool as well. Small or big businesses used this platform to sell and advertise. Kaplan and Haenlein (2010, 61) define social media as “a group of Internet based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user generated content.” Sinclair and Vogus (2011, 294) cite O’Reilly’s (2005) definition: “social media is a broad term that describes software tools that create user generated content that can be shared.” Many has defines social media as a technological medium however most people defined social media based on simple features like the site must contain user profiles, content, a method that permits users to connect with each other and post comments on each other’s pages, and join virtual groups based on common interests such as fashion or politics. (Gross & Acquisti, 2005; Ellison, Steinfield & Lampe, 2007; Lenhart & Madden, 2007; Winder, 2007; Boyd & Ellison, 2007 as cited in Cox 2010). According to Chi (2011) users perceive advertising differently depending on the social network, which suggests user motivations for online social networking may play a vital role in defining consumer’s responses to social media marketing. Other researchers have found out that online purchasing decisions of consumers vary mainly according to their ages and genders. Cox (2010) also investigated the correlation between age and attitude and found that social network user attitude toward online advertising formats (i.e. blogs, video, and brand channel or page) differed to some extent across age groups. She explains that users who fall in the 18-28 age brackets had strong positive attitudes towards blogs, video, and brand channel ad formats. This was because users found these ad formats to be eye catching, informative, and amusing. The 35-54 age groups preferred ad formats on video and brand channels because they found them to be more eye catching,

informative, and had better placement within the online page layout. Overall, online advertising formats with positive attributes are welcomed by users; however, ads that are intrusive or interfere with online social networking activities, such as pop up, expandable, or floating formatted ads were disliked by network users (Cox 2010). In this research, the researchers would also want to know in which social networking site it is most effective to advertise and according to Di Pietro and Pantano (2012), They found that the fun provided by Facebook, as well as the opportunity it provides users to ask for suggestions in an easy and entertaining way, motivates individuals to pay more attention to the products promoted on Facebook. This topic has a wide scope and limitations as well as knowledge gap because many existing same studies have been done. The researchers want to know the significance of gender differences and by looking for the difference, other genders might not be included with the study because there are LGBT-Q which is very complicated to classify. In this study the researchers will see how effective advertisements posted online are and how both genders perceive advertisements on different social networking sites. The limitations on gender could be solve by classifying genders biologically into female and male only. The researchers of this study want to help other researchers to have a reference for their future papers, small businesses and online shop owners that want to boost their business by using advertisements online and to help consumers especially those who always used online shopping as their means of purchasing their wants and needs by analyzing the right way to perceive advertisements and how to utilize their purchasing decisions online.

### **Literature Review**

#### **Buyer Behavior Online**

Consumer buyer behavior is considered to be an inseparable part of marketing and Kotler and Keller (2011) state that consumer buying behavior is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants. In the meantime, Kotler and Keller (2011) highlight the importance of understanding consumer buying behavior and the ways how the customers choose their products and services can be extremely important for manufacturers as well as service providers as this provides them with competitive advantage over its competitors in several aspects. For example, they may use the knowledge obtained through studying the consumer buying behavior to set their strategies towards offering the right products and services to the right audience of customers reflecting their needs and wants effectively. According to Blackwell et al (2006) consumer buying behavior is itself is a complex, dynamic issue which cannot be defined easily and commonly. Therefore, the concept of consumer buying behavior has been defined in different ways by different researchers. Alternatively, consumer buying behavior “refers to the buying behavior of final consumers, both individuals and households, who buy goods and services for personal

consumption” (Kumar, 2010, p.218). From marketers’ point of view issues specific aspects of consumer behavior that need to be studied include the reasons behind consumers making purchases, specific factors influencing the patterns of consumer purchases, analysis of changing factors within the society and others. Consumer buying behavior is defined by Stallworth (2008) as a set of activities which involves the purchase and use of goods and services which resulted from the customers’ emotional and mental needs and behavioral responses. It is further stated by Gabbot and Hogg (1998) that the process may contain different activities and stages. Buyer behavior has been defined as “a process, which through inputs and their use though process and actions leads to satisfaction of needs and wants” (Enis, 1974, p.228). Consumer buying behavior has numerous factors as a part of it which are believed to have some level of effect on the purchasing decisions of the customers. Consumer is the study “of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires” Solomon et al. (1995). The definition formed by Solomon et al (1995) describes consumer buying behavior as a process of choosing, purchasing, using and disposing of products or services by the individuals and groups in order to satisfy their needs and wants. Similar definition of consumer buying behavior is offered by Schiffman and Kanuk (2000) in which they describe it as behavior that consumers express when they select and purchase the products or services using their available resources in order to satisfy their needs and desires. “Those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these acts” Engel, et al. (1986). Another valuable argument is provided by Egen (2007) on the importance of understanding the consumer behavior. According to the author, better awareness of consumer buying behavior is a positive contribution to the country’s economic state. The author further argues that the quality of goods and products are exceptionally good in countries where buying behavior of consumers is well understood. This in turn increased the competitiveness of the products and services in international market increasing the export potential of the country. Meanwhile, high quality of domestic products and services lead to sophisticated domestic customers’ base (Blackwell et al, 2006). “The behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs” Schiffman (2007). Consumer behavior can be defined as “the study of individuals, groups or organizations and the processes they use to select, secure, use and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumer and society.” (Hawkins, Best, and Coney, 2001, p7.) This definition contains a sequential process involving different activities that can be influence to the consumer in a number of ways.

