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Adoption of Linksfarm Project

Analysis of the Fashion Industry

Highlights

Local Social Media Influencers

Digital Transformation in Businesses

Discovering Thoughts, Inventing Future

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The Influence of Local Social Media Influencers towards Millennials' Purchase Intention in General Santos City

By Sittie Khayra B. Fermin

Mindanao State University

Abstract- This study examines the influence of local social media influencers on the purchase intentions of millennials in General Santos City. Focusing on key influencer traits such as authenticity, engagement, expertise, number of followers, and trustworthiness, the research investigates how these factors shape consumer behavior within this demographic. A representative sample of millennial respondents' answers were gathered and studied to find out how the traits of influencers affect people's decisions to buy. The results show that millennials are greatly influenced by leaders who are seen as real, believable and reliable. Millennials' responses to influencer content and their subsequent buying plans are also affected by their age, level of education, and job status. The study shows that influencer marketing is becoming a more important tool for businesses that want to reach youth. There are suggestions for how influencers, business owners, and social media managers can improve their marketing tactics and build stronger relationships with customers. The study also offers areas for further research to better understand how influencers and consumers interact in different situations.

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Chapter 1

I. Introduction

a) Background of the Study

The very competitive marketing scene forces companies to develop creative ideas to stand out. Conventional marketing techniques sometimes have to catch up today's consumers, who are inundated with many advertising channels. Social media's development presents companies with the difficulty of properly using these channels to reach and impact possible consumers. Social media influencers have opened a fresh channel for companies to interact with consumers more truthfully and interestingly. According to a 2019 Mediakix research, 80% of marketers think influencer marketing is a good strategy for involving intended markets.

In this competitive market, one has to understand and influence purchase intention. Actual sales depend on purchase intention, or the probability that a consumer will decide to purchase a good or service. Given consumers' abundance of options, a company's success can be much influenced by the purchasing intention of its customers. Companies are thus paying more and more attention on developing strong marketing campaigns capable of influencing consumer decisions. Reflecting this change, world digital ad spending actually exceeded $600 billion in 2022 (Statista, 2023). In fact, global digital ad spending surpassed $600 billion in 2022, reflecting this shift (Statista, 2023).

Influencers with large number of following on social media platforms like Facebook, Instagram, YouTube, and TikTok, can significantly impact consumer perceptions and choices. Influencers are perceived as authentic and relatable, making their endorsements more credible than traditional advertisements. Research substantiates the effectiveness of influencer marketing; for example, a study in the Journal of Consumer Research revealed that influencers markedly influence consumer purchasing decisions, especially when their expertise corresponds with the product category (Wang, Y., & Liu, X., 2021). Local tendencies may reflect worldwide patterns, based on analysis by the Philippine Institute for Development Studies, suggesting that social media influencers can greatly affect consumer behavior in this area (Philippine Institute for Development Studies, 2023). Local companies who want to create winning marketing plans must first understand this influence. These results revealed how social media influencers affect consumer buy intentions and contribute to modern marketing methods.

Given the rising internet penetration and social media usage in General Santos City, Philippines, social media influencers play especially significant role there. A study from the Philippine Institute for Development Studies show that local inclinations may mirror world trends, implying that social media influencers could significantly affect consumer behavior in this area (Philippine Institute for Development Studies, 2023). Local businesses who want to develop effective marketing plans must first understand this influence.

The study centers on how General Santos City consumers' purchasing intentions are influenced by social media influencers. The study offers insightful analysis of local consumer preferences and trends that would help companies wishing to use influencer marketing. This is especially critical for engaging millennials, who are a significant demographic in the

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area and are known to be heavily influenced by social media. Nielsen's 2014 Global Trust in Advertising report indicates that 92% of consumers worldwide trust the recommendations from people they know over all other forms of advertising. This trust also crosses influencers, therefore stressing the power of influencer marketing in raising consumer involvement and altering purchase decisions. 71% of customers believe commercials, comments, and product placements from influencers.

The results will help neighborhood businesses and small enterprises to use social media influencers' ability to boost their marketing campaigns, increase customer involvement, and keep a competitive edge in the market. For social media influencers, they will also offer insightful analysis that will allow them to maximize their influence on consumer behavior. Moreover, social media managers and marketing experts will also benefit from this study since it provides techniques to work with influencers and properly maximize campaigns. Future studies on influencer marketing may find great reference in this paper as well.

b) Statement of the Problem

This study explores the effect of social media influencers on the buying decisions of millennial consumers in General Santos City.

Specifically, it covered the following questions:

1. What is the profile of the respondents in the following:
    1. Age;
    2. Gender;
    3. Monthly Income;
    4. Employment;
    5. Educational Attainment; and
    6. Religion?
2. What is the extent to which the characteristics of local social media influencers influence the purchase intentions of millennial consumers in General Santos City in terms of the following:
    1. Authenticity;
    2. 2.1 Engagement;
    3. Expertise;
    4. Number of Followers; and
    5. Trustworthiness?
3. What is the extent of purchase intention of millennials consumers in General Santos City?
4. What is the significant difference between:
    1. Profile of the respondents and extent of social media influencers; and
    2. Profile of respondents and extent of purchase intention?
5. Is there a significant difference between local social media influencers and millennial purchase intentions?

c) Significance of the Study

Businesses, brands, and influencers can make more informed decisions and enhance their strategies by understanding these factors. The following groups will significantly benefit from these insights:

Businesses and Brands Seeking Influencer Partnerships: Businesses and brands can use the findings to figure out which qualities in influencers, like how genuine they seem, how they engage with their audience, their expertise, how many followers they have, and how trustworthy they appear, are most important for influencing purchases. This study helps them choose the right influencers to work with, making their marketing efforts more effective and likely to bring in customers.

Marketing Professionals and Social Media Managers: This study clarifies how different factors, including the respondent's profile and influencer attributes, influence consumer behavior. This information helps them design marketing strategies that are more likely to connect with their audience and help bring more sales.

Social Media Influencers: This study helps social media influencers to understand what makes them more successful and appealing to their followers. Knowing which aspects of their persona and interactions have more influence helps them to improve their content and engagement strategies, so enhancing their relations with their online audience and will increase their impact.

Academic Researchers and Students: This study can serves as resources for people studying who are studying consumer behavior, social media influencers and marketing in the marketing field. It may be used as a reference for future related research, that will help researchers and students to understand more of influencer marketing, social media marketing and its effect on consumer purchasing decisions. This research can contribute to academic discussions and the development of new theories in the field.

Contribution to SDG 8: Decent Work and Economic Growth: This study supports Sustainable Development Goals 8 by emphasizing the role of influencer marketing in creating economic opportunities through digital platforms. By empowering local influencers and small businesses to participate in the growing digital world. It encourages sustainable economic growth and employment, particularly for young professionals and young business owners.

d) Scope and Delimitation

This study focuses on local social media influencers' influence on millennials' purchase intention in General Santos City. This study is focused only on millennials. They are individuals born from 1981 to 1996 and between the ages of 28 and 43 in 2024. This age group was selected by the researcher in order to concentrate on members of the millennial generation,

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who are known for their skill with digital technologies and high levels of social media participation. Moreover, the study was confined to General Santos City to ensure a focused investigation into the influence of local social media influencers on millennials in General Santos City. The study was conducted over a period of six months due to the challenges encountered in locating and reaching the target respondents.

Chapter 2

II. Review of Related Literature

a) Concept of Social Media Influencer

Social media platforms created the social media influencers. This individual became famous by sharing a content who made them popular. These contents can be their day-to-day life opinions, and expertise in fields such as fashion, beauty, politics and gaming and others. The social media platforms allow influencers to engage with a wider reach and audience through visually appealing content (Freberg et al., 2011; Khamis, Ang, & Welling, 2017).

Influencers on social media have certain qualities that set them apart from conventional celebrities that we used to know. They are actually known for being relatable, authentic, and actively involved with their followers. Influencers normally provide their audience with contents like behind-the-scenes content and "a day in my life". This kind of contents fosters a feeling of community and trust with their followers compared to traditional celebrities. Many influencers are also seen as experts in their fields, further boosting their credibility and influence on consumer behavior and brand perception (Abidin, 2016; De Veirman et al., 2017).

Social media celebrities are brand champions and opinion leaders in addition to content creators. Frequently working with businesses to advertise goods and services, they use their reputation to change consumer attitudes and behavior. Particularly in cases when the influencer's values coincide with those of the brand, their recommendations can greatly affect brand impression. Opinion leaders and influencers also shape public conversation on different subjects, therefore increasing awareness and involvement on political and social concerns (Campbell & Farrell, 2020; Lou & Yuan, 2019).

The effect of social media influencers is vast, affecting marketing strategies and consumer behavior. With the businesses leveraging influencers to increase brand awareness, engagement, and sales, influencer marketing has become a very important part of digital marketing in this generation. According to studies, influencers can significantly impact customer preferences and purchase decisions and get a higher return on investment than traditional advertising methods. Additionally, influencers actually shape cultural trends and societal norm. They effect everything from social and political engagement to standards of beauty and fashion. (Godey et al., 2016; Casaló et al., 2020).

b) Celebrity Endorsers vs. Social Media Influencers

The modern social media platforms and digital marketing changed the traditional way of advertising and consumer engagement. Traditionally, celebrities - individuals renowned for their achievements in television, film, music, or sports - have long been employed as endorsers due to their broad public appeal and established credibility (Kapitan & Silvera, 2016). Their promotional influence has typically been exerted through conventional media such as television commercials, magazine features, and billboard advertising, offering wide but often impersonal exposure (Schouten et al., 2020).

However, the rise of social media has introduced a new kind of endorser: the social media influencer. Traditional celebrities gained fame from the traditional or established broadcasting or publishing outlets like the television, while the social media influencers build their reputation and number of followings through their consistent content creation and audience engagement on platforms such as Instagram, YouTube, TikTok, and Facebook (Abidin, 2016). These influencers stay in closer, more personal contact with their audience and continued the engagement. This kind of behavior increased their persuasive power in terms of purchase intention by fostering a sense of authenticity and trust (Freberg et al., 2014).

One key distinction lies in the perceived relatability of social media influencers. According to Djafarova and Rushworth (2017), consumers, particularly millennials, are more likely to perceive influencers as "real people," which makes their endorsements appear more credible and attainable. In contrast, celebrity endorsements may be viewed as less authentic due to the commercial and often scripted nature of their brand associations (Kapitan & Silvera, 2016).

Moreover, the effectiveness of endorsement is not solely determined by fame but also by traits such as credibility, authenticity, and the endorser-product fit (Schouten et al., 2020). Accoring to Abidin (2016), social media influencers often outperform celebrities in generating higher engagement and influencing purchase intentions among niche audiences due to their perceived expertise and genuine interactions.

c) Social Media Influencers and Consumer Behavior

In recent years, social media influencers (SMIs) have gained prominence as key players in shaping consumer behavior, particularly among millennials. SMIs are individuals who have built a massive number of followers different sodial media platforms by consistently producing engaging, authentic, and quality content. They frequently portray themselves as authorities or

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connoisseurs in a certain field, such as fashion, sports, lifestyle, food, shopping, and more. In contrast to the frequently aloof and polished image of traditional celebrities, their apparent sincerity, knowledge, and accessibility are what give them their influence.

Compared to traditional celebrity endorsers, SMIs tend to foster deeper emotional connections with their audiences through regular interaction, behind-the-scenes content, and personal storytelling (Freberg et al., 2011; Thornton, 2018). This form of parasocial interaction - one-sided relationships where followers feel closely connected to the influencer - plays a critical role in building trust (Horton & Wohl, 1956; Labrecque, 2014). When followers view influencers as relatable and genuine, they are more likely to internalize their opinions and purchase recommendations.

Moreover, while celebrities often use social media for self or brand promotion and corporate partnerships, SMIs usually focus on engaging with their followers. They respond to comments, interact with them and create content that normally suggestion by their followers so they resonates with their communities. This community-oriented behavior contributes to a perception of sincerity and trustworthiness, which in turn enhances their persuasive power (Abidin & Ots, 2015; Schouten et al., 2020). Research also shows that audiences regard SMIs as credible and trustworthy sources of product information, particularly when the influencer's content appears consistent with their usual posts and interests (Lou & Yuan, 2019; Djafarova & Rushworth, 2017).

For millennial consumers- those born between 1981 and 1996- this influencer dynamic is particularly significant. Millennials are digital natives who frequently turn to social media for advice, reviews, and inspiration before making purchasing decisions. Studies suggest that this generation values peer recommendations and authentic experiences over traditional advertising methods (Williams et al., 2012; Nielsen, 2015). Consequently, SMIs have become really important when it comes to setting trens, implat opinions and encourage purchase intention.

In essence, the power of SMIs lies in their ability to blend relatability with persuasive communication, offering content that resonates emotionally and socially with their audiences. The power of SMIs essentially resides in their capacity to provide audiences with content that speaks to them on an emotional and social level by fusing relatability with persuasive communication. Because of this, they are quite successful at influencing customer behavior, especially in fields related to fashion where trends, aesthetic appeal, and individual identity are crucial.

d) Social Influence and Purchase Intention

Social influence plays very important in influencing consumer behavior and purchase intention. It refers to the way individuals' thoughts, feelings, and actions are affected by others, particularly in a consumer context. This influence is often categorized into informational influence and normative influence (Kaplan & Miller, 1987). Accepting information from others as proof of reality causes people to adopt other people's viewpoints or decisions as their own. This phenomenon is known as informational influence. This is particularly important when customers are unsure about a product or don't know enough about it. On the other side, normative influence results in adherence to perceived social norms and expectations and is motivated by the desire to fit in or be accepted by a group.

These two forms of influence manifest strongly in digital and offline environments alike. Online reviews, unboxing videos, influencer endorsements, and peer recommendations are all common forms of informational impact in the era of social media and digital communities. Customers often look to other people's experiences to reduce the perceived risk of a purchase. Normative influence is evident when consumers seek recognition or approval from their peers, leading to brand choices that express social standing or group affiliation.

Online communities, particularly on platforms like Facebook, Instagram, TikTok, and We Chat, further amplify social influence. These spaces serve not only as hubs for product discovery but also as arenas where social proof (e.g., likes, shares, endorsements) significantly affects purchasing decisions. According to Wiedmann et al. (2010), social identification and word-of-mouth communication in digital contexts strongly correlate with consumers' willingness to buy. Peng et al. (2019) also noted that customers' purchasing intentions are probably going to rise when they identify with societal norms endorsing a brand or product.

e) Effect of Social Media Influencers on Consumers' Purchase Intention

Social media influencers have become a powerful force in shaping consumer behavior, particularly in influencing purchase intentions. SMIs have a unique ability to resonate with their social media audience on a personal level and provide genuine recommendations makes them effective marketing tools. Research indicates that consumer more likely to buy products or services base on the recommendation of the influencers that they follow compared to traditional advertisements. Lou and Yuan's (2019) research showed that how real and relatable influencers are seen by consumers has a big effect on their trust and purchase intentions. This shows how important real and relatable material is in influencer marketing (Lou & Yuan, 2019). Teenagers and young adults from Generation Z and millennials are big fans of social media and are especially affected by leaders on those sites. Before

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making a purchase, these people often look for reviews and opinions online because they trust the knowledge and impartial advice of influencers. According to Djafarova and Rushworth (2017), social media influencers have a great effect on this generation's young women's buying power. This clearly shows how influencer's recommendation increases sales.

Furthermore, the strategic use of influencers can enhance brand visibility and credibility. Influencers act as intermediaries who introduce products to their followers in a way that feels organic and trustworthy. It was mentioned by Influencer Marketing Hub (2023), businesses that collaborate with influencers often see a substantial return on investment due to the high level of engagement and reach that influencers provide. This report underscores the effectiveness of influencer marketing in driving consumer interest and purchases (Influencer Marketing Hub, 2023).

f) The Concept of Influencer Marketing

Because of the popularity of social media, people who share their personal experiences, views, and knowledge about things like fashion, beauty, and gaming have become known as social media influencers. In the beginning, influencers were well-known on blogs and YouTube. Now, apps like Instagram and TikTok have made them even more popular. Influencers can connect with more people through visually appealing material on these sites (Freberg et al., 2011; Khamis et al., 2017).

Social media influencers have unique characteristics that make them different from traditional celebrities. They are known for being relatable, genuine, and actively involved with their followers. In contrast to conventional celebrities, influencers normally provide their audience with behind-the-scenes content, share about their personal esperience, which helps them get the community trust. Many influencers are also seen as experts in their fields, further boosting their credibility and influence on consumer behavior and brand perception (Abidin, 2016; De Veirman et al., 2017).

Beyond creating content, social media influencers also serve as brand ambassadors and opinion leaders. Using their reputation to change consumers' thoughts and behavior, social media influencers often collaborate with different businesses and brands to promote goods and services. Particularly if the influencer shares the same values as the business, their support can significantly affect people's opinion of a brand. Additionally, individuals who are expert in giving opinions, influencers drive public discourse on various topics, raising awareness and engagement on social and political issues (Campbell & Farrell, 2020; Lou & Yuan, 2019).

The effect of social media influencers is vast, affecting marketing strategies and consumer behavior. Influencer marketing has become an important tool digital marketing nowadays. Brands are using influencers to increase sales by brand awareness, and engagement. Research shows that influencers can achieve higher ROI compared to traditional advertising methods and significantly influence consumer preferences and purchase decisions. Moreover, influencers shape societal norms and cultural trends, they actually influence everything - from fashion, food, sports and beauty standards. (Godey et al., 2016; Casaló, Flavián, & Ibáñez-Sánchez, 2020).

g) Factors Contributing to the Influence of Social Media Influencers

SMIs play an important role in consumer behavior and brand perceptions in digital marketing. That is why, it is important to study the factors that contribute to their influence in order to develop a working marketing strategies.

Authenticity: Authenticity is foundational to influencer credibility and effectiveness. Lee and Watkins (2020) found that influencers who are perceived as genuine and transparent tends to be tristed more by their followers. According De Veirman, Cauberghe, and Hudders (2017).

The genuineness of SMI has a big impact on consumers' intentions to purchase the things that the influencer recommends. According to Lim et al. (2017), an influencer's perceived lack of authenticity might reduce their effectiveness and credibility. Influencers with high engagement rates that are measured by likes, comments, shares, and other interactions relative to their follower count- demonstrate a robust relationship with their audience, which is crucial for effective marketing (Jin et al., 2019; Ki et al., 2020). High engagement rates enhance visibility and credibility for brands, making it easier for them to achieve their marketing goals through organic reach and word-of-mouth promotion (Jacobson et al., 2020; Beckers et al., 2018).

Influencers sometimes use different tactics such producing relevant and high-quality information, keeping an engaged and real online presence, and actively joining in chats with their followers to encourage involvement (Ki et al., 2020; Audrezet et al., 2018). These behaviors inspire followers to engage more regularly and meaningfully by helping to foster trust and loyalty. Influencers can increase higher degrees of connection by regularly interacting with their audience and creating material that speaks to them, therefore strengthening their impact on marketing campaigns (Childers et al., 2019; De Veirman et al., 2017).

Using influencers with high engagement rates helps businesses since these people provide a more real and efficient means to reach target markets (Kim and Kim, 2020; Schouten et al., 2020). By focusing on influencers that shine in attracting their followers, businesses can guarantee that their message reaches

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an open and active audience and thereby enhance the performance of their campaigns. In influencer marketing, therefore, participation becomes not only a statistic but also a strategic benefit that drives reach and conversion.

Expertise: The relevance of an influencer's content to their expertise within a specific niche are critical for maintaining engagement and influence. Chen, Fay, and Wang (2021) mentioned that SMIs with deep knowledge in a particular area are more likely to be trusted and followed by consumers. Lee and Youn (2020) demonstrated that niche expertise enhances an influencer's credibility and ability to affect purchase decisions. Moreover, Lim et al. (2017) emphasized the requirement of particular knowledge since absence of expertise of an influencer affects consumer attitudes and perceived validity.

Number of Followers: SMIs with great number of followers are more successful in increasing brand awareness and customer engagement, as shown by Gupta, Kim, and Shin (2019). This conclusion was corroborated by Bae and Lh ee (2019), who pointed out that having a sizable following increases perceived impact and credibility. Furthermore, Lim et al. (2017) found that the number of followers, when combined with perceived credibility and expertise, significantly impacts consumer attitudes and purchase intentions.

Trustworthiness: Trustworthiness is a key element in social media influencer (SMI) advertising because it directly impacts how consumers feel about promoted products and the influencers themselves (Balaban and Mustățea, 2019). Trustworthiness means the honesty and reliability of the influencer, which is crucial for their effectiveness (Hudders et al., 2020; Shan et al., 2019).

Studies show that when influencers are open about their sponsorships, it can affect how likely people are to buy the products, stay interested in the influencer, and trust them more (Liljander et al., 2015; Colliander and Erlandsson, 2015). For influencers to successfully promote products, they need to be seen as trustworthy (Schouten et al., 2020).

People's trust in an influencer is a major factor in how they will behave in the future (Berger, 2014; Swanepoel, Lye, and Rugimbana, 2009). If followers believe an influencer is trustworthy, they are more likely to remain involved and faithful. This trust builds over time through consistent and honest interactions.

According to Balaban and Mustățea (2019), consumer decisions are significantly influenced by SMI advertising's credibility. Shan, Chen, and Lin (2019) and Hudders et al. (2020) also note that in order for influencers to effectively market items, they must continue to be trustworthy. This is higlighted by Schouten et al. (2020), who point out that an influencer's perceived credibility plays an important role in shaping followers' actions.

h) Engaging Influencers in Business Marketing

In the world of digital marketing, the involvement of social media influencers as a strategy in marketing has changed how the businesses connect with consumers. Influencer marketing is an important tool in reaching and influencing individuals who have built massive number of followings on social media platforms helps the brands to leverage their credibility and audience connection (Freberg et al., 2011; Khamis et al., 2017).

Sponsored Content: One of the cornerstone strategies in influencer marketing is sponsored content. This means that businesses work with influential people to make videos and other content that promotes their products or services. These partnerships are set up to fit in perfectly with the influencer's feed, so their fans know that the content is real and important. Businesses can successfully reach certain groups and increase brand visibility through reliable endorsements by collaborating with influencers whose values coincide with their own (De Veirman et al., 2017; Campbell & Farrell, 2020).

Affiliate Marketing: Affiliate marketing is when influential people use special tracking links to push goods or services. Influencers are urged to promote the brand because they get paid a commission for every sale that comes from one of their links. In addition to increasing sales, this performance-based strategy enables companies to gauge the immediate financial impact of influencer collaborations. Brands seeking to optimize their marketing expenditures and attain quantifiable results favor it since it offers a clear return on investment (ROI) indicator (Godey et al., 2016; Lou & Yuan, 2019).

Brand Ambassadorships: A smart way to build long-lasting brand support is to form long-term partnerships with influential people who can act as brand ambassadors. Brand ambassadors regularly promote the brand over a long period of time, making content that their audience enjoys over time. This method helps build stronger relationships with customers because influencers become valued representatives who live up to the brand's principles and values. Businesses can build brand loyalty and get their target audience to interact with them again and again by fostering these relationships (Khamis, Ang, & Welling, 2017).

Product Reviews and Giveaways: Partnering with celebrities on product reviews or giveaways is a common way to get people excited about new products. Businesses give influencers free items so they can try them out and tell their audience about the good things about them. Influencers use their knowledge and honesty to give honest reviews that affect people's decisions to buy and get them interested in the product.

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Followers enter giveaways held by influencers for a chance to win sponsored products, which also helps users interact with and grow their audiences (Freberg et al., 2011; Lou & Yuan, 2019).

Event Collaborations: Including influential people in brand events like product launches, shop openings, or marketing campaigns makes brand messages stronger and reaches more people. Influencers go to events, record live content, or share event updates with their fans, which makes the events more visible and gets more people involved. Their appearance adds credibility and excitement, which brings in more people and makes the event more successful. Working with influential people in event marketing lets you use their power to make experiences that people will remember and build good brand associations among customers (De Veirman et al., 2017; Campbell & Farrell, 2020).

Content Co-Creation: Influencers and businesses can work together to make interesting and useful material by combining their creativity and knowledge. When people work together, the material is more likely to connect with the influencer's audience and meet the marketing goals of the brand. By working together to make content, brands can use the influencer's unique storytelling skills and engagement strategies to get their ideas across in a more meaningful and powerful way (Godey et al., 2016; Casaló et al., 2020).

Takeovers and Guest Posts: Allowing influencers to partially take over a brand's social media accounts of a business or brand. They sometimes write guest posts for blogs can help both brands and their followers. Influencers bring their own style and point of view to a brand's channels, which is a real and interesting way for their followers to get to know the brand. Influencer takeovers and guest posts use the influencer's reputation and the audience's trust in the brand to help raise awareness of the particular brand and bring more people to its digital platforms. Both companies can reach new customers and improve their online presence through this collaborative method (Khamis et al., 2017; Lou & Yuan, 2019).

These different tactics show how flexible and useful influencer marketing is for reaching different marketing goals. Businesses can increase brand awareness, get customers more involved, and eventually affect buying decisions in today's competitive digital market by working together with influencers in these smart ways.

i) Regulatory Framework for Influencer Marketing in the Philippines

Influencer marketing is regulated in the Philippines to protect consumers, make sure there is openness, and promote fair competition in digital advertising. The Advertising Standards Council (ASC) and the Department of Trade and Industry (DTI) are very important in making sure these rules are followed. Influencers must make it clear and easy to see if they have any important relationships with brands. This includes any money, free goods, or other benefits they get in exchange for promoting products or services. This information must be shared in order to keep customers from being misled and to keep trust in SMI contents.

To stress how important it is to be honest and real, the ASC has rules about endorsements and suggestions. People expect influencers to only push products that they have tried and can honestly say are good. In this way, they can be sure that their fans don't get sucked into bad ideas. These rules are meant to protect people from false or exaggerated claims in advertising and to keep ethical standards in the field.

Underpinning these regulations is the Consumer Act of the Philippines (Republic Act No. 7394), which safeguards consumers against deceptive, unfair, or unconscionable sales acts and practices. The purpose of this law is to encourage fair trade and give customers the power to make smart choices based on correct and honest information. Both influencers and brands can help keep influencer marketing efforts honest and level the playing field in the market by following these rules.

j) Millennials

i. *Characteristics of Millennials: Relating to Influencer Marketing in the Philippines*

Particularly, with social media's arrival, millennials- also known as Generation Y- represent a sizable population that has changed marketing approaches. Born between 1981 and 1996, that is why this generation is distinguished by its digital nativity, respect of authenticity, and inclination for experience rather than financial purchases. Millennial consumption of and interaction with content Based on their analysis of millennial content consumption patterns, Fractl and BuzzStream find that a sizable fraction spends a lot of time weekly interacting with internet material. Social media serves as a gateway for accessing diverse content types, including video, music, entertainment, gaming, and informational content, as well as news and brand communications. Nearly all millennials use the internet, with a significant percentage relying solely on smartphones for online access (Content Science, 2023).

Growing up during the digital revolution, millennials are quite tech-savvy and social media platform adept. They are always connected, consuming and distributing material online at hitherto unheard-of rates because of their digital fluency. For companies, this presents the perfect setting for influencer marketing since millennials are more likely to find and interact with brands through their preferred influencers on sites like Instagram, YouTube, and TikHub (Smith, 2011).

Millennials are also known for preferring honesty and openness and for suspicion of traditional

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advertising. Recommendations from influencers they believe to be real and relevant will probably be more trusted by them. Influencer marketing thrives in this context as influencers who are transparent about their brand partnerships can build strong, trust-based relationships with their audience. Higher engagement and a better chance of millennials making purchase decisions depending on influencer endorsements translate from this trust (Fromm & Garton, 2013).

Unlike previous generations, millennials prioritize experiences over material possessions. They are drawn to brands and products that offer unique, shareable experiences. Brands and goods that provide distinctive, sharing experiences appeal to them. Influencers can successfully draw in millennials by producing interesting, experience-focused content that appeals to their need. Influencers can appeal to millennial values by emphasizing how goods and services improve experiences through interactive social media challenges, lifestyle advice, and trip vlogs (Gibson, 2013).

Millennials also tend to support brands that align with their values, particularly those that demonstrate social responsibility and environmental sustainability. Millennials' shopping habits can be greatly influenced by influencers who support these issues and endorse companies with strong ethical positions. This is in line with Philippine regulations, which place a strong emphasis on honest and moral advertising (Smith, 2011; Department of Trade and Industry, n.d.).

ii. *Millennial Consumer Behavior*

The Millenials' has unique tastes and habits and because of that, it caused change on how companies approach digital marketing and customer interaction. The importance that Millennials place on sustainability and authenticity when selecting products is crucial to comprehending them. They favor goods that reflect their ideals, such as ethical behavior and environmental awareness (Fromm & Garton, 2013). Transparency and honesty in marketing messaging are valued, and this taste for authenticity extends beyond product features to how brands connect and communicate with consumers.

Millennials' shopping behavior reflects in great part technology. Being digital natives, they are quite skilled at gathering knowledge and making decisions on what to buy by using social media and cellphones. Influential outlets where they search for peer reviews and base their decisions on influencer recommendations are platforms like Instagram, YouTube, and Tiktok (Gibson 2013). This level of digital fluency changes not only what they buy, but also how they see and connect with brands online. They are very good with technology, which affects not only how they shop but also how they think about and interact with brands online.

Additionally, Millennials value events more than things. They are interested in brands that offer one-of-a-kind and important experiences, like personalized services, immersive events, or interesting content that fits with their way of life (Gibson, 2013). People often talk about these events on social media sites, which gives them a social currency that boosts their social identity and affects their peers.

Understanding these fundamental aspects of Millennial consumer behavior is important for business owners if they want to connect to consumer and obtain wider market. They should align their marketing strategies with Millenial trends, and leverage social media platforms so they can foster lasting relationships and build brand loyalty.

k) Review of Related Studies

Lim et al. (2017) investigated how social media influencers affect purchase intention, highlighting that product match-up and meaning transfer significantly influence millennials' attitudes and buying decisions. Although source credibility and attractiveness showed weak effects, consumer attitude was found to mediate the relationship between influencer traits and purchase intention. This supports the importance of selecting influencers who align well with the product and target audience.

Ao et al. (2023) conducted a meta-analysis of 62 studies with over 22,000 respondents, revealing that influencer traits like trustworthiness, credibility, expertise, and entertainment value significantly impact customer engagement and purchase intention. Trust and credibility had the strongest link to purchase intention, while entertainment value most influenced engagement. The study highlights the importance of choosing influencers who align well with the brand and connect authentically with their audience.

Dr. Fred Chan's (2022) study emphasizes that emotional and affective experiences, influencer credibility, and audience loyalty are more impactful on consumer buying behavior than follower counts or likes. It highlights that smaller influencers with engaged, loyal audiences may be more effective for high-end products. Citing Yang and Ha (2021), the study also notes that strong parasocial relationships can lower persuasion awareness, increasing purchase intentions through emotional connection and trust.

Erwin et al. (2023) examine how social media influencers affect Generation Z consumer behavior in Indonesia, finding that authenticity and transparency are key to building trust and driving purchases. Genuine endorsements are more effective than obvious sponsorships, with Instagram and TikTok being the preferred platforms. The study advises brands to focus on authentic influencer partnerships and stay updated on platform trends to engage this active and dynamic demographic effectively.

According to Fouzi et al. (2024), young adults' purchase intentions are strongly influenced by perceived

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information quality, trustworthiness, source attractiveness, and entertainment value. The strongest influence is seen in source attractiveness, which includes physical appeal, personality, and lifestyle. In order to increase trust and authenticity, the report advises marketers to choose aesthetically pleasing influencers who produce current, captivating content and make sure they have received proper training in brand messaging.

l) Research Gap

While previous studies have explored various influencer traits such as credibility, attractiveness, and emotional connection in shaping purchase intentions, most research has focused on broader or international contexts, leaving a gap in understanding how these factors operate at a local level, especially within specific cultural settings like General Santos City. Lim et al. (2017) and Fouzi et al. (2024) highlight important influencer characteristics but do not address how local influencers' unique lifestyles and community ties may affect millennial consumers differently. The 2023 meta-analysis by Ao et al., for example, emphasizes general influencer attributes but skips over details on local market dynamics or platform preferences unique to Filipino millennials. While Erwin et al. (2023) focus on Generation Z in. And it is important to look into cultural peculiarities and generational differences in influencer efficacy because Dr. Fred Chan's (2022) focus on luxury items and Western audiences misses the buying habits of millennials in developing areas. Therefore, this study fills a critical gap by investigating how local social media influencers impact millennials' purchase intention within the distinct socio-cultural environment of General Santos City, providing valuable insights for both marketers and researchers focused on localized influencer marketing strategies.

m) Theoretical Framework

Several theories contribute to shaping the theoretical framework for understanding the impact of local social media influencers on millennials' fashion preferences.

1. *Social Influence Theory:* Social media influencers exert significant influence over consumer behavior by leveraging their credibility, authority, and likability. According to this theory, influencers shape consumer attitudes and purchasing decisions through their perceived expertise and trustworthiness (Hsu & Tsou, 2011). Consumer more likely to trust recommendations from influencers who are perceived as credible and authentic (Chen & Sharma, 2020). This aligns with the study's findings, which showed that authenticity and trustworthiness were the most influential traits driving millennials' purchase intentions.
2. *User Engagement and Gratification:* Influencers fulfill consumer needs for entertainment, information, and social interaction, as outlined by uses and gratifications theory. This theory suggests that consumers actively seek out and engage with influencer content that meets these needs, fostering strong follower engagement and loyalty (Katz, Blumler, & Gurevitch, 1973).This is supported by the study's results, where engagement was found to be one of the top traits influencing millennials, highlighting their active role in choosing content that resonates with their preferences and needs.
3. *Technology Adoption and Accessibility:* The technology acceptance model (TAM) explains how consumers adopt and interact with influencer content based on perceived usefulness and ease of access on social media platforms. Consumers are drawn to influencer content that they find useful and easy to engage with, which influences their decision-making processes (Davis, 1989).The findings of the study also reflect this model, as millennials were more likely to trust and act on influencer content that was easy to access and felt relevant to their daily lives.

n) Conceptual Framework

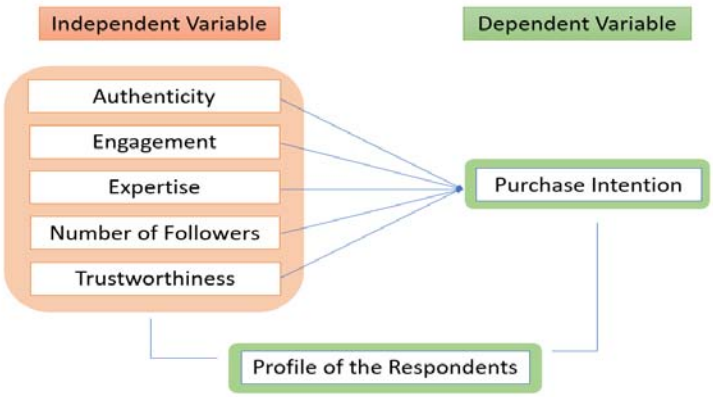


Figure 1

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Purchase intention is the *dependent variable* in this research. It refers to the likelihood or willingness of millennial consumers in General Santos City to buy products or services based on the influence of social media influencers. Purchase intention is a powerful predictor of actual purchasing behavior since it shows how consumers make decisions. The traits that help social media influencers affect these buying intentions are known as *independent variables*. These factors include the following: authenticity, or the degree of genuineness and honesty that the influencer is perceived to have; engagement, or the amount of interaction between the influencer and their followers; expertise, or the influencer's perceived knowledge and credibility in their product category; number of followers, which indicates the size of the influencer's audience and potential reach; and trustworthiness, which captures the honesty and dependability that customers attribute to the influencer's recommendations. When taken as a whole, these separate factors offer important insights into the dynamics of influencer marketing in a local setting and help explain how social media influencers impact millennial consumers' propensity to buy.

o) Hypothesis of the Study

H0: Local social media influencers do not significantly influence millennials' purchase intentions in General Santos City.

H1: Local social media influencers significantly influence millennials' purchase intentions in General Santos City.

H0: There is no significant difference between profile of the respondents and social media influence

H1: There is a significant difference between profile of the respondents and social media influence

H0: There is no significant difference between profile of the respondents and purchase intention

H1: There is a significant difference between profile of the respondents and purchase intention

p) Definition of Terms

The terms used in the study are defined conceptually and operationally as follows;

Age: It refers to the respondent's numerical age in completed years. For this study, only individuals aged 29 to 44 years old (classified as millennials) are included in the sample.

The years needed for an individual to develop similarly to an average person are used to measure an individual's level of development.

Authenticity: This is the perceived genuineness, honesty, and reliability of social media influencers in their interactions and recommendations to their audience. It also enhances trust and credibility among followers (Hsu & Tsou, 2011).

It is the perception that an individual or message is genuine, honest, and consistent with personal values. In social media, it reflects how real and relatable an influencer appears to their audience. (Audrezet, de Kerviler, & Moulard, 2018).

Consumer Behavior: It is the decisions and actions that individuals or households take while selecting, purchasing, utilizing, and discarding a good or service are referred to as consumer behavior. Numerous sociological, psychological, and cultural factors influence how customers interact with the marketplace. (Bhat, 2024)

This refers to the actions and decision-making processes individuals engage in when selecting, purchasing, using, or disposing of products and services. It is influenced by psychological, social, and cultural factors (Solomon, 2018).

Content Creation: It refers to the production and sharing of digital materials - such as photos, videos, reels, and posts- by local social media influencers.

Content creation is the process of sharing and creating original material- such as text, images, videos, or audio-intended to inform, entertain, or engage an audience, especially through digital and social media platforms (Kumar & Gupta, 2016).

Educational Status: It is the highest level of formal education completed by the respondent at the time of the survey. It helps assess whether educational attainment has a relationship with fashion preferences and the influence of local social media influencers. Responses were categorized as high school graduate, college level, college graduate, or postgraduate.

It refers to the highest level of formal education an individual has completed, which often serves as an indicator of knowledge, skills, and social position (UNESCO, 2012).

Employment: It refers to whether the respondent is currently engaged in any form of work or livelihood activity at the time of the survey.

Employment refers to the state of having a paid job or being engaged in work under formal or informal arrangements, contributing to an individual's economic productivity and livelihood (International Labour Organization [ILO], 2020).

Engagement: Influencer Engagement is a metric that measures how an influencer and their audience connect. It is any interactions a user has with a particular social post including likes, shares, comments, and clicks. (Alain 2023)

It refers to the level of interaction, attention, and emotional involvement an individual shows toward content, a brand, or an online community, often expressed through likes, comments, shares, or active participation (Brodie et al., 2011).

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Expertise: It is the perceived knowledge, competence, and specialized skills demonstrated by social media influencers within their specific niche or industry. Influencers with expertise are seen as more credible and trustworthy sources of information (Chen & Sharma, 2020).

It is the extent to which an individual is perceived as knowledgeable, skilled, and experienced in a particular area, contributing to their credibility and persuasive ability (Ohanian, 1990).

Gender: It refers to the identified gender of the respondent. It will be categorized as male, female, or prefer not to say, and used to examine potential variations in fashion preferences and influencer effectiveness.

It refers to the socially constructed roles, behaviors and characteristics that a society considers appropriate for individuals based on their perceived sex, typically categorized as masculine or feminine (World Health Organization [WHO], 2023).

Income: Income refers to the respondent's average monthly personal income, recorded in Philippine pesos. It will be grouped in ranges to assess how economic capability influences purchasing behavior and responses to influencer content.

It refers to the total earnings received by an individual or household from all sources- such as wages, salaries, business profits, and investments- used to support consumption and savings (OECD, 2020).

Influencer Marketing: This is a kind of social media marketing that makes use of product mentions and endorsements from influencers or people with a big number social media following. Fenton (2023)

A technique known as influencer marketing entails collaborating with famous people in different social media platforms to market goods and services using their reach and reputation to influence the opinions and actions of their audience. (De Veirman et al., 2017).

Millennials (Generation Y): These are individuals born between the early 1980s and the late 1990s. They are member of Generation Y (Oxford) making them 28 to 43 years old as of 2024. They are also known as Generation Y, characterized by their digital savviness, familiarity with social media, and strong influence on consumer trends.

Millennials is known as Generation Y. They are born between 1981 and 1996, characterized by their digital nativeness, social media usage, and distinct consumption patterns shaped by technology and connectivity (Dimock, 2019).

Number of Followers: This is the quantitative measure of the audience size that follows and engages with a social media influencer. Higher follower counts often indicate greater reach and potential influence over consumer behavior (Hsu & Tsou, 2011).

Number of followers refers to the total count of users who subscribe to or regularly view an individual's social media profile, indicating the size of their audience and potential reach (De Veirman, Cauberghe, & Hudders, 2017).

Purchase Intention: It is a customer's willingness to purchase a particular good or service. Different factors influence the dependent variable of purchase intention. The respondent's attitude toward making a purchase or using a service is gauged by their purchase intentions. (MBA Skool Team, 2024).

Purchase intention refers to the likelihood or willingness of a buyer to buy a product or service based on their attitudes, preferences, and perceptions (Fishbein & Ajzen, 1975).

Religion: It refers to the respondent's declared religious affiliation, categorized as Muslim, Christian, or Others. This aims to examine if religious background has an effect on purchase intention or receptiveness to influencer content.

It is a system of beliefs, practices, and values centered around questions of existence, spirituality, and morality, often involving a belief in a higher power or divine being and expressed through rituals and community (Durkheim, 2008).

Social Media Influencers (SMI): These are individuals who have gained a massive number of following on social media platforms. They are recognized by their ability to affect the opinions, attitudes, and purchase intentions of their followers through consistent their engagement, relatability, and perceived authenticity. Only local influencers based in Philippines are considered for this research.

They are individuals who have built a dedicated following on social media platforms and can shape their audience's attitudes or behaviors through content that appears credible, relatable, and persuasive (Freberg et al., 2011).

Social Media Marketing: It is also referred to as digital marketing and e-marketing, is the process of utilizing social media platforms- platforms that enable users to create social networks and exchange information- to enhance a company's brand, boost sales, and increase website traffic.