## **Social Media Marketing**

Social Media has been defined as websites which allow profile creation and visibility of relationships between users (Boyd & Ellison, 2008); web-based applications which provide functionality for sharing, relationships, group, conversation and profiles (Kietzmann et al., 2011). Social media has been referred to as “social media sites” (Diga & Kelleher, 2009), or a set of information technologies which facilitate interactions and networking (Kapoor et al., 2017; Oestreicher-Singer & Zalmanson, 2013). However, there appears to be a broad agreement that Web2.0 technologies played a significant role in the development and adoption of social media. Social media has been referred to as “social media sites” (Diga & Kelleher, 2009), or a set of information technologies which facilitate interactions and networking (Kapoor et al., 2017; Oestreicher-Singer & Zalmanson, 2013). Another definition of social media refers to “Internet-based applications built on Web 2.0, while Web 2.0 refers to a concept as well as a platform for harnessing collective intelligence” (Huang & Benyoucef, 2013 p. 246). Social media, such as Facebook, Twitter, and LinkedIn, provide people with a pervasive network connectivity (Asur & Huberman, 2010). Social media marketing (SMM) is the use of social media websites and social networks to market a company's products and services. Social Media Marketing (Kenton, 2018). Therefore, SNS provide means for establishing virtual communities understood as "social aggregations that emerge from the Net when enough people carry on those public discussions long enough, with sufficient human feeling, to form webs of personal relationship in cyber- space" (Rheingold 2000). Social Media has been defined as websites which allow profile creation and visibility of relationships between users (Boyd & Ellison, 2008). Social media marketing (SMM) is the use of social media websites and social networks to market a company's products and services. Social media marketing provides companies with a way to reach new customers, engage with existing customers, and promote their desired culture, mission, or tone. Also known as "digital marketing" and "e-marketing," social media marketing has purpose-built data analytics tools that allow marketers to track how successful their efforts are.

## **Methods and Materials**

### **Hypothesis**

H01: Significant differences exist between two genders in terms of attitude towards advertisements appearing on any Social Media

H02: Significant differences exist between two genders in terms of utilitarian value towards Social Media in intention to purchase.

H03: Significant differences exist between two genders in terms of trust on Social Media in purchasing decision.

### **Research Instrument**

An organized survey utilizing 5-point Likert Scale: 1-strongly disagree, 2-disagree, 3-neutral, 4-agree, 5-strongly agree, comprising of 17 items identified with 5 factors has been utilized in this examination. The first factor is Attitude with 3 items, second factor is Utilitarian Value with 3 items, Trust with 3 items, Intention to Purchase with 4 items and Purchase with 4 items. The variable things were adjusted and reworded by the scientists remembering the profile of the respondents.

### **Sample**

The sample for the study comprises of 337 College of Business Administration students from Polytechnic University of the Philippines AY 2019-2020 which were conducted through random sampling. Random sampling refers to a variety of selection techniques in which sample members are selected by chance, but with a known probability of selection. Most social science, business, and agricultural surveys rely on random sampling techniques for the selection of survey participants or sample units, where the sample units may be persons, establishments, land points, or other units for analysis. Random sampling is a critical element to the overall survey research design. As suggested by previous studies, the researchers were personally present while giving the questionnaires to clarify doubts, if any.