According to Tuten and Solomon (2017), social media marketing is the practice of using social media platforms to advertise goods, services, or brands by interacting with users, producing content, and fostering brand loyalty and consumer connection. (Tuten & Solomon, 2017).

Social Media: This refers to digital platforms or applications- such as Facebook, Instagram, TikTok, and

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YouTube- that enable users to create, share, and interact with content. It serves as the primary medium through which local influencers engage with millennial audiences in General Santos City.

Social media refers to digital platforms like Facebook, Tiktok, and Instagram that enable users to create, share, and interact with content and each other in real-time through virtual communities and networks (Kaplan & Haenlein, 2010).

Trustworthiness: This is the extent to which social media influencers are perceived as reliable, honest, and dependable sources of information and recommend-dations. Trustworthy influencers influence the consumer attitudes and behaviors according to Hsu & Tsou (2011).

It is the perceived quality of being honest, reliable, and credible, which encourages confidence and reliance from others (McKnight, Carter, Thatcher, & Clay, 2011).

Chapter 3

III. Methodology

In addition to the research design, respondents, research instrument, validation procedure, data collection method, and statistical treatment, this chapter discussed the methodological techniques used in this study. By emphasizing the systematic approach to data collection and processing, it ensured a thorough and accurate investigation of the study's objectives.

a) Research Design

This study uses a correlational research methodlogy to investigate the relationship between millennials' purchasing intentions in General Santos City and the factors influencing social media influencers. It takes a quantitative approach, gathering information from respondents using a structured questionnaire. Purchase intention is the dependent variable, and the independent factors being examined are the influencers' legitimacy, level of experience, number of followers, likeness, and reliability. To investigate the degree to which these factors affect millennials' propensity to buy goods or services that influencers advocate, data analysis employs statistical techniques.

b) Sample Size Determination

To determine the appropriate sample size for this study, *Cochran's formula* was utilized. Given the absence of prior data regarding the proportion of millennials in General Santos City who are influenced by local social media influencers in their purchase intentions, a conservative estimate of 50% ($p = 0.5$) was used. This choice reflects the maximum variability in the population, thereby yielding the largest possible sample size, which in turn enhances the accuracy and reliability of the results (Cochran, 1977).

A confidence level of 95% was selected, corresponding to a Z-value of 1.96, and a significance level of $\alpha = 0.05$. This implies that the researcher is 95% confident that the sample proportion will represent the true population proportion. A margin of error (e) of ±5% was also chosen, which is widely accepted in social science research to maintain a balance between statistical precision and practicality.

Cochran's Formula for Infinite Populations:

$$n_0 = \frac{Z^2 \cdot p \cdot (1-p)}{e^2}$$

Where:

- n_0 = required sample size
- Z = Z-value (1.96 for 95% confidence)
- p = estimated proportion of the population (0.5)
- e = margin of error (0.05)

$$n_0 = \frac{1.96^2 \cdot 0.5 \cdot (1-0.5)}{0.05^2} = \frac{3.8416 \cdot 0.25}{0.0025} = \frac{0.9604}{0.0025} = 384.16 \approx 385$$

Therefore, the ideal sample size for this study is *approximately 385 respondents*, assuming an infinite population. If the actual target population is known and finite, the sample size may be adjusted using the finite population correction (FPC) formula.

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c) *Locale of the Study*



This research was conducted in General Santos City, Philippines. Due to the fact that the researcher is a local resident, it is chosen for this reason. Additionally, its populace is diversified and actively participates in internet forums. General Santos City provided a good setting to explore the connections between local Social Media influencers and millennials regarding purchase intentions.

d) *Respondents*

Selecting appropriate respondents is key component in ensuring the relevance and reliability of the study. In this section, we highlighted the criteria applied to select millennials for this study.

Criteria for Selecting Millennials:

Age Range (28 to 43): The researcher intentionally chose the age range of 28 to 43, aligning with the widely accepted definition of millennials (born between the early 1980s and early 2000s). This age group is familiar with digital technologies. This ensured a comprehensive exploration of purchase intentions influenced by social media influencers.

Random Selection of 385 Millennials: This study randomly selected 385 millennials aged 28 to 43. This method ensured a diverse and representative sample. It enhances the generalizability of the findings to the broader population of digitally immersed millennials.

e) *Research Instrument*

The main tool for gathering data for this study was a structured questionnaire. Both printed hard copies and an online survey through Google Form were used to disseminate the questionnaire. The researcher decided to use the dual distribution strategy in order to reach a diversified sample of millennials in General Santos City, increase convenience, and make responses easier and faster.

The questionnaire was designed to investigate how local social media influencers affect the purchase intentions of millennials. It consisted of various statements related to influencer characteristics such as expertise, trustworthiness, engagement, and number of followers. Respondents indicated their level of agreement or disagreement using a 5-point Likert scale. It is ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). It allows nuanced measurement of perceptions and attitudes.

Table 1: Likert Scale Interpretation

Scale	Description	Interpretation
1	Strongly Disagree	Indicates strong disagreement with the statement.
2	Disagree	Suggests disagreement with the statement.
3	Neutral	Implies a neutral stance or neither agreement nor disagreement with the statement.
4	Agree	Indicates agreement with the statement.
5	Strongly Agree	Signifies strong agreement with the statement.

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Table 1 uses a 5-point Likert scale to gauge the perceived relevance of elements how local social media influencers influence the millennials in their purchase intention. It ranges from "Strongly Disagree" to "Strongly Agree," the scale helped to provide a more complex picture of the respondents' preferences and behavior.

The questionnaire was adapted from previous studies including those by Mahrous and Abdelmaaboud (2017), Ohanian (1990), and Sievert and Jacob (2014). Some questions were developed by the researcher to match the specific context of this study.

To ensure content validity, the questionnaire was reviewed by an expert from the faculty of the College of Business Administration. The expert evaluated the instrument for clarity, relevance, and comprehensive coverage of the study's key variables.

The questionnaire is divided into two main sections aligned with the research objectives. The first section collects the demographic profile of respondents, including age, gender, monthly income, employment status, educational attainment, and religion. These demographic variables correspond directly to the first research question, which aims to describe the profile of millennial consumers in General Santos City.

The second section measures the characteristics of local social media influencers - authenticity, engagement, expertise, number of followers, and trustworthiness - as well as the purchase intentions of millennials. The study's main objective, the investigation of how influencer characteristics impact millennials' purchase intentions, was supported by the respondents' ratings of the statements on a 5-point Likert scale.

To ensure representativeness, 385 millennial respondents from General Santos City were chosen using a random selection technique. This sample size offers a strong basis for statistical analysis and the generalization of results.

f) Data Gathering Procedure

The data collection for this study was conducted through both Google Forms (a digital survey platform) and printed hard copy questionnaires. Participants - identified as millennials residing in General Santos City - were provided with access to the questionnaire either via an online link or in printed form. This dual distribution approach was employed to increase accessibility and ensure a more inclusive and representative sample.

The Data Gathering Process Involved the Following Steps:

Participant Notification: Participants were informed about the study's purpose and objectives. They received either a link to the Google Forms questionnaire or a printed version of the survey, depending on accessibility and preference.

Questionnaire Completion: Participants completed the questionnaire independently, either online or in hard copy, at their convenience.

Clarification and Assistance: The option to contact the researcher for help or clarification was provided to participants during the survey time, regardless of whether they were filling out the printed or digital form.

Data Compilation: While responses from paper questionnaires were manually coded and combined, those entered via Google Forms were automatically collated. Combining both approaches guaranteed efficiency, accessibility, and broad participation-especially for the tech-savvy millennial group and others with limited internet access.

Initially, the researcher anticipated completing data collection within a couple of months. But difficulties finding respondents ready to answer the questionnaire caused the actual process to take more time than anticipated. To solve this, the researcher widened the audience by means of social media outlets like Instagram, which resulted to extended distribution channels and augmented internet efforts, along with printed questionnaires. These taken together raised response rates and enabled the goal sample size to be reached.

g) Statistical Treatment

Descriptive statistics, including frequency counts, mean, and standard deviation, were used to analyze the data. The mean score for each statement was calculated, and an interpretation scale (Low, Moderate, High) was applied based on the Likert scale ratings. The scale used to interpret the mean scores was as follows:

Table 2: Mean Interpretation

Mean	Interpretation
1.00 - 1.99	Low Influence or Agreement
2.00 - 2.99	Low to Moderate Influence or Agreement
3.00 - 3.99	Moderate Influence or Agreement
4.00 - 4.49	High Influence or Agreement
4.50 - 5.00	Very High Influence or Agreement

This range was adapted from the study of Indian Journal of Psychology and Education (2022), which provides guidelines for interpreting Likert scale data.

Interpretation of the Mean Range

A mean score between *1.00 and 1.99* was interpreted as *Low Influence or Agreement*, suggesting that the trait or factor has minimal influence on millennials' fashion preferences.

A mean score between *2.00 and 2.99* was interpreted as *Low to Moderate Influence or Agreement*, indicating a weak but noticeable influence.

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A mean score between *3.00 and 3.99* was interpreted as *Moderate Influence or Agreement*, suggesting a balanced influence.

A mean score between *4.00 and 4.49* was interpreted as *High Influence or Agreement*, reflecting a strong influence on purchase intentions.

A mean score between *4.50 and 5.00* was interpreted as *Very High Influence or Agreement*. It indicates a very strong influence of the influencer trait on millennials' fashion preferences.

Standard Deviation

To assess the variability in responses, the *standard deviation* was calculated. The standard deviation provides insights into the level of consistency or disagreement among respondents, as specified below:

High Standard Deviation (greater than or equal to 1.5): Signifies a *wide range of responses*, suggesting diverse opinions among millennials regarding the impact of influencers. This is suggesting divergent responses;

Moderate Standard Deviation (between 1.0 and 1.5): Indicates *moderate agreement or consistency* among respondents. This means opinions are relatively balanced. it indicates moderate variability in the responses; and

Low Standard Deviation (less than 1.0): Suggests a *narrow range of responses*, highlighting a *high level of agreement* among millennials. Preferences are more uniform. This means consistent responses.

By considering both the mean and standard deviation, the study offers a comprehensive understanding of the respondents' attitudes and the consistency of their perceptions toward local social media influencers.

h) Ethical Consideration

This study was approved by the Institutional Ethics Review Committee (IERC) of Mindanao State University -General Santos City with approval number 112-2024-MSUGSC-IERC. The participants were informed about the purpose of the study which was for academic data collection. Their agreement served as their consent. For online surveys, respondents' emails were collected automatically but no personally identifiable information were collected or disclosed. For printed questionnaires, writing a name was optional. Although all questions required a response, the survey posed no risk and was limited to collecting opinions. All data was kept confidential and used solely for research purposes.

Chapter 4

IV. Results and Discussions

The results and discussions derived from the data gathered for this investigation are presented in this chapter. Tables with the results are displayed first, with commentary following. In addition, the issues mentioned in Chapter 1 are addressed with explanations that shed light on the goals of the study.

a) Profile of Respondents

This section discusses the profile of the 385 millennial respondents from is research. The profile includes gender, monthly income, employment status, educational attainment and religion. These traits offer a framework for comprehending the elements impacting their intention to buy. Since the google form link, the distribution represents voluntary participation. Participants' answers differed according on online activity, interest, or accessibility. *(See Appendix G for the full table of results.)*

Table 3: Respondent's Profile (Gender)

Category	Subcategory	Frequency	Percentage (%)
Gender	Female	254	66.12%
	Male	120	31.17%
	Prefer not to say	11	2.86%
Total		**385**	**100.00%**

As presented in Table 2, the majority of respondents were female, accounting for 254 individuals or 66.12% of the sample. Male respondents totaled 120 or 31.17%, while 11 respondents (2.86%) chose not to disclose their gender. The predominance of female respondents may indicate a greater level of engagement or willingness among women to participate in research involving social media usage and purchase behavior.

The finding above is similar with the previous studies conducted by Sax, Gilmartin, & Bryant (2003) and Smith (2008). It indicated that women are generally more responsive to online surveys, especially those involving consumer behavior and social media engagement. The gender distribution also shows the self-selected nature of voluntary online surveys where demographic imbalances can result from differing levels of internet activity and interest in the topic.

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Table 4: Respondent's Profile (Income)

Category	Subcategory	Frequency	Percentage (%)
Income	₱ 0-5,000	14	3.64%
	₱ 5,000-15,000	70	18.18%
	₱ 15,000-30,000	152	39.48%
	₱ 30,000-45,000	87	22.61%
	₱ 45,000 and above	62	16.12%
Total		385	100.00%

According to the income distribution, the largest percentage of respondents-152 individuals or 39.48%- reported a monthly income ranging from ₱15,000 to ₱30,000. This is followed by 87 respondents (22.61%) earning between ₱30,000 and ₱45,000, 70 respondents (18.18%) earning between ₱5,000 and ₱15,000, and 62 respondents (16.12%) who reported a monthly income of ₱45,000 or more. A smaller segment, comprising 14 respondents (3.64%), indicated an income of less than ₱5,000.

These findings show that a significant proportion of the respondents fall within the middle income category. This actually aligns with the Philippine Statistics Authority's classification of the middle income class in the country, which typically includes households earning between ₱15,000 and ₱90,000 per month (Albert et al., 2018). Additionally, the tendency for middle income earners to engage more actively in online platforms and consumer behavior studies may explain their higher representation in the dataset (Pew Research Center, 2019).

Table 5: Respondent's Profile (Employment)

Category	Subcategory	Frequency	Percentage (%)
Employment	Government Employees	141	36.61%
	Private Employees	112	29.09%
	Self-employed	56	14.53%
	Students	15	3.89%
	Teachers	60	15.58%
Total		385	100.00%

As reflected in the data, government employees comprised the largest group at 36.61% (141 respondents), followed by private sector employees at 29.09% (112 respondents). Teachers accounted for 15.58% (60 respondents), self-employed individuals made up 14.55% (56 respondents), and students represented the smallest group at 3.89% (15 respondents). The data indicate that the majority of respondents were employed in either the public or private sector. This distribution may be attributed to the greater stability and opportunities offered by formal employment in urban areas like General Santos City.

According to the Philippine Statistics Authority (2021), formal sector employment- particularly in government and large private enterprises- continues to be a dominant source of livelihood for many Filipinos. Furthermore, a study by Ballon and Alampay (2019) highlighted that millennials in the Philippines tend to prioritize job security and stable income, which may explain the high participation of those in government and corporate roles in the present study.

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Table 6: Respondent's Profile (Educational Attainment)

Category	Subcategory	Frequency	Percentage (%)
Educational Attainment	College Graduate	234	60.78%
	College Undergraduate	27	7.01%
	Doctorate	10	2.60%
	Highschool	13	3.38%
	Elementary	2	0.52%
	Masters	99	25.70%
Total		**385**	**100%**

A significant majority of the respondents, 67.01% (234 individuals), reported holding a college degree. Those with a master's degree followed at 25.70% (99 respondents). Other educational levels included college undergraduates at 7.01% (27 respondents), high school graduates at 3.38% (13 respondents), doctorate holders at 2.60% (10 respondents), and elementary-level graduates at 0.52% (2 respondents).

These findings suggest that the sample population is generally well-educated. This aligns with observations made by Tupas and Lising (2016), who noted that higher education attainment among Filipino. Additionally, data from the Commission on Higher Education (CHED, 2020) highlighted that college education continues to be a priority among Filipino youth. This contributes to a highly educated millennial workforce in areas such as General Santos City.

Table 7: Respondent's Profile (Religion)

Category	Subcategory	Frequency	Percentage (%)
Religion	Islam	135	35.16%
	Christianity	220	57.14%
	Others	30	7.79%
Total		**385**	**100%**

In terms of religious affiliation 135 individuals were identified as Muslims and 220 as Christians. 7.79% of the remaining 30 respondents said they practiced another religion. While religion was not a primary variable in this study, it provides additional demographic context that may help understand underlying cultural values, especially in a diverse city like General Santos.

Medina (2001) asserts that in Filipino society, religion has a major influence on values, identity, lifestyle, and buying intention. Moreover, the two largest religious groups in the southern Philippines are Muslims and Christians according to Philippine Statistics Authority (PSA 2020). The sample's demographic balance was reaffirmed by this.

b) *Extent of Social Media Influencers' Influence on Millennial Consumers in General Santos City in Terms of Authenticity, Engagement, Expertise, Number of Followers, and Trustworthiness*

This section looks at how social media influencers affect millennial consumers in General Santos City. It focuses on five factors: authenticity, engagement, expertise, number of followers, and trustworthiness. The results show how these factors influence millennials' opinions and buying decisions. *(See Appendix H for the full table of results.)*

Table 8: The Extent of Influence that Social Media Influencers have on Millennial Consumers in General Santos City in Terms of Authenticity

Authenticity	Mean	Standard Deviation (SD)	Interpretation
Influencers are genuine in their recommendations.	3.27	0.99	Moderate Influence, Low Variability
I feel that influencers are sincere in their reviews	3.23	1.00	Moderate Influence, Moderate Variability
Influencers present honest opinions about products.	3.20	0.97	Moderate Influence, Low Variability
Mean	3.23	0.87	Moderate Influence, Low Variability

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The statement *"I feel that influencers are sincere in their reviews"* with a mean score of *3.23* and 1.0 SD, reflecting a moderate level of perceived sincerity, albeit with slightly more variability. While many respondents believe influencers are sincere, the variation suggests some skepticism. This aligns with Casaló et al. (2018) who reported that while sincerity is critical to influencer credibility, it can be undermined by excessive commercial intent. Additionally, Jin, et al. (2019) emphasized that influencer transparency affects follower trust, noting that audiences react negatively when they perceive reviews as overly scripted or profit-oriented. De Veirman et al. (2017) further supported that perceived sincerity affects engagement, particularly when influencers disclose sponsorships and maintain transparency.

The third statement, *"Influencers present honest opinions about products,"* had a mean score of *3.20 (SD = 0.97)*, showing moderate agreement. The relatively low standard deviation again indicates consistent perceptions. According to Lee and Eastin (2021), honesty in influencer content enhances engagement and strengthens purchase intention, particularly when content appears experience-driven. In addition, Martínez-López et al. (2020) highlighted that honesty in influencer communication boosts trust and long-term brand relationships. Evans et al. (2017) also pointed out that authenticity and honesty in sponsored posts significantly contribute to message effectiveness and consumer trust.

Overall, with a total mean score of *3.23 (SD = 0.87)* for the authenticity factor, respondents perceive local influencers as moderately authentic. The low variation indicates stable agreement across respondents. This proves that the role of authenticity as a key factor in influencer effectiveness. As shown by Djafarova and Trofimenko (2019), authentic influencers are more persuasive, particularly in fashion and lifestyle, where audiences seek relatability. Furthermore, Glucksman (2017) and Ki et al. (2020) both concluded that authenticity is a major determinant of influencer success, especially among younger audiences like millennials who value realness over commercial intent.

Table 9: The Extent of Influence that Social Media Influencers have on Millennial Consumers in General Santos City in Terms of Engagement

Engagement	Mean	Standard Deviation (SD)	Interpretation
I often like or comment on posts made by influencers I follow.	2.86	1.30	Low to Moderate Influence, Moderate Variability
I frequently share content from influencers.	2.60	1.22	Low to Moderate Influence, Moderate Variability
I regularly engage with influencer posts.	2.57	1.22	Low to Moderate Influence, Moderate Variability
Mean	**2.68**	**1.12**	Low to Moderate Influence, Moderate Variability

The statement *"I often like or comment on posts made by influencers I follow"* had the highest mean score of *2.86 (SD = 1.30)*, suggesting a low to moderate level of engagement. This indicates that while some millennials interact with influencer posts occasionally, overall interaction is inconsistent. The high standard deviation with score of 1.30 suggest diverse engagement behaviors. That means some respondents actively participating and others remaining passive. This finding aligns with De Veirman et al. (2017), who noted that engagement depends on content relevance, personal resonance, and interaction style. Similarly, Dessart et al. (2015) found that emotional and cognitive brand engagement affects social media interaction frequency. Marwick and Boyd (2011) also highlighted that users tend to engage more when they perceive a sense of closeness or familiarity with influencers, frequently made possible by casual and relatable contents.

The statement *"I frequently share content from influencers"* with 2.60 mean score indicated a lower level of interaction. This means that content sharing is not a really common behavior among respondents. This supports findings by Lim et al. (2017) who stated that content sharing reflects deeper emotional engagement, which may be lacking among general audiences. Berger and Milkman (2012) also emphasized that content is more likely to be shared when it elicits strong emotional reactions such as awe, anger, or amusement- emotions that may not have been triggered in this case. Additionally, Katz and Lazarsfeld's (1955) and their two-step flow theory implies that only a select few audiences, particularly opinion leaders, are inclined to share content with their networks, while most act as passive receivers.

The statement *"I regularly engage with influencer posts"* scored the lowest, with a mean of *2.57 (SD = 1.22)*. This result further reinforces the notion that most millennials consume influencer content passively, with only limited direct engagement. According to Hwang and Zhang (2018), even when influencers are seen as credible, this does not always lead to high

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engagement unless posts evoke a personal or emotional connection. Similarly, Chu and Kim (2011) reported that while social networking sites increase exposure to influencer content, routine interaction still depends heavily on users' motivations and involvement levels. Schivinski et al. (2016) also found that while brand-related content from influencers may attract attention, actual engagement (likes, shares, comments) remains limited unless there is a perceived value exchange or relevance to the user's interests.

The overall mean score of *2.68 (SD = 1.12)* indicates a generally low engagement level among millennials with influencer content, though some participation exists. This confirms earlier findings by De Veirman et al. (2017), who pointed out that engagement depends largely on the relevance and emotional resonance of content. Though with somewhat more variation, the mean score of 3.23 (SD = 1.00) for the comment "I feel that influencers are sincere in their reviews" reflects a modest degree of perceived sincerity. Although many of the respondents say influencers are honest, the differences imply some doubt.

Table 10: The Extent of Influence that Social Media Influencers have on Millennial Consumers in General Santos City in terms of Expertise

Expertise	Mean	Standard Deviation (SD)	Interpretation
Influencers have extensive knowledge about their field.	3.39	1.08	Moderate Influence, Moderate Variability
I think influencers have experience in their area of interest.	3.43	1.00	I Moderate Influence, Moderate Variability
I think influencers have specialized knowledge about their field.	3.39	1.01	I Moderate Influence, Moderate Variability
Mean	3.40	0.95	Moderate Low Influence, Moderate Variability

The statement *"I think influencers have experience in their area of interest"* received the highest mean score of *3.43* with 1.0 standard deviation. This indicated a *moderate level of agreement* among respondents that influencers are experienced in their area of interest. This also means that respondents perceive influencers to possess just fair amount of hands on involvement or background knowledge which enhances their credibility. Casaló et al. (2018) assert that followers are more likely to accept recommendations from influencers when their endorsements are viewed as having greater credibility. In a similar vein, Sokolova and Kefi (2020) highlighted that influencers who are seen as experts have a more persuasive effect on their followers because of their increased authority and credibility. This is in line with the study by Freberg et al. (2011) who discovered that influencers' perceived knowledge strengthens their position as reliable opinion leaders by favorably influencing brand perceptions and attitudes. Xiao et al. (2018) further observed that influencer expertise is a key determinant of social media advertising effectiveness, especially among millennials who are tech-savvy and somewhat selective about the content they engage with.

The statements *"Influencers have extensive knowledge about their field"* and *"I think influencers have specialized knowledge about their field"* both obtained a mean score of *3.39*, with standard deviations of *1.08 and 1.01*, respectively. These findings also show significant heterogeneity and a moderate degree of perceived knowledge. The standard deviations reveal that even though a large number of respondents agree with these assertions, some still hold other opinions. This can be the result of differences in the types of influencers that they follow. This suggest that certain influencers can be seen as genuinely informed, while others might not have as much nuance in their writing. This result is consistent with Lou and Yuan's (2019) observation that consumers' perceptions of influencers' expertise boost their trust and the message's legitimacy, which in turn influences their opinions about the brand or product. Djafarova and Trofimenko (2019) also asserted that influencers with demonstrated knowledge and consistent messaging were more likely to be trusted and partic.

The overall mean score for this category was *3.40 (SD = 0.95)*, which falls under the interpretation of "Moderate Low Influence", despite individual items showing "Moderate Influence." This slight downgrade in inter-pretation may reflect that while millennials generally recognize the knowledge and experience of influencers. Strong influence is not implied by this impression. A moderate level of variability is shown by the standard deviations which range from 1.00 to 1.08. This showed that even while a large portion of respondents agreed with the claims, still a big portion of the repondents had doubts about the knowledge of influencers. This variability may be influenced by factors such as the type of influencer followed (e.g., micro vs. macro), the nature of the content, or prior negative experiences.

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Table 11: The Extent of Influence that Social Media Influencers have on Millennial Consumers in General Santos City in Terms of Number of Followers

Number of Followers	SMean	Standard Deviation (SD)	Interpretation
An influencer with a large following is more credible.	3.61	1.08	Moderate Influence, Moderate Variability
The number of followers an influencer has impacts my perception of their reliability.	3.60	1.05	Moderate Influence, Moderate Variability
I tend to trust influencers with more followers.	3.41	1.15	Moderate Influence, Moderate Variability
Mean	**3.54**	**0.99**	Moderate Influence, Moderate Variability

With a mean score of 3.61 and 1.08 standard deviation, the statement "An influencer with a large following is more credible" has the highest mean score. This suggested that a large number of followers is correlated with credibility among General Santos City's respondents. The findings suggest that having a large number of followers is linked to an influencer's credibility. This finding is consistent with the work of Jin and Phua (2014), who pointed out that follower count can be a proof of how credible an influencer could be. Similarly, Lou and Yuan (2019) emphasized that follower count serves as a mental shortcut- or heuristic- that helps people assess an influencer's expertise, which in turn strengthens their credibility. Additionally, Casaló et al. (2018) observed that while follower count plays a role in building credibility, the level of audience engagement also shapes how authentic followers perceive an influencer to be.

Closely following is the statement "*The number of followers an influencer has impacts my perception of their reliability*" with a mean of 3.60 and 1.05 standard deviation. This suggest that follower count affect how millennials view the influencer's trustworthiness. According to Freberg et al. (2011), influencers with a high follower base are seen as more reputable. This supports the study of Djafarova and Rushworth (2017) emphasized that millennials often equate large followings with expertise and social status, which directly impacts perceived reliability. However, the study also highlighted that followers increasingly seek transparency and genuine interaction beyond mere numbers.

The statement "I tend to trust influencers with more followers" had a slightly lower mean of 3.41 (SD = 1.15), suggesting that while follower count plays a role, trust is not automatically granted based on numbers alone. Individual variations in the respondents' perceptions of the value of follower count as a gauge of credibility are also reflected in the somewhat greater standard deviation. This aligns with findings from Ki et al. (2020), who reported that trust towards influencers is multifaceted, with follower count being only one among several factors such as content relevance, expertise, and emotional connection.

The overall mean score of 3.54 (SD = 0.99) reveals a moderate level of influence based on follower count, with moderate variability in responses. This implies that while a large following positively affects influencer credibility among millennials, it is not the sole determining factor- content quality, consistency, and perceived authenticity still matter. This notion echoes the research of De Veirman et al. (2017), who argued that although follower count can attract initial attention, influencers must maintain engagement and authenticity to sustain credibility.

Table 12: The Extent of Influence that Social Media Influencers have on Millennial Consumers in General Santos City in Terms of Trustworthiness

Trustworthiness	Mean	Standard Deviation (SD)	Interpretation
I trust influencer's review and recommend more than traditional ads.	3.31	1.01	Moderate Influence, Low Variability
I am more inclined to buy products that are promoted by my favorite influencer.	3.24	1.12	Moderate Influence, Low Variability
I think the promises made by an influencer are likely to be reliable.	3.16	1.03	Moderate Influence, Low Variability
Mean	3.24	0.95	Moderate Influence, Low Variability

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The statement "*I trust influencer's review and recommendations more than traditional ads*" received the highest mean score of 3.31 (SD = 1.01), indicating that respondents moderately agree that influencer content is more credible and persuasive than the traditional advertisements. This bolsters the findings of Djafarova and Rushworth (2017), who highlighted that, especially among younger viewers, social media influencers are frequently seen as more relatable and reliable than traditional celebrities or marketing forms. Supporting this, Balaban and Mustățea (2019) found that consumers, especially millennials, perceive influencers as more authentic and unbiased than traditional marketing sources, largely due to the informal and personal style of social media communication. Similarly, De Veirman et al. (2017) noted that influencers with a high number of followers and congruent brand partnerships tend to be perceived as more credible and persuasive by consumers.

The statement *"I am more inclined to buy products that are promoted by my favorite influencer"* followed with a mean of 3.24 (SD = 1.12), suggesting that influencers have a meaningful, though not overwhelming, impact on respondents' purchase decisions. According to Sokolova and Kefi (2020), trust in an influencer's recommendations significantly contributes to purchase intention, especially when followers feel a personal connection or parasocial relationship with the influencer. Additionally, Lim et al. (2017) highlighted that the attractiveness and perceived expertise of influencers directly impact consumers' attitudes toward endorsed products, which in turn influence their buying behaviors.

With the lowest mean score of 3.16 (SD = 1.03), the statement "*I think the promises made by an influencer are likely to be reliable*" demonstrated a somewhat more cautious attitude. There is still a lot of skepticism regarding the accuracy of advertising promises, despite the fact that the majority of respondents trust influencers. According to Hwang and Zhang (2018), excessive commercialization can erode trust, especially if the influencer is seen as being too promotional or inauthentic. This is consistent with their findings. This is echoed by Lee and Kim (2020), who emphasized that consumer skepticism increases when influencers are perceived to promote products merely for profit rather than genuine endorsement, thus reducing perceived message credibility.

The standard deviations (ranging from 1.01 to 1.12) indicate moderate agreement among respondents, with some variability in perceptions. This suggests that while influencers are generally trusted more than traditional ads, trust levels vary depending on the perceived authenticity and consistency of the influencer's messaging.

c) *The Extent of Purchase Intention of Millennials Consumers in General Santos City*

Table 13: The Extent of Purchase Intention of Millennials Consumers in General Santos City

	Mean	SD	Interpretation
I am more likely to buy a product recommended by the accounts I follow on social media like Facebook, Tiktok etc I feel the urge to buy the products after watching a review or post about it.	3.42	1.06	Moderate Influence, Moderate Variability
I am more likely to buy a product recommended by the accounts I follow on social media like Facebook, Tiktok etc I feel the urge to buy the products after watching a review or post about it.	3.60	1.10	Moderate Influence, Moderate Variability
It is likely that I will purchase the products featured on an influencer's account.	3.24	1.11	Moderate Influence, Moderate Variability
Mean	**3.42**	**1.09**	**Moderate Influence, Moderate Variability**

This study used three statements graded on a 5-point Likert scale to gauge millennials' purchase intentions toward goods recommended by regional social media celebrities. Understanding the participants' overall trends and response consistency is possible thanks to the calculated means and standard deviations.

The statement *"I feel the urge to buy the products after watching a review or post about it"* obtained the highest mean score of 3.60, with a standard deviation of 1.10. This reflects a moderate influence of influencer content on millennials' purchase behavior with moderate variability in responses. This suggest that contents shared by influencers can effectively stimulate interest and drive the desire to purchase of their audiences. This supports the findings of Erkan and Evans (2016), who emphasized the impact of electronic word-of-mouth (eWOM) in increasing trust and perceived usefulness of online information. Similarly, Chetioui et al. (2020) concluded that influencer credibility and message informativeness significantly shape millennials' purchasing decisions, especially in digital environments. Djafarova and Trofimenko (2019) also found that social media personalities effectively

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influence younger consumers by presenting relatable and lifestyle-oriented content, making product endorsements feel more organic and persuasive.

With a mean of *3.42* (SD = *1.06*), the second statement, "*I am more likely to buy a product recommended by the accounts I follow on social media,*" likewise shows a modest influence and reasonable variability. This implies that although millennials are typically open to influencer suggestions, the familiarity and perceived trustworthiness of the influencer influence their chance of purchase. Lou and Yuan (2019) underlined how greatly customer trust is enhanced by message value and influencer credibility, thereby raising the possibility of purchase. Likewise, Boerman et al. (2017) observed that transparency in influencer content (such as proper labeling of sponsored posts) maintains trust and supports continued consumer engagement. In addition, Jin et al. (2019) highlighted that influencers perceived as authentic and knowledgeable can positively shape follower attitudes toward brands that actually enhancing purchase intent.

The third statement, "*It is likely that I will purchase the products featured on an influencer's account*" had a mean of *3.24* and a standard deviation of *1.11*. This is still reflecting a moderate influence and moderate variability. This indicates that millennials demonstrate a reasonable inclination to purchase especially when the featured product aligns with their interests or needs. Lim et al. (2017) observed that influencer–product fit and authenticity mediate the effectiveness of such promotional content. Additionally, Casaló et al. (2020) emphasized that influencers who consistently deliver valuable, engaging content are more likely to foster loyalty and purchase intentions among followers. Similarly, Schouten et al. (2020) argued that the emotional connection and parasocial relationships formed with influencers play a significant role in driving purchase decisions, especially among younger consumers who seek identity expression through consumption.

These findings reveal generally that local social media influencers in General Santos City have a modest degree of influence on the buying intentions of millennials. Although influencer material improves decision-making, the modest standard deviations- between 1.06 and 1.11- indicate some variation in opinion and imply that customer response is shaped in part by personal preferences, the authenticity of the influencer, and alignment between the influencer's image and the promoted product. De Veirman et al. (2017) noted that influencer popularity and content relevance increase purchase likelihood, particularly when followers feel that the influencer is relatable and genuinely endorses the product. Additionally, Marques et al. (2022) emphasized that influencers' persuasive power is in their capacity to forge social and emotional connections with followers, which dramatically raises purchase intention. Freberg et al. (2011) also found that perceived influencer expertise and likeability serve as strong predictors of positive brand associations and consumer trust, while Reinikainen et al. (2020) suggested that authenticity and value congruence with influencers can enhance message effectiveness and lead to higher engagement and purchase behavior.

i. *Relationship Between Respondents' Profiles and the Extend of Social Media Influencers*

This section presents the results of the analysis of variance (ANOVA) tests conducted to examine the influence of demographic variables on participants' perceptions of influencer traits. The demographic factors that were considered in this study include gender, income, employment status, educational attainment, and religion. The ANOVA test was used to determine whether there were significant differences in the means of influencer traits based on these variables. *(See Appendix I for the full table of results.)*

Table 14: Gender and its Influence on Perceptions of Social Media Influencers

Dimension	Mean (Female)	Mean (Male)	Mean (Prefer not to say)	F - Value	P - Value	Results
Authenticity	3.24	3.15	4.06	5.676	0.004	Significant
Engagement	2.57	2.77	4.03	10.319	<0.001	Significant
Expertise	3.45	3.25	4.52	4.241	0.015	Significant
Number of Followes	3.52	3.49	4.27	5.639	0.004	Significant
Trustworthiness	3.2	3.22	4.27	6.974	0.001	Significant

The analysis of the relationship between gender and perceptions of influencer attributes shows differences across several characteristics of influencers -authenticity, engagement, expertise, number of followers, and trustworthiness.

The mean *authenticity* score for female respondents was significantly higher (Mean = 3.24) than for male respondents (Mean = 3.15), with a p-value of 0.004, indicating a significant difference in their perceptions of influencer authenticity. According to Audrezet et al. (2020), who highlighted the importance of authenticity in building customer trust, this shows that women can place a higher value on influencers' genuineness. The greater perception of authenticity by

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females could be attributed to a higher preference for relatable content, which is often seen as more genuine by this demographic (Djafarova & Rushworth, 2017).

In terms of *engagement*, female respondents showed a more significant level of engagement with influencer content, with mean Mean 2.77 compared to male respondents with Mean 2.57. As indicated by a p-value of less than 0.001. This finding aligns with research by De Veirman et al. (2017), who argued that female consumers tend to engage more actively with influencer posts. The higher mean score among females suggests that they are more likely to interact with influencer content through likes, comments, or shares, which could be linked to the emotional connection that women often develop with influencers.

Regarding *expertise*, the 3.45 mean for female respondents was slightly higher than for 3.25 male respondents with a p-value of 0.015. This finding supports the study by Lou and Yuan (2019). Their study demonstrated that expertise enhances consumer trust and increases the likelihood of purchase. Female respondents seem to value the knowledge and expertise of influencers more than males. This suggest a tendency to follow influencers who exhibit credible and specialized knowledge in their field.

For the *number of followers*, female respondents (Mean= 3.52) also had a higher perception of the importance of the number of followers an influencer has compared to male respondents with mean of 3.49 and a p-value of 0.004. The result is similar with the work of Casaló et al. (2018) who mentioned that the quantity of followers can impact the influencer's perceived credibility and reach. This makes them more influential in purchasing decisions.

In terms of *trustworthiness*, there was a significant difference between genders with females with a higher mean with score of 3.2 compared to males with 3.22 mean and a p-value of 0.001. Wang and Zhang (2018) discovered that women appear to have greater faith in the counsel, recommendations and suggestions made by influencers. As a result, it is suggested influencers' trustworthiness is an important factor in determining whether or not a consumer will buy something. This tendency can have a huge effect on how a customer buys things in general.

That means differences between men and women have a big effect on how millennials see influencers. Women tend to have a higher level of trust, engagement, and perception of expertise and authenticity compared to men, which highlights the importance of tailoring influencer content to resonate with different demographic groups.

Table 15: Income Differences and Its Influence on Perceptions of Social Media Influencers

Dimension	Mean (₱0-5,000)	Mean (₱5,000 -15,000)	Mean (₱15,000-30,000)	Mean (₱30,000-45,000)	Mean (₱45,000 and above)	F-Value	P-Value	Results
Authenticity	3.43	3.15	3.13	3.49	3.19	2.813	0.025	Significant
Engagement	2.98	2.58	2.58	2.91	2.64	1.616	0.17	Not Significant
Expertise	3.9	3.38	3.41	3.46	3.22	1.698	0.15	Not Significant
Number of Followers	3.83	3.54	3.5	3.61	3.47	0.531	0.713	Not Significant
Trustworthiness	3.74	3.2	3.12	3.43	3.18	2.525	0.041	Significant

Authenticity: The mean authenticity score for female respondents was significantly higher (Mean = 3.24) than for male respondents (Mean = 3.15), with a p-value of 0.004, indicating a significant difference in their perceptions of influencer authenticity. According to Audrezet et al. (2020), who highlighted the importance of authenticity in building customer trust, this shows that women can place a higher value on influencers' genuineness. The greater perception of authenticity by females could be attributed to a higher preference for relatable content, which is often seen as more genuine by this demographic (Djafarova & Rushworth, 2017). Additionally, women may interpret influencer transparency and behind-the-scenes posts as signals of honesty and sincerity. This is supported by Marwick and Boyd (2011), who noted that authenticity is shaped by perceptions of intimacy and accessibility in social media. Similarly, Duffy and Hund (2015) emphasized how female audiences value influencers who portray a "real-life" persona, which drives deeper trust and loyalty.

Engagement: Female respondents showed a more significant level of engagement with influencer content with mean score of 2.77 than male respondents with mean score 2.57 and a p-value of less than 0.001. This finding is similar with research by De Veirman et al. (2017) who noted that female consumers tend to engage more actively with influencer posts. The higher

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mean score among females means that they are more likely to interact with influencer content through engagement - likes, comments, or shares, which could be linked to the emotional connection women often develop with influencers. Additionally, studies by Alalwan et al. (2017) and Yilmaz and Arslan (2021) show that emotional appeal and personal resonance contribute to stronger digital engagement, especially among female audiences. These studies affirm that women are more inclined to engage when content is emotionally relevant, interactive and visually appealing.

Expertise: Regarding expertise, the 3.45 mean score for female respondents was higher than for male respondents with 3.25 mean score and a p-value of 0.015. This finding supports the study of Lou and Yuan (2019) who demonstrated that expertise enhances consumer trust and it also increases the purchase intention among consumers. It looks like female respondents value the knowledge and expertise of influencers more than males. This means they have a bigger chance to follow influencers who are credible and have a specialized knowledge in their field. This is echoed by Freberg et al. (2011), who found that perceived expertise is one of the strongest predictors of influencer effectiveness. Furthermore, Schouten et al. (2020) emphasized that consumers- particularly females -are more likely to trust and be persuaded by influencers who are seen as authorities or professionals in specific niches.

Number of Followers: Female respondents (Mean = 3.52) perceived the number of followers as more important than male respondents with 3.49 mean and p-value of 0.004. This is similar with the study of Casaló et al. (2018), who argued that follower count can significantly impact perceived credibility and influencer effectiveness. A larger follower base may be viewed as a form of social proof, especially for female respondents, reinforcing the influencer's popularity and authority. Lee and Watkins (2016) also found that follower count influences perceived status and trustworthiness, particularly among younger female consumers. Similarly, Jin and Phua (2014) observed that consumers were more persuaded by influencers with high follower counts, associating them with greater legitimacy and popularity.

Trustworthiness: Trustworthiness showed a significant gender difference, with female respondents scoring slightly higher (Mean = 3.20) than males (Mean = 3.22), and a p-value of 0.001. Hwang and Zhang (2018) noted that trust is a critical determinant of purchase behavior. Women may place greater trust in influencer content due to their sensitivity to consisntent and ethical communication. This finding was found similar with the research of with Sokolova and Kefi (2020) who found that trust mediates the relationship between influencer traits and consumer intention especially among women. Likewise, Reinikainen et al. (2020) concluded that female consumers are more likely to assess the honesty and moral behavior of influencers before acting on recommendations.

To sum up, gender plays a significant role in shaping the millennials' perceptions of social media influencers. Women demonstrate higher sensitivity to authenticity, engagement, expertise, and trustworthiness -suggesting that they form more emotionally connected and trust-based relationships with influencers. These insights are consistent with prior research and supported by a wide range of studies (Audrezet et al., 2020; Lou & Yuan, 2019; Hwang & Zhang, 2018; Marwick & Boyd, 2011; Sokolova & Kefi, 2020). Understanding these gender-based preferences allows marketers to better tailor influencer campaigns by matching influencer characteristics with the audience's expectations and values.

Table 16: Employment Status and its Influence on Perceptions of Social Media Influencers

Dimension	Mean (Government Employees)	Mean (Private Employees)	Mean (Self-employed)	Mean (Students)	Mean (Teachers)	F-Value	P-Value	Results
Authenticity	3.28	3.15	3.26	3.31	3.24	0.371	0.868	Not Significant
Engagement	2.55	2.79	2.64	2.91	2.74	0.985	0.427	Not Significant
Expertise	3.38	3.32	3.44	3.58	3.54	0.658	0.656	Not Significant
Number of Followers	3.55	3.49	3.48	3.76	3.62	0.426	0.83	Not Significant
Trustworthiness	3.15	3.25	3.32	3.6	3.24	0.839	0.523	Not Significant

For *authenticity*, government employees, private employees, self-employed individuals, students, and teachers, all had means close to each other, with no significant difference in their perceptions (F-value =

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0.371, p-value = 0.868). This is simlar with the findings of Marwick (2015) that suggest the perception of authenticity in influencers is not heavily influenced by the occupational status of their audience. Authenticity often transcends such variables, with influencers typically relying on relatability and trustworthiness to maintain audience engagement (Djafarova & Rushworth, 2017). This view is further supported by Audrezet et al. (2020), who emphasized the role of perceived sincerity in building authentic influencer personas, and Reinikainen et al. (2020), who found that authenticity significantly shapes consumer-influencer relationships across various demographics.

Similarly, *engagement* did not show significant variation across employment categories (F-value = 0.985, p-value = 0.427). These results align with the work of Sokolova and Kefi (2020), who noted that engagement, while an important factor in influencer marketing, is often more affected by the influencer's content and communication style than by demographic traits such as employment status. Supporting this, Lou and Yuan (2019) found that message value and communication style are key drivers of consumer engagement. Additionally, Schouten et al. (2020) highlighted that the personal relevance of content contributes more to engagement than the audience's professional background.

The group variations were likewise not statistically significant with a 0.656 p-value for experience and a 0.658 F-value. This implies that, regardless of their professional background, respondents often assess influencers' competency based more on their presumed knowledge or expertise than on their own job roles. According to Hwang and Zhang (2018), expertise perceived by followers is typically more about content quality and the influencer's ability to convey information effectively than about the followers' occupation. Jin and Phua (2014) also found that perceived expertise is influenced by how well an influencer communicates their knowledge, while Casaló et al. (2018) stressed the importance of consistent, high-quality content in establishing expertise.

When considering the *number of followers*, the analysis again revealed no significant differences with 0.426 F-value and 0.83. This result is similar with research by Lim et al. (2017) who found that while the number of followers can signal an influencer's popularity. It does not necessarily correlate with differences in how followers from different occupational backgrounds view influencers. Marwick and Boyd (2011) similarly noted that social metrics like follower count can be performative and may not reflect perceived influence. Furthermore, De Veirman et al. (2017) showed that beyond a certain threshold, follower count has diminishing impact on perceived credibility and influence.

Finally, *trustworthiness* also showed no significant variation across employment categories (F-value = 0.839, p-value = 0.523). Trust remains a crucial factor in influencer marketing, but it appears that millennials' trust in influencers is less influenced by their employment status and more dependent on the perceived authenticity, transparency, and consistency of the influencer's content (Casaló et al., 2018). Freberg et al. (2011) noted that personality traits and consistent communication influence trust more than audience demographics. Moreover, Lee and Watkins (2016) demonstrated that emotional connection and consistent branding were stronger trust factors than social background.

In conclusion, the results suggest that millennials' perceptions of social media influencers are largely consistent across different employment statuses. This finding reinforces the idea that the effectiveness of influencer marketing is more closely related to the attributes of the influencer and the nature of the content rather than the demographic characteristics of the audience (Marwick, 2015; Sokolova & Kefi, 2020; Reinikainen et al., 2020). Therefore, marketers should focus on maintaining authenticity, engagement, and trustworthiness in their influencer partnerships, as these factors resonate strongly with millennials, regardless of their employment background.

Table 17: Educational Attainment and its Influence on Perceptions of Social Media Influencers

Dimension	Mean (Elementary)	Mean (High School)	Mean (College Undergraduate)	Mean (College Graduate)	Mean (Masters)	Mean (Doctorate)	F-Value	P-Value	Results
Authenticity	3.33	3.13	3.37	3.16	3.42	2.81	1.892	0.095	Not Significant
Engagement	2.67	2.9	2.67	2.67	2.64	2.04	1.234	0.292	Not Significant
Expertise	3.5	3.49	3.37	3.37	3.44	2.56	2.553	0.027	Significant
Number of Followers	2.67	3.67	3.53	3.53	3.54	2.89	1.726	0.128	Not Significant
Trustworthiness	3.67	3.46	3.22	3.22	3.21	2.52	1.972	0.082	Not Significant

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The results from the analysis showed that educational attainment had varying effects on the respondents' views of these attributes, with significant differences found only for expertise.

For *authenticity*, there were no significant differences across educational levels (F-value = 1.892, p-value = 0.095), which suggests that perceptions of an influencer's authenticity are largely consistent, regardless of the respondent's level of education. This result is in line with previous research by Djafarova and Rushworth (2017). He stated that authenticity in influencers is mainly associated with relatability and transparency rather than with the educational and professional background of the followers. Similarly, Audrezet et al. (2020) emphasized that the perceived genuineness of influencers stems from personal storytelling and emotional connection, factors that transcend educational differences. Moreover, Ki et al. (2020) found that authenticity positively influences trust and engagement across diverse demographic groups, supporting the notion that education level does not significantly alter authenticity perceptions.

In terms of *engagement*, no significant differences were observed between educational groups (F-value =1.234, p-value = 0.292), implying that engagement levels from influencers are seen similarly across educational backgrounds. This finding mirrors the work of Sokolova and Kefi (2020), who emphasized that engagement is often more about how influencers interact with their followers and the content they produce, rather than the educational status of their audience. Supporting this, Lou and Yuan (2019) demonstrated that engagement - comments, likes and shares are primarily driven by content relevance and influencer responsiveness, which appeal broadly regardless of followers' education. Additionally, Marwick and Boyd (2011) highlighted that social media engagement is rooted in social interaction patterns and network dynamics that do not vary significantly by education.

Regarding *expertise*, a significant difference was found between educational levels (F-value = 2.553, p-value = 0.027), particularly between respondents with different educational backgrounds. This means that individuals with higher educational attainment such as those with a master's or doctorate degree may be more likely to value expertise in influencers. This is similar with the findings of Hwang and Zhang (2018). They suggested that followers with higher educational backgrounds seems to value the importance on the professional or informational content provided by influencers, as they may be more discerning in evaluating the credibility and authority of the influencer's expertise. Alongside this, Lou et al. (2019) demonstrated that educated consumers value evidence-based material and give knowledge and trustworthiness top priority when selecting influencers. Furthermore, as educated followers look for reliable and authoritative sources to make informed decisions, expertise plays a big role in influencing their purchase intentions, according to Lee and Watkins (2016).

For *number of followers*, no significant difference was found with 1.726 F-value and 0.128. This result suggests that the number of followers is not perceived differently based on educational attainment. Lim et al. (2017) argued that while the number of followers can indicate popularity, it does not necessarily correlate with perceived credibility or the effectiveness of an influencer across different educational catefories. Similarly, Casaló et al. (2018) found that follower count alone is not a decisive factor in influencing followers' attitudes or behaviors regardless of demographic differences. Moreover, Ki et al. (2020) reinforced that follower numbers are often viewed skeptically by audiences with quality and content relevance outweighing popularity metrics.

Lastly, *trustworthiness* showed no significant difference across educational groups (F-value = 1.972, p-value = 0.082). This indicates that, regardless of their educational background, respondents perceive influencers' trustworthiness similarly, which supports the view that trust is a fundamental attribute for influencers, often influenced by their transparency and consistency in content delivery (Casaló et al., 2018). Consistent with this, Ki et al. (2020) emphasized that trust is built through consistent and honest communication, resonating equally across educational segments. Moreover, Lee and Watkins (2016) argued that trustworthiness is a key driver for influencer effectiveness and remains constant across follower demographics including educational attainment.

To sum up, educational attainment influenced expertise perception but had little effect on other dimensions such as authenticity, engagement, number of followers and trustworthiness. These findings pointed out the importance of content quality and the perceived expertise of influencers rather than the educational background of their audience. Influencer marketing, therefore, should focus on building credibility and demonstrating expertise to appeal to a broad audience, irrespective of their educational level.

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Table 18: Religion and Its Influence on Perceptions of Social Media Influencers

Dimension	Mean (Islam)	Mean (Christianity)	Mean (Others)	F-Value	P-Value	Results
Authenticity	3.3	3.19	3.24	0.594	0.553	Not Significant
Engagement	2.78	2.58	2.97	2.481	0.085	Not Significant
Expertise	3.56	3.31	3.34	2.95	0.054	Not Significant
Number of Followers	3.63	3.47	3.61	1.236	0.292	Not Significant
Trustworthiness	3.3	3.16	3.49	2.005	0.136	Not Significant

For authenticity, the analysis showed no significant differences across religious affiliations with 0.594 and 0.553 p-value. This suggested that the perceived authenticity of influencers is consistent regardless of the respondent's religious beliefs. This is consistent with previous research by Djafarova and Rushworth (2017), which suggested that authenticity in influencers is perceived based on their transparency and relatability, rather than the religious background of their followings. Similarly, Audrezet de Kerviler and Moulard 2020, found out that authenticity originated from emotional connection and personal storytelling, factors that transcend religious identity. Additionally, Ki et al. (2020) emphasized that authenticity builds trust and engagement across diverse demographic groups, including varying religious affiliations.

In terms of engagement, the data also indicated no significant differences between religious groups (F-value = 2.481, p-value = 0.085). This suggests that engagement levels, such as how influencers interact with their followers, are viewed similarly across different religious groups. This finding supports the view of Sokolova and Kefi (2020), who noted that engagement is more a function of the quality of interactions and the content influencers produce, rather than the religious background of their audience. Supporting this, Lou and Yuan (2019) argued that engagement depends on relevance and responsiveness, appealing broadly across different belief systems. Furthermore, Marwick and Boyd (2011) highlighted that social media engagement patterns are shaped by interpersonal interactions, which are consistent across various religious demographics.

Expertise, number of followers, and trustworthiness also showed no significant differences (Expertise: F-value = 2.95, p-value = 0.054; Number of Followers: F-value = 1.236, p-value = 0.292; Trustworthiness: F-value = 2.005, p-value = 0.136), reinforcing the idea that religious identity does not significantly affect how followers perceive characteristics of influencers. This show that factors such as individual consumer preferences, the characteristics of a social media influencer or different demographic aspects may significantly influence these judgments more than religious background. This corresponds with the research of Casaló et al. (2018), which demonstrated that credibility is established through consistency and transparency among various audiences. Likewise, Ki et al. (2020) observed that expertise and trust are evaluated based on content quality rather than followers' religious affiliations. Lim et al. (2017) also suggested that follower count is a popularity metric with limited impact on perceived credibility regardless of profile differences including religion.

In summary, these findings propose that religious affiliation may not actually influence the perceptions of social media influencers in terms of the following characteristics of an influencer-authenticity, engagement, expertise, number of followers or trustworthiness. Instead, the key factors influencing these perceptions may be related to personal content preferences and influencer characteristics.

ii. *Profile of Respondents and Extent of Purchase Intention*

Table 19: Profile of respondents and Extent of Purchase Intention

Profile	Mean	F	p-value	Result
Gender	3.61	2.971	0.052	Not Significant
Income	3.44	1.222	0.301	Not Significant
Employment	3.45	0.549	0.739	Not Significant
Educational Attainment	3.43	0.801	0.549	Not Significant
Religion	3.43	0.352	0.703	Not Significant

The relationship between various demographic factors and purchase intention was analyzed across different groups, focusing on gender, income, employment, educational attainment, and religion. The results indicated that these factors did not have a

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significant impact on purchase intention, with most differences being non-significant.

Gender showed no significant difference in purchase intention (F-value = 2.971, p-value = 0.052). This suggests that both female and male respondents share same levels of purchase intention. This is actually similar with prior studies such as that of Dholakia in 2001, which found that gender alone does not significantly affect purchase behavior especially in the context of online purchases where other factors such as product type and personal preferences may play a larger role. Similarly, Venkatesh et al. (2003) highlighted that gender differences in technology acceptance and related purchasing decisions are often mediated by other variables like perceived ease of use and usefulness. Moreover, Wang and Sun (2010) noted that in digital consumer behavior, gender differences tend to diminish when product involvement is high, indicating more similarity in purchase intention across genders.

For *income*, no significant differences were found across the different income brackets with 1.222 F-value and 0.301 p-value. This specify that regardless of the income level of the respondents, they had similar purchase intentions. This finding contrasts with previous research, such as Huang and Benyoucef (2013) which suggested that income levels could influence purchase intention, as higher income may have more enough money to spend in shopping. However, in this case, there is a lack of significant difference and this could imply that there could be many factors aside from income, such as personal preferences or brand loyalty, may have a greater influence on purchase decisions. Supporting this, Zhang et al. (2014) found that income had a minimal effect on purchase intention when brand trust and product quality were strong predictors. Likewise, Kim and Forsythe (2008) argued that income may be less predictive of online purchase intention than psychological factors such as perceived risk and shopping enjoyment.

Regarding *employment*, the analysis also revealed no significant differences (F-value = 0.549, p-value = 0.739). This suggests that the employment status of respondents, whether government employees, private employees, self-employed, students, or teachers, did not significantly affect their purchase intentions. This is in line with Cheung et al. (2003), who found that employment status alone is not a strong predictor of online consumer behavior, with other variables like online shopping experience and personal interest in the products being more impactful. In addition, Pavlou and Gefen (2004) suggested that employment categories do not strongly predict e-commerce behavior compared to trust and perceived usefulness. Similarly, Limayem et al. (2000) concluded that employment status is not a significant factor in the intention to buy online goods.

When considering *educational attainment*, no significant differences were found in purchase intention across educational levels with 0.8.1 F-value and 0.549 p-value. This result was found to be aligned with the findings of Kim et al. 2011, which shows that educational level can influence the consumer behavior, but it is not always a big decisive factor in purchase intention among them. There are factors like the product familiarity or perceived value that may also play a more important role in shaping purchase intentions than education alone. Additionally, Rai and Medha (2013) observed that education level does not consistently predict online purchase intention, especially in markets where digital literacy is widespread. Furthermore, Agarwal and Prasad (1999) found that education influences technology adoption but does not directly translate into purchase intention unless mediated by attitudes toward the product or platform.

Finally, for *religion*, no significant differences were found in purchase intention between followers of Islam, Christianity or other religions with 0.352 F-value, and 0.703 p-value. This finding was found to be consistent with Berg et al. (2015) who propose that while religion can influence consumer behavior, it may not always directly affect purchase intention, especially in contexts where products are not linked to religious beliefs or practices. Similarly, Vitell et al. (1993) found that religion influences ethical consumption but has a limited direct effect on general purchase intention. Moreover, Vitell and Muncy (2005) argued that religious affiliation impacts moral attitudes but purchase intention is often more closely related to individual values and situational factors than to formal religious identity.

d) Significant Differences between Local Influencers and Millennial Purchase Intentions

Table 20: Examining the Influence of Local Social Media Influencers on Millennial Purchase Intentions

Influencer Traits	Standardized Coefficient	p-value	Significance
Authenticity	0.170	0.004	Significant
Engagement	0.176	0.001	Significant
Expertise	0.003	0.960	Not Significant
Number of Followers	0.057	0.332	Not Significant
Trustworthiness	0.351	<0.001	Significant

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The relationship between influencer traits and millennial purchase intentions reveals that authenticity, engagement, and trustworthiness are significant predictors of consumer behavior, while expertise and the number of followers seems to have no significant influence on purchase intention among online consumers. Authenticity with 0.004 p-value and engagement with 0.001 p-value were found to have significant influence in purchase intentions. This emphasizes how crucial it is for influencers and their audience to engage actively and be seen as sincere. These results are in line with earlier studies by Djafarova and Rushworth (2017), who came to the conclusion that an influencer's genuineness is a key factor in customer engagement and purchase behavior. Similar to this, Sokolova and Kefi (2020) contended that consumers like influencers' direct communication and responsiveness since it increases their trust and encourages them to make a purchase. Additionally, Audrezet et al. (2020) highlighted the importance of authentic self-presentation by influencers as a key factor in building long-term consumer relationships. Lou and Kim (2019) also found that authenticity increases perceived influencer credibility, leading to higher consumer engagement and intention to purchase. Recently, Lou et al. (2022) confirmed that influencer authenticity fosters stronger emotional connections and purchase intention among young consumers, reinforcing the central role of real communication among influencer and followers.

Trustworthiness with 0.001 p value also appeared as a significant factor influencing purchase decisions. The findings from Lou and Yuan (2019) supports this. They stated that trust in an influencer is a a very important component in shaping consumer behavior. Trustworthiness drives the sense of credibility, thus making consumers more likely to act on recommendations provided by local influencers. These results align with previous studies by Kim and Ko (2012) who suggested that consumers' purchasing behavior is always driven by their perceived credibility and reliability of influencers that they follow online. Moreover, Ki et al. (2020) emphasized that trustworthiness enhances emotional connection and reduces consumer skepticism in influencer marketing. De Jans et al. (2018) also found that trustworthiness significantly predicts consumer willingness to follow influencer recommendations and suggestions. Casaló et al. (2020) supports this. Their findings highlighted the important role trustworthiness plays in the success of influencer marketing campaigns by revealing that it actually mediates the relationship between consumer purchase intention among consumer and the influencer credibility.

In contrast, expertise ($p = 0.960$) and the number of followers ($p = 0.332$) did not significantly influence millennial purchase intentions. This suggests that while followers may perceive influencers with large audiences as popular, their perceived expertise and follower count do not directly translate into purchasing behavior. These results resonate with De Veirman et al. (2017), who found that a high follower count or perceived expertise alone does not guarantee consumer influence. Furthermore, the findings by Freberg et al. (2011) emphasize that the number of followers is less important than the influencer's ability to create trust and engage meaningfully with their audience. Supporting this, Djafarova and Trofimenko (2019) argued that perceived expertise is less impactful unless combined with authentic communication, and Casaló et al. (2018) showed that follower count is often less relevant than the quality of the influencer-audience relationship. Additionally, Lim et al. (2017) noted that micro-influencers with smaller but highly engaged audiences often achieve better marketing outcomes than those with large follower counts, highlighting the limited role of follower quantity alone.

To sum up, the findings indicate that millennials are influenced by influencers who appear authentic, engage actively with their followers and are perceived as trustworthy by their followers rather than those with high levels of expertise or a large number of followers.

Chapter 5

V. Summary of Findings, Conclusion and Recommendation

A summary of the results obtained from the data gathered is provided in this chapter, providing an overview of the main points of the investigation carried out for this study. The summary is followed by the conclusion, which includes information on how the study goals were met and how the problem statement was resolved in light of the results. Finally, recommendations and ideas for additional or future research were given in order to build on the results of the current study and advance our understanding of this area.

a) Summary of the Findings

The data collected about the effect of local social media influencers on purchase intentions of millennial customers in General Santos City is presented, investigated and analyzed in this chapter. The analysis is organized in accordance with the particular issues mentioned in the study and seeks to shed light on the respondents' profiles, the degree of millennial purchase intention, the perceived effect of social media influencers and finally the statistical correlations between these above factors.

First, the respondents' profile was established by taking into account their profiles- age, gender, monthly income, employment position, level of education, and religion. According to the findings, the majority of respondents were between the ages of 25 and 29. This indicates that this group of millennials is actively involved in social media and consumer

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behavior. A possible gendered reaction to influencer content was suggested by the gender distribution, which revealed a modest preponderance of female responders.

The majority of respondents had monthly incomes between PHP 10,000 and PHP 20,000, which might have an impact on their buying habits and the affordability of things that they recommend online. The fact that a big percentage of respondents had full-time jobs indicates their capacity to make their own purchase decisions. Morever, the majority of respondents had college degrees, suggesting a high degree of media literacy that might influence their evaluation of influencer trustworthiness. Religion was also documented, though it showed minimal variation and did not display significant relevance to purchase intention in this context.

Regarding the extent of influence exerted by local social media influencers, the study measured five key traits: authenticity, engagement, expertise, number of followers and trustworthiness. Among these, authenticity recorded the highest mean score. This shows that millennials value influencers who are known to be genuine and relatable. Engagement followed closely, this shows that the interactive nature of influencers such as responding to comments, sharing, message reply or posting relatable content enhances their impact in their followers. Expertise also yielded a high mean, showing that millennials respect influencers who demonstrate knowledge in the products or services they promote. The number of followers was viewed as moderately influential; while a large following can add to their perceived credibility although it was not the primary factor. In addition, the mean number for trustworthiness was pretty high. This backs up the idea that millennials' trustworthiness and willingness to be open are big factors in how open they are to influencer material.

The extent of millennials' purchase intention was also measured. Statements related to trust in influencer reviews, preference for products endorsed by favorite influencers, and perceived reliability of influencer claims were rated. The statement "I trust influencer's review and recommendations more than traditional ads" received the highest mean score of 3.31 with 1.01 standard deviation. This indicates a moderate agreement among Millenial respondents and highlighting the growing credibility of influencer marketing compared to conventional advertising. This was followed by the statement "I am more inclined to buy products that are promoted by my favorite influencer," with a mean of 3.24 (SD = 1.12), suggesting a meaningful, although not overwhelming, influence on purchasing behavior. Meanwhile, the lowest mean score of 3.16 (SD = 1.03) was attributed to the statement "I think the promises made by an influencer are likely to be reliable," showing some level of skepticism remains despite general trust.

Further statistical tests were conducted to examine significant differences between the respondents' profiles and their perceptions of influencer traits and purchase intention. The results indicated that certain demographic factors particularly the age, educational attainment, and employment status. They were significantly associated with how respondents perceived influencer attributes. For instance, younger respondents and those with higher educational attainment showed stronger preference for authenticity and engagement. There is also a significant difference found between the profile of the respondent and their purchase intention. This shows how factors like income and gender can affect susceptibility to influencer marketing.

Lastly, the correlation analysis revealed a positive relationship between influencer characteristics and millennials' purchase intentions. The trustworthiness and authenticity showed the strongest correlations. That means influencers who appear genuine and credible are more likely to persuade millennials to consider or buy the products and services that they endorse. These findings affirm the critical role that local social media influencers play in shaping consumer behavior among millennials in General Santos City.

In summary, the results of this chapter confirm that millennials are significantly influenced by local social media influencers particularly when these influencers are seen as authentic, engaging and trustworthy. The demographic factors also influence how millennials respond to influencer content but the overall data supports the conclusion that influencer traits play a key role in shaping purchase intentions.

b) Conclusions

Based on the findings of this study, the conclusions regarding the influence of local social media influencers and the relationship between respondents' profiles and their perceptions and purchase intentions can be summarized as follows:

Influence of Local Social Media Influencers on Millennials' Purchase Intentions: The study showed that local social media influencers significantly influence the purchase intentions of millennials in General Santos City. Local social media influencers who are perceived as authentic, trustworthy, and engaging are effective in influencing millennials to consider and make purchases. This also pointed out the importance of influencer marketing as a powerful strategy in social media marketing and influencing consumer behavior among the millennial demographic.

Relationship between Respondents' Profiles and Social Media Influence: The findings showed a significant difference between the profile characteristics of respondents and their perceptions of social media influence. Factors such as age, education, and employ-

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ment status affect how millennials respond to and engage with influencer content. This suggests that individual demographic variables play a critical role in shaping how social media influence is perceived across different segments of the population.

Relationship between Respondents' Profiles and Purchase Intentions: The study also found a significant difference between respondents' profiles and their purchase intentions. Respondents profile including the gender, income and education, they influence the likelihood of millennials acting upon social media influencer recommendations. This pointed out the importance of considering the personal background in analyzing consumer buying intention in the context of social media influence.

c) Recommendations

Several suggestions can be made to different stakeholders based on the study's overall findings in order to improve their marketing strategies and optimize the effect of local social media influencers on millennials' purchasing inclinations:

It is recommended that local social media influencers may focus on enhancing their engagement with followers like responding to their advised to collaborate with influencers as part of social media marketing and they should not only focus on influencers that have a genuine in their contents.

Business owners may partner with influencers who are more authentic and engage with their followers. Millennials are more likely to trust and respond positively to influencers who are seen as real and relatable. Choosing influencers who actively interact with their followers can foster stronger brand loyalty and customer trust.

Rather than focusing on influencers with massive followings, business owners can benefit from partnering with influencers who have a smaller but highly engaged audience. These niche influencers, especially those with expertise in specific areas, can drive more targeted and impactful purchasing decisions.

Social media managers can use the study's findings to create personalized marketing strategies as part of social media marketing that resonate with the millennials and other groups. By aligning campaigns with the attributes of influencers that millennials trust such as engagement and expertise social media managers can enhance the effectiveness of their marketing efforts and increase the likelihood of conversion.

Instead of one-off influencer collaborations, businesses and social media managers may also focus on long term relationships with influencers. This strategy can lead to more regular and reliable endorsements and fostering greater trust as well as influencing purchase decisions.

Influencers may aim to maintain the consistency in their contents and authenticity. This includes staying true to their values and being transparent with their followers particularly when promoting products and services. Establishing a reputation for reliability will increase followers' trust. This will make them more likely to act on product recommendations of the influencer that they are following.

Influencers may continue to foster strong connections with their followers by engaging in meaningful interactions. This can include responding to comments, conducting polls, and addressing followers' concerns or feedback. Strong engagement helps deepen the connection with the audience, increasing the influencer's impact on purchase decisions.

Future research can further explore the specific traits of influencers that drive consumer behavior across different demographics. Expanding on this study's findings could help create a more comprehensive understanding of the influencer-consumer dynamic, especially as it relates to various industries and product categories.

Researchers may also want to examine the long-term influence of influencer marketing on consumer trust. This could offer deeper insights into the lasting effects of influencer partnerships and whether they lead to sustained behavior change or merely short-term sales increases.

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Dedication

I have always dedicated my achievements to everyone around me. But this time, this paper is for me.

Every day has been a battle, wearing many masks - as an employee, a mother to special children, a regular mom, a student, a businesswoman, a learner, and a practicing Muslimah. There were countless moments when giving up felt like the only option. Some days, I felt like I was so "*bobo"* and didn't know what to do, but every day, I made progress because giving up was never an option. Mornings were chaotic, lasting until night, and yet, I can hardly believe I managed it all together.

They never saw me cry. I cried alone, overwhelmed by everything but somehow, I always gathered myself, stepped out, and faced the world with the same calm face with just my lip tint on, as if nothing had happened.

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The Influence of Local Social Media Influencers on Millennial's Purchase Intention

1. Gender

- ☐ Male
- ☐ Female

Age

- ☐ 28-32
- ☐ 32-38
- ☐ 38-43

Religion

- ☐ Islam
- ☐ Christianity
- ☐ Others _____

Income (monthly)

- ☐ ₱ 0 to ₱ 5,000
- ☐ ₱ 5,000 – ₱ 15,000
- ☐ ₱ 15,000 - ₱ 30,000
- ☐ ₱ 30,000 - ₱ 45,000
- ☐ ₱ 45,000 above

Educational Attainment

- ☐ Elementary level
- ☐ Highschool
- ☐ College Undergraduate
- ☐ College Graduate
- ☐ Masters Degree
- ☐ Doctorate Degree
- ☐ Others _____

Demographic segments

- ☐ Teachers
- ☐ Students
- ☐ Private Employees
- ☐ Government Employees
- ☐ Self-Employed/Business Owners

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Variables	Source	Measurement Item	1	2	3	4	5
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Purchase Intention	Model and Questions: Mahrous and Abdelmaaboud (2017), cited in Lipi Batra, et al. (2022)	I am more likely to buy a product recommended by the accounts I follow on social media like Facebook, Tiktok etc					
		I feel the urge to buy the products after watching a review or post about it					
		It is likely that I will purchase the products featured on an influencer's account					
Authenticity	Developed by the Researcher	Influencers are genuine in heir recommendations.					
		I feel that influencers are sincere in their reviews					
		Influencers present honest opinions about products.					
Expertise	Model: Ohanian, 1990 Spake & Questions: Megehee cited in Lipi Batra, et al. (2022)	Influencers have extensive knowledge about their field.					
		I think influencers have experience in their area of interest.					
		I think influencers have specialized knowledge about their field.					
Number of Followers	Developed by the Researcher	An influencer with a large following is more credible.					
		The number of followers an influencer has impacts my perception of their reliability					
		I tend to trust influencers with more followers					
Similarity	Model: Sievert & Jacob, 2014 Questions: Casalo Flavian & C.Ibanes-Sanchez, cited in Lipi Batra, et al. (2022)	My favorite influencer shares the same interest as me.					
		My favorite influencer's personality is similar to me.					
		Influencers post relatable content from their everyday life.					
Trustworthiness	Model and Questions: Mahrous and Abdelmaaboud (2017), cited in Lipi Batra, et al. (2022)	I trust influencer's review and recommend more than traditional ads.					
		I am more inclined to buy products that are promoted by my favorite influencer.					
		I think the promises made by an influencer are likely to be reliable.					

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PROFESSIONAL EXPERIENCE

Senior Agrarian Reform Program Technologist | 2023-2025
Department of Agrarian Reform

- Assisted in planning, implementing, and monitoring agrarian reform programs.
- Conducted field validations and supported land acquisition and distribution.
- Provided technical support to agrarian reform beneficiaries (ARBs) and their organizations.
- Coordinated with LGUs and partner agencies for program delivery.
- Prepared reports, proposals, and documentation of project activities.

Agrarian Reform Program Technologist | 2016-2023
Department of Agrarian Reform

- Supported implementation of agrarian reform projects and land tenure programs.
- Conducted fieldwork, data gathering, and beneficiary validation.
- Provided assistance to ARBs and helped strengthen ARB organizations.
- Coordinated with LGUs and stakeholders to ensure smooth project delivery.
- Assisted in preparing technical reports and monitoring project progress.

EDUCATION

Mindanao State University - General Santos City | 2022-2025
Master of Science in Business Management Major in Marketing

Mindanao State University - General Santos City 2009-2014
BS Agricultural Engineering

SKILLS

- Marketing & Promotion
- Social Media Management
- Creative Design
- Writing & Content Creation
- Technology & Innovation
- Entrepreneurial Mindset

ADDITIONAL INFORMATION

- **2025–Present:** Café Owner and Freelance Creative
  Manages café operations, branding, and marketing while offering freelance services in digital content, design, and admin support.
- **2022–2024:** Social Media Manager and Virtual Assistant
  Provided content creation, page management, and administrative support for various clients and small businesses.
- **2016–2022:** Online Seller and RTW Supplier
  Operated an online business selling ready-to-wear clothing, handling sourcing, inventory, and customer relations.

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The Perceived Value of Digital Transformation in Businesses: The Experience of Six Executives in Cameroon

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Abstract- The aim of this research is to identify the density of perceived benefits and sacrifices of the digitization process implemented within companies, based on semi-directive interviews centered on the experience discourse of managers. It is therefore part of an analytical logic of perceived value concerning the digital transformation of companies from the point of view of their managers. The results obtained reveal some thirty positively perceived values of digital transformation, as well as the changes induced by it in the cases studied within Cameroonian companies.

Keywords: *Perceived value, digital transformation, experience, managers.*

GJMBR-E Classification: *JEL Code: M1, O33*



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The Perceived Value of Digital Transformation in Businesses: The Experience of Six Executives in Cameroon

La Valeur Perçue De La Transformation Digitale Des Entreprises: L'expérience De 06 Dirigeants Au Cameroun

Guepi-Kambou Audebert [α] & Ibrahima [σ]

Abstract- The aim of this research is to identify the density of perceived benefits and sacrifices of the digitization process implemented within companies, based on semi-directive interviews centered on the experience discourse of managers. It is therefore part of an analytical logic of perceived value concerning the digital transformation of companies from the point of view of their managers. The results obtained reveal some thirty positively perceived values of digital transformation, as well as the changes induced by it in the cases studied within Cameroonian companies.

Keywords: Perceived value, digital transformation, experience, managers.

Résumé- Cette recherche a pour objectif d'identifier, à partir des entretiens semi-directifs centrés autour des discours d'expérience des dirigeants, la densité des bénéfices et sacrifices perçus du processus de digitalisation mise en place au sein des entreprises. Elle s'inscrit donc dans une logique analytique de valeur perçue concernant transformation digitale des entreprises du point de vue de ses dirigeants. Les résultats obtenus fait ainsi émerger une trentaine de valeurs positivement perçues de la transformation digitale ainsi que les changements induits par elle dans les cas étudiés au sein des entreprises camerounaises.

Mots-clés: Valeur perçue, Transformation digitale, expérience, dirigeants.

I. Introduction

La quête des innovations technologiques bouleverse le mode de fonctionnement des entreprises, ainsi que les comportements de ses différentes parties prenantes. Les technologies mobiles, les technologies interactives (réseaux sociaux) impulsées par l'Internet perturbent ainsi, et, en profondeur les stratégies traditionnelles de nos entreprises. Elles ont donc l'obligation d'adapter rapidement leur stratégie au phénomène de la transformation du numérique (Henriette et al, 2016). En ajustant leur business model, elles migrent régulièrement d'entreprise dite « traditionnelle » vers une nouvelle dite « numérique » (Brahami et Belgahba, 2022).

La transformation de l'entreprise par la digitalisation modifie l'environnement des affaires en affectant la tendance durable des modèles d'affaires (Chandola, 2015 cité par Nakou et Simeu Nana, 2022). La digitalisation s'impose désormais au dirigeant qui souhaite rester compétitif dans un environnement marqué inlassablement par la rude concurrence. Puisque la numérisation apporte désormais de nouvelles opportunités, modifie la chaîne de valeur (Litan et Rivlin, 2001), des offres commerciales en mettant prématurément fin aux activités inopérantes (Parviainen, 2017). Elle transforme non seulement l'expérience client mais également les modèles commerciaux et les processus commerciaux (MIT et Capgemini 2011 cité par Henriette et al. 2016). Elle ouvre également la voie à des nouvelles formes de services « smart services » (Allmendinger et Lombreglia. 2005; Wuenderlich et al. 2015).

La transformation numérique des entreprises place les usagers, à la fois dirigeants et clients, au cœur des nouvelles dynamiques organisationnelles. L'hyper connectivité des consommateurs change radicalement les attentes de ces derniers ainsi que leurs comportements (Keckhut et al. 2016). Les clients de plus en plus surinformés, exposés à plusieurs sources d'information, sont exigeant sur la qualité des produits et services. Et pour rééquilibrer et maintenir la position dominante de l'entreprise lors des négociations commerciales, les dirigeants doivent renforcer leurs outils de vente en utilisant désormais des supports digitaux (*big data, l'intelligence artificielle, les systèmes informatiques, sites web, tablettes, iphone, internet, Réseaux sociaux, applications mobiles, cloud computing…*).

Conscientes donc de ces opportunités qu'offre la digitalisation, les entreprises s'y engagent progressivement dans ce processus (Dudézert, 2018), en explorant l'apport de la transformation digitale au niveau de leur chaîne de valeur (Bharadwaj, 2010 cité par Benkaraache et Ghanouane, 2020). Ait Ouhammou et al (2019), soulignent d'ailleurs que l'adoption du digital n'est plus un choix pour l'entreprise mais plutôt une nécessité pour garantir son avantage compétitif durable.

Cependant, il ne faut pour autant pas négliger le fait que cette digitalisation présente des limites pour une partie des individus qui restent attachés au contact physique (Keckhut et al. 2016). Bien que la transformation numérique touche toutes les entreprises

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et toutes les personnes en son sein, certains responsables d'entreprises y voient une simple façon de transformer une entreprise traditionnelle en une entreprise numérique (Brahami et Belghaba, 2022). Certains dirigeants peuvent la considérer comme un simple processus de suppression d'utilisation de papier dans de nombreux services de l'entreprise et non pas comme une véritable volonté de révolutionner tous les aspects de l'entreprise.

La pratique du dispositif de digitalisation impulsée par le nouvel environnement des affaires peut donc être perçue différemment d'un dirigeant à un autre. Surtout que pour Bouali et Ejbari (2022), la transformation digitale varie selon l'entreprise. C'est ce qui rendrait difficile de trouver une conceptualisation de la transformation digitale valable pour tous les acteurs interne et/ou externe de l'entreprise. Il existe dans la compréhension de la digitalisation une pluralité des critères et facteurs qui l'accompagnent (Mignenan, 2021).

Au regard des différents points de vue sus évoqués, nous faisons le constat selon lequel l'appréciation des pratiques du digital n'ont pas encore dévoilé complètement ses perceptions. Surtout dans un contexte où une accélération de la transformation numérique, bouscule non seulement les processus opérationnels mais autorise aussi une reconfiguration de la place du client et remet en cause la définition de la valeur créée par l'entreprise (Baudoin et al. 2019).

La valeur perçue étant encore peu mobilisée dans le champ de l'innovation (Rivière, 2015). Ce qui nous amène à investiguer dans ce sens en explorant en profondeur celle de la partie prenante dirigeants ou responsables d'entreprises. Les managers et décideurs ont bien souvent une connaissance limitée de ce qu'est la transformation numérique, de ce que cela représente et des outils et méthodes pour en tirer partie (Harvard Business Review ASR, 2015 cité par Isckia, 2016).

A cet effet, notre travail de recherche s'inscrit donc dans une logique analytique de valeur perçue de la transformation digitale des entreprises du point de vue de ses dirigeants. Surtout que la valeur perçue est un jugement individuel et que sa conceptualisation dans un contexte d'innovation, nécessite l'intégration de certaines spécificités liées au comportement de l'individu (Rivière, 2015). En marketing pour comprendre le processus d'adoption d'une innovation, les travaux de Gatignon et Robertson (1991) évoquent le rôle dominant des caractéristiques perçues qui peuvent avoir sur l'innovation par rapport à l'idée de remplacement. Ces perceptions peuvent également être situationnelles et dépendant du contexte au sein duquel se produit le jugement évaluatif (Holbrook et Corfman, 1985 cité par Zeithaml, 1988).

Dans ce travail de recherche nous souhaitons donc répondre à la question: *Quelles sont les différentes facettes de la valeur perçue de l'implémentation de la transformation digitale des entreprises par les dirigeants ?*

Cette recherche a pour objectif d'identifier, à partir des entretiens semi-directifs centrés autour du discours d'expérience des dirigeants, la densité des bénéfices et sacrifices perçus du processus de digitalisation mise en place au sein des entreprises.

Pour y parvenir, dans la première partie nous nous essayons à l'aide d'une revue de la littérature de clarifier le concept de transformation digitale et de valeur perçue, en ressortant les enjeux d'une transformation digitale pour les entreprises. Dans la seconde partie nous présentons notre étude empirique en dévoilant la méthodologie utilisée pour capter les perceptions des dirigeants concernant la digitalisation des entreprises. Elle restitue et discute également nos résultats en énonçant les limites de cette recherche ainsi que les voies de recherche futures.

II. La Transformation Digitale Et Valeur Perçue: Revue De La Littérature

a) *La Transformation Digitale: Une Notion Protéiforme*

« Transformation digitale », « digitalisation », « digital », « Transformation Numérique », « numérisation », « numérique », « innovation digitale », « transformation organisationnelle », « stratégies digitales», sont autant de vocables développés dans la littérature scientifique et managériale pour désigner un seul et même phénomène. Ce pluralisme de termes marque ainsi l'absence d'une définition clairement partagée à la fois par les scientifiques et les professionnels. Nous présentons dans le tableau 1, les principales acceptions ainsi que ses différents éléments de discussions.

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Tableau 1: Quelques Définitions Et Idées Traitées

Auteurs	Définitions Proposées[1]	Idées Traitées
Fors et Stolterman, (2004)	Des changements que la technologie numérique entraîne ou influence dans tous les aspects de la vie humaine.	Changement technologique; Impact la vie humaine.
Bowersox, Closs et Drayer (2005),	Le processus de réinvention d'une entreprise pour numériser ses opérations et développer des relations étendues dans la chaîne d'approvisionnement.	Processus de réinvention de l'entreprise; Numérisation des opérations; Résultat sur la chaine d'approvisionnement.
(Westerman et al., 2011	L'utilisation de la technologie pour améliorer radicalement la performance ou la portée des entreprises.	Utilisation technologique; Amélioration de la performance.
Riemer (2013)	changements induits par le développement des technologies numériques qui se produisent à un rythme effréné, qui bouleversent la manière de créer la valeur, les interactions sociales, la conduite des affaires et, plus généralement, notre façon de penser.	Développement des technologies numériques; Modification création de la valeur; Désorganisation des interactions sociales et conduite des affaires; Bouleversement de la façon de penser.
Mazzone, (2014),	L'évolution numérique délibérée et continue d'une entreprise, d'un modèle commercial, d'un processus d'idées ou d'une méthodologie, tant sur le plan stratégique que tactique.	Evolution du numérique de l'entreprise: Processus d'idée méthodologie; Impact sur la stratégie et la tactique.
Bloomberg, (2014)	Le réalignement ou les nouveaux investissements dans la technologie et le business model pour engager plus efficacement les clients numériques à chaque point de contact du cycle de vie de l'expérience client.	Investissement technologique; Ajustement du business model; Engagement des clients numérique.
Riedl et al, (2017)	Le processus d'introduction des technologies numériques, qui traitent essentiellement des changements causés par les technologies de l'information.	Processus d'introduction technologique Impacté par les TI
Schwertner, (2017)	L'application de la technologie pour créer de nouveaux modèles commerciaux, processus, logiciels et systèmes qui se traduisent par des revenus plus rentables, un avantage concurrentiel plus important et une efficacité accrue. Les entreprises y parviennent en transformant les processus et le business model, en renforçant l'efficacité et l'innovation de la main-d'œuvre et en personnalisant les expériences client/citoyen.	Application technologique; Création des systèmes; Rentabilité; Efficacité; Avantage concurrentiel; Renforcement et innovation de la main d'œuvre; Personnalisation des expériences client/citoyen.
Liere-Netheler et al. (2018)	L'utilisation de nouvelles technologies numériques (médias sociaux, mobile, analyse ou dispositifs embarqués) pour permettre des améliorations commerciales majeures (telles que l'amélioration de l'expérience client, la rationalisation des opérations ou la création de nouveaux modèles d'affaires.	Amélioration de l'expérience client; Rationalisation dans les opérations; Création de nouveaux modèles d'affaires.
Parida et al., (2019)	L'utilisation des technologies numériques pour innover un Business Model et fournir de nouvelles sources de revenus et des opportunités de création de valeur dans les écosystèmes industriels.	Utilisation de la digitalisation; Innovation du business model; Production d'opportunité; création de nouvelles valeurs.
Hanelt et al., (2020)	Un changement organisationnel déclenché et façonné par la diffusion généralisée de la technologie numérique. Le contenu de ce changement, selon nous, comprend un mouvement vers des modèles organisationnels malléables qui sont intégrés dans des écosystèmes d'activités numériques et qui sont dirigés par ceuxci	Changement organisationnel; Diffusion de la technologie; Mise en place des modèles flexibles.