Polytechnic University of the Philippines (PUP), is a public educational institution established in 1904 as the Manila Business School. PUP underwent several changes in its institutional name since its establishment until it received its university status in 1978 and was successfully renamed to its present name through the Presidential Decree 1341. For more than a century, PUP made its name known in the fields of business, banking and finance, government and public service, media, information technology, science, engineering, education, and sports. PUP has also produced inspiring notable alumni that made remarkable achievements and contributions to society. PUP continues to uphold its mandate of providing excellent educational opportunities for the Filipino students. The institution's Bachelor of Arts in Journalism and Batsilyer ng Artes sa Filipinolohiya (Bachelor of Arts in Filipinology) received the Center of Development award from the Commission on Higher Education (CHED). It is also an institutional member of the Agency of Chartered Colleges and Universities in the Philippines, Inc., a non-stock and non-profit organization dedicated to the accreditation of

curricular programs of state colleges and universities in the Philippines.

The questionnaires were personally given to the participants and they are given enough time to answer all the items honestly. Right after it was completed, all the questionnaires are classified according to the designated courses, then the researchers both separated the papers of different genders and arranged the age of the participants in ascending order so it will be easier for the researchers to compile and encode the data gathered.

**Table 1**  
**Frequency and Percentage Distribution of the Respondents in terms of Gender**

<b>Gender</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Male	130	38.6	38.6	38.6
Female	207	61.4	61.4	100.0
Total	337	100.0	100.0	

**Data Collection**

Table 1. shows the frequency and percentage distribution of the respondents in terms of gender. Out of 337 respondents 130 or 38.6% are male and 207 or 61.4% are female.

It can glean from Table 1 that majority of the respondents' gender in the study are female.

**Table 2**  
**Frequency and Percentage Distribution of the Respondents in terms of Courses**

<b>Course</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Office Administration	78	23.1	23.1	23.1
Human Resource Department Management	101	30.0	30.0	53.1
Marketing Management	102	30.3	30.3	83.4
Entrepreneurship	56	16.6	16.6	100.0
Total	337	100.0	100.0	

Table 2. shows the frequency and percentage distribution of the respondents in terms of courses. Out of 337 respondents 78 or 23.1% are from Office Administration, 101 or 30.0% are from Human Resource Department Management, 102 or 30.3% are from Marketing Management and 56 or 16.6% are from Entrepreneurship.

It can glean from Table 2 that majority of the respondents' course in the study are Marketing Management.

<b>Social Media</b>	<b>Frequency</b>	<b>Percent</b>
Others	3	.9
Facebook	216	64.1

<b>Age</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
17	11	3.3	3.3	3.3
18	89	26.4	26.4	29.7
19	165	49.0	49.0	78.6
20	62	18.4	18.4	97.0
21	8	2.4	2.4	99.4
23	2	.6	.6	100.0
Total	337	100.0	100.0	

**Table 3**  
**Frequency and Percentage Distribution of the Respondents in terms of Age**

Table 3. shows the frequency and percentage distribution of the respondents in terms of age. Out of 337 respondents 11 or 3.3% are 17 years of age, 89 or 26.4% are 18 years of age. 165 or 49.0% are 19 years of age, 62 or 18.4% are 20 years of age, 8 or 2.4% are 21 years of age and 2 or 0.6% are 23 years of age.

It can glean from Table 3 that majority of the respondents' age in the study are 19 years old.

**Table 4**  
**Frequency and Percentage Distribution of the Respondents in terms of their Usage of Social Media**

Twitter	44	13.1
Instagram	43	12.8
YouTube	31	9.2
Total	337	100.0

Table 4. shows the frequency and percentage distribution of the respondents in terms of their usage of Social Media. Out of 337 respondents 216 or 64.1% are mostly using Facebook, 44 or 13.1% are using Twitter, 43 or 12.8% are using Instagram, 31 or 9.2% are using YouTube and 3 or 0.9% are using other Social Media.

It can glean from Table 4 that majority of the respondents are mostly using Facebook.

**Table 5**  
**Frequency and Percentage Distribution of the Respondents in terms of their Religion**

Religion	Frequency	Percent	Valid Percent	Cumulative Percent
Roman Catholic	270	80.1	80.1	80.1
Iglesia Ni Cristo	26	7.7	7.7	87.8
Born Again	40	11.9	11.9	99.7
Baptist	1	.3	.3	100.0
Total	337	100.0	100.0	

Table 5. shows the frequency and percentage distribution of the respondents in terms of their religion. Out of 337 respondents 270 or 80.1% are Roman Catholic, 26 or 7.7% are Iglesia Ni Cristo, 40 or 11.9% are Born Again and 1 or 0.3% is Baptist.

It can glean from Table 5 that majority of the respondents' religion is Roman Catholic.