Source: les auteurs (à partir de la revue de la littérature)

La clarification des définitions abordées ci-dessus, nous amène à postuler que la transformation digitale est un terme singulièrement utilisé pour décrire l'ensemble des bouleversements qui affectent les activités, les processus, les relations, les valeurs et toutes autres compétences de l'entreprise provoqués

[1] Certaines définitions proposées relèves des Traductions libres des auteurs de cet article, tout en espérant que nous ne trahissons pas la pensée de ces différents auteurs.

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par l'implémentation des technologies numériques en son sein. La transformation digitale repose donc sur trois composantes: les innovations des outils numériques (internet, sites), la dimension stratégique (managériale, organisationnelle et culturelle) et la dimension humaine (Vanheems, 2018)

b) La Notion De La Valeur Perçue: Définitions, Approches et Dimensions De Mesure

La valeur perçue en marketing occupe une place de choix dans les réflexions des chercheurs et des professionnels (Rivière et Mencarelli, 2012; Rivière, 2015). Plusieurs idéations sont développées par de nombreux auteurs sans toutefois offrir une vision consensuelle. Le tableau 2 suivant, expose quelques définitions jugées pertinentes et ainsi que les différentes dimensions de la valeur qui y sont associées.

Tableau 2: Quelques Définitions De La Valeur et Dimensions Identifiées

Auteurs	Définitions Proposées[2]	Dimensions Identifiées
Schechter (1984) cité par Zeithaml	L'ensemble des facteurs, qualitatifs et quantitatifs, subjectifs et objectifs, qui font l'expérience d'achat complète.	Valeur d'achat Valeur expérientielle
Zeithaml (1988)	L'évaluation globale de l'utilité d'un produit fondée sur les perceptions de ce qui est reçu et de ce qui est donné.	Valeur utilitaire Valeur de commodité
Holbrook et Corfman (1985)	une préférence relative (comparative, personnelle, situationnelle), caractérisant l'expérience d'un individu en interaction avec un objet.	Valeur expérientielle Valeur relationnelle
Monroe et Krishnan, (1985)	le rapport entre les bénéfices et les sacrifices perçus	Valeur cognitive
Day (1990)	Différence (ou le surplus) entre les bénéfices perçus et les coûts perçus	Valeur d'achat
Holbrook (1999)	une préférence relative qui caractérise l'expérience d'une interaction entre le consommateur et un produit ou un service	Valeur expérientielle Valeur d'usage
Oliver (1999)	un jugement comparatif intra- et inter-produit	Valeur de concurrence Valeur de commodité
Pihlström, (2008)	Le plaisir et amusement consécutif à l'utilisation d'un produit, d'un service ou d'une technologie	Valeur hédoniste
Riviere (2015)	Un jugement individuel et personnel, sa formation est influencée par les caractéristiques psychologiques et sociodémographiques.	Valeur cognitive
Caillé A et Wéber J (2015)	ce qui est perçu comme tel par les publics, les groupes ou les sujets concernés.	Valeur sociale
Rivière et al, (2017)	un jugement post-consommatoire issu d'une expérience de possession d'un produit ou service	Valeur cognitive Valeur expérientielle
Marcos et Coelho, (2017)	un compromis entre les sacrifices qu'ils perçoivent en payant le prix et les qualités ou les avantages qu'ils reçoivent du produit	Valeur d'achat Valeur d'usage

Source: les auteurs (à partir de la revue de la littérature)

La valeur perçue s'appréhende donc comme une préférence relative qui est caractérisée par l'expérience d'un sujet en interaction avec un objet (Holbrook, 1999; Holbrook et Corfman; 1985), ou une situation/ événement ou d'un état (Dubois, 1999 cité par rivière, 2015). Un jugement post-consommatoire issu d'une expérience de possession d'un produit ou service (Rivière et al 2017). Un jugement comparatif, matérialisé par le compromis ou la différence ou le ratio entre les bénéfices/utilités/avantages perçus et les coûts/risques /sacrifices perçus. (Day, 1990; Monroe et Krishnan, 1985; Zeithaml, 1988; Marcos et Coelho, 2017; rivière et al, 2017). C'est la valeur qu'attribue un individu concernant un produit/service/objet/idée/phénomène.

Une lecture transversale, des définitions ci-dessus, permet d'extraire ainsi environ neuf facettes ou dimensions expliquant la valeur en marketing. Ainsi nous pouvons retenir de l'ensemble des définitionsque la valeur perçue est un construit dynamique aux multiples composantes, bâti subséquemment sur l'une des deux postures suivantes: (1) celle des auteurs qui inscrivent la valeur perçue dans une perspective expérientielle ou de jugement préférentiel et (2) celle défendue par de nombreux auteurs, qui la positionnent

[2] Certaines définitions proposées relèves des Traductions libres des auteurs de cet article,

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comme la recherche d'un résultat calculé mesurant l'écart existant entre bénéfices obtenus/sacrifices consentis d'un objet.

c) Les Postulats De La Valeur Perçue De La Transformation Digitale Dans Les Entreprises

Les enjeux liés à la transformation digitale au sein des entreprises sont nombreux. La transformation digitale trouve déjà ses origines sur le plan scientifique avec les travaux, de Patel et Mc Carthy en 2000. Ils montrent que l'accès de l'entreprise aux nouvelles technologies telle qu'internet favoriserait la transformation des business models existants. Selon Benkaraache et Ghanouane (2020), les entreprises qui s'impliquent efficacement dans des technologies digitales, développer des meilleures modèles d'affaires. De nombreuses littératures classent également la transformation digitale comme un phénomène ancré aux nouveaux usages des acteurs sociaux impactant directement la vie de l'entreprise.

L'impact de la transformation numérique s'opère à trois niveaux d'après Westerman et al, 2011: (1) la transformation de la relation client (expérience-client), (2) la transformation des processus opérationnels (procédé opérationnel) et (3) le changement des modèles d'affaires (business Model). Nous pouvons émettre la proposition implicite selon laquelle l'appropriation des pratiques digitales par l'entreprise produirait des résultats positifs sur les structures économiques, organisationnelle et sociétale de celle-ci. Elle améliore la croissance du chiffre d'affaires, grâce à l'importance accordées aux consommateurs de plus en plus familiarisés et outillés à l'usage des appareils digitaux. Car ils ont désormais accès à des informations complètes de l'entreprise ce qui rend encore plus complexes leurs attentes et exigences.

Selon une enquête du MIT (2012), la digitalisation est perçue comme une réponse permettant de construire de nouveaux avantages concurrentiels. Les entreprises peuvent avoir grâce à leur forte capacité de réactivité de maitrise des outils du digital, devenir plus efficace en rationalisant désormais les opérations de marketing, de vente, et en innovant dans de nouveaux secteurs d'activité. Au sein de plusieurs organisations, les nouvelles technologies tendent à devenir le media principal des interactions en réseau et permet d'étendre et de mieux gérer ses connaissances (Mollard, 2016). Les réseaux sociaux seraient devenus probablement des puissants vecteurs d'information, de communication et de positionnement d'image de l'entreprise avec un réel impact sur sa chaîne de création de valeur (Madjidi et al, 2020).

Le concept de transformation digitale n'aurait pas le même sens pour tous les auteurs. Ainsi toutes les entreprises n'ont pas la même vision sur l'intégration du digital dans sa stratégie. Pour de nombreux auteurs, elle peut être perçue comme une réelle rupture des usages, du mode de vie dans les organisations et des règles du marché. Dorn (2017) à cet effet, souligne que l'introduction massive des hautes technologies impacte considérablement l'organisation du travail et les emplois. Les outils de digitalisation bouleversent l'environnement interne et externe de l'entreprise. Elle permet d'alléger la charge de travail pour le personnel des établissements et de faire gagner du temps aux clients (Laila 2022).

Le tableau ci-dessous ressort les quelques enjeux de la transformation digitale dans les entreprises.

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Tableau 3: Les Niveaux Des Enjeux De La Transformation

Enjeux	Caractérisation (bénéfices et sacrifies)
Economique	- Favorise la mise en place de nouveau modèle économique car les agents économiques peuvent accéder directement à certains marchés sans intermédiaire par exemple; - Bouleversent des pratiques managériales, des processus d'échange, de contrôle, de communication; - Naissance d'une économie digitale dont les modèles de gestion s'appuient sur les technologies de l'information; - Plus de flexibilité des investissements technologiques en fonction de la taille, de la catégorie des entreprises; - Possibilité d'obtenir et traiter des données massives à des coûts raisonnables; - Le cout de la mise en place de la digitalisation est encore très élevé par rapport au retour sur investissement; - Réduction des coûts relatifs aux consommables interne/externe (papiers, impressions…)
Techniques	- Développement accrues des nouvelles technologies (*intelligence artificielle, Big Data, robotique, internet, smartpone, phabette…*) ; - Développement des outils CRM permettant progressivement de passer d'une vente par contact directe vers des solutions de négoces à distance ; - Intégration et plus de considération de la fonction RD dans les entreprises, même de petites tailles. - Evolutions technologiques de matérielles (*puces, serveurs,..*) et immatérielles (*langage, logiciel, application…)* - TIC et numérisation de l'information facilitant par exemple le transfert, la récolte, le stockage, le traitement… des informations.
Relations humaines	- Recherche de nouvelles compétences dans le marché de l'emploi; - Modification de la manière dont les individus collaborent au sein d'une équipe; - Recule des structures hiérarchiques traditionnelles vers des structures horizontales émergeantes favorisant plus d'autonomie aux employés dans la prise de décision et de partage d'idées; - Evolution rapide des compétences sur le marché de l'emploi qui oriente les salariés vers des formations nouvelles et permanentes. Parce que les compétences sont rapidement modifié au regard de l'évolution rapide des solutions digitales auxquelles il faut s'adapter; - Activités humaines transformées par un dispositif organisationnel de plus en plus numérisé. On note donc un remplacement progressif du travail au lieu du travail par le travail à distance; - Relation homme/machine de plus en plus à la mode; - Relation entreprise/client s'exécutant de plus en plus à distance. - Prudence de certains clients en raison de ce que la nouvelle façon de consommer exige un nouveau confort intellectuel de leur part, l'expérience client est désormais liée à l'expérience co-création. - Perception de l'internet et utilisation des réseaux sociaux comme phénomène de rupture de la fraternité sociale
Responsabilités sociétales	- Difficulté de la protection des données personnelles; - Multiplication des sources de partages des données même à caractère personnel ce qui pose un problème d'ordre morale et éthique; - Manque d'un cadre juridique et légal concernant la gestion de données individuelles; - Craintes des impacts environnementaux liés aux déchets et autres conséquences technologiques; - Impacts sur la santé et cadre de vie des populations;

Source: les auteurs (à partir de la revue de la littérature)

III. Les Valeurs Perçues De La Transformation Digitale Des Dirigeants: Etude Empirique

a) *Les Modalités Méthodologiques De Cette Recherche*

Pour comprendre les valeurs perçues issues des expériences de la transformation digitale dans les entreprises, nous avons choisi dans le cadre de cette recherche de procéder à des entretiens semi-directifs auprès des dirigeants ayant intégrées le digital. Ces entretiens ont été réalisés à l'aide d'un guide d'entretien sous-tendu par un protocole d'entretien (Etoundi, 2014), structurés en cinq thèmes: (1) perception de la digitalisation au sein de l'entreprise, (2) les mécanismes de transformation digitale au sein de l'entreprise, (3) les moyens mis en œuvre pour l'implémentation de la transformation digitale, (4) les résultats obtenus par la digitalisation de l'entreprise et (5) quelques informations sur l'entreprise.

Notre objectif est de capter les expériences de ces dirigeants, à partir de l'analyse de leurs propres discours et extraire les valeurs évoquées de l'implémentation des outils digitaux au sein de l'entreprise. Chaque entretien a durée en moyenne de 90 minutes. Il a été enregistré à l'aide d'un dictaphone et ensuite retranscrit. Nous avons adopté une démarche qualitative thématique de contenu. Le logiciel Sphinx iQ3 nous a donné la possibilité de catégoriser l'ensemble du corpus des mots obtenus des verbatim. Il a facilité la

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démarche de construction et de vérification des éléments de la théorie qui ont émergé de l'organisation de données de terrain.

S'agissant de l'échantillonnage, le participant a été sélectionné en fonction de son niveau d'implication à prendre une décision dans l'entreprise. Nous nous sommes limités au nombre de 06 dirigeants en priorisant l'échantillonnage théorique comme processus de la collecte des données (Hlady-Rispal, 2000). Surtout qu'Eisenhardt (1991) cité par Hlady-Rispal, (2000), situe l'échantillon théorique entre quatre et dix pour des raisons de maîtrise de volume des données. En sus, l'option de sélection de plusieurs sources d'informations en priorisant le choix des entreprises de tailles et activités variées (02 entreprises du secteur de télécommunication, 02 entreprises prestations de services, 02 entreprises du secteur industriel) nous donnent la possibilité d'accroitre non seulement la validité de notre recherche mais également de satisfaire le critère de la triangulation de nos données. Le tableau ci-dessous ressort donc les caractéristiques des personnes au sein des entreprises interrogées.

Tableau 4: Caractérisation De L'échantillon

Entreprise	Qualité du répondant	Activités	Niveau de digitalisation de l'entreprise	Age Entreprise	Age répondant	Sexe du répondant	Effectif des Employés
E1	Co promoteur, directeur général	Prestation de services en stratégie d'entre-prise	A 100% je n'utilise même pas le papier	18 ans	35 ans	Masculin	02 permanents et Plusieurs Consultants en freelance
E2	Assistante, responsable de la commu-nication digitale	Industrielle (production et commercialisation)	Oui, nous utilisons le numérique pour nos activités. Plus précisé-ment sur le volet communica-tionnel	57 ans	25-30 ans	Féminin	Plus de 1000
E3	Implémentatio n manager	Télécommunication	Oui, tout naturelle-ment.	11 ans	35-40 ans	Masculin	Environ 50
E4	Responsable des opérations	Industrielle (production et commercialisation)	Oui, beaucoup.	5 ans	35-40 ans	Masculin	20
E5	Manager markéting	Télécommunication	Oui bien sûr. nous sommes une com-pagnie de services numéri-ques. Donc il va de soi que nous utilisons que du numérique.	20 ans	35-40	Masculin	Entre 450-650
E6	Responsable de commu-nication digitale, graphiste	Formations en ligne, prestation de services	oui nous utilisons très très souvent les outils Facebook pour faire les publicités, amélio-rer notre visibilité	6 ans	28 ans	Féminin	5 Employés Permanents, plusieurs consultants

Source: Auteurs (à partir des données de terrains)

b) Présentation, Analyse Et Discussion Des Résultats

La présentation des résultats d'une étude interprétative comme c'est le cas ici, a pour visé de rendre la réalité perçue des dirigeants révélée à travers des discours issus de leurs expériences vécues concernant le processus de numérisation des activités de l'entreprise. Ces résultats montrent que le degré d'implémentation de la digitalisation dans les entreprises n'est pas identique pour toutes les entreprises. Nous constatons que plus de 50% des entreprises étudiées ont complètement digitalisé l'ensemble des procédures et opérations au sein de l'entreprise.

i. *La Perception Transformation Digitale Des Interviewés*

L'analyse lexicale des discours des responsables d'entreprises, laisse transparaitre de manière prépondérante une maitrise du concept par les entreprises. Ces résultats nous renseignent effectivement sur l'avis de la numérisation des entreprises.

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Tableau 5: *Verbatim* Des Entreprises Interrogées Concernant L'avis Sur La Transformation Digitale Des Entreprises

Entreprises	Verbatim
E1	La transformation digitale des entreprises de nos jours, je dirai que c'est une contrainte, c'est une obligation. Des entreprises de nos jours sont obligées de se digitaliser, parce que le monde se digitalise, parce que, le monde des consommateurs des produits, des entreprises ne sont pas les mêmes, nos comportements également face aux outils du digital ont changé, par conséquence, les entreprises doivent s'orienter vers la nouvelle façon de faire.
E2	Dans digital je vois déjà tout ce qui est NTIC donc c'est comment est-ce qu'on peut utiliser les nouveaux outils des nouvelles technologies de l'information et de la communication pour faciliter le travail en entreprise
E3	La transformation numérique est devenue de plus en plus indispensable à la prospérité de nos économies modernes. Tous les secteurs d'activités sont concernés notamment : l'énergie, les transports, les télécommunications, la production industrielle, les soins de santé, la production alimentaire etc...
E4	D'un point de vue technique, digitaliser une entreprise revient à donner plus de visibilité à cette entreprise. améliorer le rendu d'une entreprise donc pour moi c'est, digitaliser une entreprise revient à améliorer le rendu de sa réputation même sur les réseaux sociaux.
E5	Véritable levier pour les organisations, la transformation digitale est également d'agilité et de résilience en cas de crise comme celle que nous avons connu récemment. Cependant, la grande question est de savoir comment piloter ce virage digital et quels enjeux conditionnent une transformation réussite.
E6	Transformation digitale proprement dit, je dirai que c'est un processus global de transformation de l'entreprise qui la conduit à revoir ses modalités de collaboration avec ses clients, ses procédés de travail interne et pourquoi pas son business model. En effet, elle évoque de multiples mutations.

Source: Auteurs (à partir des données de terrains)

Ce tableau révèleque la transformation digitale du point de vue des dirigeants peut être perçue de trois façons:

- Un mécanisme, engagé de façon irréversible, par lequel les entreprises aboutissent à une meilleure facilitation dans la réalisation des tâches au quotidien, avec une automation de tâches itératives, qui permet d'avoir un meilleur gain du temps dans l'exécution de ses tâches, d'atteindre un meilleur résultat, qui donne la possibilité de gain d'espace en terme d'archivage.
- Une véritable mutation globale des organisations, une pratique d'incursion de mode managérial qui amène l'entreprise à revoir tout son système collaboratif, ses méthodes de travail avec tous ses parties prenantes (clients, fournisseurs, employés, banques…). Cette transformation va jusqu'à entrainer la révision complète du business model de l'entreprise.
- Le troisième sens indique la transformation digitale comme un dispositif à partir duquel les actions de l'entreprise sont mises en œuvre pour améliorer positivement sa productivité, sa performance, sa compétitivité, au mieux sa visibilité et sa e-réputation.

Le tableau ci-dessous présente alors 07 valeurs évoquées dans la définition de la numérisation des entreprises.

Tableau 6: Valeurs Evoquées Par La Perception De La Transformation Digitale Des Entreprises

Valeurs Digitalisation Evoquées	Archivage	Travail Collaboratif	Résilience et D'argilite	Facilité du Travail	Mutation du Mode Managérial	Visibilité et e-réputation	Réduction papiers

Source: Auteurs; nos analyses

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ii. *Les Sacrifices Perçus de La Transformation Digitale*

Tableau 7: Verbatim Des Entreprises Interrogées Concernant Les Moyens Mis En Œuvre Pour Réussir La Transformation Digitale

Entreprises	Verbatim
E1	les premiers moyens, je vais parler de formation, identifier les bons outils, mettre sur pied les formations qui peuvent être internes ou externes, interne ça veut dire que si moi par exemple, je suis très digital, tu vois, moi je n'utilise pas le papier, si tu vois le papier je sais que c'est quelqu'un qui a fait et m'a donné. Moi personnellement, je n'utilise pas le papier. il y'a les formations. Ces formations chez nous, on effectue les phases de tests qui permettent de graduer, et fonction de ça, maintenant on peut savoir quel est le niveau de responsabilité qu'on peut t'attribuer.
E2	Donc on a eu le soutien de la direction qui a mis des moyens financiers à notre disposition, et a été patients pour voir la majorité de personne s'arrimer. Surtout que avec l'opération de télétravail imposée pendant la pandémie; ces moyens financiers ont permis d'acquérir du matériel et de former les collaborateurs. Bon voilà, je pense c'est en quel quelque sorte ces moyens là, ce sont ces moyens-là donc on a eu des moyens financiers.
E3	Nous avons dû recruter le personnel effectivement parce que, prioritairement pour travailler sur le numérique il faut certaines compétences. Certaines compétences de communication sur internet donc il faut avoir des personnes qui ont des compétences qui maitrisent des outils pour concevoir les visuels. Donc des web graphistes et des infographes et aussi des personnes qui vont pouvoir communiquer et faire des plans de communications sur internet, donc il faut des gens qui vont savoir maitriser la communication digitale. Donc c'est nécessaire pour pouvoir atteindre ces objectifs-là, il faut recruter des personnes qui maitrisent les secteurs là. Des graphistes nous avons eu à recruter des web graphistes et des digitaux marketeurs.
E4	Mais c'est le budget. Quand on parle de budget, ce sont des ressources. Ça veut dire quoi ? Ça veut dire premièrement, il faut des hommes, il faut du matériels, par exemple ce que moi j'ai fait actuellement, cette année je me suis mis à fond sur le markéting digital. J'ai recruté une ressource qui a des objectifs, qui est en charge du markéting digital. Vous voyez ? Donc ça nécessite des hommes. Et en termes de matériel, on peut lister rapidement: les smartphones, les tablettes, les ordinateurs etc. aujourd'hui les télévisions parce que vous avez des télévisions connectées. Donc il faut du matériel
E5	Comment on a fait, j'ai dit que tout le monde passe par la case formation, tout le monde passe par la case formation. Il n'y a pas quelqu'un qui vient et on donne une fois l'ordinateur. Tout le monde passe par la case formation et la principale formation que nous faisons justement est liée à la transformation digitale. Donc on ne veut pas une personne qui va venir nous rendre le travail lourd, qui va venir nous ramener le travail en arrière. Donc la formation que je dis ici ce n'est pas la formation technique je vais prendre un exemple terre à terre, Donc pour, on te montre donc les outils qui vont te permettre de travailler avec nous et nous faciliter le travail, faut pas venir nous rendre le travail encore plus lourd alors qu'on a déjà sauté cette étape là depuis. C'est pour ça que je dis que tout le monde passe par la case formation
E6	Ce qu'on dépense pour la digitalisation ce n'est pas cher, pas besoin d'un gros budget. Bon tu sais aussi que le budget dépend de la taille de l'entreprise, mais à notre niveau ce n'est pas cher. Ce que je dis là ça coute quoi ? ça ne coûte rien du tout. Tu vas voir les trucs de quoi, les 20euros, les 30 euros, les 100 euros, les 60 euros, c'est, contrairement à ce que ça nous rapporte ça, si on veut le ratio avec ce que ça rapporte, c'est insignifiant. Les formateurs, oui beaucoup même on a nous on a toute une plateforme ou on fait dans, dans je peux dire quoi ? Nous on fait dans notre cœur de métier même c'est la transformation ou bien la mise en place des stratégies dans les entreprises. Et qui dit stratégie dit de façon transversale à tous les niveaux. Je t'ai dit que nous on utilise toutes les expertises qui peuvent intervenir dans le cadre de l'optimisation des entreprises. j'aipar exemple mes consultants en transformation numérique, digitale de l'entreprise, tu vois ? J'ai des consultants, on a toute une plateforme pour les consultants qui peuvent mettre sur pied, des formations, les implémenter, mettre sur pied tous les systèmes de transformation digitales des entreprises et même des gouvernements. Comme là récemment on est en train de boucler un contrat avec le PNUD pour digitalisation de certains organismes dans plusieurs Etats de l'Afrique: le RWANDA, le GHANA, L'AFRIQUE DU SUD, LE SENEGAL, la COTE D'IVOIRE, ont déjà validé donc tu vois, ça veut dire que même venir, quand on parle d'organismes d'Etat, tu vois un peu ce que je veux dire.

Source: Auteurs (à partir des données de terrains)

L'analyse de contenu des verbatim ci-dessus laisse transparaitre que l'implémentation de la transformation digitale nécessité la demande de budget plus ou moins important en fonction de la taille de l'entreprise, de même qu'une modification profonde des compétences devant impliquer l'ensemble des parties prenantes de l'entreprise. La décision de numérisation exige aussi la formation des collaborateurs, des employés, des dirigeants à la nouvelle donne.

L'on observe également que les entreprises pour faire montre de leur résilience face à la pandémie covid 19 par exemple, ont adopté des nouvelles méthodes de travail, en l'occurrence le télétravail, ont mis en place des démarches de plus en plus

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collaboratives et de moins en moins hiérarchisées. La digitalisation permet donc d'améliorer considérablement le marketing de l'entreprise en donnant la possibilité aux entreprises de taille réduite de pouvoir conquérir et suivre des offres internationales. L'acquisition des compétences digitales disposerait donc facilement l'entreprise à être immédiatement compétitive au niveau international.

Les échanges avec les parties prenantes extérieures, notamment les fournisseurs, les clients, banques sont également modifiées, donnant ainsi lieu à des rapports plus rapides et plus directs, grâce de nombreux outils digitaux tel que le CRM, matériel informatique, la connexion internet, les logiciels et plateformes digitales flexibles, les réseaux de communication Cloud, les sites internet, les Réseaux sociaux, les web analytic, les SEO de référencements, les outils métiers… Le tableau ci-dessous présente une liste des efforts consentis à l'implémentation de la transformation digitale de l'entreprise

Tableau 8: Identification Des Sacrifices Consentis Par Les Entreprises

Sacrifices Perçues	• Les moyens financiers • Formations des personnels • Exigence des bons outils et logiciels • Alignement aux dispositifs digitaux de la concurrence • Problème de sécurité des données • Modification de l'organisation du travail • Problème d'électricité et d'internet • Absence d'accompagnement des employés • Recrutement des nouvelles compétences

Source: Auteurs; nos analyses

iii. *Les Effets De La Transformation Digitale Sur L'entreprise*

Tableau 9: Verbatim Des Entreprises Interrogées Concernant Les Résultats Obtenus De La Transformation Digitale

Entreprises	Verbatim
E1	Bon au niveau de la communication, on active plus maintenant des nouveaux canaux. C'est-à-dire à chaque fois qu'il y'a un nouveau canal, sur le digital, si on se rend compte qu'il y'a une bonne audience, bon on y va. Là par exemple, tu vas te rendre compte que de plus en plus on est actif sur tiktok. Parce que tiktok c'est le réseau social ou il y'a beaucoup d'engagement. Il y'a plus de vitalité. En fait, l'algorithme sur tiktok n'est pas très dur comme dans les algorithmes LinkedIn par exemple, où pour avoir un 200 likes il faut se lever très tôt le matin. Donc c'est facile du coup donc, en termes de communication. Aujourd'hui on a changé de stratégie sur les réseaux sociaux et ça été accéléré par la covid. Parce que, l'expérience de la covid nous enseigne qu'on n'a pas forcément besoin d'avoir mille supports de communication dans les rues pour être efficace. Nous On n'a pas de banderoles et tout ça. Vous voyez un peu. On était dans une situation où on était à la maison, personne ne sortait on a compris qu'il y'avait le digital et on s'est rendu compte que c'est autant efficace que de mettre, les banderoles de rues, mettre les affichages.
E2	Sur un plan de vue personnel, la digitalisation a effectivement permis de m'améliorer, ça m'a vraiment permis d'améliorer mes compétences. Pourquoi je dis ça? Parce que déjà être numérique revient à être constamment en activité surtout dans notre domaine qui nécessite toujours d'avoir une imagination et de la créativité chaque jour. Vu que, une entreprise a besoin de contenu journalier.
E3	Bon en fait tu sais que comme je t'expliquais tantôt. Nous sommes une entreprise digitale depuis la création même si nous on a commencé à vendre le air time, le crédit de communication à l'époque sous forme de petites cartes à gratter tu vois ? Et ça générait forcément un profit tu vois mais avec des charges sur la production des cartes. Mais aujourd'hui avec la digitalisation, on ne vend plus le crédit par cartes. Tu vois, le crédit est devenu le EVD c'est-à-dire un crédit électronique. C'est-à-dire, si tu pars au call box, tu achètes ton crédit, on te donne ça de manière digitale. Ok ? On le vit encore plus aujourd'hui avec le mobile money et avec ton mobile money maintenant tu peux acheter ton crédit directement et tout autre achat sur le marché. Donc voilà un peu comment le digital a modifié et même impacté par exemple toute notre stratégie de distribution des services
E4	Dans la digitalisation il y'a des outils qui permettent de faire par exemple un travail, rapidement, mais il y'a une catégorie du personnel qui fait ça manuellement. Tu vois ? je t'ai parlé tout à l'heure par exemple du travail collaboratif et interactif. Mais tu as un gars qui va toujours imprimer un document pour venir te donner. pourtant on a dit, vas et travailles dans le cloud, parce que je peux entrer voir ce qui est fait en temps réel. Je peux savoir ce que tu as fait, sur quoi tu as travaillé et à quel niveau de progression ce trouve un travail.
E5	Quand tu entres dans la transformation digitale, tu ne peux plus revenir en arrière. Il n'y a même plus possibilité, sauf si tu es un sorcier. La digitalisation à faciliter la vie. Quand quelque chose te facilite la vie, tu fais comment pour aller encore dans ce qui est dur ? Moi par exemple, je peux te dire clairement, j'ai atteint un niveau où, sur 100% de mon temps, je travaille que pour 40%. Ça veut dire que quoi ? Dans les 40% j'intègre, mon travail proprement dit. C'est-à-dire, la production et les réunions. Donc je mélange tout ça. Les réunions et tout ça dans 40%. Le reste des 60% c'est toujours de faire les recherches pour trouver des moyens d'être plus efficace.
E6	Ça a permis d'accroitre nos performances. Premièrement sur nos objectifs qualitatifs, déjà donc en termes de notoriété, aujourd'hui grâce au digital une entreprise peut accroitre sa notoriété. L'entreprise pour laquelle je travaille, sa notoriété est certaine, pourquoi je dis ça? Parce que notre présence en ligne permet de créer une connexion directe avec les clients qui sont en ligne. Et donc le capital marque croit. Vous voyez ? Donc le sentiment d'appartenance se développe également avec les employés aussi. Donc sur le plan qualitatif, il y'a notre notoriété qui monte, il y'a le capital marque également qui croit.

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	puisque vous touchez plus de personnes. Maintenant en termes d'objectifs quantitatifs, notamment si on regarde le recrutement des clients, la fidélisation des clients, les critères de développement, les clients en portefeuille, cela s'est amélioré, en mettant en place les actions de markéting digital, la communication digitale. le social sellinga eu également une influence positive sur les ventes. Donc sur la prospection des clients. Aujourd'hui vous pouvez prospecter facilement sur le digital, sur LinkedIn aujourd'hui quand je fais un post, je touche des personnes sans regarder le nombre d'impressions que vous pouvez faire sur un poste sur LinkedIn et c'est puissant. Vous voyez un peu ?or c'est difficile de commencer à marcher dans la rue, imaginez que vous prenez un micro, vous marchez dans la rue, pour vous mettre à bavarder. Au bout de 3 heures de temps vous serez fatigués non ? Alors que sur LinkedIn, du moment que vous postez, à chaque fois que quelqu'un « like », mon ami voit, dès que lui aussi il « like », un autre ami voit ainsi de suite et donc il y'a une certaine viralité et donc ta communication touche tout plus de monde. Donc la portée est plus importante et facile avec le digital. Et tout ça à moindre cout. Parce que, imaginez le cout des banderoles, des affichages c'est élevé. Or, sur le digital on ne peut pas comparer, bon les prix sont légèrement moins.

Source: Auteurs (à partir des données de terrains)

Cet autre tableau révèle la digitalisation comme un mécanisme qui vise à optimiser les activités et la performance globale de l'entreprise en tirant profit des atouts offerts par les outils numériques. Les dirigeants affirment que l'implémentation de la digitalisation conduit inéluctablement à une efficacité et une gestion de la relation client améliorée avec un ajustement plus rapides aux changements du marché.

La digitalisation contribuerait donc positivement à l'amélioration de la performance globale commerciale avec des résultats significatifs sur les objectifs fixés par l'entreprise, sur la qualité des produits et services, sur les ressources humaines. Le tableau ci-dessous présente les bénéfices perçus de la transformation digitale au Cameroun.

Tableau 10: Identification Des Effets De La Digitalisation En Entreprise.

Niveaux	Bénéfices Perçus
Sur L'atteinte Des Objectifs	• Efficience dans le travail • Renforcement de la relation clientèle • Ouverture du marché • gains des parts de marchés sur les marchés non prévu • Respect des délais • Gestion efficience du budget, • Impact positif sur le chiffre d'affaires.
Sur La Qualité Des Produits Et Services	• Suivie permanent des clients • Efficience dans la production • Amélioration des produits par les retours des clients • Décloisonnement du système d'information; • Innovation dans la création des produits; • Amélioration de la qualité des produits et services.
Sur Le Plan Commercial	• Amélioration de l'e-réputation; • Amélioration du travail collaboratif; • Bonne relation clientèle; • Commercialisation des produits et services sans frontière; • Ouverture de nouveaux marchés; • Accroissement du chiffre d'affaires; • Développement de la résilience face aux crises; • Augmentation de la production.
Sur Les Ressources humaines	• Renforcement des équipes de travail; • Meilleure disponibilité de l'équipe technique • Intervention de prestataires externes; • Acceptation du digital par les collaborateurs; • Meilleure disponibilité des employés; • Formations des personnels; • Amélioration de la performance individuelle; • Développement du sentiment d'appartenance.

Source: Auteurs; nos analyses

IV. Conclusion

Cette étude montre globalement que la transformation digitale offre des avantages significatifs aux entreprises en modifiant complétement leur mode de gestion. Il y'a lieu d'observer une progression sur toute la chaine de valeur de l'entreprise dû à l'effet de l'implémentation des dispositifs de numérisation en son sein. Les dirigeants sont donc conscients des impacts que la numérisation ont sur les activités de l'entreprise de manière générale, même si les opinions et les perceptions restent diversifiées en raison du sacrifice

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consentis, par elle en matière des coûts comptables engendrés lors de la mise en place des outils digitaux. Les résultats obtenus par cette recherche mettent donc en avant une trentaine de valeurs perçues de la transformation digitale. Cet aboutissement reste purement analytique, restreint aux cas étudiés, et mériterait d'être étendu sur un large échantillon en envisageant la mesure du degré de significativité des valeurs ainsi identifiées.

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By Kristine Joy C. Carriedo & Dr. Keno Jay M. Balogbog

Abstract- This study investigates the impact of Corporate Social responsibility on Brand Satisfaction among hotel sectors in General Santos City. Environmental and Ethical Responsibility were used as indicators for CSR, while brand image and brand equity were used as indicators for Brand Satisfaction.

The study targeted 385 respondents who were guests of the hotels in General Santos City. Data were collected from August 2024 to November 2024 through face-to-face surveys. The researcher also employed an online survey through QR code scanning for some hotels that are practicing environmental sustainability. This study was correlational, employing different statistical treatments to address the study's objectives. Frequency counts and percentages were used to analyze the respondents' demographic data; weighted mean and standard deviation were used to analyze the CSR and brand satisfaction level. Pearson Product moment correlation was used to analyze the significant relationship between the two variables.

Keywords: corporate social responsibility, environmental responsibility, ethical responsibility, brand satisfaction, brand image, brand equity.

GJMBR-E Classification: JEL Code: Q13, O35



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Abstract- This study investigates the impact of Corporate Social responsibility on Brand Satisfaction among hotel sectors in General Santos City. Environmental and Ethical Responsibility were used as indicators for CSR, while brand image and brand equity were used as indicators for Brand Satisfaction.

The study targeted 385 respondents who were guests of the hotels in General Santos City. Data were collected from August 2024 to November 2024 through face-to-face surveys. The researcher also employed an online survey through QR code scanning for some hotels that are practicing environmental sustainability. This study was correlational, employing different statistical treatments to address the study's objectives. Frequency counts and percentages were used to analyze the respondents' demographic data; weighted mean and standard deviation were used to analyze the CSR and brand satisfaction level. Pearson Product moment correlation was used to analyze the significant relationship between the two variables. In contrast, ANOVA variance was used to analyze the difference in the perception of CSR across the demographic profiles of the respondents.

Findings revealed a strong correlation between CSR and brand satisfaction based on the correlation coefficient of 0.915. Also, this correlation is statistically significant with a p-value of 0.000, which is below the significance level of 0.05. This suggests that for hotels to increase customer loyalty and brand satisfaction, it is important to enhance their CSR initiatives and align their program to the factors affecting their brand image and satisfaction.

Keywords: corporate social responsibility, environmental responsibility, ethical responsibility, brand satisfaction, brand image, brand equity.

Chapter I

I. Introduction

a) Background of the Study

Agriculture does not only help in ensuring food security but also serve as the backbone of the economy that stimulates economic activity though job creation and global trade (J, 2024). With the growing population and demand and an expected population growth of 9.6 billion by 2025, farmers need to adopt new strategies to cope up with increasing need of food supply(Nakelse, 2024). However, opposite to what is expected, farmers are facing challenges globally such as declining productivity (Lagare, 2021), disconnection from agriculture (Robinson, 2025), and market access (J, 2024).

Nora (2023) highlighted the factors affecting low-agricultural productivity which are low capital investment, lack of coordination between farmers and producers, and being too dependent on manual labor neglecting the use of machinery to increase productivity.Nakelse (2024) emphasized the "Valley of Death" which refers to the gap that hinders the adoption of new methods and systems to help increase the Total Factor Productivity (TFP). According to Fuglie et al. (2024), global agricultural output decreased from 2.72% (2001-2010) to 1.93% (2011 to 2020) significantly impacting food security and agricultural sustainability.

During the height of pandemic, agriculture showed resilience with a 2.1% growth for crops while other sectors are declining (Habito, 2023). However, it is evident that the industry still suffers from low growth in agriculture which can be attributed to the increase of rural population and declining farm size (Lagare, 2021). When compared to other countries, Philippines has fallen behind in agricultural outputs and shows a slowdown in technological progress concluding that lack of recognition for technology and innovation negatively impacts production (Talavera, 2023). According to Tangonan (2023), this challenge is due to lack of proper communication about technology features which must be provided by researchers to farmers, allowing farmers as end users to appreciate the benefits of using modern technology in agriculture.

While PhilSEED (2023), emphasized the top 5 problems most farmers are facing which are capital, postharvest facility, climate change, market access, and innovation. As noted, many farmers rely on money lenders who charged high interest ranging from 10-20% per month, improper handling of produce which can result to income losses, rising temperatures that damages the crops, lack of capacity of small farmers to connect with bigger market, lack of transportation infrastructure, adoption, dissemination, and implementation of modern technology.

Malungon is a landlocked municipality serving as a border of General Santos City and Davao region. In one of its 2024 vision, the emphasis is on becoming a home to dynamic rural communities thriving with farmers transformed into farmer entrepreneurs whose transfor-

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mation is guided by the sound practices of resource sustainability through improved farming productivity. One of the programs introduced to achieve the vision of Malungon towards its smallholder farmers is the LinksFarM project. LinksFarM project aims to help farmers in Malungon to improve their livelihood through enhancing agricultural productivity, managing agricultural production, and integrating farmers in value chain (Cudis, 2019). However, despite the potential benefit of this project, some small farmers in Malungon suffers from challenges while some farmers are hesitant to adopt the LinksFarM project.

Hence this project aims to understand the impact of LinksFarM project in the Municipality of Malungon, Sarangani Province and identify the challenges faced in the implementation of the program. The result of the study will be disseminated to all sectors that will benefit from this study including future researchers for further expansion of the study's scope.

b) Statement of the Problem

This study aimed to identify socio-economic factors influencing the adoption of LinksFarM project by vegetable farmers in Malungon Sarangani Province.

Specifically, this study aimed to address the following questions:

1. What is the demographic profile of the respondents in terms of:
    1. Age;
    2. Gender;
    3. Marital status;
    4. Household size;
    5. Highest educational attainment; and
    6. Membership in organization?
2. What is the farm profile and economic status in terms of:
    1. Years in farming;
    2. Tenurial status;
    3. Total farm size;
    4. Farming system used;
    5. Water management;
    6. Estimated monthly income from vegetable farming; and
    7. Other sources of income?
3. What are the marketing dynamics employed and support services in terms of:
    1. Selling the produce before the adoption of LinksFarM project;
    2. Marketing activities employed in selling the produce;
    3. Challenges faced in marketing the produce;
    4. Major challenges faced as vegetable farmers;
    5. Do they receive support services from government agencies;
    6. Agencies giving support services; and
    7. Services received?
4. What is the awareness and perception of LinksFarM project among vegetable farmers in Malungon, Sarangano Province?
5. What are the challenges farmers organization encountered in implementing the LinksFarM project in Malungon Sarangani Province?

c) Significance of the Study

The researcher seeks to contribute to the current body of knowledge by offering an in-depth analysis of the Socio-Economic Factors affecting the adoption of the Linking Smallholder Farmers to the Market (LinksFarM) project implemented by DAR. The insights derived from this study will shed light on the factors influencing the adoption of vegetable farmers to participate in DAR's marketing assistance program, providing valuable information for policymakers, development researchers, and other stakeholders.

i. *Policy Makers*

The outcome of this study will benefit policy makers in formulating relevant policies and programs that will enhance the livelihood of small farmers in Malungon, Sarangani province ensuring a more efficient and sustainable programs, projects, and activities (PPAs).

ii. *Smallholder Farmers*

This study will help smallholder's farmers understand the potential benefits of participating in initiatives such as the LinksFarM project. Through active participation, collective efforts and technology adoption, maximizing income while lowering cost can be achieved. Better market access and technology adoption will not only help in enhancing productivity but lead to farming sustainability.

iii. *Farmers Organization*

This study will provide farmers organization insights about the factors that hinders success of project implementation. The output will enable them to generate data-driven strategies on improving the existing project and collaborating with potential partners that could support the adoption of project.

iv. *Department of Agrarian Reform (DAR)*

This study will benefit the DAR as the primary agency responsible for supporting smallholder farmers. Evidence-based and data-driven reports can help in identifying challenges and project enhancements such as conducting training and offering subsidies or financial support to help farmers acquire the needed technology for a more sustainable agricultural activity.

v. *Future Researchers*

This study can serve as a foundation for future researchers exploring the same topic about smallholder farmers. The output of this study will serve as a guide for future research directions related to agricultural activities and farming practices of smallholder farmers.

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d) Limitation and Delimitation

This study aimed to uncover the socio-economic factors of vegetable farmers in Malungon, Sarangani Province and the challenges faced by farmers organization in implementing the LinksFarM project. Through this study, the researcher aimed to provide data-driven and evidence-based result that will serve as a guide for sectors in formulating programs and practices to help elevate the livelihood of smallholder farmers in the municipality of Malungon. However, this study was limited only to vegetable farmers as primary source of data in this study.

The study included 86 respondents to answer the quantitative part of the study and 16 participants to answer the key-informant-interview questions which aims to delve deeper on the challenges of farmers organizations. The study was conducted from in March 2025 to give enough time for researcher to identify farmers who fit the criteria of the study.

e) Definition of Terms

i. *Farm Profile*

Operationally, a farm profile provides a detailed and comprehensive overview of a smallholder farm, typically including information such as landholding size, years in operation, types of crops grown (in this case, vegetables), farming practices (conventional or organic), access to resources (like irrigation facilities), economic performance (yield, income), and other relevant farm-specific data. Conceptually, it serves as a snapshot of the key characteristics, resources, practices, and performance indicators of a smallholder farm. It helps stakeholders, researchers, and policymakers understand the structure, dynamics, and capabilities of smallholder agricultural enterprises.

Adoption (Non-adopter and Adopter)

Operationally, non-adopter refers to a smallholder farmer who has not participated in or adopted the specific program or technology under study, in this case, the Linking Smallholder Farmers to the Market (LINKSFARM) program, and Adopter refers to a smallholder farmer who has actively participated in or adopted the specific program or technology under study, such as the LINKSFARM program.

Conceptually, Adoption signifies the acceptance, uptake, and implementation of a particular program, technology, or practice within a specified context, particularly among smallholder farmers. It reflects the willingness and ability of smallholder farmers to integrate new initiatives or innovations into their existing operations or routines.

ii. *Smallholder farmer*

Operationally, a smallholder farmer is someone who works on a small plot of land, usually less than three hectares, relying mostly on the help of their family. They often don't have much access to money or advanced farming equipment, so they use traditional, hands-on methods to grow their crops.

Conceptually, a smallholder farmer is more than just their farm size and methods. They are deeply connected to their community, playing a vital role in local food security and poverty alleviation. These farmers are essential to rural development, maintaining traditions and fostering resilience in their communities.

iii. *Socio-Demographic*

Operationally, socio-demographic characteristics are measurable attributes of individuals or groups, particularly smallholder farmers, that include age, gender, education level, household size, marital status, and other similar factors.

Conceptually, socio-demographic characteristics provide insights into the social and demographic makeup of smallholder farmers, helping researchers understand their composition and how these factors may influence behaviors, decisions, and outcomes within the agricultural context.

iv. *Socio-Economic*

Operationally, socio-economic factors encompass economic and social attributes that influence individuals or groups, specifically smallholder farmers. These factors include income level, landholding size, years of experience in farming, access to resources (like credit and inputs), market practices, and other relevant economic and social indicators.

Conceptually, socio-economic factors reflect the interplay between economic conditions and social aspects among smallholder farmers, highlighting how economic circumstances, resources, and opportunities impact social well-being, livelihoods, and decision-making processes within the agricultural sector.

Chapter II

II. Review of Related Literature

This section presents the overview of the literatures relevant to the current study especially on the role of agriculture in food security and sustainability, the adoption of modern farming techniques, the challenges of farmers, and the potential benefit of LinksFarM Project.

a) The Role of Agriculture in Livelihood and Food Security

Agriculture stands out as one of the most impactful sources of livelihood for individuals globally (Amanullah et al., 2020). Not only does it create employment opportunities for farmers, but it also helps in poverty alleviation and hunger reduction (Amanullah et al., 2020). Agriculture is an economically active sector that mitigates food insecurity and offers a sustainable source of income to rural regions (Garbero&Jäckering, 2021; Zhang et al., 2025). Young (2018) also noted that agriculture serves as the primary contributor for

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alleviating poverty by elevating the economy of developing countries.

In Nueva Ecija, Philippines, known as the "Rice Granary of the Philippines," agriculture serves as the primary source of income for many, as evidenced by the significant portion of land used for agriculture (Lagasca et al., 2024).

With the increasing population, together with an intensive campaign for a sustainable development goal towards a sustainable future, the need to upgrade farming practices is crucial. In Punjab, with people becoming conscious of health dangers such as cancer resulting from the uneven use of pesticides and weedicides, farmers are investing in the use of organic farming regardless of the price (Bajpai & Kumar, 2022). While organic farming requires high initial capital, it can also bring long-term benefits for both farmers and consumers by providing a safe and chemical-free farming method and produce.

b) Challenges in Agriculture

Smallholder farmers play a significant role in food security and national stability.In sub-saharan Africa, smallholder farmers are crucial in food production (Mwalyagile et al., 2024). However, concerns regarding aging population and dominance of male over females pose significant challenges in the agriculture industry.

In Poland, Satoła (2019) studied about the aging population of smallholder farmer and discovered that it is dominated by older age group leading to workforce deficiency. This implies the need for programs and policies that will encourage youth participation in farming. In china, many workforces have shifted from agricultural to non-agricultural employment which endangers the agricultural industry of the nation (Tong et al., 2024).

In terms adopting modern technology, elderly farmers are relying on the conventional practices that have worked for years making it challenging to adjust with the modern farming methods and technologies (Satoła, 2019). While the result shows that younger generations are more open to innovation and technologies, they lack the interest to continue farming as livelihood, which poses a challenge with long-term sustainability in farming industry. Tong et al. (2024) emphasized the reason for older farmers decline to new technology and farming practices to their declining physical abilities and unwillingness to risk. However, the study of Zhang et al. (2025) contradicts the reports of previous researchers, their study revealed a positive association with population aging and agricultural socialization services. This indicates that as population in rural areas ages, the likelihood of adopting new farming methods and technologies also increases despite the limitations in their physical abilities.

A study of coffee farmers in Davao City, Philippines was explored by Sabroso and Tamayo (2022) who found out that farming agricultural lands has long been a primary source of livelihood for years most of the coffee farmers. In average, the demographic presentation in terms of age for coffee farmers in Davao is less than 50 years old. Agricultural industry in the Philippines is now facing the challenge of aging farmer population, evidenced by the dominance of older demographics within in the sector (Sabroso & Tamayo, 2022)

Gender differences in farming are also evident in many countries. In the study of Mwalyagile et al. (2024) in Tanzania, male farmers have larger population than females due to the farming management, hierarchical position in the family, and the decision-making power, and access to irrigation system. While in Nueva, Ecija, the prevalence of men in agricultural activities is due to the physical demands need in farming (Lagasca et al., 2024). This is consistent with the study of Orejudos et al. (2022) in North Cotabato, Philippines, revealing dominance of male over female in banana farming. The study of Bello et al. (2021) explored the difference in performance (productivity) gap between male and female, findings revealed that farms that are managed by male household are 11% more productive them women. Concluding that a gap persits in the productivity between men and women even if women are given equal access to productive resources. This suggests the important role of the government in creating interventions that will give equal chances for both male and female in accessibility and decision-making, enabling a supportive environment for women.

The study of Ge et al. (2023) in China on crop diversification, also revealed the prevalence of male than female owning a land area of less than 1 hectare. Different result was revealed in the study of Peralta (2022) in Vanuatu, revealing high participation of women in agricultural activities from growing to harvesting of food crops. However, they females do not hold the decision-making power such as regarding income from crops, indicating that women are less empowered compared to men.

While, it was also revealed in the study of Satoła (2019), that most of the farmers have finished vocational courses or primary education indicating lacking in advanced training and education that are necessary for a successful adoption of new farming techniques and innovation. While in the findings of Ge et al. (2023) in China, results revealed that although few farmers have finished college education, however, almost half were able to finish junior high school. Almost 50% of the farmer respondents of Orejudos et al. (2022) in North Cotabato, Philippines were not able to finish elementary education. While these farmers have acquired expertise from years of farming experience, it is important that farmers have acquired courses that will enhance their

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knowledge and skills in agriculture amidst growing demand and technology advancements.

Lagasca et al. (2024) highlighted that the problem face but many farmers in the Philippines, is attributed to low income due to low yield, poor quality of produce, and losses during the post-harvest. The rice farmers in Nueva Ecija are facing challenge of market access (Lagasca et al., 2024). This emphasized the need for strategies that will promote market expansion to enhance profit margins especially for farmers who are heavily reliant on income from agricultural activities.

Meanwhile, Hossain et al. (2024) emphasized that financial poverty on a monetary basis is alleviated with regard to practically implemented agriculture development projects on financial aid and training access on intervention for farmers. The study of Orejudos et al. (2022) in North Cotabato also revealed that if there is no opportunity for credit access or financing is limited, it negatively impacts farmers likelihood of participating in a collective marketing. This highlights the need to have access to financial resources like loans or other subsidized aid which improve socio-economic conditions of a region, particularly for poorer farmers. This also emphasized on training farmers to apply new sustainable methods or practices that would help raise productivity.

Farmer organizations also faced the challenge of limited community participation. While these organizations help in collective marketing of the products, poor infrastructure quality and disagreements among members hinders the success of organization effectiveness and progress (Mugwe et al., 2018). Some farmers also own less than a hectare of land which makes disposal of their produce, wasting their effort to join to join in collective marketing of organizations (Orejudos et al., 2022). Implying that smallholder farmer who have less production input are less likely to join collective marketing.

c) Conventional and Modern Farming Method

Many farmers are used to conventional method of farming using their bare hands during planting, growing, and harvesting. They have been using this process for years to earn income and feed their family. While traditional method is cost-effective, the unpredictable yields and low product quality may hamper the effort invested by farmers to grow their crops affecting the potential to earn better income. With the increasing population and increasing demand for food, farmers need to upgrade their practices to increase their productivity and sustainability. Modern agriculture helps in generating larger quantity of produce with less manpower focusing on maximizing production and consistent quality, thereby alleviating severe poverty (Bajpai & Kumar, 2022).

Vasant et al. (2024) conducted comparative analysis of modern farming and traditional farming in India. Findings revealed that while modern method requires high investment; larger scale operations can reduce the cost per unit and can result to higher efficiency and yield. Adopting the farming method requires training and knowledge, which serves as obstacle for farmers especially for those who have been farming for years using the conventional method. In addition, to protect the farmers from price fluctuation, the government set a guaranteed price floor and subsidies on inputs to reduce the cost of production for farmers. They have also provided crop insurance to protect farmers from possible crop losses especially when market prices are low. Indian government also invested in rural infrastructure; however, the pace of the development is slow. It can be noted that Indian government provides support to their farmers through different initiatives that will empower them and shift to method that will best give them the higher return. Ultimately, this highlights the importance of government support to the farmers to facilitate the adoption of modern methods and ensure long-term sustainability.

In Africa, agricultural related development projects assist in those farming specific program objectives towards increasing the welfare of the farmers (Hossain et al., 2024). In the investigation of Cordonnier et al. (2024), they also pointed out the importance of large-scale policy or program related intervention for increasing agricultural production towards supporting low-income households. A success of a project relies to both the technology and the people working together enhancing productivity, improving efficiency, and managing of resources (Zhang et al., 2025).

d) LinksFarM Project

Department of Agrarian Reform is an agency in the Philippines that is responsible for initiating agrarian reform program that aims to promote the living conditions of farmers.

Linking Farmers to Market (LinksFarM) is a project by Department of Agrarian Reform (DAR) to its beneficiaries and small farmers helping them to streamline the supply chain process (Cudis, 2019). The project aims to increase the agricultural productivity of the farmers, empower farmers to be entrepreneurs by developing their own products, and manage their own business, potentially uplifting the livelihood of many low-income farmers.

In 2019, the LinksFarM project was rebranded to include additional M to emphasize the role of Microfinance in transforming farmers to entrepreneurs potentially adding potential income aside from farming. This expanded the goal of the project from expanding the market to include financial assistance to the farmers. This project expected farmers to develop their products, instead of just selling them as raw materials to the market. This will not only help in increasing agricultural productivity but will also expand market opportunities by

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offering new product in the market, thereby increasing source livelihood of many small farmers.

LinksFarM project helps in promoting collective marketing for organization of farmers. Collective marketing is a solution for many farmers who have poor access to the market, it also helps in better prices, and low cost of inputs (Mugwe et al., 2018). Hence, it is important to have a facility that will hold the supplies until when the supplies are large enough to sell in the market. In Tulunan, Cotabato Province, DAR turned over an office building that can consolidate cardava banana amounting to P543,000. This facility serves as a central hub for banana farmers where they deliver their harvest every tuesday. This facility helps many farmers to prolong the life of their produce while still maintaining its quality. A study of Orejudos et al. (2022) in North Cotabato also revealed that increase in household members has positive impact on the likelihood of joining collective marketing. This indicates the only socio-economic status the triggers a farmer to join in a collective marketing is the household size.

Hence, LinksFarM project bring potential benefit for improving the living conditions of many small farmers in the Philippines. By offering marketing support and credit access, it helps farmers transition from conventional to modern farming practices, empowering the to be maximize their opportunity and become successful farmers and entrepreneurs.

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i. *Conceptual Framework*

The figure below shows the conceptual framework of this study following the Input-Process-Output format which helps as a guide of the researcher in writing the study.

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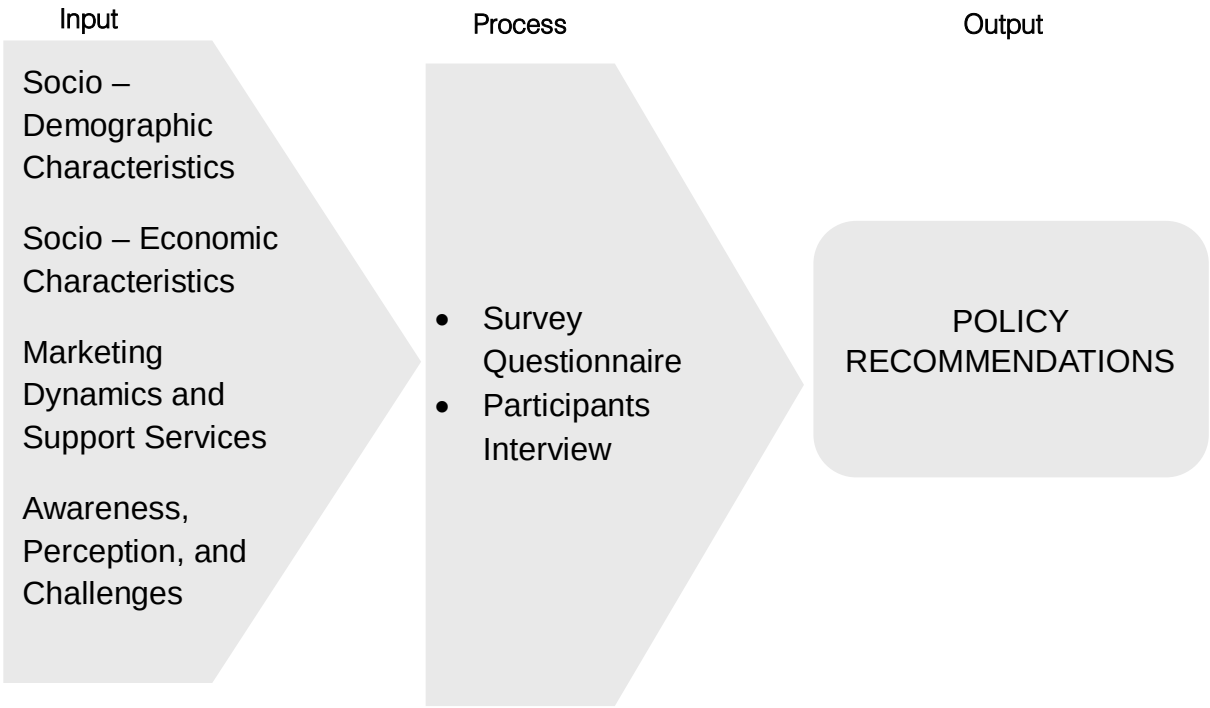


Figure 1: Conceptual Framework of the Study

The conceptual framework presents the roadmap of this study using the IPO format. This study aimed started with identifying the demographic and socio-economic characteristics of the respondents, the marketing dynamics and support services they received, and their awareness, perception, and challenges with LinksFarM project.

The process used two types of survey questionnaires. The types aimed to capture insights from 86 respondents where data will be analyzed using quantitative statistical treatments. While the second type of questionnaire aimed to delve deeper to the challenges faced by farmers organization during the implementation of the LinksFarM project. The final output of this study aimed to makean evidence and data based recommendation for policy makers that will help in crafting strategies aligning with the needs of the smallholder farmers in Malungon, Sarangani Province.

Chapter III

III. Methodology

This chapter provides an overview of how the study will be carried-out, including the research design, research locale, respondents of the study, sampling procedure, research instrument, research procedure, and ethical consideration.

a) Research Design

The importance of this study stems from its potential to offer valuable insights and contribute to the comprehension of the Socio-Economic Factors influencing the adoption of the LinksFarM program by vegetable farmers in Malungon, Sarangani Province. By addressing the research questions, this study seeks to produce knowledge that can inform program and policy initiatives, ultimately improving the livelihoods of vegetable farmers.

A mixed-methods research approach combining quantitative and qualitative data gathering and analysis methods was employed, ensuring a comprehensive exploration of the research problems.

b) Respondents of the Study

The study was conducted in the Municipality of Malungon particularly in Barangay Datal Batong, Datal Bila and Alkikan. Malungon is known for its agricultural production, particularly crops such as corn, coconut, cacao, pineapple, banana, rice, and high-value crops.

A list of vegetable farmers who have participated in LinksFarM program in Malungon, Sarangani Province will be obtained from the Department of Agrarian Reform Sarangani (DAR) Provincial Office. The LINKSFARM program benefitted 600 vegetable farmers.

Table 2: Number of Vegetable Farmers

Barangay	No. of Vegetable Farmers
Datal Batong	200
Datal Bila	200
Alkikan	200
Total	600

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The sample size is computed using the Slovin's formula.

$$n = \frac{N}{1 + N \times e^2}$$

Where:

n = Sample size
N = Total population size
e = Desired margin of error (10%)

$$n = \frac{N}{1 + N \times e^2}$$
$$n = 86$$

The total sample size of this study is 86 which is composed of both adopter and non-adopter of the LinksFarM project.

c) Sampling Method

The researcher obtained the list of vegetable farmers from the office of the Department of Agrarian Reform (DAR). It serves as the basis of identifying the respondents and the participants of the study. The researcher aimed at capturing 86 respondents to answer the survey questionnaire and 16 participants to answer the key-informant-interview questions. Using stratified sampling method, the researcher divided the population into sub-groups which are: the adopters and non-adopters of LinksFarM project. Stratified sampling method involves dividing the groups into subgroups that shared similar characteristics which is also known as stratification (Hayes, 2025). Stratified sampling method is a type of probability sampling technique where everyone has an equal of being selected as respondent of the study. Using probability particularly stratified sampling method is essential since the researchers aims to uncover the insights and challenges of those who have adopted the project and not.

The specific respondents of the study were determined using draw lots using wheel of names. The names were drawn randomly until the desired sample size per subgroup was reached. The next process involved contacting the respondents and informing them about the study. This process ensured the bias was avoided and all data are relevant and correct.

d) Research Locale

The study was conducted at Malungon Sarangani Province particularly in Barangay Datal Batong, Data Bila, and Alkikan. Malungon as previously mentioned is a border of General Santos City and Davao Region. It is a landlocked municipality that is rich in known for its rich agricultural production of crops such as corn, coconut, cacao, pineapple, banana, and rice, as well as other high-value crops. Malungon was selected as the beneficiary of LinksFarM project because of its compliance of the projects criteria which includes active farming activities in its communities, a need for better market access, and the interest of farmers to engage in new farming practices.

While the three barangays which are Datal Batong, Datal Bila, and Alkikan were selected due to their potential for agricultural development. Hence, the researcher chose all of these three barangays to capture relevant and diverse insights from the vegetable farmers living in the area. This approach will help to understand the impact of LinksFarM project from different barangay and the challenges they faced during implementation. This also helped the respondents determine how different organization cope with the challenges in the implementation of the project and the factors that hinders the success of the program.

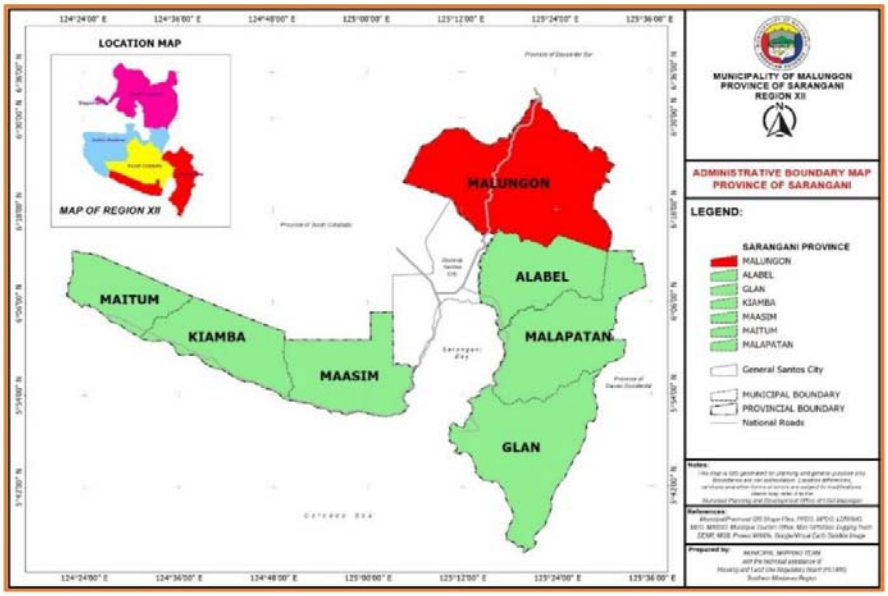


Figure 2: Map of Sarangani Province

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e) Research Instruments

The researcher crafted a survey questionnaire that will capture and address the problems of this study. There are two sets of questionnaires in this study as this study used mixed method research design which is composed of both quantitative and qualitative method. Both of the questionnaires were researcher-made and have undergone data validation to ensure that its validity and that it will measure what it intends to measure.

The quantitative method is composed of four sections which are all answerable by a checklist. The first part of the instrument aimed at gathering demographic profile of the respondents in terms of age, gender, marital status, household size, highest educational attainment, and if the farmer is a member of any organization. The second part of the instrument aimed to determine the farm profile and economic status of vegetable farmers in terms of years in farming, tenurial status, total farm size, farming system used, water management, and estimated monthly income from vegetable farming.

While the third part of the questionnaire aimed at understanding the marketing dynamics employed by farmers such as their method of selling their produce before the project, the type of marketing they engage, the challenges they faced in marketing their produce, and the major challenges vegetable farmers faced. Similarly, it aimed to determine if they received support services from government agencies such as LGU, DAR, and DA and what type of services they received from these offices. Lastly, the fourth part of the questionnaire aimed at understandung the awareness and perception of vegetable farmers about LinksFarM project such as if they have adopted the LinksFarM project, where they learned about the project, the benefits they expect in participating, and the hindrances in deciding not to participate in LinksFarM project.

The second set of the instrument is composed of key-informant-interview questions which aimed to delve deeper into the challenges faced by the farmers organization during the implementation of the program. Through identifying and understanding all these information will help the researcher create a more relevant recommendation to address the challenges and suggest improvement for successful implementation of the LinksFarM project.

f) Data Gathering Procedure

With the assistance of the LinksFarM project point person of the DAR, the researcher was able to identify the beneficiaries through their database. The data collection process was completed in 3 months. The contents of the questionnaires and the instructions on how to fill out the matrix was thoroughly explained to the respondents. Before distributing the survey questionnaire, the researcher will write a letter to the organizations, including the Provincial Agrarian Reform Program Officer of the Department of Agrarian Reform.

The researcher with the help of the DAR personnel gathered the beneficiaries to their respective farmers' organization offices. The event was held in one day per farmers' organization or municipality. The researcher distributed the survey questionnaire to the respondents. They were given enough time to complete the survey.

After which, the data was be tallied, tabulated, analyzed, and interpreted.

g) Statistical Treatment

The data were tabulated and analyzed using Statistical Package for the Social Sciences (SPSS) by an authorized statistician. The statistical treatment that was used was based on the problems that this study aimed to address. For the first set of the questionnaire which includes quantitative questions, frequency counts and percentages were used. These statistical treatments helped in summarizing and visualizing the data, making it easier to compare different categories.

h) Data Analysis

The results of the tabulation were analyzed based on the researcher questions mentioned in the first chapter of the study. The use of tabular presentation was employed to provide a visual presentation of the frequency and percentages, revealing which category is high and low.

The second set of the questionnaire composed of qualitative responses were transcribed one by one, with codes for every participant to maintain anonymity. After transcribing the responses, the researcher used thematic analysis to identify the major themes and sub-themes. Thematic analysis helped in identifying the common challenges faced by farmers organization in implementing the project.

i) Ethical Consideration

The researcher adhered to the ethical standards set by the institution all throughout the research process. Following the nine dimensions, the researcher practiced the following processes.

Informed Consent: Ensured all respondents and participants, understand the purpose of the study and they agree to participate to the survey.

Confidentiality: The privacy and confidentiality of the participants information will not be shared to anyone beyond the researcher.

Intentional Participation: Participation in the study was voluntary. As part of the informed consent, the participants are free to withdraw from the survey anytime.

Data Security: To maintain the confidentiality and integrity of the collected data, robust data security practices were implemented. To prevent unauthorized access, the data is stored securely.

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Prevent Injury: The researcher ensured that the study will not cause any harm to the respondents and will not lead to psychological or emotional distress.

Transparency: The researcher ensured that the goals of the research is transparent to the research respondents including the purpose and the extend of this study, and who will benefit from this study.

Fair Treatment: The researcher ensured the inclusivity of research avoiding discrimination or bias in selecting respondents.

Ethics Committee Approval: Prior to beginning a study, a permission from the Institutional Review Board (IRB) or ethics review committee was secured. A notice to proceed was then signed by the program coordinator and the acting dean allowing the researcher to proceed with the study.

Chapter IV

IV. Results And Discussion

This chapter will present the results for the data collected during the survey to address the problems stated in previous chapter. This will also present the analysis and interpretation, including the

Table 4.1: Demographic Profile of the Respondents

Demographic Characteristics		Frequency	Percentage
Age	18-28 Years Old	1	1%
	29-38 Years Old	7	8%
	39-48 Years Old	26	30%
	49-60 Years Old	32	37%
	61 and above	20	23%
Gender	Male	49	57%
	Female	37	43%
Marital Status	Single	4	5%
	Married	75	87%
	Widowed	7	8%
	Separated	0	0%
	In Domestic	0	0%
Household Size	1-2	9	10%
	3-4	40	47%
	5-6	29	34%
	7 or more	8	9%
Highest Educational Attainment	Elementary Level	13	15%
	Elementary Graduate	37	43%
	High School Graduate	21	24%
	College Level	9	10%
	College Graduate	6	7%
	Masters Degree	0	0%
	Doctoral Degree	0	0%
Are you a member of the organization?	Yes	64	74%
	No	22	26%
Total Respondents		86	100%

Table 4.1 presents the results for the demographic profile of the respondents. In terms of age, majority or 37% of the respondents are 46-60 years old. This indicates that majority of the respondents are already matured and experienced farmers. This also shows that their growing is not a hindrance in the technology adoption. While the lowest percentage is 1% with age range of 18-28 years old, indicating the lack of youth engagement in farming. As cited by Sabroso and Tamayo (2022), Philippines is now facing the challenge of aging farmer population, evidenced by the dominance of older demographics within in the sector (Sabroso & Tamayo, 2022). This is also consistent with the findings of Satoła (2019), who revealed an aging population of smallholder farmers in Poland. This implies a problem with sustainability of adoption of LinksFarM, suggesting to create programs that will encourage the youth to continue the LinksFarM system.

In terms of gender, majority of the respondents are male with 57%, while female comprised the remaining 43% of the respondents. This is consistent with the study of Mwalyagile et al. (2024) in Tanzania, where a gender difference is evident in the dominance of male in agriculture. This indicates that the dominance of males in farming roles. As highlighted by Peralta (2022), many pacific nations do not formally recognize

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the role of women in agriculture. The prevalence of men in agricultural activities is due to the physical demands need in farming (Lagasca et al., 2024). This suggests to include both males and females in the programs or strategies to promote LinksFarM project. Although, there is only few numbers of female, it should be considered to include and encouraged this demographic for a more gender-inclusive training.

In terms of marital status, majority of the respondents are married comprising 87% of the total sample size. This indicates a strong family dependency where family members rely on the head of the household for decision making and in the provision of needs and income. This suggests to emphasize the benefits of program such as LinksFarM that helps in providing stability and income for the family.

In terms of household size, the highest number of respondents or 47% have household size of 3-4 members, while 9% have household size of 7 or more. The moderate household size suggests a manageable household will only few people relying on the head, indicating that there is a higher chance for them to adopt the program. While larger household presents a high ratio of dependency, which indicates an economic challenge and a lower chance of taking the risk of adopting a new program unless financial support is provided.

In terms of educational attainment, 43% of the farmers have completed their elementary education. This suggest that any programs and trainings must be simplified and user friendly to fit this this demographic. While only 7% have finished their college education, and 0% for masters and doctorate degree. This suggest a gap in formal education specially agricultural knowledge in farming, however, this could mean that majority of the farmers acquired their skills through practical experience. As highlighted by Satoła (2019), in his study about the case of Poland, that majority of the farmers have only finished vocational courses or education denoting a lacking of advance training and expertise in the field of business and innovation.

The majority of the farmers or 74% have organizational membership which shows a strong community network that can be used as an advantage to leverage group trainings and collective marketing strategy. While 26% or few of the farmers responded that they do not belong to any organizations which shows isolation from information suggesting a more intensive approach to reach this demographic, provide outreach program that will inform them of the benefits of the program and provide trainings to engage them with the LinksFarM Project.

Table 4.2: Farm Profile and Economic Status of Respondents

FARM PROFILE & ECONOMIC STATUS		Frequency	Percentage
Years in Farming	Less than 10 Years	11	13%
	11-20 Years	33	38%
	More than 21 Years	42	49%
Tenurial Status	Owner Cultivator	52	60%
	Leasehold	34	40%
	Farmworker	0	
Total Farm Size	Less than 1 hectare	47	55%
	1.1-3 hectares	34	40%
	3.1 or more	5	6%
Farming System Used	Conventional	75	87%
	Organic	0	0%
	Integrated Farming	11	13%
Water Management	Rainfed	83	97%
	Irrigated	3	3%
Estimated Monthly Income	Less than 10,000	36	42%
	10,000 – 20,000	26	30%
	More than 20,000	24	28%
Other sources of income	None	39	45%
	Livestock raising	8	9%
	Fishing	0	0%
	Employment	14	16%
	Small Business	9	10%
	Farming Coconut	1	1%
	Farmworker	15	17%
Total Respondents		86	100%

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The data above is the result for the farm profile and economic status of farmers. In terms of years in farming, majority or 49% have been farming for over 21 years. This indicates that most of the farmers have acquired practical skills in farming through experience which may hinder the adoption of new program or hesitant to change since they already established farming methods and practices. While 13% of the respondents are somewhat new to farming. This indicates that farming is mostly dominated by older and more experienced farmer. This also aligns with the result in table 4.1 which shows that majority of the farmers belong in older age demographic. This is consistent with the study of Sabroso and Tamayo (2022) on coffee farmers, revealing that most of the respondents have been farming all their lives. The aging population of farmers significantly harms the socio-economic and sustainable development especially for developing nations where substantial part of workforce are reliant in agricultural labor (Tong et al., 2024). A targeted approach may be done to train and orient the farmers of the benefit of the LinksFarM Project, in order to slowly shift their method from conventional to new one. This will also encourage young farmers to engage and continue the new farming practices.

For the tenurial status, 60% of the farmers are owner-cultivators, this shows that these farmers have better control of their decision-making to adopt the new program. While majority are owning their own lands, 40% is still a significant number which hinder many farmers to take necessary decision in adopting the new program of LinksFarM. While none of the respondents are farmworker, which indicates that many of the farmer would prefer to lease a land than to become a laborer of a farmer.

However, even though most respondents are land owners, they own less than a hectare of farms. Limited landholding means limited resources and lower chances of taking risks, which could negatively impact exploring and experimenting with the new program. As emphasized by (Orejudos et al., 2022), farmers in North Cotabato with less than a hectare of land with less produce found it easier to sell their products directly to the market than joining an organization's collective marketing.

In terms of farming system, 85% of the farmers are still using the conventional method which shows the limited exposure or access of the farmers to diversified method which are more sustainable and beneficial such as those that are offered by LinksFarM. While integrated farming is practiced by 13% of the farmers, no one uses organic method of farming, which indeed shows the limited knowledge of farmers regarding sustainable farming method. This suggests to raise awareness campaigns or trainings to motivate farmers about a benefits more sustainable method of farming practices like LinksFarM Project.

Majority or 97% of the respondents are relying on rainfed system which hinders them to reach the maximum of their productivity and crops. While only 3% of the respondents have access to irrigation system. This shows lack of irrigation infrastructure which could negatively impact the adoption of a more consistent and productive program implementation. With the Philippine climate especially the hot temperature during summer at SOCCSARGEN, it is important to implement a climate-resilient solutions in the program.

In terms of income level among the respondents, 42% are earning less than ₱10,000 per month, with 30% earning ₱10,000 to ₱20,000, and only 28% earning more than ₱20,000 per month. This shows the low income level among farmers which could impact their adoption of the program to financial constraint. As emphasized by Lagasca et al. (2024) many farmers are facing the problem of low-income. LinksFarM may consider giving subsidies or free-trial to farmers to encourage them to join the program.

In terms of income level among the respondents, 42% are earning less than ₱10,000 per month, with 30% earning ₱10,000 to ₱20,000, and only 28% earning more than ₱20,000 per month. This shows the low income level of the farmers, which could impact the program and cause financial constrains. LinksFarM may consider giving of subsidies to farmers to encourage them to join the program.

The data also shows that 45% of the farmers do not have any source of additional income, which means that their income is solely dependent on the proceeds of their farm. However, 55% of the farmers are exploring other potential income sources such as employment, livestock raising, small business, farmworker, and farming coconut. The same case for Nueva Ecija where majority depends on agriculture as primary source of income(Lagasca et al., 2024). However, being dependent on a single livelihood is risky, especially for farming, with no assurance that the crops will yield income or fail. It is essential to consider intensifying the efforts to promote the LinksFarM Project, as this could help increase the economic status of low-income farmers.

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Table 4.3: Marketing Dynamics and Support Services

MARKETING DYNAMICS AND SUPPORT SERVICES		Frequency	Percentage
How do you sell your produce before the project?	Direct to consumer	30	35%
	Cooperative or farmer's group	30	35%
	Wholesalers or Retailers	47	55%
	Online	0	0%
	Trader-Financier	42	49%
	Institutional Buyer	34	40%
	Century Pacific	4	5%
What types of marketing activities do you engage in to sell your produce?	Advertising	1	1%
	Promotions	0	0%
	Networking Events	1	1%
	Direct Marketing	86	100%
What challenges do you face in marketing your produce?	Lack of access to markets	26	30%
	Low prices for produce	76	88%
	High Cost of transportation	43	50%
	Lack of information about market prices	5	6%
Major challenges faced as vegetable farmers?	Climate change	11	13%
	Pests & Diseases	21	24%
	Price fluctuations	69	80%
	Financial Constraints	53	62%
	Market/Buyers	22	26%
	Poor Infrastructure	1	1%
Do you get support services from government agencies?	Yes	71	83%
	No	15	17%
Where did you get support services?	Local Government Unit (LGU)	18	21%
	Department of Agrarian Reform (DAR)	67	78%
	Department of Agriculture (DA)	43	50%
What services did you receive?	Trainings	68	79%
	Provision of Farm Inputs	32	37%
	Financial support	2	2%
	Provision of Farm Machineries & equipment	9	10%
	None	15	17%
Total Respondents		86	100%

Table 4.3 presents the results on Marketing Dynamics and Support Services. The largest group or 55% of the farmers sell their products through wholesalers and retailers. This indicates that many of the farmers rely to their intermediaries to sell the crops, perhaps due to limited access to direct and large buyers, or low transportation costs. This limits the opportunity for them to market their crops at higher value. LinksFarM may help by reducing the dependence of farmers to middlemen to maximize their profit margins. It can be noted that no sellers are using online to market their produce, this highlights the gap in digital engagement among farmers as previous results show that majority of the farmers are reliant on the conventional method being hesitant to use the new methods to maximize their operation.

Direct marketing is the most common marketing method by all farmers, relying on the traditional method of marketing their produce personally to their connections rather than utilizing new methods such as promotions, advertising, and networking events which shows 0-1% usage among farmers. This also suggest that farmers are hesitant to use the new method such as technologies to increase their reach and sales.

With direct marketing as the common method practiced by all respondents, 88% of the respondents cited that low prices for their produce are the biggest challenge they face when they market their produce which affects their income. This is connected with the previous result of being reliant on intermediaries to sell their product. It is important to expand the market access and enhance the bargaining power of the

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farmers. While only 6% of the respondents emphasized lack of information about market prices as their greatest challenge. The same case with the rice farmers in Nueva Ecija who faced the challenge of market access (Lagasca et al., 2024). This emphasized the need for strategies that will promote market expansion to enhance profit margins especially for farmers who are heavily reliant on income from agricultural activities.

The biggest challenge vegetable farmers face is price fluctuation, comprising 80% of respondents cited this, showing the unpredictable market conditions. LinksFarM Project may organized strategic partnership with buyers to reduce market votality and provide farmers with sustainable income. While only 1% of the respondents cited poor infrastructure as a challenge indicating that infrastructure concerns is not an immediate challenge by the farmers. However, this could still impact on the efficient transportation of the produce.

A large ratio (83%) of the respondents cited that they received support from government agencies. This indicates that farmers are already collaborating with government agencies such as the Department of Agrarian Reform (DAR), with 78% of respondents cited that they receive support from this agency and the Department of Agriculture (DA), with 50% of the respondents also receiving help from this agency. As highlighted by Vasant et al. (2024), the continued support from the government is important to empower the farmers and for successful adoption of modern methods in farming and for successful attainment of long-term sustainability. The existing relationship between farmers and government agencies can be leveraged by the LinksFarM Project to streamline the services provided to the farmers.

Table 4.4: Awareness and Perception of LinksFarM Project

AWARENESS AND PERCEPTION OF LINKSFARM PROJECT		Frequency	Percentage
Have you adopted Linksfarm project?	Yes	34	40%
	No	52	60%
How did you first learn about the LINKSFARM project?	Local government	5	6%
	Cooperative/ARBO	64	74%
	Fellow farmers	24	28%
What benefits do you expect in participating in the LINKSFARM project?	Increased farmer income	69	80%
	Access to New Markets	50	58%
	Strengthened farmer cooperatives	0	0%
	Improved farming technologies	0	0%
	Support from government and NGOs	0	0%
	Better farming practices	10	12%
	Improved quality of produce	4	5%
	Better Prices	9	10%
	High buying	6	7%
What hinders you from participating in the LINKSFARM project?	Lack of Information about the project	5	6%
	Capital/Financial constraints	79	92%
	Time	9	10%
	Transportation and Logistics	34	40%
Total Respondents		86	100%

Table 4.4 presents the result on awareness and perception of LinksFarM project among farmer respondents. The majority, or 60% of the respondents, have not adopted the LinksFarM project despite its potential benefits. This highlights the factors that must be addressed that hinder farmers from adopting the LinksFarM project. In previous results, it is noted that most of the farmers belong to the old age range and own less than a hectare of land, which could be the leading factor that hinders the farmers from adopting the project. Meanwhile, 40% of the respondents have adopted the projects, highlighting the potential for improving the adoption rate through intensifying training and awareness about the project's potential benefits.

A large group of respondents, comprising 74%, cited that they learned about LinksFarM cooperatives or Agrarian Reform Beneficiary Organizations (ARBO). This highlights the significant role of these networks in raising awareness about the potential benefit of LinksFarM project information. At the same time, 6% learned about

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the project from local government sources. This low percentage indicates that local government communication channels are ineffective in delivering the project information to the farmers.

The majority of farmers, comprising 80% of the total respondents, expect an increase in income as a benefit of joining the LinksFarM Project, highlighting the need for financial stability as motivation in adopting the project. It is noted in previous results that the majority of the farmers are earning less than 10k a month, with no other source of income, and have a family of 7 or more which shows have increase in income motivates the adoption of the project. According to Lagasca et al. (2024), that the problem faced by many farmers in the Philippines, is attributed to low income. TheLinksFarM can emphasize how the project can help increase profit through better market access, pricing, and value-added opportunities.

Regarding what hinders the farmers from joining the LinksFarM project despite its potential benefits, 92% of the respondents cited Capital or financial constraints as the primary barrier to participating. Given the low-income levels of the farmers, as shown in prior reports, investing in the project is a risk due to their financial capacity. Hossain et al. (2024) emphasize the need to have access to financial resources like loans or subsidies to help improve socio-economic conditions for poorer farmers. This implies that the LinksFarM project may consider initiatives that address financial barriers, such as partnering with agencies to provide subsidies, loans, or financial assistance. At the same time, 10% of the farmers cited time constraints as a hindrance. Though it is less of a problem than the economic constraint, this can be considered, and LinksFarM may consider providing farmers with a more flexible time to participate.

a) Challenges Farmer Organizations Face in Implementing the LINKSFARM Project

This section will present the challenges faced by the farmers organization while implementing the LinksFarM project. All participants are coded to protect their confidentiality. Major themes and Sub-themes were also generated to present the challenges that needs to be addressed.