**Table 1.1**  
**Weighted Mean and Verbal Description of the Respondents towards Attitude**

Attitude	Mean	Verbal Interpretation
I am interested in social media advertisements	3.32	Neutral
I feel comfortable with online advertisements	3.14	Neutral
My attitude toward online advertisements are positive.	3.23	Neutral
Grand Total Mean	3.23	Neutral

**Table 1.2**  
**Weighted Mean and Verbal Description**  
**of the Respondents towards Utilitarian Value**

<b>Utilitarian Value</b>	<b>Mean</b>	<b>Verbal Interpretation</b>
Social Media improves my shopping productivity	3.39	Neutral
Social Media would be useful in buying what I want	3.53	Agree
Social Media will improve my shopping ability	3.42	Neutral
Grand Total Mean	3.45	Neutral

**Table 1.3**  
**Weighted Mean and Verbal Description**  
**of the Respondents towards Trust**

<b>Trust</b>	<b>Mean</b>	<b>Verbal Interpretation</b>
Social Media would enhance my effectiveness in shopping	3.32	Neutral
Social Media safeguard my personal information	2.93	Neutral
My privacy would be guaranteed on Social Media	2.85	Neutral
Grand Total Mean	3.03	Neutral

**Table 1.4**  
**Weighted Mean and Verbal Description**  
**of the Respondents towards Intention to Purchase**

<b>Intention to Purchase</b>	<b>Mean</b>	<b>Verbal Interpretation</b>
I buy products that are placed on Social Media	3.07	Neutral
I desire to buy products that are featured on Social Media	3.08	Neutral
Social Media have a positive influence on buying decisions	3.15	Neutral
Social Media have a favorable impact on my purchase decisions	3.19	Neutral
Grand Total Mean	3.12	Neutral

**Table 1.5**  
**Weighted Mean and Verbal Description**  
**of the Respondents towards Purchase**

<b>Purchase</b>	<b>Mean</b>	<b>Verbal Interpretation</b>
I buy products that are placed on Social Media	3.23	Neutral
I use many products that are placed on Social Media	3.20	Neutral
I purchased brands that are featured on Social Media	3.26	Neutral
I purchased products that are promoted on Social Media	3.16	Neutral
Grand Total Mean	3.21	Neutral

**Data Analysis and Results**

The independent groups t-test was performed and it is used to determine whether two sample means, which are assumed to come from two independent populations, are statistically different. In an independent groups design, there are different samples of subjects; for example, a sample of subjects in a drug or experimental group and a sample of subjects in a placebo or control group.

**Table 2  
Result of T-test**

Variables		t	df	Sig. (2-tailed)
Attitude	Equal variances assumed	.017	335	.987
	Equal variances not assumed	.017	274.841	.987
Utilitarian Value	Equal variances assumed	-3.415	335	.001
	Equal variances not assumed	-3.396	269.267	.001
Trust	Equal variances assumed	-.541	335	.589
	Equal variances not assumed	-.549	287.352	.583
Intention to Purchase	Equal variances assumed	-2.788	335	.006
	Equal variances not assumed	-2.761	265.337	.006
Purchase	Equal variances assumed	-4.017	335	.000
	Equal variances not assumed	-3.976	264.859	.000

*NOTE: If p value is less than the level of significance which is 0.05 reject the null hypothesis otherwise accept.*

To investigate the three hypotheses (H01, H02, and H03), Independent Sample T-test was performed to determine the factors were drawn. The results of the t-test that for the factor “Attitude” have no significance between the two genders. The factors in “Utilitarian Value” have a significance on both genders, the factors in Trust have no significance on both genders, the factors in “Intention to Purchase” have a significance between two genders and the factors in “Purchase” have significance between two genders at p=0.05 (Field, 2005).

**Discussions and Conclusions**

Through this paper, the researchers observed that advertising and marketing through SNS influences the Social networks and have become popular mediums for the human beings in a positive way. Where people of a number of backgrounds meet. SNSs are being used as a

platform where the marketer's media, where customers get linked with others, and even without problems they establish their brand presence, carry consciousness or reveal their private records and share other their brands, and even helped them to keep information. According to the Social Media Habits and Privacy Concerns Survey (Seymour, 2012) 86% of males and females between the ages of 18-24 visit social media sites daily, which was the most active consumer segment. Nevertheless, there are a significant number of gender differences that exist in terms of consumption for male and female users.

The results of the independent samples t-Test showed that there was no significant difference between males and females with respect to attitude and trust towards the advertisements over the social media whereas significant differences were found between the two genders with respect to the utilitarian value, intention to purchase and purchase.

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