Table 4.5: Challenges Farmer Organizations Face in Implementing LinksFarM Project

Informant	Informant ID	Challenges Faced with LinksFarM
1	INFO001	Lack of Capital for the organization to support the need of the member/farmers
2	INFO002	Farmers sell their products to trader not in the organization.
3	INFO003	Complying with the volume of produce to be delivered.
4	INFO004	Supplying to the institutional buyer, some farmers wanted to provide more than the allocated quantity per farmer.
5	INFO005	Commitment of the farmers to deliver to market.
6	INFO006	Consolidating the product to meet required volume
7	INFO007	No available vehicle for transportation of produce
8	INFO008	Consolidating the product and marketing
9	INFO009	Capital and transportation
10	INFO010	Capacity of farmers to deliver required volume of the products
11	INFO011	capacity of the organization to deliver
12	INFO012	low buying price
13	INFO013	commitment of farmers in the project
14	INFO014	transportation of the products
15	INFO015	consolidating farming products
16	INFO016	awareness of the purpose of the project

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Table 4.6: Major Themes and Sub-Themes of Challenges in Implementing LinksFarM Project

The following table present the major themes and sub-themes generated that summarizes the challenges faced by organizations in Implementing LinksFarM project.

Major Themes	Sub-Themes
Market Access and Financial Constraints	Difficulty accessing high-paying markets
	Lack of capital and financial resources for the organization
Organizational and Cooperative Challenges	Difficulty in forming or sustaining farmer organizations
	Misunderstandings and conflicts among farmers, especially non-members
Infrastructure and Logistical Issues	Poor road infrastructure and delivery challenges
	Lack of storage and post-harvest infrastructure
Training and Knowledge Gaps	Lack of training on new farming techniques and Agro-enterprise development

Major Theme 1: Market Access and Financial Constraints

The first generated theme is on market access and financial constraints. This aligns with the quantitative findings where 79% of the respondents cited capital and financial constraints as the hindrance in not joining the LinksFarM project. Two major Sub-themes were also generated which are difficulty accessing high-paying markets and lack of capital and financial resources for the organization.

Sub-theme 1.1: Difficulty Accessing high-paying markets

One of the challenges farmers' organizations faces is difficulty accessing high-paying markets. They only sell their produce to small-scale buyers, who act as intermediaries, buying it at lower prices. The low prices affect their profit margins, reducing the chance of gaining more budget for reinvestment and improved economic status and livelihood.

The challenge of reaching large and institutional market worsen their issue of low prices. As mentioned by Info002, "*Farmers sell their products to traders, not in the organization,"* which indicates that there a problem with bypassing middlemen and connecting directly to institutional buyers which higher prices.

In a post by Department of Agririan Reform, LinksFarM aims to address this problem by streamlining agricultural production by applying value chain process from the farming stage al the way to selling it to the market.

Sub-theme 1.2: Lack of Capital and Financial Resources For the Organization

The second challenge faced by farm organizations is the lack of capital and financial resources. This is consistent with the result in the quantitative data that the reason for not joining the LinksFarM project is due to capital and economic constraints, which can also be attributed to low prices for produce encountered during marketing the produce. It can also be noted that only 2% of the respondents cited that they receive financial support from the government. This limits the organization's investment in crucial resources needed to upgrade farming methods, increase efficiency, and effectively market and transport the produce. Hence, this affects the opportunity to expand their process more significantly.

As highlighted by Info001, *"Lack of capital for the organization to support the needs of the member/farmers"* is a challenge for farmers. Obtaining loans from external sources is a struggle many farmers face, as financing companies sometimes require collateral or income history as proof of their capacity to pay. However, in previous results, most farmers only earned less than P10k and less than 1 hectare of land, disqualifying them from obtaining loans. This is consistent with the findings of Amanullah et al. (2020), which state that credit contracts are highly influenced by age, area of land, and family size.Young (2018) emphasized a strong correlation between productivity and income at a constant price. Hence, having enough financial support to acquire the necessary machinery and equipment to increase production efficiency is crucial.

As suggested by Hossain et al. (2024), agricultural intervention plays a significant role in poverty reduction and supports long-term potential benefits for the well-being of poor households.Cordonnier et al. (2024) also emphasized in their study the significance of large-scale agricultural intervention, such as programs or policies to generate higher agricultural yields, which help households in agrarian economies. Hence, LinksFarM can help address the gap by facilitating wider financial options for farmers through microfinance or subsidies to help farmers upgrade their farm-to-market practices.

Major Theme 2. Organizational and Cooperative Challenges

The second challenge faced by farmers is the organization and cooperative challenges which is further categorized into difficulty in forming or sustaining farmer organizations and misunderstandings and conflicts among farmers, especially non-members.

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Sub-theme 2.1: Difficulty in Forming or Sustaining Farmer Organizations

Farmers' organization or cooperative helps in improving the welfare of farmers through empowering them to have bargaining power, providing better ways to enhance market access, and the benefit of shared resources which helps in the productivity of farming. However, forming organization among farmers is not easy or hard to sustain. This can be due to lack of trust towards the organization, lack of interest in joining, or hesitant to venture new practices because farmers are used with conventional method of farming and selling. As presented in the quantitative result, 75% of the respondents are still using the conventional method of farming system.

To sustain an organization, everyone must have collective efforts and trust to the organizations shared goals and leaders to effectively manage the organization. As cited by INFO013, *"Commitment of farmers in the project"* is a problem in implementing the LinksFarM project which shows that some farmers are not fully engaged and committed in contributing to the success of the project. This can hamper the shared goals of the organization which could result in failed project.

This suggest the need for LinksFarM to emphasize the importance of building trust and commitment in the organization, underscoring the role of everyone for attaining common goals of uplifting the economic status of farmers through a more productive farming and systematic marketing and selling of produce.

Sub-theme 2.2: Misunderstandings and Conflicts Among Farmers, Especially Non-Members

Misunderstanding and conflicts among farmers and between members and non-members is another challenge faced by farmers' organization. Some farmers failed to see the purpose and the value of organization resulting in conflicts within the community. As INFO013 cited, "*commitment of farmers in the project*", shows that some farmers do not trust the organizational goal of working together to promote the welfare of all farmers. The friction and divided efforts within the community hampers the efficiency which leads to failure in achieving the overall goals of the organization.

When farmers do not see the purpose and the goals of the organization, this creates chaos, defeating unity of direction within the community. This challenge must be addressed by LinksFarM project by initiating activities that will unite all farmers such conflict resolution training, facilitating regular communication, and setting a clear expectation about the roles and benefits the organization can bring, creating a more unified and inclusive environment where everyone will be given the equal chance towards a long-term sustainability.

Major Theme 3. Infrastructure and Logistical Issues

Another significant challenge faced by farmer organization in LinksFarM project is infrastructure and logistics, which hampers the ability to meet market demands, efficient and effective production, and delivery. This is further categorized into poor road infrastructure and delivery challenges lack of storage and post-harvest infrastructure.

Sub-theme 3.1: Poor Road Infrastructure and Delivery Challenges

Poor road infrastructure is the primary logistical challenge faced by organization which affects the timely delivery of their produce to the market. Delayed delivery may compromise the quality of the produce which could impact the expected profit of the farmers. As highlighted by INFO009, "*Capital and transportation*" and INFO0014, "transportation of the products"are problems affecting the ability of farmers to deliver their products effectively. Poor road infrastructure does not only contribute to delay and damage to produce but also cause increased transportation costs. This situation worsens the ability of farmers to bring their products to larger market. This resulted to selling their produce to intermediaries at lower price affecting their ability to increase their profit margin.

In addition, INFO007 cited, *"No available vehicle for transportation of produce"*, which means that even with good road infrastructure, that absence of transportation vehicle such as trucks or delivery vehicles, still hinder the farmers in delivering their produce to the larger market on time.

Both poor road infrastructure and unavailability of transportation vehicles are obstacles in effectively delivery the produce to market on time, affecting both the quality of products and profit margin of farmers.

Sub-theme 3.2: Lack of Storage and Post-Harvest Infrastructure

The lack of storage and infrastructure structure are another bottleneck of farmer organizations. As highlighted by INFO006 and INFO006, "*Consolidating the product to meet required volume*" is important but is seen as challenge for farmers who do not have sufficient area to store all of their produce. This forces farmers to sell their produce immediately at lower prices, especially that they dealing with perishable products which may not be good to sell when it gets spoiled.

With no enough post-harvest infrastructure such as storage facilities, sorting equipment, and packaging tools, the quality of produce may be affected such as early deterioration or spoilage. This put pressures to the farmers to sell their produce and compromising the chance to sell them at the right time for better market prices. This negatively impacts the bargaining power and market opportunities.

LinksFarM could mitigate this by developing post-harvest infrastructures such as cold-storage that

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will prevent early spoilage of products, allowing farmers to wait for the right time when the market prices are high enough maximizing the potential of earning better income.

Major Theme 4: Training and Knowledge Gaps

The last challenge faced by farmers organization is the training and knowledge gaps. As previously discussed in quantitative result, majority of the farmers belong to older generation and have been farming for more than 42 years using the conventional method. The following sub-theme will discuss further this bottleneck for organization adopting LinksFarM project.

Sub-theme: Lack of Training on New Farming Techniques and Agro-enterprise Development

A significant challenge faced by organization is the lack of training on new farming techniques and agro-enterprise development. This can be related to being used with the traditional methods that has been practiced and passed through generations, which affect the capacity to meet the changing demands of the market today. While traditional method has worked for many the past years, coping up with change especially with new technologies for a more productive and sustainable farming is important. In Poland, elderly farmers are relying on the conventional practices that have worked for years making it challenging to adjust with the modern farming methods and technologies (Satoła, 2019).

As emphasized by INFO010, "*Capacity of farmers to deliver required volume of the products*" and INFO013, "*commitment of farmers in the project*", indicates that farmers are not fully accepting the new farming practices which results in lower volume of products affecting the ability to cope with the market demand.

Hossain et al. (2024) cited the importance of training farmers with modern methods for a more sustainable farming practices to raise productivity. LinksFarM may consider providing training on new farming techniques and agro-enterprise development. It is important to raise awareness about the potential benefits of full embracing LinksFarM project as this will help in maximizing the quantity and quality of produce, this will also empower the farmers on the strategies to employ for a more effective farming to distribution and selling of products to the market.

Chapter V

V. Summary, Conclusion, and Recommendation

a) Summary

1. The demographic characteristics of the respondents presents diverse results. In terms of age, most of the respondents belong to older group with age range from 39-48 years old, 49-60 years old, and 61-above, comprising 30%, 37%, and 23% of the total sample size respectively. In terms of gender, 57% of the respondents are male, however, as significant percentage of 43% are female. In terms of marital status, it can be noted that majority of the respondents are married while the lowest sample size belongs to that are single which is 5% of the total respondents. In terms of household size, 47% of the respondents are with a household size of 3-4, while the lowest percentage are those with household size of 7 or more comprising 9% of the total respondents. While in terms of Highest Educational Attainment, most of the respondents have only finished elementary education comprising 43% of the total respondents, while 6% have finished college education. In terms of membership in organization, a significant percentage of 74% are members of famers organization while 26% are still non-members.
2. On the farm profile and economic status of the respondents, in terms of years in farming 49% of the respondents have more tha 21 years of experience, comprising majority of the total sample size, while the lowest percentage of 13% are those with less than 10 years in farming experience. In terms of tenurial status, 60% owns the land they cultivate, and 40% are tenants, and while no respondents are identified as farmworker. For the total farm size, most of the respondents owns less than 1 hectare which comprise 55% of the total sample size and only 6% are owning 3.1 hectares or more. In terms of farming system used, 87% of the respondents still opt to use the conventional method of farming and no one is using the organic method of farming. In terms of water management, 97% of the respondents are reliant on rainfed and only 3% have access to irrigated system. It can also be noted that 42% of the respondents are earning less than 10,000 in a month, while only 28 percent are earning more than 20k a month. In terms of whether farmers have another source of income, 45% cited that they do not earn beyond what they earn from farming vegetables and 1% earns from farming coconut.
3. In terms for marketing dynamics, 55% of the respondent farmers are selling their product wholesalers and retailers and only 5% are selling it directly to Century Pacific, while no one use online method to market their produce. On the type of marketing activities, 100% of the respondents are using direct marketing with no one using promotional method to advertise their products. It can be noted that a significant percentage of 88% of the respondents are suffering from low prices or products while 6% emphasized the their problem is on the lack of information about market prices. When asked about their major challenges as

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vegetable farmers, 80% cited that price fluctuations is their main concern while 1% is due to poor infrastructure. While despite the challenges, 83% of the respondents received support from the government, with Department of Agririan Reform (DAR) receiving 78% rating as an agency giving most of the support services the farmers. While 78% cited that supports from the agency are mostly in the form of trainings, and 2% in the form of financial support.

4. On the awareness and perception of the LinksFarM project among respondents. The data shows that majority of the respondents or 60% have not adopted the LinksFarM project. The primary source of information came from Cooperatives or Agrarian Reform Beneficiary Organizations (ARBOs) where data shows that 74% of the respondents learned from these sources, while 6% learned in the from Local Government. While in terms of the expected benefits, 80% are anticipating that the project will help them in increasing their income, while nobody are expecting that the project will help in strengthening farmer cooperatives, improving farming technologies, and support from government and NGOs. The lesser number of farmers adopting the LinksFarM program may be attributed to the factors such as capital or financial constraint wherein 79% of the respondents cited this factor as biggest bottleneck while 6% cited that lack of information about the project hinders them to participate in the program.
5. The most prominent challenges farmer organizations faced while implementing the LinksFarM program are categorized into four major themes: Market Access and Financial Constraints, Organizational and Cooperative Challenges, Infrastructure and Logistical Issues, and Training and Knowledge Gaps. Market access and financial constraints are divided into two subthemes: difficulty accessing high-paying markets and Lack of capital and financial resources for the organization. Organizational and cooperative challenges are further classified into difficulty forming or sustaining farmer organizations, misunderstandings, and conflicts among farmers, especially non-members. Infrastructure and logistical issues are further categorized into poor road infrastructure, delivery challenges, and a lack of storage and post-harvest infrastructure. Lastly, the challenge of training and knowledge gaps is further discussed in terms of the lack of training on new farming techniques and Agro-enterprise development.

b) Conclusion

1. LinksFarM project provides a promising benefit to the farmer such as increased welfare and income. However, despite the potential benefit of the project, several challenges are encountered during the implementation. This includes financial constraint, market access, farmers organization, insfrastructure and knowledge gaps. Both the quantitative and qualitative result showed that financial constraint is the major challenge faced by farmers and organizations. With limited financial sources, farmers may not be able to procure the needed budget needed to materialize the project. Limited market access also hinders the farmers to directly connect with larger market and institutions minimizing the chance of earning bigger profit margin. The findings also revealed that many farmers are hesitant to join the organization due to lack of trust and misunderstanding between members and non-members. Availability of infrastructure are also relevant to process and store the produce while waiting for a higher market price. The old demographics of farmers and years of experience using the conventional method makes them accustomed to using traditional method than learning the technologies.

c) Recommendation

1. Policy makers may help in facilitating credit access that offers microfinancing and subsidies at low interest rates to farmers. This initiative will enable farmers facing financial or capital constraint to invest on farming techniques that improve overall productivity. Policies may include farmers education and awareness by facilitating training programs that will highlight the use of sustainable farming methods and agro-enterprise development. This will equip the farmers with the knowledge and skills empowering them to adopt the new farming methods and participate actively in farmers organization.
2. Smallholder farmers are encouraged participate in trainings and programs focused on new farming technologies, agro-enterprise development, and business management. This will help them better understand the potential benefits of the LinksFarM project in enhancing their productivity, market access, and bargaining power. They may join farmers organization to benefit from collective marketing efforts, secure better pricing and share valuable resources. They are also encouraged to explore alternative income sources such as livestock raising or small business, to reduce their reliance on vegetable farming in case of price fluctuations.
3. Farmers association and organizations may focus on inititiaves that will foster trust and commitment among members. This initiative may include regular communication through meetings to determine what goes right and wrong. This will allow all members to raise their concerns and collaborate on solutions.

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They may do team building programs to strengthen camaraderie, revive team spirit, and ensuring everyone stay committed to the organizations shared goals, ultimately contributing to a successful project implementation.

4. The Department of Agrarian Reform may collaborate with financial institutions to offer subsidies and loans for farmers to help them adopt new farming methods and improve productivity. They may help in facilitating infrastructure development such as irrigations systems, roads, and post-harvest facilities in Agrarian Reform Communities. This improvement will help to enhance efficiency in farming operations, better market access, streamline logistics, and prolonged product quality, allowing farmers to hold their produce until market prices are favorable enough to maximize profit margins.
5. Future researchers may use this study as framework for similar research endeavors. It is recommended to conduct longitudinal studies to determine the impact of LinksFarM project on farmers productivity, income, and sustainability. By conducting longitudinal studies, can help in identifying the success and challenges of LinksFarM project implementation. It is also recommended to explore on the reason of aging farmer population and investigate why many youths are not continuing farming as livelihood.

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Appendix A

a) *Research Instrument*

SOCIO-ECONOMIC FACTORS INFLUENCING THE ADOPTION OF LINKING SMALLHOLDER FARMERS IN THE MARKET (LINKSFARM) PROJECT BY VEGETABLE FARMERS IN MALUNGON, SARANGANI

Dear Respondents:

Good day!

I am a graduating student of Mindanao State University currently completing my study on SOCIO-ECONOMIC FACTORS INFLUENCING THE ADOPTION OF LINKING SMALLHOLDER FARMERS IN THE MARKET. Please answer this questionnaire as honestly as possible. All the information obtained from this questionnaire will be kept confidential and will only be used for the purposes of this study. If you agree to participate, check the box below.

☐ Agree

PART I. DEMOGRAPHIC PROFILE

Instruction: Please accomplish this questionnaire by CHECKING (✓) the appropriate box.

1. Age	☐ 18-28 Years Old ☐ 29-38 Years Old ☐ 39-48 Years Old ☐ 49-60 Years Old
2. Gender	☐ Male ☐ Female
3. Marital Status	☐ Single ☐ Married ☐ Widowed ☐ Separated ☐ In domestic relationship
4. Household Size	☐ 1-2 ☐ 3-4 ☐ 5-6 ☐ 7 or more
5. Highest Educational Attainment	☐ Elementary Graduate ☐ High School Graduate ☐ College Level ☐ College Graduate ☐ Masters Defree ☐ Doctoral Degree
6.Are you member of the organization?	☐ YES ☐ NO

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Appendix A

a) *Research Instrument*

PART II. FARM PROFILE & ECONOMIC STATUS

Instruction: Please accomplish this questionnaire by CHECKING (✓) the appropriate box.

1. Years in Farming	☐ Less than 10 years ☐ 11-20 Years ☐ More than 21 years
2. Tenurial Status	☐ Owner-Cultivator *(The farmer owns the land and directly cultivates it.)* ☐ Leasehold (Tenant Farming) ☐ Farmworker
3. Total Farm Size	☐ Less than 1 hectare ☐ 1.1 -3 hectares ☐ 3.1 - or more
4. Farming System Used	☐ Conventional ☐ Organic ☐ Integrated Farming
5. Water Management	☐ Rainfed ☐ Irrigation ☐ Others, specify _____
6. Estimated monthly income from vegetable farming	☐ Less than ₱10,000 ☐ ₱10,000 - ₱20,000 ☐ More than PHP 20,000
7. Other sources of income	☐ None ☐ Livestock raising ☐ Fishing ☐ Employment ☐ Small business ☐ Others (please specify) _____

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PART III. MARKETING DYNAMICS & SUPPORT SERVICES

Instruction: Please accomplish this questionnaire by CHECKING (✓) the appropriate box.

1. How do you sell your produce before the project?	☐ Direct to consumers ☐ Cooperative or farmer's group ☐ Wholesalers or retailers ☐ Online ☐ Trader-financier ☐ Others (please specify) _____
2. What types of marketing activities do you engage in to sell your produce?	☐ Advertising ☐ Promotions ☐ Networking events (e.g., agricultural fairs) ☐ Direct marketing ☐ None ☐ Others (please specify) _____
3. What challenges do you face in marketing your produce?	☐ Lack of access to markets ☐ Low prices for produce ☐ High cost of transportation ☐ Lack of information about market prices ☐ Others (please specify) _____
4. Major Challenges Faced as Vegetable Farmers?	☐ Climate change ☐ Pests & Diseases ☐ Price Fluctuations ☐ Financial constraints ☐ Market/Buyers ☐ Poor infrastructure ☐ Others (please specify) _____
5. Do you get support services from government agencies?	☐ Yes ☐ No
6. Do you get support services from government agencies?	☐ Yes ☐ No
7. What services did you receive?	☐ LGU ☐ DAR ☐ DA ☐ others:_____
8. What services did you receive?	☐ Trainings ☐ Equipment ☐ Seeds ☐ Financial Support ☐ Others (please specify)_____

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PART IV. AWARENESS AND PERCEPTION OF LINKSFARM PROJECT

Instruction: Please accomplish this questionnaire by CHECKING (✓) the appropriate box.

1. Have you adopted LinksFarm?	☐ Yes ☐ No
2. How did you first learn about the LINKSFARM project?	☐ Local government ☐ Cooperative/ARBO ☐ Fellow farmers ☐ Others (please specify): _____
3. What benefits do you expect in participating in the LINKSFARM project?	☐ Increased farmer income ☐ Access to new markets ☐ Strengthened farmer cooperatives ☐ Improved farming technologies ☐ Support from government and NGOs ☐ Others (please specify): _____
4. What hinders you from participating in the LINKSFARM project?	☐ Lack of information about the project ☐ Capital/Financial constraints ☐ Time ☐ Transportation and logistics ☐ Others (please specify): _____

QUESTIONS FOR FOCUS GROUP DISCUSSION
For Farmer Organization Leaders:

1. What motivated your organization to join the LINKSFARM project?
   _____
   _____
2. How does your organization encourage farmers to participate in the LINKSFARM project?
   _____
   _____
3. What are the biggest challenges your organization faces while implementing the LINKSFARM project?
   _____
   _____
4. How have these challenges impacted the farmers in your organization?
   _____
   _____
5. How could LINKSFARM project better support the needs of your organization's farmers?
   _____
   _____

- - - - - - - THANK YOU FOR YOUR RESPONSES - - - - - - -

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Appendix B

a) Statistician Certificate

Republic of the Philippines
MINDANAO STATE UNIVERSITY
General Santos City

C E R T I F I C A T I O N

TO WHOM THIS MAY CONCERN:

This is to certify that the undersigned has thoroughly reviewed the statistical treatment and analysis of this paper entitled " SOCIO-ECONOMIC FACTORS INFLUENCING THE ADOPTION OF LINKSFARM PROJECT BY VEGETABLE FARMERS IN MALUNGON, SARANGANI" and the same has complied with the standards and acceptable statistical procedures.

This certification is being issued to Ms. Kristine Joy C. Carriedo for whatever purpose/s it may serve him best.

Done this 25th day of April 2025 in the City of General Santos, Philippines.

JAY D. BUSCANO, Ph.D.
Dean, College of Natural Sciences and Mathematics
Mindanao State University
General Santos City

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Consumer Perception of Immersive Advertising in the Metaverse- An Analysis of the Fashion Industry

By Ms. Mona Chaudhary & Arni Monga

Background Research- Forward-thinking analysts and global business researchers have developed a growing interest in understanding the metaverse which represents a fully digital interactive ecosystem built from advanced technology and human-engineered applications to replicate virtual reality elements (Periyasami & Periyasamy, 2022). Neal Stephenson first introduced the concept of the metaverse in his literary work published in 1992. The metaverse has developed from theoretical discussions and now emerges as practical applications through the advancement and integration of fundamental technologies like augmented reality (AR) and virtual reality (VR) which support an interconnected digital ecosystem.

As multiple technological factors continue to advance the metaverse remains collaborative and immersive which has progressively transformed the fashion industry. E-commerce transaction efficiency benefits from accelerated graphical data processing while sophisticated machine learning algorithms utilize predictive analytics to create shopping experiences tailored to user behavior. The metaverse uses advanced computational frameworks to create seamless online interactions which support large-scale connectivity and enhance user engagement by offering AR-powered digital fitting rooms that allow customers to try complete outfits virtually in their own space.

GJMBR-E Classification: LCC Code: HF5415.1265



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Consumer Perception of Immersive Advertising in the Metaverse-An Analysis of the Fashion Industry

Ms. Mona Chaudhary [α] & Arni Monga [σ]

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We have entered a new technological era where minimal human intervention combines with internet advancement to reach its peak capabilities. The metaverse operates outside traditional physical limits to combine digital and physical realities into one interactive environment.

The metaverse stands as an unexplored marketing domain for fashion businesses because it continues to evolve and presents numerous undiscovered opportunities. The shift from traditional digital marketing methods continues to challenge many brands as they struggle to strengthen their brand image while preserving customer relationships. Fashion brands need to stay competitive by adapting to new technology trends while gaining expertise in 3D space creation and intelligent design to maintain their essential brand identity and audience connection.

Companies must develop unique value propositions to create impactful digital presences within today's saturated online ecosystem. Digital avatars along with Extended Reality (XR) and non-fungible tokens (NFTs) function as essential building blocks for brands that aim to maintain authenticity and preserve ongoing consumer interaction in the metaverse.

The investment in virtual spaces in the fashion industry worldwide is projected to exceed $135 billion by FY 2024. Traditional luxury brands that are usually conservative will generate a minimum of 6% of their revenue from immersive technologies in the next five years. Decentraland stands out as the first decentralized metaverse to organize a Metaverse Fashion Week that showcased virtual runway shows and influencer partnerships along with capsule collections from over 50 distinguished brands such as Tommy Hilfiger, Dolce & Gabbana, and Estée Lauder. Online marketplaces enable consumers to buy products with virtual fittings and personalized measurements to improve their shopping experience.

Adidas and similar brands in the affordable premium market sector reward loyal online fans with limited-edition virtual fashion lines. These special offers motivate customers to buy again which in turn strengthens their ongoing connection to the brand.

The fashion industry's metaverse approach now includes online gaming as a key element for engaging younger consumers who are comfortable with digital technology. Nike expanded its market reach by utilizing RTFKT platform capabilities to integrate fashion and gaming through blockchain collectible tokens along with virtual sneaker releases and AR experiences available for purchase using digital currency. Nike partnered with Roblox to establish Nikeland as a virtual space where users can meet celebrities and customize avatars with digital fashion while exploring interactive areas throughout Roblox's platform to merge entertainment with brand engagement.

The metaverse continues to gain traction because its unique appeal attracts tech-savvy consumers who embrace new online shopping technologies. The growth of virtual environments faces ongoing challenges related to threats to privacy and security. Data protection problems along with avatar manipulation and fake identities serve as substantial obstacles. The fashion industry must resolve these issues over the next ten years to enable broad metaverse adoption and maximize its mass-market potential.

A report submitted in partial fulfillment of the requirement for award of the degree of Bachelor of Business Administration

Chapter 1

I. Introduction

Neal Stephenson's science fiction novel Snow Crash from 1992 first presented the metaverse concept as a three-dimensional digital space that was an exact replica of the real world. The term metaverse has recently achieved widespread recognition as a description for a network of interconnected 3D virtual environments that blend digital and physical elements (Ravenscraft, 2022; Robertson & Peters, 2021). Despite the absence of a universally accepted definition, companies are actively researching

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the metaverse to utilize its potential as a strategic marketing platform (Foutty & Bechtel, 2022; Podmurnyi, 2022). The most prominent example of such business moves involves Facebook's transformation into Meta which demonstrates its dedication towards metaverse development together with Microsoft's announcement to purchase a company that specializes in augmented and virtual reality gaming technologies.

Virtual worlds create immersive spaces where customers interact with businesses earning recognition as valuable service platforms according to research by Barnes & Mattsson (2011), Cho & Menor (2010), and Ostrom et al. (2010). Users operate within computer-created worlds through their digital representations to explore environments abundant in visual effects and graphic details while participating in multiple interactive activities. Virtual settings create real-world simulations that present branded products and high-end services alongside luxury experiences (Messinger et al., 2009). Businesses gain enhanced interactive engagement prospects through consumer-brand connectivity in these spaces by enabling collaborative participation and two-way communication while utilizing both verbal and non-verbal interaction methods (Fetscherin et al., 2008).

a) Immersive Technology and its Aspects

Immersion in technology creates a natural engagement and participatory environment that helps businesses achieve deeper consumer connections while meeting fast-evolving societal expectations shaped by technology advancement. Companies have gained exceptional possibilities to merge effortlessly into mainstream society during the last ten years. Digital-age consumers require brands to deliver personalized and seamless interactions especially in the competitive fashion retail industry ("Consumer Markets: PwC," 2022).

Studies have shown that consumer adoption of advanced technologies like mixed reality (MR), augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) depends on the combination of practicality and ease of use with brand perception. AR-enabled retail experiences featuring virtual pop-up stores and AI-driven assistants create emotional and sensory engagement that drives consumer interaction levels (H. Lee et al., 2022; Leung et al., 2021; Saura et al., 2021; Tak & Gupta, 2021). Current research explores how new developments in immersive advertising improve consumer experiences throughout various retail interactions.

Predictive analytics together with marketing experts predict that customer interaction within the metaverse for recreation and business alongside online browsing and shopping will become a significant part of everyday routines (Belk et al., 2022). Several estimates show that digital and immersive marketplaces will see a transformation of USD 3.810.05 billion and the experiential metaverse market will likely exceed USD678.8 billion by 2030 according to Bloomberg (2022). Industry pioneers like tech giants should be expected to heavily invest in developing digital spaces that embody the metaverse concept.

Technology leaders such as Facebook and Microsoft invest multiple million dollars into building a digital platform that embodies the concept of the metaverse (Tunca et al., 2022).

The fashion industry's business model depends on planned obsolescence but shoppers still focus on getting economic value from their fashion purchases and usage (Sullivan et al., 2012). Companies must deliver seamless convenience along with efficiency and top-notch service quality to succeed in markets characterized by saturation and intense competition. Time constraints make modern consumers more demanding while pushing them toward instantly accessible products across various channels (Mason et al., 2015). Online marketplaces and e-commerce sites have streamlined the process of shopping by making product exploration and comparison more convenient throughout both digital channels and physical stores.

The modern retail strategy now prioritizes convenience and efficiency as store operations, distribution channels and technological platforms synchronize to maintain product availability for consumers at all times and locations (Lewis, 2010). Blockchain technologies like cryptocurrencies and non-fungible tokens (NFTs) transform accessibility in digital fashion commerce through decentralized payment options and identification systems.

Fashion retailers have adopted omnichannel and pure-play e-commerce models since the pandemic when service quality and excellence emerged as valuable intangible assets. The industry transformation brought about showroom-style retail concepts and the development of blended store environments that operate seamlessly. The fashion industry has advanced toward Industry 4.0 through several innovations including endless aisles along with contactless interactions and improved aftersales services (Lawry & Bhappu, 2021; Nadile, 2021).

b) Implications on the Fashion Industry

Fashion influencers have assumed a key position in elevating consumer expectations and driving demand for premium industry services (Jegham & Bouzaabia, 2022). Now modern fashion consumers prioritize their purchasing experience over product design because they value both service quality and supplementary offerings that accompany their purchases more highly.

The fashion industry utilizes immersive advertising methods to boost hedonic value by offering consumers extensive virtual fashion choices along with customization options and interactive experiences such as virtual try-ons and digital shows (Shen et al., 2021).

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Fashion labels boost customer pleasure by incorporating game-based activities that allow audience members to engage with their brands in a fun way.

The luxury fashion brand Ralph Lauren from America developed Ralph Lauren 4D which provides consumers with an advanced virtual reality shopping space that allows interactive and immersive exploration. Through this digital platform shoppers can navigate the brand's newest collections inside a virtual retail environment. The experience features virtual dressing rooms that enable shoppers to test various outfits while observing their appearance under different lighting conditions and environments. The shopping experience becomes more enjoyable and stimulating through these interactive elements which leads to enhanced customer engagement.

Virtual communities alongside social events and digital storefronts create social value within the fashion metaverse through brand-consumer interactions. The combination of live immersive experiences with virtual shopping environments elevates the social presence and perceived status of fashion consumers according to research by Hassouneh & Brengman (2014) and M. Kim & Yim (2020). The combination of avatars with digital fashion gives consumers the opportunity to improve their self-image and prestige via brand connections according to Joy et al. (2022). Fashion brands need to create interactive virtual environments which support self-expression and user engagement so customers can display their brand connections through digital platforms and immersive experiences.

Fashion designers along with brands have adopted digital innovations to create virtual collections specifically designed for avatars which serve as digital representations of physical items. The industry is recognizing digital spaces and gaming platforms as influential means for expanding customer bases and enhancing customer engagement through strategic partnerships. The current trend has advanced by integrating wearable technology and augmented reality experiences to improve user interaction. As immersive Metaverse experiences grow brands open virtual shops and use NFTs to launch exclusive digital fashion collections. Virtual fashion assets now operate on blockchain-based marketplaces enabling transactions for purchase and exchange which creates fresh revenue models for fashion businesses (Ellwood, 2021).

Advanced technologies such as Extended Reality (XR), Artificial Intelligence (AI), blockchain and cloud computing are fundamental components that enable Metaverse operation. The latest technological developments provide smooth and uninterrupted user interaction which allows people to engage in real-time within digital environments through Extended Reality experiences (Lee et al., 2021). Web3 which is still developing continues to influence our digital economy by promoting decentralized assets like cryptocurrencies and non-fungible tokens (NFTs).

Chapter 2

II. Literature Review

The literature review was conducted keeping in mind the objectives of the research.

The combination of deep learning models with advanced natural language processing and machine learning algorithms along with emerging metaverse technologies is growing rapidly in usage across both personal and professional domains. These technological advancements make difficult tasks easier while improving both efficiency and usability (Gil-Garcia, Helbig, & Ojo, 2014; Valle-Cruz, 2019; Valle-Cruz et al., 2020). Technologies including pattern recognition and automated interactions along with personalized services and data-driven decision-making serve as essential elements in these technological developments according to Valle-Cruz et al. (2022) Garduño et al. (2023) and Hernández et al. (2023). Organizations now prioritize using these technologies to heighten productivity levels and reduce mistakes while enhancing consumer safety (Criado & Gil-Garcia, 2019). The fusion of virtual environments with physical spaces through advanced technologies enables diverse tasks execution while maintaining human safety standards (Nicol, 2022).

a) *Approach towards Immersive Advertising in Modern Businesses*

Businesses are continuously adopting new brand management approaches and virtual marketing methods to navigate the digital landscape's continual changes. Digital commerce advancements are taking place across different sectors such as e-commerce platforms, social commerce networks (s-commerce), logistics operations and product delivery systems. The fashion industry heavily relies on these technologies to shape consumer brand perception while influencing product choices and pricing methods as well as guiding brand management efforts and optimizing promotional campaigns which lead to delivering personalized recommendations. Consumer purchasing decisions are strongly influenced by these elements as indicated by research by Alderete (2019), Sohn & Kim (2020), and Erdmann &Ponzoa (2021) which provides essential information for developing long-term product strategies. The growth of digital and immersive spaces like the metaverse drives changes in brand communities and consumer engagement platforms (Zallio& Clarkson, 2022).

Consumer behavior underwent major changes in recent years because the COVID-19 crisis shifted global lifestyle patterns while population growth and birth rates increased dramatically (Muñoz-Chávez, Hernández Rivera, & Bolaños-Rodriguez, 2021). The

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integration of the metaverse into retail combined with virtual reality and augmented reality technologies has made it possible to build online communities which enable loyal customers to share and discuss personal shopping experiences (Liao, Widowati, & Hsieh, 2021). These automated technologies allow big businesses to connect with customers, obtain product and service feedback as well as evaluate both customer satisfaction and buying patterns with improved precision.

The evolution of technology allows the Metaverse to transform fashion marketing through its unique digital space that creates an innovative and immersive experience. The Metaverse creates a large interconnected web of virtual environments which surpass traditional internet capabilities by integrating elements of virtual reality and augmented reality with mixed reality experiences. Through digital devices users can access this dynamic ecosystem which facilitates real-time engagements and immersive experiences by blending virtual and physical realities and connecting online and offline retail channels into an omnichannel framework.

b) Impact of the Recent Wave of the Metaverse on the Fashion Industry

Fashion brands are turning their attention to the metaverse to discover new ways to transform consumer interactions and elevate brand experiences (AMED et al., 2022). A deep comprehension of the fashion metaverse allows brands to maintain their leading position in industry trends while improving their responsiveness to consumer needs.

The Metaverse has become a powerful promotional and sales platform that brands ranging from luxury fashion houses to streetwear labels are increasingly acknowledging. Luxury fashion brands like Gucci and Balenciaga now sell virtual apparel and accessories through digital spaces for online purchase and use. The Metaverse enables several fashion brands to hold virtual fashion shows which enable audiences worldwide to interact with new collections in innovative settings. The Metaverse expanded beyond digital branding to become an inclusive virtual space where fashion experiences replace passive observation. Users experience fashion through a hyper-realistic 3D space which allows interaction unlike traditional 2D images or videos.

c) Louis Vuitton

Louis Vuitton emerged as one of the first luxury fashion brands to investigate potential ventures inside the Metaverse. In 2012 the brand began its partnership with Square Enix the company known for creating Final Fantasy. Lightning, a main character from the game, became the face of Louis Vuitton's Spring-Summer 2016 collection through an eye-catching advertising campaign. Through this pioneering marketing strategy the brand achieved expanded reach beyond traditional advertising channels and introduced its designs to a new and varied consumer demographic.

d) Nike

Nike emerged as a top player in sports apparel and activewear when they launched their virtual reality-based "Nike Virtual Store" in the Metaverse back in 2016. The digital platform gave users an interactive shopping experience where they could navigate through a visually dynamic virtual environment dedicated to Nike. Nike transformed consumer interaction with its brand through this pioneering initiative which delivered global reach and updated the shopping experience to surpass conventional physical constraints.

e) Gucci

Brand experience refers to the consumers' subjective interpretations and reactions to brand-related stimuli that affect their awareness levels along with their emotional bonds and behavioral outcomes (Brakus et al., 2009). The quality and strength of consumer-brand interactions serve as essential components for creating positive experiences rather than merely product selection (Spajić et al., 2020). The Metaverse offers significant opportunities to improve how consumers interact with brands within digital retail spaces. The rising popularity of Gucci Town along with expanded involvement of upscale brands in virtual spaces illustrates consumer interest in luxury fashion within the Metaverse according to Gonzalez (2022). Research by Chen et al. Chen et al. (2022) demonstrate that contemporary trends provide benefits to virtual commerce while simultaneously boosting physical retail markets by significantly increasing sales for brands like Gucci. Metaverse technology's immersive digital environments present significant opportunities that premium and fast-fashion brands are beginning to exploit. These brands use the Metaverse innovation to grow their market presence and improve their position in the competitive landscape (Joy et al., 2022).

Brand experience entails how consumers perceive and respond to brand-related stimuli through their awareness levels, emotional bonds, and behavioral reactions (Brakus et al., 2009). The interaction quality between brands and consumers significantly influences positive experiences beyond just choosing products (Spajić et al., 2020). Digital retail spaces can utilize the Metaverse to improve how consumers interact with brands. The rising popularity of Gucci Town along with the expanded presence of luxury brands in virtual environments demonstrates consumer interest in luxury fashion within the Metaverse (Gonzalez, 2022). Research by Chen et al. The study by Chen et al. (2022) demonstrates that current digital trends support virtual sales and enhance physical store revenue while boosting brand performance for companies such as Gucci. The potentials of immersive digital spaces enabled by Metaverse technology have gained

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recognition from both luxury labels and fast-fashion brands. These brands use this technological advancement to both broaden their market presence and improve their standing against competitors (Joy et al., 2022).

The fashion sector along with related industries boosted their investment in the Metaverse to $120 billion during the first months of 2022 which represents a significant growth from the $57 billion they invested worldwide in 2021 according to Elmasry et al. (2022). Both rising powerhouses such as Adidas and Nike and luxurious houses like Balenciaga, Dolce & Gabbana, Gucci, Burberry, and Balmain (Gonzalez, 2022) use the Metaverse as a platform to transform their brand identities. This transformation intends to boost engagement and attract younger generations like Millennials and Generation Z while improving customer service experiences as the Metaverse develops further.

f) Role of the Metaverse in Further Brand Building

The Metaverse helps fashion brands to build stronger brand equity while shaping consumer perceptions and encouraging favourable brand attitudes that lead to higher purchase intentions compared to rival products. Studies indicate that embedding immersive technologies significantly affects brand-related outcomes.

Advanced technologies in the fashion industry bring together virtual clothing and personalized try-on experiences with AI-driven chatbots to create a seamless mix of traditional marketing strategies and innovation which improves digital shopping experiences and strengthens brand engagement. Usability along with functionality and user satisfaction determines how consumers engage with these modern virtual spaces.

g) Main Objectives of the Research

The main goal of this study is to identify important fashion-related factors that motivate Millennials and Gen Z consumers to use the Metaverse for their online shopping needs. The research investigates how consumer engagement increases through interactive platforms that feature limited-edition capsule collections and collectible digital tokens. The research examines how the virtual Metaverse increases brand awareness while simultaneously shaping consumer perceptions and influencing both attitudes and purchasing behaviors.

Key elements that drive Millennials and Generation Z toward adopting the Metaverse Technology can be divided into two fundamental types which are hedonic and utilitarian.

- Perceived Utility Factor of the Metaverse

1. The practical benefits and effective use of the metaverse
2. The influence of experiential marketing combined with immersive technologies like virtual reality affects consumer purchasing decisions.
3. These elements have a combined impact on Customer Experience which includes social, physical, cognitive, and emotional dimensions.

h) Primary Research Questions

The research has outlined its primary investigative questions which include.

1. What is the perception of technologically advanced consumers regarding virtual brand concepts compared to physical storefronts and how do these perceptions affect their buying choices?
2. The main elements that drive consumer participation in the metaverse as it relates to the fashion industry

- Points of Friction Encountered by Consumers

What are the effects of different factors related to metaverse utilization on long-term customer experience which could lead to sustained customer satisfaction?

The Initial Research Problems that Emerge Include:

1. Do Millennials and Gen Z consumers find immersive advertising within the metaverse more engaging and memorable than traditional digital advertising methods used in the fashion industry?
2. The immersive advertising experience provided by the metaverse leads to increased purchase intentions among millennials and Gen Z consumers in the fashion industry because of its personalization and interactive elements.
3. The metaverse's immersive advertising appeals better to Gen Z consumers than millennials because of their different approaches to technology use and media consumption.

i) Hypothesis Formulation

A range of hypotheses emerge from the identified research problems to cover the entire topic's breadth which will serve as a foundation for subsequent data examination.

H1: The fashion industry finds advertising in the metaverse more effective at building consumer loyalty and brand remembrance because its immersive nature outperforms traditional digital marketing approaches.

H2: Personalized services and virtual space interaction within the metaverse positively influence the shopping patterns and viewpoints of millennial and Gen Z customers toward the fashion industry.

H3: The differences between generations in terms of digital media openness and technological understanding make Gen Z consumers more receptive to interactive marketing campaigns in the metaverse compared to millennials.

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The research intends to perform an exhaustive examination of the subject matter to determine if the hypothesis fits within the research scope and proves valid or needs to be rejected.

Chapter 3

III. Research Methodology

- The personalization and interactivity offered by immersive advertising in the metaverse positively influence millennials' and Gen Z consumers' purchase intentions within the fashion industry.
- Immersive advertising in the metaverse is more effective at capturing the attention of Gen Z consumers compared to millennials due to generational differences in technology adoption and media consumption habits.

The main focus of present research is technological and economic aspects of the metaverse while neglecting behavioural and psychological consumer participation elements. Current knowledge does not include any information on how younger audiences judge the authenticity, creativity, and impact of immersive advertisements on their purchasing decisions and brand loyalty as well as their overall consumer experience. This study investigates how Gen Z and millennial consumers understand immersive metaverse advertising while focusing on brand connection and attachment feelings, personalised services and interactive virtual experiences within the fashion industry. The research study will examine both the future growth opportunities and the significant difficulties that brands encounter when employing immersive advertising to reach their tech-savvy and value-conscious consumer base.

The study will be undertaken with a certain research methodology to guide the primary data collection, serving as the guide for the development of a research questionnaire and analysis of the data. The research methodology for this study is as follows:

a) Research Gaps

1. *Inadequate Attention to Generational Differences:* Target segments from Gen Z and Millennials show different purchase expectations, roduct preferences, and digital behaviours. Current research often fails to differentiate between distinct demographic perspectives on immersive advertising within the metaverse because these studies group them into a single category or disregard generational distinctions.
2. *Gap in Behavioral and Psychological Insights:* Research publications usually concentrate on technological adoption and market dynamics yet fail to address behavioral and psychological factors that influence consumer trust and brand loyalty through metaverse experiences.
3. *Emerging Nature of the Metaverse:* The metaverse remains a developing concept which needs mainstream acceptance while facing different degrees of consumer recognition and adoption. The current research is insufficient regarding how various metaverse adoption stages affect consumer perceptions of immersive advertising especially within young technology-literate populations.
4. Even though immersive advertising has become more popular across sectors such as financial services and software the fashion industry remains slow to adopt this method because brands show resistance to moving away from their traditional business strategies which reveals a strong demand for innovation and customisation as well as clear communication of evolving trends. Research does not thoroughly examine fashion-brand interactions with immersive technology in the metaverse particularly regarding customer engagement and brand image.

b) Research Objectives

1. *Primary Objective:*

The study aims to examine how Gen Z and millennial consumers view immersive metaverse advertising and its effects on their engagement levels as well as their purchase intentions and brand loyalty in fashion.

2. *Specific Objectives:*

The study seeks to measure how knowledgeable consumers are about immersive advertising methods in the metaverse.

Determine the level of understanding and recognition of immersive advertising among millennial and Gen Z consumers.

Determine the influential platforms and technologies such as AR try-ons and VR stores that shape consumer experiences.

The study aims to measure how immersive advertising performs in terms of user engagement relative to traditional digital advertising methods.

Evaluate if immersive advertising is viewed as more engaging and interactive while remaining more memorable than standard social media and e-commerce advertisements.

Find out which immersive features such as gamification, virtual try-ons, and brand storytelling lead to increased engagement.

The study examines how immersive advertising affects consumers' intentions to purchase products.

Evaluate the effectiveness of immersive advertising strategies in shaping purchase choices within the fashion sector.

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Evaluate if hyper-personalization and interactivity elements contribute to greater purchase likelyhood.

This study investigates how different generations adopt and perceive immersive advertising technologies.

Analyze how Gen Z and millennial customers differ in their preferences and behaviors when exposed to immersive advertising compared to traditional advertising.

Gen Z consumers demonstrate increased receptivity to immersive advertising as a result of their deeper engagement with digital environments.

The impact of immersive advertising on brand perception and consumer trust needs evaluation.

Evaluate the impact of immersive advertising on brand credibility and the emotional connection it creates in consumers.

Assess how consumers view brands that utilize immersive advertising in terms of innovation and customer focus.

This research aims to examine how immersive advertising can influence future fashion marketing strategies.

Discover main obstacles and advantages for brands when they integrate immersive advertising into their strategies.

Evaluate consumer expectations regarding upcoming innovations in the metaverse fashion sector.

3. *Expected Contribution of the Study*

This study will reveal how Millennials and Generation Z interact with immersive advertising in the metaverse while assisting fashion brands to create successful digital marketing approaches. The study will reveal how different generations adopt immersive technology and provide strategies to improve consumer experiences through these technologies.

c) *Data Collection*

1. *Research Design:* The research questionnaire will be designed with the following in mind: This design allows for direct comparison of consumer perception and the impact of immersive advertising between Gen Z and Millennial consumers, focusing on the specific factors identified. The factors to be used in the analysis have been derived through the extensive literature review. The target demographic of the study is Millennials, born 1981 - 1996 and Gen Z, born 1997 - 2012 consumers, which are identified to be the key target consumer demographic in the current time with the rise of GenZ as the purchasing power audience and the existing power of purchase in the hands of the Millennial audience.

This research aims to systematically investigate how key variables like user engagement, personalization, interactivity, and purchase intentions interact. The study seeks to establish empirical insights into consumer behavior within the fashion industry that operates in the metaverse by quantifying specific relationships.

2. *Data Collection Methods:* The data would be collected with the following methods.

- *Quantitative:* The following methods will be used in the quantitative part of designing the questionnaire study.

1. *Questionnaire Design:* Online questionnaire will be administered to a sample of Gen Z and Millennial consumers. The method offers efficient data collection while enabling participation from people who have different degrees of involvement with immersive advertising and digital shopping experiences. The method enables reaching a wider audience through organized procedures without difficulty while providing respondents with convenience.

Sample Size: A sample size of around 100 - 150 consumers was be aimed to have enough data for the study.

Sampling Technique: Convenience sampling was used to ensure representation of key demographics within each generation (e.g., age, gender, location, income).

Sampling Area: The questionnaire test was sent mainly to the respondents of the Delhi–NCR area with a few exceptions to this demographic. Majority of the audience in this respondent size were based on having been living in the region for a moderately long period of time, so as to ensure that the results of the study can be generalised to this part of India.

- *Qualitative:* The following methods will be used in the qualitative part of the research.

Analysis of Existing Literature and Industry Reports: The research methodology includes a comprehensive examination of secondary data sources such as industry reports, scholarly publications, and applicable case studies. These resources deliver crucial background data on how immersive advertising has developed and how consumer interaction in virtual spaces together with the metaverse's fashion marketing influence grows. The integration of findings from previous studies strengthens this approach by providing a robust basis for comparison and contextual interpretation.

Content Analysis: Apart from the content present in the literature existing for the immersive advertising niche, the content produced by brands through their media and studies done on particular brands was used as a basis to help design the questionnaire questions and produce the outcomes that also take into account the certain factors produced in the hypothesis.

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3. *Data Analysis:* The data will be analysed through the following methods.

- *Quantitative:* The quantitative data would be analysed with the following techniques:

1. Descriptive statistics (mean, standard deviation, frequencies) to summarize data, as conducted over Excel before the technical analysis outcome produced in the study.
2. Independent samples t-tests and ANOVA to compare mean scores between Gen Z and Millennials for the tested factors.
3. Correlation and regression analyses to examine relationships between storytelling elements, brand perception factors, and consumer behavior

SPSS served as the principal tool for data interpretation because it stands as the top choice for performing multiple statistical tests on variable data. The evaluation of collected data will require several statistical methods. These techniques enable further reseach to find which factors matter most and how they relate to each other while testing hypotheses that lead to actionable insights about consumer engagement in immersive advertising experiences in the metaverse fashion sector.

d) Ethical Considerations

- *Informed Consent:* Participants must deliver explicit consent before joining the study so that they become fully aware of its purpose, scope, and implications. The research process will remain transparent throughout to maintain adherence to ethical research standards.
- *Confidentiality and Anonymity:* Researchers will maintain participant anonymity in collected data and avoid disclosing any personally identifiable information. We will securely store responses for research use only.
- *Right to Withdraw:* Participants may decide to leave the study whenever they wish without experiencing any negative consequences. Voluntary participation is maintained during the research process because participants retain control over their decision to participate.

This chapter of research methodology has been the fundamental insight about the methodology used while conducting research of this study. It has not only defined the scope of the work, but also the demographic information and techniques, hence, laying the foundation of the data collection and analysis.

Chapter 4

IV. Data Analysis

a) Hypothesis Testing

Reliability Test - Questionnaire Scale Reliability Analysis

This chapter features the data analysis of the data collected from the respondents who are a part of this study. This data was collected as specified under the research methodology and has been tested statistically using the SPSS 3.0 software. As showcased in this chapter, various tests including the Regression, Correlation, T- test and more were administered on the data after the proper collection and cleaning of the data to ensure the validity of the responses and present findings that are statistically significant and hold true with the general consumer demographic.

b) Statistical Testing and Interpretation

Data analysis was conducted with the Statistical Package for the Social Sciences (SPSS). The following statistical techniques were applied:

1. Descriptive Analysis summarized both the demographic characteristics along with technology adoption rates and overall industry trends.
2. Correlation Analysis evaluated the connections between customer familiarity and customer engagement metrics.
3. The study utilized regression analysis to measure how immersive advertising techniques and VR/AR adoption affected both purchase behaviour patterns and brand perception among users.
4. ANOVA (Analysis of Variance) was used to evaluate mean differences between specific consumer groups which included millennials and gen Z consumers across various age groups.

Hypothesis testing was applied through regression model-derived p-values, confidence intervals and R-squared values to measure statistical significance and model explanatory power. The interpretation of statistical results was aligned with both theoretical frameworks and existing industry case studies.

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Table 4.3.1

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	116	92.1
	Excluded[a]	10	7.9
	Total	126	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.700	4

Since the Cronbach Alpha comes out to 0.700, it indicates that the test questionnaire is valid and reliable.

c) *Data Testing and Analysis*

i. *Correlation Analysis*

Test 1

Table 1.1: Test pair 1

Correlations

		@8. Immersiveadvertisinginthemetaversecapturesmyattention	@16. Iprefershoppingforfashionitemsinimmersivevirtualsto
@8. Immersiveadvertisinginthemetaversecapturesmyattention	Pearson Correlation	1	.224
	Sig. (2-tailed)		.080
	N	65	62
@16. Iprefershoppingforfashionitemsinimmersivevirtualsto	Pearson Correlation	.224	1
	Sig. (2-tailed)	.080	
	N	62	94

Pearson Correlation (r) = 0.224

This result signifies a positive correlation between the two examined variables namely consumer attention and consumer preference.

A positive correlation implies that as respondents show greater agreement with attention (indicating that immersive advertisements effectively capture their attention), they also tend to express a stronger preference for immersive shopping experiences in virtual fashion stores (consumer preference)

This statistical relationship suggests that increased engagement with immersive advertising is linked to a higher inclination towards virtual shopping, reinforcing the reliability of the collected data.

Significant Relationship ($p < 0.001$): The significance level of 0.001 showcases that the level of allowed error is a marginal value, meaning that the relationship tested in this association comes from genuine association of the two tested variables rather than random testing.

Furthermore, the validity of this correlation extends beyond demographic factors such as age and gender, indicating that the observed trend is consistent across different consumer segments within the millennial and Gen Z populations.

Thus, it proves the formulated hypothesis that: Concerning the fashion sector, advertising in the metaverse being immersive in nature fosters consumer loyalty and brand recollection with greater effectiveness than conventional digital marketing techniques.

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Test 2

Table 1.2: Test pair 2

Correlations

		@6. Iamfamiliarwiththeconceptofimmersiveadvertisinginthe	@9. VirtualexperiencesARVRmakefashionadsmoreinteresting
@6. Iamfamiliarwiththeconceptofimmersiveadvertisinginthe	Pearson Correlation	1	.190
	Sig. (2-tailed)		.092
	N	83	80
@9. VirtualexperiencesARVRmakefashionadsmoreinteresting	Pearson Correlation	.190	1
	Sig. (2-tailed)	.092	
	N	80	96

Pearson Correlation (r) = 0.190

The analysis reveals a positive correlation between individuals' familiarity with immersive advertising and their perception that AR/VR technologies enhance the appeal of fashion advertisements.

This suggests that as consumers become more acquainted with immersive advertising methods, they are more likely to recognize the impact of AR/VR in making fashion ads engaging and dynamic. It proves that consumer familiarity and consumer perception are interdependent on each other.

A positive correlation indicates that greater awareness and exposure to immersive advertising aligns with a stronger belief in the effectiveness of AR/VR in enhancing the consumer experience.

Significant Relationship ($p < 0.001$): The significance level of 0.001 showcases that the level of allowed error is a marginal value, meaning that the relationship tested in this association comes from genuine association of the two tested variables rather than random testing.

The findings underscore how consumer familiarity with digital innovations directly influences their perception of modern advertising strategies, particularly in the fashion industry within the metaverse.

Thus, it proves the formulated hypothesis that Millennials and Gen Z consumers' buying behaviour and perception regarding the fashion sector are impacted in a positive manner by customisation of services and boosted engagement through virtual spaces in metaverse.

Test 3:

Correlations

		@9. VirtualexperiencesARVRmakefashionadsmoreinteresting	@21. Immersiveadvertisinginthemetaverseisthefutureoffash
@9. VirtualexperiencesARVRmakefashionadsmoreinteresting	Pearson Correlation	1	.252
	Sig. (2-tailed)		.056
	N	96	58
@21. Immersiveadvertisinginthemetaverseisthefutureoffash	Pearson Correlation	.252	1
	Sig. (2-tailed)	.056	
	N	58	59

Pearson Correlation (r) = 0.252

The Pearson Correlation (r) value of 0.252 suggests a weak but positive relationship between the perception that AR/VR enhances fashion advertisements and the belief that immersive advertising represents the future of fashion marketing.

A positive correlation implies that individuals who find AR/VR integration in fashion ads engaging are also more likely to view immersive advertising as the next major shift in the industry.

Statistical Significance: Since p = 0.002, the relationship is statistically significant, meaning it is unlikely to have occurred by chance. This suggests that with the current margin of error, the likelihood of such association happening at random is very unlikely

This finding highlights the potential for immersive advertising to become a dominant approach in fashion marketing, potentially surpassing traditional social media-based promotions. It underscores the

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increasing role of digital innovation in shaping consumer engagement and product visibility in the fashion industry.

Thus, it proves the formulated hypothesis that: Concerning the fashion sector, advertising in the metaverse being immersive in nature fosters consumer loyalty and brand recollection with greater effectiveness than conventional digital marketing techniques.

ii. *Regression Analysis*

Test 1:

Taking independent variable (regressor) and dependent variable (outcome) separately for each pair.

Table 2.1: Test pair 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2
1	.190[a]	.036	.024	.8047	.036	2.907	1	78

a. Predictors: (Constant), @6.IamfamiliarwiththeconceptofimmersiveadvertisinginthE

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.883	1	1.883	2.907	.092[b]
	Residual	50.505	78	.647		
	Total	52.387	79			

a. Dependent Variable: @9.VirtualexperiencesARVRmakefashionadsmoreinteresting

b. Predictors: (Constant), @6.IamfamiliarwiththeconceptofimmersiveadvertisinginthE

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.218	.417		7.709	<.001
	@6. IamfamiliarwiththeconceptofimmersiveadvertisinginthE	.213	.125	.190	1.705	.092

a. Dependent Variable: @9.VirtualexperiencesARVRmakefashionadsmoreinteresting

R = 0.190: There is a clear association between the dependent variable indicated by consumer engagement that AR/VR makes fashion advertisements more attractive and the independent variable namely consumer familiarity with immersive advertising.

R2 = 0.036: The independent variable accounts for 3.6% of the variance in the dependent variable. This explains their codependence, indicating that perceptions of AR/VR in fashion advertisements are influenced significantly.

The average separation between the actual values and the anticipated regression line is indicated by the standard error of estimate, which is 0.8047 and does not impact the result by a considerable margin.

F = 2.907: The F-statistic tests the model as a whole is statistically significant and impacts the overall relationship between the given variables in a positive manner.

Statistical Significance: The $p < 0.001$ value showcases that the relationship being tested is highly significant, meaning that chances of the relationship outcome having happened due to randomness are very unlikely

Thus, it proves the formulated hypothesis that: Concerning the fashion sector, advertising in the metaverse being immersive in nature fosters consumer loyalty and brand recollection with greater effectiveness than conventional digital marketing techniques.

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Test 2:

Table 2.2: Test pair 2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	@9. Virtualexperiencesarvrmakefashionadsmoreinteresting[b]	.	Enter

a. Dependent Variable: @21. Immersiveadvertisinginthemetaverseisthefutureoffash

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics: R Square Change	F Change	df1	df2
1	.252[a]	.064	.047	.550	.064	3.809	1	56

a. Predictors: (Constant), @9.Virtualexperiencesarvrmakefashionadsmoreinteresting

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.151	1	1.151	3.809	.056[b]
	Residual	16.918	56	.302		
	Total	18.069	57			

a. Dependent Variable: @21.Immersiveadvertisinginthemetaverseisthefutureoffash

b. Predictors: (Constant), @9.Virtualexperiencesarvrmakefashionadsmoreinteresting

R = 0.252: A positive correlation exists between the dependent variable namely consumer engagement pertaining the belief that immersive advertising in the metaverse represents the future of fashion and the predictor variable namely the consumer's future perception that AR/VR enhances the appeal of fashion advertisements.

R^2 = 0.064: The predictor variable, which highlights the role of virtual experiences in making fashion ads more engaging, accounts for 6.4% of the variation in the dependent variable. This suggests that the effectiveness of digital metaverse advertising significantly influences consumer perceptions of fashion marketing trends.

F (1, 56) = 3.809: The F-statistic measures the overall validity of the regression model, confirming that the relationship between the variables holds statistical significance. The observed value indicates positive interrelationship among the variables.

P-value = 0.056 at the 10% level: This indicates marginal significance, implying that while the current sample suggests a modest effect, the influence of AR/VR on attitudes toward immersive advertising could become more substantial with a larger dataset.

Statistical Significance: The p-value of < 0.001 showcases that the value found is statistically significant with very less chances of the outcome being due to randomness of variables.

Thus, it proves the formulated hypothesis that: Concerning the fashion sector, advertising in the metaverse being immersive in nature fosters consumer loyalty and brand recollection with greater effectiveness than conventional digital marketing techniques.

iii. *T Test*

Hypothesis taken: Millennials and Gen Z populations perceive the future of immersive advertising in fashion differently

Table 3.1

Group Statistics

	@1.Whatisyouragegroup	N	Mean	Std. Deviation	Std. Error Mean
@21. Immersiveadvertisinginthe metaverseisthefutureoffash	1	22	3.64	.492	.105
	2	37	3.51	.651	.107

Independent Samples Test

		Levene's Test for Equality of Variances: F	Sig.	t	df	One-S
@21. Immersiveadvertisinginthe metaverseisthefutureoffash	Equal variances assumed	3.252	.077	.764	57	
	Equal variances not assumed			.820	53.566	

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Table 3.2

t-test for Equality of Means							
		Significance				95% Confidence Interval of the Difference	
t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
.764	57	.224	.448	.123	.161	-.199	.445
.820	53.566	.208	.416	.123	.150	-.178	.423

Independent Samples Effect Sizes

		Standardizer[a]	Point Estimate	95% Confidence Interval Lower	Upper
@21. Immersiveadvertisinginthe metaverseisthefutureoffash	Cohen's d	.597	.206	-.324	.734
	Hedges' correction	.605	.203	-.320	.724
	Glass's delta	.651	.189	-.342	.717

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

The hypothesis formed under the T-test is as follows:

1. *Null Hypothesis (H_0):* There is no significant difference between Millennials and Gen Z in how much immersive advertising make them feel like they "identify" with a brand's values
2. *Alternative Hypothesis (H_1):* There is a significant difference between Millennials and Gen Z in this perception of how much immersive advertising make them feel like they "identify" with a brand's value.

The statistical analysis of the two age groups presents only a minor variation in their perspectives regarding the future of immersive advertising in fashion.

Age Group 1: Taken as Millennials (N=22) had a mean score of 3.64 with a standard deviation of 0.492, while.

Age Group 2: Taken as Gen Z (N=37) recorded a mean score of 3.51 with a standard deviation of 0.651.

The minimal difference in means suggests that both groups share similar views on immersive advertising shaping the future of fashion.

Since p = 0.651> 0.492, we fail to reject the null hypothesis of equal variances. This means the assumption of equal variances holds, and we can proceed with the equal variances assumed row in the t-test. The p-value (0.613) > 0.05 indicates that the data found showcases no significant difference between Millennials and Gen Z regarding the variable tested, i.e, essentially much they identify with brand values. The confidence interval (-0.256 to 0.432) contains zero and further confirms the lack of a meaningful difference.

Cohen's d = 0.206, indicating a small effect size

Hedges' correction = 0.203, further confirming a small effect

Glass's delta = 0.189, reinforcing the observation of a minimal impact

These effect size measurements establish that any existing disparity between the groups is statistically insignificant. The data suggests that age does not play a crucial role in shaping consumer perceptions regarding the role of immersive advertising in fashion's future. The findings indicate that age does not play a significant role in shaping perceptions about immersive advertising as the future of fashion marketing. The minimal difference in mean values between the two age groups, coupled with the small effect sizes, suggests that Millennials and Gen Z exhibit comparable viewpoints on this subject.

Since both groups respond similarly, brands must understand that they should craft strategies that target both these groups effectively, since both these generations statistically show results of having similar shared values.

As a result, the statistical evidence does not provide support for the hypothesis that these generational groups perceive immersive advertising's future in fashion differently. Instead, the data implies that both Millennials and Gen Z share a relatively uniform perspective on the integration of AR/VR and other immersive technologies in fashion marketing strategies.

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iv. *ANOVA*

Table 4.1

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
@13. lammorelikelytotrustfashionbrandsthatuseimmersive	Between Groups	.090	1	.090	.101	.751
	Within Groups	83.993	95	.884		
	Total	84.082	96			
@10. Immersiveadvertisingincreasesmyengagementwithfashionb	Between Groups	.098	1	.098	.123	.727
	Within Groups	74.491	93	.801		
	Total	74.589	94			
@17. Immersiveadvertisingmakesmefeelmoreconnectedtothebr	Between Groups	.125	1	.125	.288	.593
	Within Groups	32.576	75	.434		
	Total	32.701	76			

Table 4.2

ANOVA Effect Sizes[a,b]

		Point Estimate	95% Confidence Interval Lower	Upper
@13. lammorelikelytotrustfashionbrandsthatuseimmersive	Eta-squared	.001	.000	.047
	Epsilon-squared	-.009	-.011	.037
	Omega-squared Fixed-effect	-.009	-.010	.036
	Omega-squared Random-effect	-.009	-.010	.036
@10. Immersiveadvertisingincreasesmyengagementwithfashionb	Eta-squared	.001	.000	.050
	Epsilon-squared	-.009	-.011	.040
	Omega-squared Fixed-effect	-.009	-.011	.039
	Omega-squared Random-effect	-.009	-.011	.039
@17. Immersiveadvertisingmakesmefeelmoreconnectedtothebr	Eta-squared	.004	.000	.074
	Epsilon-squared	-.009	-.013	.061
	Omega-squared Fixed-effect	-.009	-.013	.061
	Omega-squared Random-effect	-.009	-.013	.061

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

The hypothesis formed under the ANOVA test is as follows:

1. *Null Hypothesis (H_0):* The null hypothesis states that there is no significant difference between Millennials and Gen Z in how much they believe immersive advertising can influence their perception of a brand.
2. *Alternative Hypothesis (H_1):* There is a significant difference between Millennials and Gen Z in the belief that immersive advertising can influence their perception of a brand.

The elevated p-values across all three statistical tests (0.751, 0.727, and 0.593) suggest an absence of significant differences among the groups. Furthermore, the low F-values indicate minimal variation between the groups, reinforcing the notion that no substantial distinctions exist.

A very small F-value means that the variance between Millennials and Gen Z is much smaller than the variance within the groups. This helps us understand that while the difference exists, the variance between the generations is smaller compared to the group values and hence, the p-value will be considered for forming a final conclusion.

The p-value of 0.751 found in the test for a certain confidence interval during the ANOVA test is a value that is greater than the standard value of 0.05, which leads us to conclude that since the $p = 0.751 > 0.05$, we fail to reject the null hypothesis.

Since, through the result found in the test, we fail to reject the null hypothesis, we hence conclude that for our immersive advertising variable test for brand related variables, there is no significant difference between Millennials and Gen Z in how much they think metaverse related technologies influences their perception of a brand.

Additionally, the eta-squared values, which range from 0.001 to 0.004, are close to zero, signifying an almost negligible effect size. This suggests that age group variations do not meaningfully impact

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respondents' perceptions of immersive advertising in terms of engagement, trust, and brand connection. Consequently, the analysis demonstrates that age is not a determining factor in shaping consumer attitudes toward immersive advertising's effectiveness in fostering engagement, trust, or brand affinity.

This chapter has hence, effectively showcased the data analysis of the data collected under this study through the hypothesis formulation and usage of a statistical software, to derive insights for literature and practical application.

Chapter 5

V. Discussion

a) Summary of Findings

The study conducted through various tests helped fulfill the purpose of testing for the brand variables and their association with storytellings impact in two major consumer groups, specified as generations – the Millennials and GenZ. Through the Regression and Correlation testing, the relationship and the strength of the relationship between three main tested pairs was found, all showcasing varied level of positive strength of association among the tested variables, leading us to conclude that storytelling is an essential component in brand-related variable association within customers, with almost similar impact on the generation of the target customer.

The usage of ANOVA and T-Test helped identify the results of the statistical difference or indifference in immersive advertsing's impact on key consumer variables through different generations, tested against the broader research question of analysing whether a certain generational group feel more inclined and/or affected by the metaverse than the other, and the brand implications of such a finding.

Through the analysis, the study has concluded that majorly, not much difference can be observed in consumer behaviour of the two generations when tested against the storytelling variable efforts of brands, through questionnaire statements that seek to investigate deep into the consumer decision–making process and behaviour.

The T- test, administered to explain whether Millennials and GenZ had a different response to the question of whether these two groups have positive perception with a brand's values when affected by their innovative technologies showcased that while the mean values for these groups were slightly different, the null hypothesis could not be rejected and it was concluded that these consumer groups do not have majorly difference responses for this question, showcasing that these groups have similar preferences.

Similarly, through the ANOVA test, the hypothesis tested was to identify whether there is no significant difference between Millennials and Gen Z in how much they believe immersive advertising can change their perception of a brand, and the result helped conclude that these two consumer groups did not have significant difference in this perception, leading us to conclude that while these consumers groups were essentially different demographics, they have marginal differences.

The T-test, Regression and Correlation tests administered on the variables also helped answer a significant research question regarding the strength of the relationship of certain variable pairs and their usage through practical implications. Similarly, through the regression test conducted among the two variable pairs tested to study the impact of consumer perception between these two generations, it was concluded that the variables of brand affinity and customer engagement about a product or service were quite interconnected, as found through the Pearson Correlation test. With these conclusions found through the testing, the objective of testing the impact of the various factors of storytelling on these consumer groups was successfully fulfilled. With the research conducted during this study, the objective of analysing whether there were differences in the way these consumer groups reacted to storytelling were also statistically found and concluded, helping create further literature in the topic of studying storytelling in academia. The findings through the various tests conducted in this study help understand the impact of various variables on each other, the extent of differences or the lack thereof in perception of different consumers when exposed to immersive advertising and the impact generated by these variables on consumers, working in tandem with the other identified key variables.

Chapter 6

VI. Implications

The findings of the study help conclude that while the impact of various immersive advertising variables on different generation groups is not statistically skewed in a single direction, its impact on both consumer groups and their buying behaviour cannot be denied or deemed insignificant by marketers, brands and researchers.

The metaverse offers significant potential for immersive advertising to shape the relationship millennials and Gen Z have with fashion brands while enhancing brand awareness. Its potential to drive results stays underutilized at present but requires strategic development to achieve optimal performance soon. Brands need to implement strategic frameworks to refine and optimize immersive advertising to maximize its potential and achieve long-lasting success within the digital fashion world.

Education and Awareness Campaigns: Enhancing consumer knowledge about immersive advertising leads

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to better perception of augmented reality and virtual reality in fashion advertising. Brands need to fund marketing initiatives that demonstrate immersive technologies to consumers with both appealing and educational materials.

Quality Immersive Content: The link between consumer attention to immersive advertisements and their preference for immersive shopping experiences highlights the necessity for brands to create interactive advertisements that capture audience interest and boost virtual shopping participation.

Long-Term Consumer Adoption Strategies: The fashion industry's belief in immersive advertising potential remains nascent yet brands must develop long-term strategies that slowly incorporate AR/VR into their marketing plans to secure extensive consumer adoption.

Consumer-Centric Approach: The perception of immersive advertising remains unaffected by age which suggests that brands should design their campaigns by considering engagement levels and technological familiarity alongside digital behavior instead of focusing solely on demographic segmentation.

Building Trust Through Transparency: To achieve consumer trust and long-term adoption brands must tackle privacy, security, and authenticity issues within immersive environments that support metaverse advertising. Brands need to adopt ethical data handling methods and create transparent privacy policies while developing secure platforms to build user trust in immersive digital experiences.

Leveraging Personalization and Interactivity: Fashion brands need to focus on creating interactive virtual experiences which enable consumers to interact with products in digital spaces. AI-driven recommendations combined with customizable avatars make the immersive shopping experience more relevant for users by enhancing its appeal through personalization features.

a) Summary

Analysis of the questionnaire data reveals multiple important discoveries.

Most respondents consume fashion content digitally on a routine basis since over half of them engage with this material at least once every week. The combined daily and weekly engagement rates at 58% show that consumers have a strong interest in digital fashion content. Because fashion brands maintain large online audiences who engage with their content digital marketing plays an essential role.

The findings show that 64% of consumers who engage with immersive advertising through frequent and occasional use demonstrate its growing popularity in the fashion industry. Immersive advertising techniques such as AR filters and VR shopping experiences show increasing effectiveness in attracting audience interest. Tutorials combined with incentives and easy-to-use experiences can transform hesitant consumers into active participants.

According to survey responses people show significant levels of interaction with fashion-related content available on digital platforms. Weekly fashion content consumption was reported by 44% of surveyed participants and 14% engaged with such content every day. The data shows that occasional engagement with fashion content happens to 22% of users while 17% rarely participate and only 3% never interact.

The survey data shows that 29% of respondents frequently interact with immersive advertisements whereas 35% do so sporadically. A quarter of respondents who have not yet experienced immersive advertising have shown interest in trying it, indicating a potential market segment brands can focus on.

Eight percent of survey participants have completely avoided immersive advertising experiences and an additional four percent revealed they are entirely uninterested. The data shows that although the majority of consumers show willingness to try immersive advertising methods, there exists a minor group who show no interest or resistance toward them. The study recommends brands need to boost awareness and prove immersive advertising's worth to transform inactive consumers who show interest into active participants.

Immersive advertising receives higher engagement ratings from consumers when compared to conventional digital advertisements. The existence of a neutral group demonstrates that certain consumers have yet to experience immersive advertising sufficiently to develop a strong opinion about it. Brands have the opportunity to highlight immersive experiences that prove their greater potential for consumer engagement compared to standard digital advertisements.

The study found that 39% of participants believe immersive advertising engages users better than conventional digital ads while an additional 19% express strong agreement with this viewpoint. The data shows that consumers find interactive features like AR and VR to produce a more engaging experience. A quarter of consumers did not express a preference between immersive advertising and conventional methods because they view both as equally effective. The survey results reveal that only 7% disagree and 9% strongly disagree with the notion that traditional digital advertisements are as engaging or more so than other formats. The collected data reveals that immersive advertising tends to be viewed as effective but this perception is not consistently recognized across all audiences.

Forty-seven percent of survey participants found fashion advertisements more engaging when virtual elements like AR and VR were included while another 23% expressed strong agreement with this view.

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The data reveals that fashion advertisements become more attractive when they include immersive elements. Neutral responses were given by 21% of participants but disagreement was almost non-existent. The findings demonstrate how virtual elements are becoming increasingly crucial to digital fashion marketing approaches.

The comparison between immersive advertising and standard social media ads showed that 32% of participants found the former more engaging and 29% expressed strong agreement. The fact that 26% of respondents took a neutral position suggests that the impact of these advertisements relies on their execution. A minority of respondents (7%) disagreed with the statement but only 6% expressed strong disagreement. Immersive advertising demonstrates potential for engaging consumers yet its effectiveness depends on individual tastes and how it is presented.

Research findings demonstrate that immersive advertising could help build trust towards brands. The survey discovered that 37% of participants agreed with the statement and 19% strongly agreed. The neutral reactions from 29% of participants demonstrate that immersive advertisements cannot independently establish trust. The survey results showed that 12% of respondents disagreed and an additional 3% strongly disagreed with the effectiveness of immersive advertising in building brand trust which demonstrates that brand perception benefits from immersive ads but trust development depends on various elements.

Forty percent of the respondents declared their preference for making purchases through immersive virtual stores. A notable 22% of respondents strongly agreed with the statement revealing their strong preference for interactive retail experiences compared to traditional online shopping platforms. The data reveals that numerous shoppers value the interactive attributes and increased engagement opportunities provided by virtual shopping platforms.

Survey results reveal expanding interest for immersive advertising strategies in the fashion sector. A large number of survey participants think that these advertisements successfully capture attention and influence consumer behavior through their engaging nature. The data shows a considerable group maintains neutrality which indicates that although immersive experiences can boost brand interactions they do not consistently lead to increased purchasing decisions. Fashion brands that adopt immersive advertising maintain a good level of consumer trust but still fall short of universal acceptance. The findings emphasize how immersive marketing techniques have great potential but underscore the necessity for brands to develop their strategies further to achieve maximum impact. Brands that wish to introduce immersive virtual stores need to resolve usability issues and show distinct benefits compared to traditional online shopping to achieve broader customer acceptance.

Chapter 7

VII. Conclusion

Digital marketing evolution created opportunities for immersive advertising and virtual shopping experiences which enable brands to connect with consumers through innovative engagement methods. Analysis of survey data demonstrates that immersive advertisements together with virtual retail environments are shaping consumer preferences and engagement while affecting purchasing decisions in the fashion sector. Although emerging technologies continue to gain popularity, traditional forms of digital advertising and online retail platforms have maintained their importance within particular audience groups.

The majority of respondents across both age demographics preferred immersive advertisements but a subset remained neutral or disagreed indicating that some consumers find traditional digital ads still work or have not fully adapted to immersive formats. To address the variety of consumer preferences brands must implement a hybrid advertising strategy which combines traditional methods with immersive ad formats.

Digital marketing faces significant challenges in retaining consumer attention because people face multiple advertising messages each day. Immersive advertisements within the metaverse drew more viewer attention which suggests they could help decrease ad fatigue while improving brand recall rates. Through metaverse advertising brands can increase their audience engagement by developing interactive campaigns which are personalized for their target consumers.

Fashion brands use AR technology to enable virtual outfit trials while allowing consumers to inspect 360-degree product models and navigate through digital showrooms. Because consumers show significant interest in these features brands should keep investing in AR/VR experiences to stay competitive and retain market engagement. The presence of neutral and negative feedback indicates that accessibility problems, lack of technological familiarity, and device compatibility issues stand in the way of widespread adoption.

Immersive advertising differs from traditional digital ads because it depends on active user participation which creates a stronger relationship between the consumer and the brand. Immersive advertisements engage users through distinct interactive formats which include virtual try-on features, gamified shopping experiences, and interactive storytelling. According to survey findings brands that include these interactive features tend to develop enduring connections with their customers.

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A shopping experience becomes extremely compelling when it combines personalization with immersive elements. The use of AI virtual shopping assistants and personalized AR product recommendations along with interactive brand experiences greatly improves customer satisfaction levels. The variety of neutral and disagreeing responses indicates that personalization works well for some consumers but others maintain a preference for traditional decision-making methods or express privacy concerns about data collection.

Immersive virtual stores deliver multiple benefits compared to conventional e-commerce platforms. Immersive virtual stores deliver enhanced engagement by using 3D store layouts along with realistic product displays and interactive components that replicate physical shopping experiences. Shoppers have the opportunity to explore digital boutiques while watching virtual fashion events and get personalized style suggestions through AI systems. A large segment of consumers find these features appealing according to survey results which position virtual shopping as an attractive opportunity for fashion brands.

Survey results demonstrate that immersive advertising along with virtual shopping experiences are becoming popular trends within the fashion industry. These technologies boost user engagement while drawing attention more effectively and influencing shopping behaviors. The growing preference for virtual shopping environments demonstrates that consumers are willing to experiment with innovative methods of engaging with fashion brands.

Brands face challenges they must overcome to fully exploit the advantages of immersive experiences despite the positive market trends. Access to AR/VR devices and high-speed internet remains a crucial barrier because all consumers cannot access these essential tools for virtual shopping. To maintain consumer trust brands must carefully manage privacy issues that arise from data collection practices in personalized advertising.

Success in brand innovation depends on developing seamless experiences that remain accessible and personalized for all consumers. Marketers who adopt immersive advertising techniques and virtual shopping platforms and tackle current obstacles will achieve superior market positions in the digital-first fashion industry.

Chapter 8

VIII. Limitations of the Study

1. *Self reported Data bias*

The primary mode of data collection during the course of this study is through a questionnaire which is essentially a qualitative and subjective method. The responses are more influenced by the personal opinions, subjective views and impressions regarding immersive advertising as perceived by the consumers. It may not always present a more objective picture of actual facts or statistics. In a bid to be more in line with social norms, respondents tend to prefer more "correct" or socially desirable answers which can be easily anticipated rather than adding complexity in the process of answering. The truth of what they actually think may not always get represented through chosen answers. For instance, a respondent might be more likely to claim that they believe in the future vision and cutting edge innovative technologies of the metaverse since it sounds futuristic and appealing, even they have not ever encountered immersive ads.

2. *Rapidly Evolving Technology*

The metaverse offers unparalleled possibilities for growth and innovation. The fashion industry, in particular has yet to tap into the future potential of virtual reality and augmemted experiences. Due to the dynamic nature and rapidly changing landscape, present research findings could be soon superseded by new platforms, trends, and technology. Study findings only consider the present scenario on what truly drives consumer engagement in the metaverse and what is considered innovative and engaging today may not hold the same appeal in the future. The results obtained throughout the course of this study may lose their relevance over time as newer adnvancements arise. For instance, if a one of its kind hyper realistic fashion outlet launches in the Indian market once the data and survey collection is done, it could significantly impact perceptive suggestions concerning millennial and gen Z consumers in a manner that could make data interpretation and concluding statements less relevant over time.

3. *Measurement Issues*

The study's primary scale of measurement is the Likert scale which is relevant in assessing ordinal data, wherein various interrelated variables have a natural ranked order and categories may not necessarily have equal level of differences. While the likert scale may be quite useful in trend estimation by gauging consumer perception and purchase behaviour, it might be unsuccessful in the in depth analysis of the affective component or consumer psyche which is the underlying cause of emotional decision making. The subjective nature of the options on the rating scale (Agree" vs. "Strongly Agree") can often cause different interpretations of the same question by two different respondents. The scale fails to accurately measure the differences in nuances of emotional decision making among the two different age groups, since the level of enthusiasm while selecting the same option may be different for two respondents.

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4. *Lack of Behavioural Data on Actual Purchase Patterns*

The study does not monitor actual purchase behaviour; instead, it concentrates on the attitudes and intentions of consumers. A respondent does not always buy fashion items from immersive advertisements just because they find them interesting. There is no conclusive evidence that engaging with such ads necessarily leads to change in opinions and immediate purchase decisions. It is uncertain whether immersive advertisements have an impact on real-world sales because a participant may claim to find virtual try-ons entertaining and attractive but still prefer to shop in physical stores due to a sense of human touch and ease of purchase.

5. *Limited Consideration of Cultural Differences*

Cultural and regional differences in fashion and internet consumption patterns are substantial. The results might not accurately represent global consumer trends if the sample is restricted to a single geographic area. While customers still place a higher value on tangible goods in some nations, digital fashion—such as NFTs and virtual apparel—is widely accepted in others. This study might not be cross-culturally valid since the taken sample does not have a varied mix of respondents in terms of ethnicity and race regardless of age group.

Chapter 9

IX. Scope of Future Research

The research into immersive advertising applications within the fashion sector remains nascent and presents many opportunities for additional investigation. The progression of technology alongside shifts in consumer behavior indicates multiple important research topics that future investigations can examine for better understanding how immersive advertising works and what challenges and ethical concerns it presents.

1. *Cross-Cultural and Regional Differences in Consumer Perception*

Consumers are likely to show significant variation in their responses to fashion advertising in the metaverse depending on their geographical location and cultural background. A comparative research project examining both Western and Asian markets holds significant potential to yield interesting results and valuable insights.

Consider the cases of South Korea and Japan together with the United States. These markets operate at a high level of technological advancement and digital consumer interaction. The prevalence of AR/VR shopping interfaces in these markets makes customers more open to fashion advertising presented through immersive experiences. Developing countries find themselves at the early stages of technology adoption which means they experience less exposure to AR and VR shopping interfaces while facing challenges related to technology access and costs.

The previous discussion established that cultural views about fashion shape how consumers behave and what they think about fashion products. The significance of clothing for personal and social identity definition makes certain cultures resistant to digital fashion adoption. Different cultures may consider virtual clothing as contemporary ways of expressing themselves in digital spaces like video games and social virtual reality platforms. Brands can refine their immersive advertising strategies across different markets by understanding how culture influences consumer participation in digital fashion.

2. *The Influence of Artificial Intelligence and Customized Experiences in Immersive Advertising*

The evolution of AI in ad personalization demands future research to analyze its influence on both audience engagement and decision-making processes. The specific area generates several essential research questions.

Customized avatars that match a shopper's body shape and design preferences will definitely enhance their virtual shopping experiences. Several investigations may examine whether businesses building stronger relationships with customers through high levels of customization and personalization can retain existing customers without spending more money to attract new ones.

AI examines previous behaviors and preferences to predict and affect purchasing choices. Academic studies need to examine if hyper-personalization which adapts the entire shopping experience to individual preferences leads to increased conversion rates or creates consumer overwhelm from too much personalization.

AI customization requires comprehensive collection and thorough analysis of large amounts of consumer information. The primary obstacles to acceptance stem from worries about privacy protection and the security of user information. Future research needs to investigate consumer comfort levels with AI-driven fashion advertisement personalization using their personal data and explore potential solutions for these privacy concerns which could affect the future of the metaverse as an overall experience.

3. *A Longitudinal Examination of Consumer Behavior Trends in Immersive Advertising Environments.*

The persistent progression towards engaging advertising requires ongoing research to analyze changes in consumer behavior over time. Longitudinal studies could explore certain listed areas. These areas are definite potentials.

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Changing consumer perceptions over time: Consumer attitudes towards metaverse-based advertising are expected to evolve as immersive technology gains mainstream adoption. Research should monitor shifting perceptions to determine what elements lead to increased acceptance or resistance.

Adoption patterns of immersive shopping experiences: Research in the future will evaluate the process through which customers move from limited use of immersive experiences like AR filters and VR try-ons to fully incorporating these technologies into their everyday shopping habits. How often do early adopters turn into routine users and what variables affect their ongoing participation?

Impact of repeated exposure to immersive advertisements: According to traditional advertising research repeated encounters with ads lead to improved brand recall as well as trust in the brand. A research study in immersive advertising could investigate if consumers who consistently use virtual shopping experiences and interactive ads show greater brand loyalty and purchase intentions.

4. *The Role of Digital Ownership through NFTs Continues to Transform Fashion Advertising Strategies*

Changing Consumer Perceptions over Time: Consumer opinions about advertising in the metaverse will likely transform with the mainstream adoption of immersive technology. Scientific research can track changes in consumer perceptions and identify factors that create acceptance or resistance.

Adoption Patterns of Immersive Shopping Experiences: Future research needs to explore how consumers transition from occasional use of immersive shopping aids like AR filters and VR try-ons to integrating these tools into everyday shopping routines. What elements influence whether early adopters transform into consistent new technology users and which mechanisms help them keep their interest?

Impact of Repeated Exposure to Immersive Advertisements: Traditional advertising leads to better brand recognition and trust as people see advertisements more frequently. Future research should examine whether consumers who frequently engage with virtual shopping platforms and interactive ads show stronger brand loyalty and increased purchasing behaviors.

The integration of digital fashion with blockchain ownership systems establishes a new domain for scholarly inquiry. The technology behind Non-fungible tokens (NFTs) now serves multiple industries including the fashion sector which sells virtual garments and accessories through this emerging digital method. Upcoming research should examine ways consumer attitudes toward NFT-based fashion could lead to changes in traditional purchasing habits.

Consumers are uncertain if NFTs represent real investment potential or serve primarily as marketing mechanisms for brands. Certain consumers consider NFTs as valuable digital investments whereas others believe they serve solely as marketing tools used by brands to create hype. Brands can strengthen their digital ownership marketing tactics through consumer insights on NFT-based fashion trends.

What drives the adoption of NFT-based fashion? The decision of consumers to purchase NFT-based apparel products is influenced by factors such as exclusive ownership benefits alongside social status enrichment and possible financial gains. Studies should identify the driving forces behind NFT adoption and whether distinct demographic groups have different adoption trends.

5. *Ethical and Privacy Concerns in Immersive Advertising*

The expanding utilization of AI-powered immersive advertising generates ethical debates about protecting consumer data and obtaining proper consent while sustaining brand trustworthiness. The evolution of immersive advertising techniques requires brands to understand consumer privacy concerns to keep their credibility intact.

Consumer Trust in AI-Powered Immersive Advertising: Studies should explore consumer perceptions towards brands that implement AI-powered immersive advertising strategies. Do brands that disclose their data usage practices gain higher consumer trust? Immersive advertising techniques either build brand credibility or create doubts about manipulation and surveillance practices.

Perceptions of Risk and Data Security in the Metaverse: The need for extensive data collection in immersive advertising has brought cybersecurity and data misuse concerns to the forefront. Researchers should examine consumer security perceptions regarding brand interactions within virtual spaces and investigate methods to improve consumer trust.

Impact of Privacy Regulations on Immersive Advertising: The development of regulations like the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA) leaves the impact on immersive advertising open to new interpretations. Research can examine the influence of privacy legislation on fashion brands' data collection and usage capabilities within metaverse advertising. Brands need to address these legal requirements while upholding ethical guidelines and building consumer trust.

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Declaration

I, Arni Monga, student of the BBA programme hereby declare that the Major Project titled "Consumer Perception of Immersive Advertising in the Metaverse-An Analysis of the Fashion Industry" which is submitted by me to ASB, Amity School of Business, Amity University Uttar Pradesh, in partial fulfillment of requirement for the award of the degree of Bachelors of Business Administration, has not been previously formed the basis for the award of any degree, diploma or other similar title or recognition.

Chapter 10

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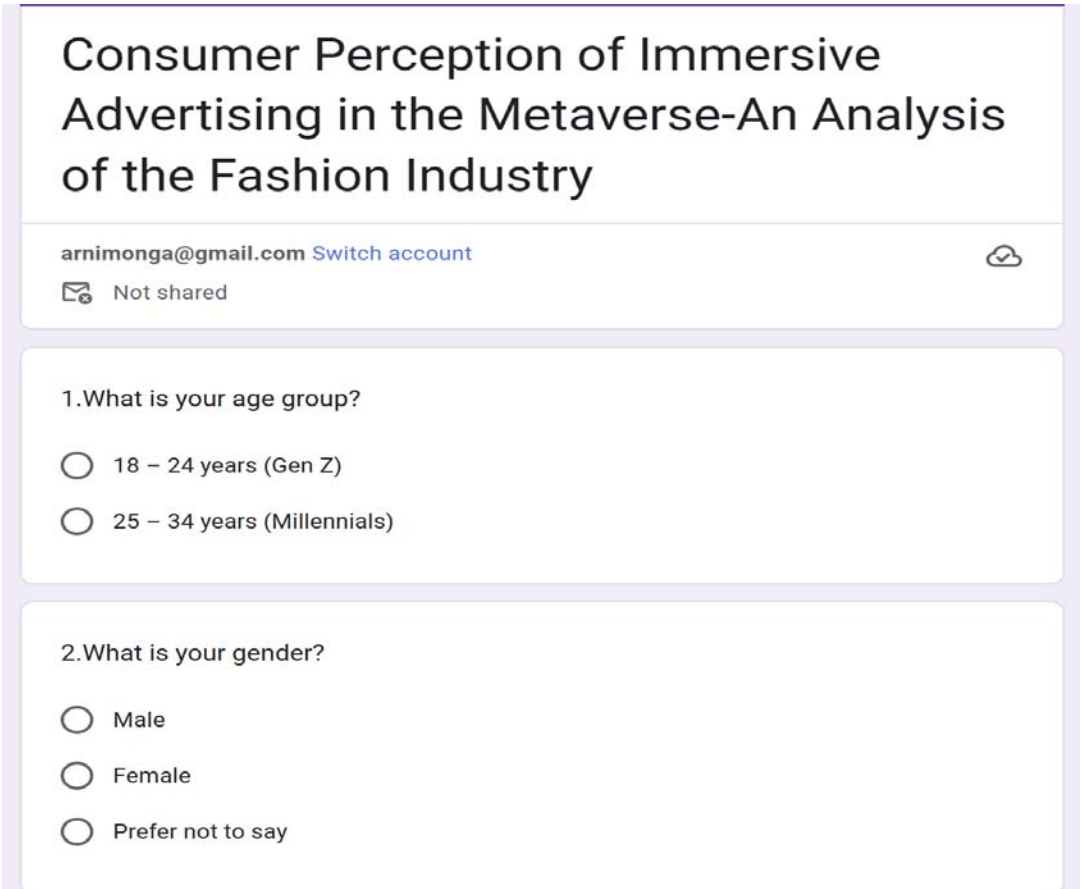
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Decoding millennials and generation Z consumers' brand behaviors in the Metaverse: The relationships among avatar identification, self-presence, and psychological dynamics.

Appendix

Sample Questionnaire

Following is the questionnaire based on the formulated hypotheses in order to gauge the consumer perception of various Metaverse related factors and determine the extent of interconnectedness between them. S



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3.What is your highest level of education?

- ◯ High school or below
- ◯ Associate/Bachelor's degree
- ◯ Master's degree or higher
- ◯ Other (Please specify)

4.How often do you engage with fashion-related content online?

- ◯ Daily
- ◯ Weekly
- ◯ Occasionally
- ◯ Rarely
- ◯ Never

5.Have you ever interacted with immersive advertising in the metaverse (e.g., AR filters, virtual fashion shows, VR try-ons)?

- ◯ Quite Frequently
- ◯ Occasionally
- ◯ No, but I am interested
- ◯ Never tried
- ◯ No, and I am not interested

6.I am familiar with the concept of immersive advertising in the metaverse.

- ◯ Strongly disagree
- ◯ Disagree
- ◯ Neutral
- ◯ Agree
- ◯ Strongly agree

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7.I believe immersive advertising is more engaging than traditional digital ads.

- ◯ Strongly disagree
- ◯ Disagree
- ◯ Neutral
- ◯ Agree
- ◯ Strongly Agree

8. Immersive advertising in the metaverse captures my attention more effectively than traditional social media ads.

- ◯ Strongly disagree
- ◯ Disagree
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- ◯ Agree
- ◯ Strongly agree

9. Virtual experiences (AR/VR) make fashion ads more interesting to me.

- ◯ Strongly disagree
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10. Immersive advertising increases my engagement with fashion brands.

- ◯ Strongly disagree
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11. I find interactive elements (e.g., virtual try-ons) in fashion advertising appealing.

- ◯ Strongly disagree
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12. Personalized immersive advertisements influence my purchase decisions.

- ◯ Strongly disagree
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- ◯ Strongly disagree
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- ◯ Strongly disagree
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19. Millennials prefer immersive advertising less than Gen Z because they are less engaged in virtual environments.

- ◯ Strongly disagree
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- ◯ Strongly Agree

20. The fashion industry should invest more in immersive advertising technologies.

- ◯ Strongly disagree
- ◯ Disagree
- ◯ Neutral
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- ◯ Strongly Agree

21. Immersive advertising in the metaverse is the future of fashion marketing.

- ◯ Strongly disagree
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22. Brands that do not adopt immersive advertising will struggle to attract younger consumers.

- ◯ Strongly disagree
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23. The metaverse shall be at the forefront of the fashion collaborations and runway shows in the coming decade to attract younger consumers.

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24. Millennials may not be able to adapt to immersive ads relative to Gen Z consumers.

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25. Traditional channels of fashion marketing more suited to millennials shall be made redundant by the advancement of immersive ads by the coming decade.

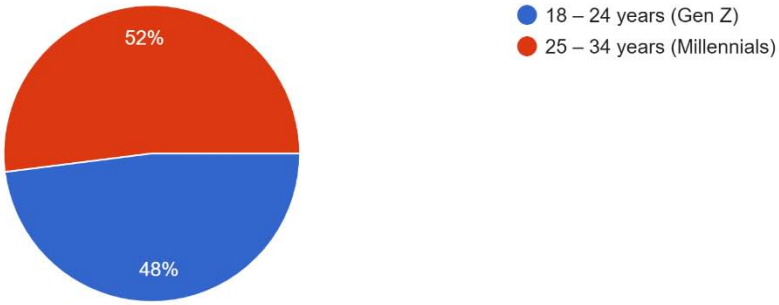
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Questionnaire Responses

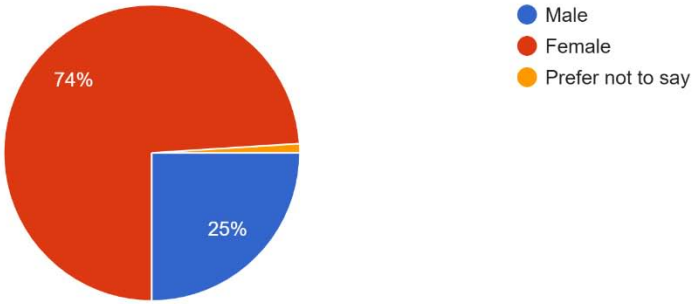
1.What is your age group?

100 responses



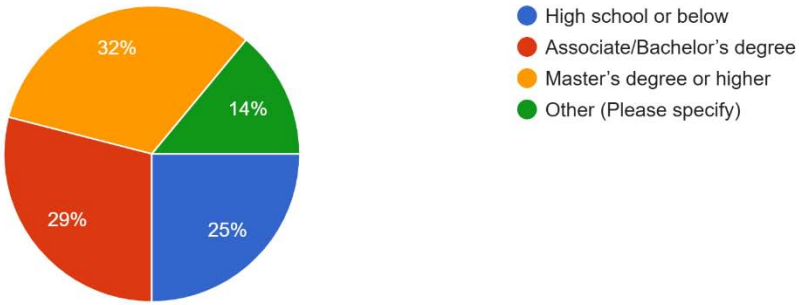
2.What is your gender?

100 responses



3.What is your highest level of education?

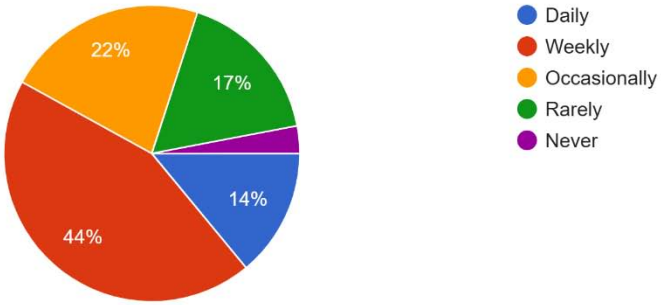
100 responses



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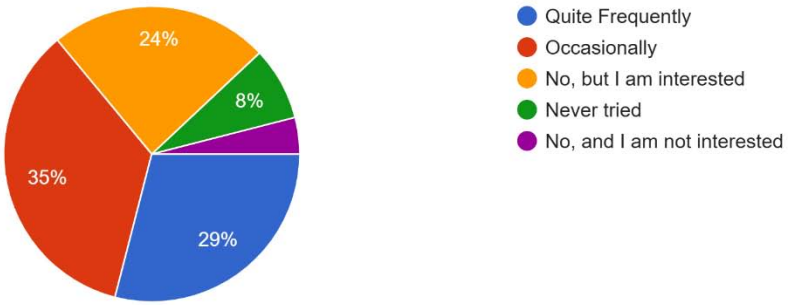
4.How often do you engage with fashion-related content online?

100 responses



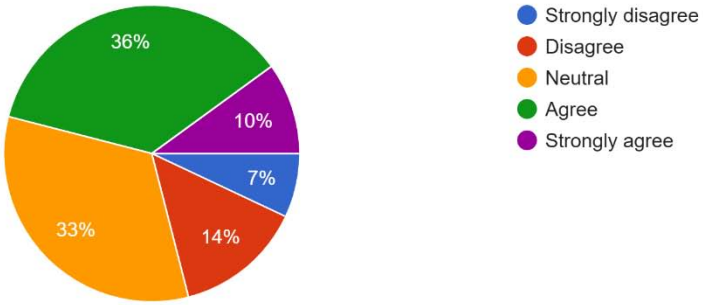
5.Have you ever interacted with immersive advertising in the metaverse (e.g., AR filters, virtual fashion shows, VR try-ons)?

100 responses



6.I am familiar with the concept of immersive advertising in the metaverse.

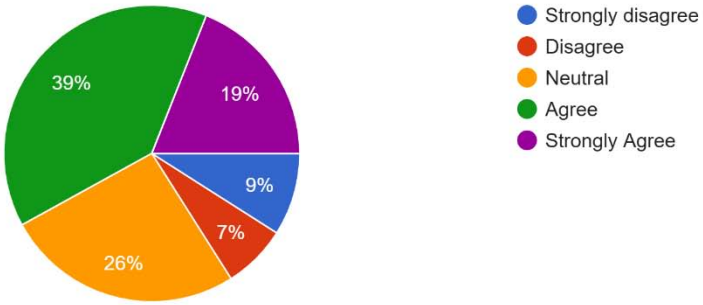
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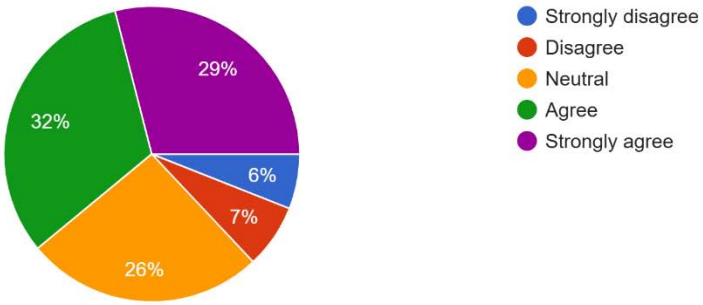
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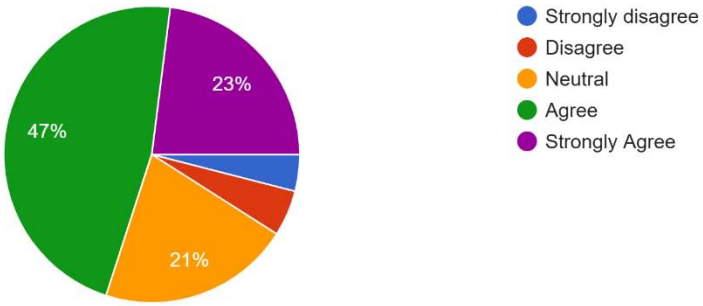
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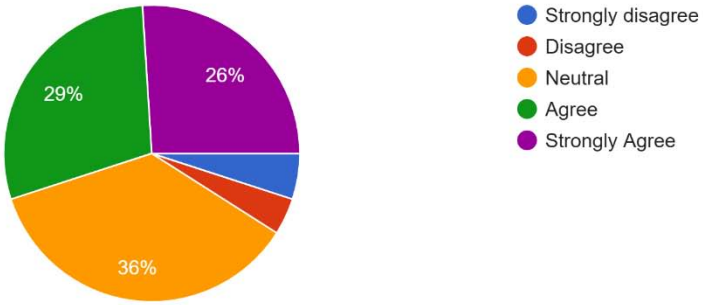
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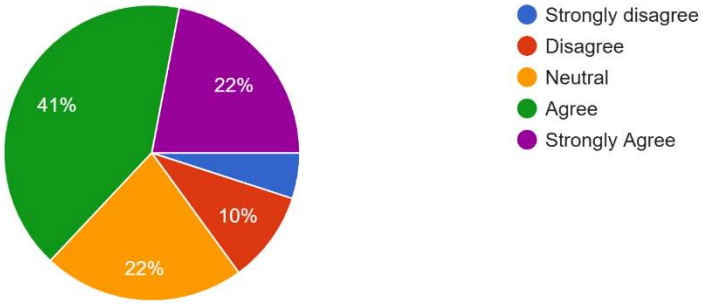
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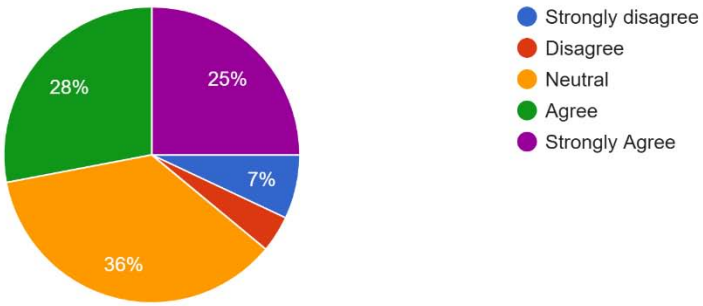
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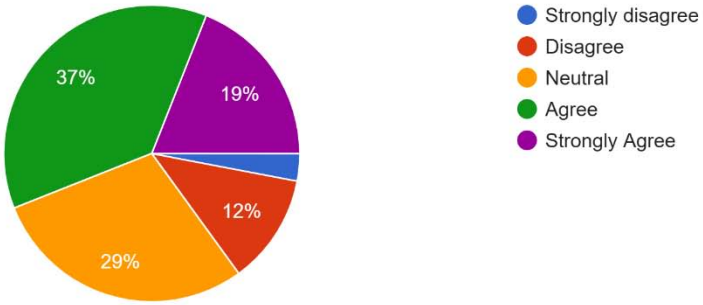
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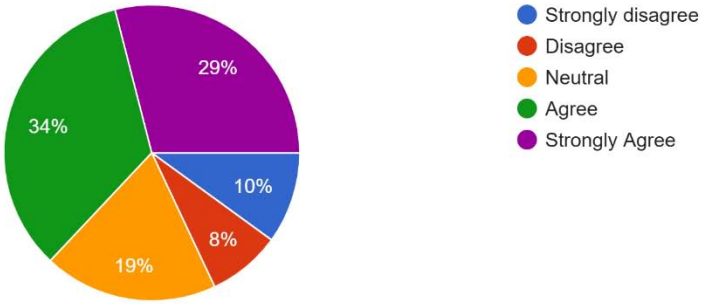
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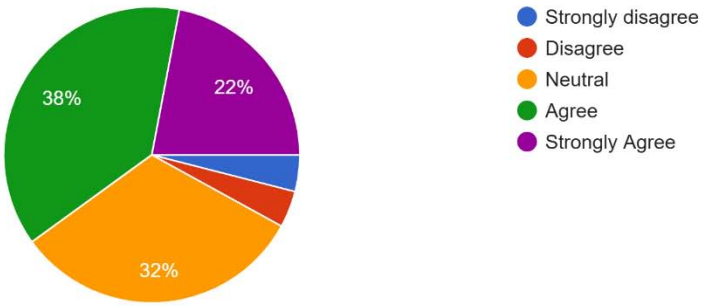
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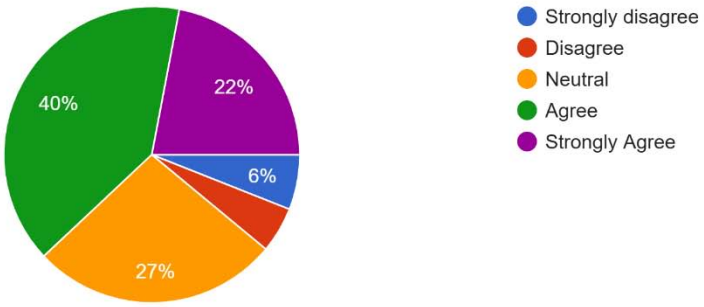
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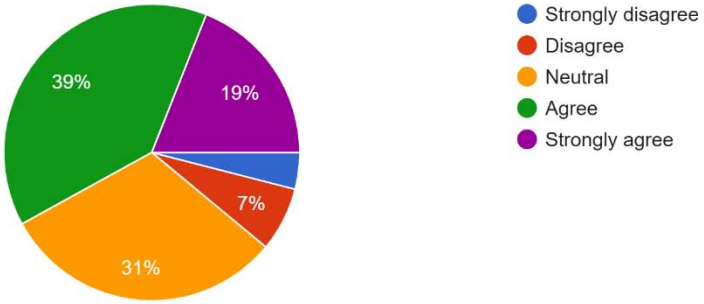
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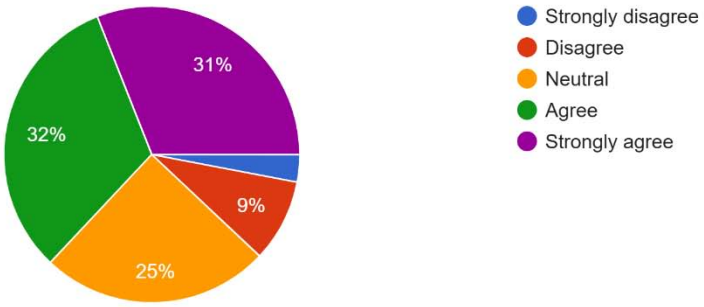
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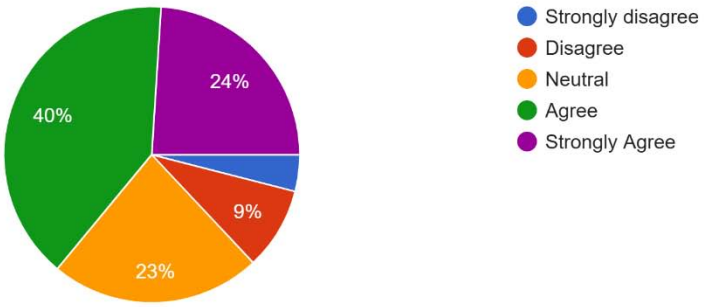
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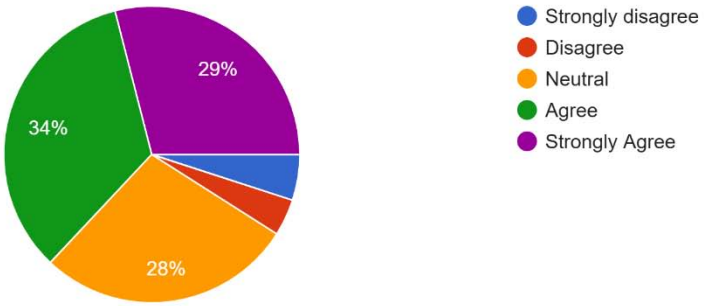
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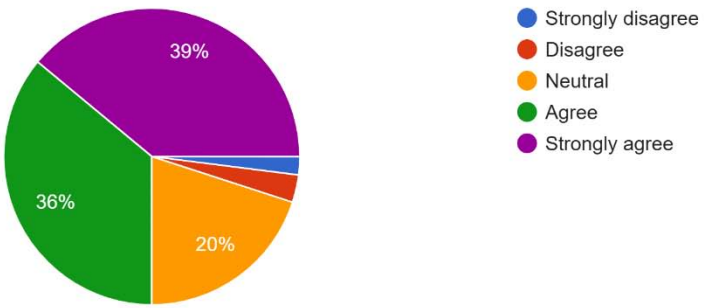
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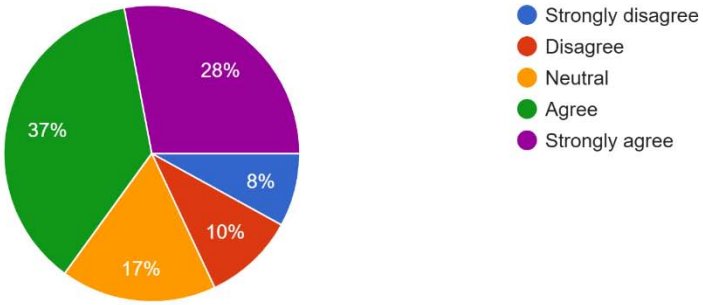
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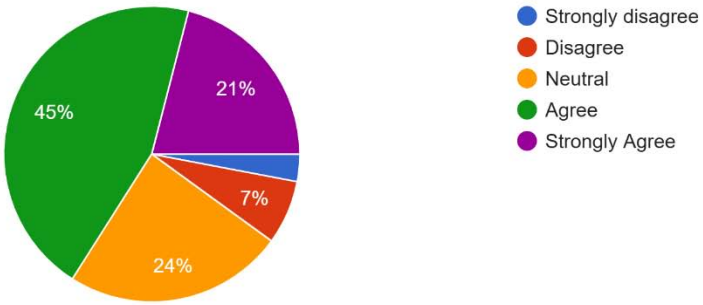


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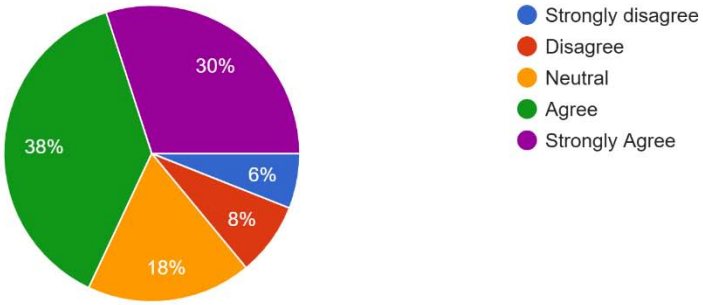
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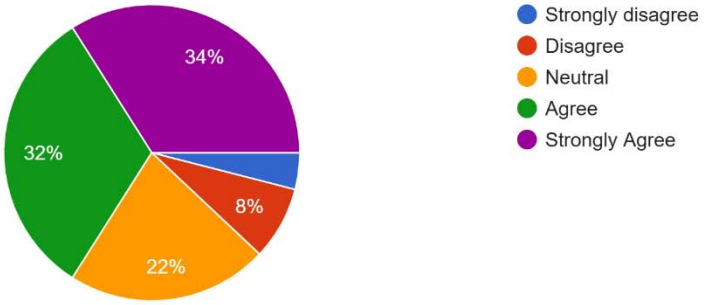
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Declaration of Conflicts of Interest

It is required for authors to declare all financial, institutional, and personal relationships with other individuals and organizations that could influence (bias) their research.

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Plagiarism is not acceptable in Global Journals submissions at all.

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- Ideas
- Findings
- Writings
- Diagrams
- Graphs
- Illustrations
- Lectures

- Printed material
- Graphic representations
- Computer programs
- Electronic material
- Any other original work

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2. Drafting the paper and revising it critically regarding important academic content.
3. Final approval of the version of the paper to be published.

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The corresponding author should mention the name and complete details of all co-authors during submission and in manuscript. We support addition, rearrangement, manipulation, and deletions in authors list till the early view publication of the journal. We expect that corresponding author will notify all co-authors of submission. We follow COPE guidelines for changes in authorship.

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Unless specified in the notification, the Editorial Board's decision on publication of the paper is final and cannot be appealed before making the major change in the manuscript.

Acknowledgments

Contributors to the research other than authors credited should be mentioned in Acknowledgments. The source of funding for the research can be included. Suppliers of resources may be mentioned along with their addresses.

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Preparing your Manuscript

Authors can submit papers and articles in an acceptable file format: MS Word (doc, docx), LaTeX (.tex, .zip or .rar including all of your files), Adobe PDF (.pdf), rich text format (.rtf), simple text document (.txt), Open Document Text (.odt), and Apple Pages (.pages). Our professional layout editors will format the entire paper according to our official guidelines. This is one of the highlights of publishing with Global Journals—authors should not be concerned about the formatting of their paper. Global Journals accepts articles and manuscripts in every major language, be it Spanish, Chinese, Japanese, Portuguese, Russian, French, German, Dutch, Italian, Greek, or any other national language, but the title, subtitle, and abstract should be in English. This will facilitate indexing and the pre-peer review process.

The following is the official style and template developed for publication of a research paper. Authors are not required to follow this style during the submission of the paper. It is just for reference purposes.

Manuscript Style Instruction (Optional)

- Microsoft Word Document Setting Instructions.
- Font type of all text should be Swis721 Lt BT.
- Page size: 8.27" x 11'", left margin: 0.65, right margin: 0.65, bottom margin: 0.75.
- Paper title should be in one column of font size 24.
- Author name in font size of 11 in one column.
- Abstract: font size 9 with the word "Abstract" in bold italics.
- Main text: font size 10 with two justified columns.
- Two columns with equal column width of 3.38 and spacing of 0.2.
- First character must be three lines drop-capped.
- The paragraph before spacing of 1 pt and after of 0 pt.
- Line spacing of 1 pt.
- Large images must be in one column.
- The names of first main headings (Heading 1) must be in Roman font, capital letters, and font size of 10.
- The names of second main headings (Heading 2) must not include numbers and must be in italics with a font size of 10.

Structure and Format of Manuscript

The recommended size of an original research paper is under 15,000 words and review papers under 7,000 words. Research articles should be less than 10,000 words. Research papers are usually longer than review papers. Review papers are reports of significant research (typically less than 7,000 words, including tables, figures, and references)

A research paper must include:

a) A title which should be relevant to the theme of the paper.
b) A summary, known as an abstract (less than 150 words), containing the major results and conclusions.
c) Up to 10 keywords that precisely identify the paper's subject, purpose, and focus.
d) An introduction, giving fundamental background objectives.
e) Resources and techniques with sufficient complete experimental details (wherever possible by reference) to permit repetition, sources of information must be given, and numerical methods must be specified by reference.
f) Results which should be presented concisely by well-designed tables and figures.
g) Suitable statistical data should also be given.
h) All data must have been gathered with attention to numerical detail in the planning stage.

Design has been recognized to be essential to experiments for a considerable time, and the editor has decided that any paper that appears not to have adequate numerical treatments of the data will be returned unrefereed.

i) Discussion should cover implications and consequences and not just recapitulate the results; conclusions should also be summarized.
j) There should be brief acknowledgments.
k) There ought to be references in the conventional format. Global Journals recommends APA format.

Authors should carefully consider the preparation of papers to ensure that they communicate effectively. Papers are much more likely to be accepted if they are carefully designed and laid out, contain few or no errors, are summarizing, and follow instructions. They will also be published with much fewer delays than those that require much technical and editorial correction.

The Editorial Board reserves the right to make literary corrections and suggestions to improve brevity.



Format Structure

It is necessary that authors take care in submitting a manuscript that is written in simple language and adheres to published guidelines.

All manuscripts submitted to Global Journals should include:

Title

The title page must carry an informative title that reflects the content, a running title (less than 45 characters together with spaces), names of the authors and co-authors, and the place(s) where the work was carried out.

Author details

The full postal address of any related author(s) must be specified.

Abstract

The abstract is the foundation of the research paper. It should be clear and concise and must contain the objective of the paper and inferences drawn. It is advised to not include big mathematical equations or complicated jargon.

Many researchers searching for information online will use search engines such as Google, Yahoo or others. By optimizing your paper for search engines, you will amplify the chance of someone finding it. In turn, this will make it more likely to be viewed and cited in further works. Global Journals has compiled these guidelines to facilitate you to maximize the web-friendliness of the most public part of your paper.

Keywords

A major lynchpin of research work for the writing of research papers is the keyword search, which one will employ to find both library and internet resources. Up to eleven keywords or very brief phrases have to be given to help data retrieval, mining, and indexing.

One must be persistent and creative in using keywords. An effective keyword search requires a strategy: planning of a list of possible keywords and phrases to try.

Choice of the main keywords is the first tool of writing a research paper. Research paper writing is an art. Keyword search should be as strategic as possible.

One should start brainstorming lists of potential keywords before even beginning searching. Think about the most important concepts related to research work. Ask, “What words would a source have to include to be truly valuable in a research paper?” Then consider synonyms for the important words.

It may take the discovery of only one important paper to steer in the right keyword direction because, in most databases, the keywords under which a research paper is abstracted are listed with the paper.

Numerical Methods

Numerical methods used should be transparent and, where appropriate, supported by references.

Abbreviations

Authors must list all the abbreviations used in the paper at the end of the paper or in a separate table before using them.

Formulas and equations

Authors are advised to submit any mathematical equation using either MathJax, KaTeX, or LaTeX, or in a very high-quality image.

Tables, Figures, and Figure Legends

Tables: Tables should be cautiously designed, uncrowned, and include only essential data. Each must have an Arabic number, e.g., Table 4, a self-explanatory caption, and be on a separate sheet. Authors must submit tables in an editable format and not as images. References to these tables (if any) must be mentioned accurately.

Figures

Figures are supposed to be submitted as separate files. Always include a citation in the text for each figure using Arabic numbers, e.g., Fig. 4. Artwork must be submitted online in vector electronic form or by emailing it.

Preparation of Eletronic Figures for Publication

Although low-quality images are sufficient for review purposes, print publication requires high-quality images to prevent the final product being blurred or fuzzy. Submit (possibly by e-mail) EPS (line art) or TIFF (halftone/ photographs) files only. MS PowerPoint and Word Graphics are unsuitable for printed pictures. Avoid using pixel-oriented software. Scans (TIFF only) should have a resolution of at least 350 dpi (halftone) or 700 to 1100 dpi (line drawings). Please give the data for figures in black and white or submit a Color Work Agreement form. EPS files must be saved with fonts embedded (and with a TIFF preview, if possible).

For scanned images, the scanning resolution at final image size ought to be as follows to ensure good reproduction: line art: >650 dpi; halftones (including gel photographs): >350 dpi; figures containing both halftone and line images: >650 dpi.

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Tips for writing a good quality Management Research Paper

Techniques for writing a good quality management and business research paper:

1. Choosing the topic: In most cases, the topic is selected by the interests of the author, but it can also be suggested by the guides. You can have several topics, and then judge which you are most comfortable with. This may be done by asking several questions of yourself, like "Will I be able to carry out a search in this area? Will I find all necessary resources to accomplish the search? Will I be able to find all information in this field area?" If the answer to this type of question is "yes," then you ought to choose that topic. In most cases, you may have to conduct surveys and visit several places. Also, you might have to do a lot of work to find all the rises and falls of the various data on that subject. Sometimes, detailed information plays a vital role, instead of short information. Evaluators are human: The first thing to remember is that evaluators are also human beings. They are not only meant for rejecting a paper. They are here to evaluate your paper. So present your best aspect.

2. Think like evaluators: If you are in confusion or getting demotivated because your paper may not be accepted by the evaluators, then think, and try to evaluate your paper like an evaluator. Try to understand what an evaluator wants in your research paper, and you will automatically have your answer. Make blueprints of paper: The outline is the plan or framework that will help you to arrange your thoughts. It will make your paper logical. But remember that all points of your outline must be related to the topic you have chosen.

3. Ask your guides: If you are having any difficulty with your research, then do not hesitate to share your difficulty with your guide (if you have one). They will surely help you out and resolve your doubts. If you can't clarify what exactly you require for your work, then ask your supervisor to help you with an alternative. He or she might also provide you with a list of essential readings.

4. Use of computer is recommended: As you are doing research in the field of management and business then this point is quite obvious. Use right software: Always use good quality software packages. If you are not capable of judging good software, then you can lose the quality of your paper unknowingly. There are various programs available to help you which you can get through the internet.

5. Use the internet for help: An excellent start for your paper is using Google. It is a wondrous search engine, where you can have your doubts resolved. You may also read some answers for the frequent question of how to write your research paper or find a model research paper. You can download books from the internet. If you have all the required books, place importance on reading, selecting, and analyzing the specified information. Then sketch out your research paper. Use big pictures: You may use encyclopedias like Wikipedia to get pictures with the best resolution. At Global Journals, you should strictly follow here.



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6. Bookmarks are useful: When you read any book or magazine, you generally use bookmarks, right? It is a good habit which helps to not lose your continuity. You should always use bookmarks while searching on the internet also, which will make your search easier.

7. Revise what you wrote: When you write anything, always read it, summarize it, and then finalize it.

8. Make every effort: Make every effort to mention what you are going to write in your paper. That means always have a good start. Try to mention everything in the introduction—what is the need for a particular research paper. Polish your work with good writing skills and always give an evaluator what he wants. Make backups: When you are going to do any important thing like making a research paper, you should always have backup copies of it either on your computer or on paper. This protects you from losing any portion of your important data.

9. Produce good diagrams of your own: Always try to include good charts or diagrams in your paper to improve quality. Using several unnecessary diagrams will degrade the quality of your paper by creating a hodgepodge. So always try to include diagrams which were made by you to improve the readability of your paper. Use of direct quotes: When you do research relevant to literature, history, or current affairs, then use of quotes becomes essential, but if the study is relevant to science, use of quotes is not preferable.

10. Use proper verb tense: Use proper verb tenses in your paper. Use past tense to present those events that have happened. Use present tense to indicate events that are going on. Use future tense to indicate events that will happen in the future. Use of wrong tenses will confuse the evaluator. Avoid sentences that are incomplete.

11. Pick a good study spot: Always try to pick a spot for your research which is quiet. Not every spot is good for studying.

12. Know what you know: Always try to know what you know by making objectives, otherwise you will be confused and unable to achieve your target.

13. Use good grammar: Always use good grammar and words that will have a positive impact on the evaluator; use of good vocabulary does not mean using tough words which the evaluator has to find in a dictionary. Do not fragment sentences. Eliminate one-word sentences. Do not ever use a big word when a smaller one would suffice.
Verbs have to be in agreement with their subjects. In a research paper, do not start sentences with conjunctions or finish them with prepositions. When writing formally, it is advisable to never split an infinitive because someone will (wrongly) complain. Avoid clichés like a disease. Always shun irritating alliteration. Use language which is simple and straightforward. Put together a neat summary.

14. Arrangement of information: Each section of the main body should start with an opening sentence, and there should be a changeover at the end of the section. Give only valid and powerful arguments for your topic. You may also maintain your arguments with records.

15. Never start at the last minute: Always allow enough time for research work. Leaving everything to the last minute will degrade your paper and spoil your work.

16. Multitasking in research is not good: Doing several things at the same time is a bad habit in the case of research activity. Research is an area where everything has a particular time slot. Divide your research work into parts, and do a particular part in a particular time slot.

17. Never copy others' work: Never copy others' work and give it your name because if the evaluator has seen it anywhere, you will be in trouble. Take proper rest and food: No matter how many hours you spend on your research activity, if you are not taking care of your health, then all your efforts will have been in vain. For quality research, take proper rest and food.

18. Go to seminars: Attend seminars if the topic is relevant to your research area. Utilize all your resources.

19. Refresh your mind after intervals: Try to give your mind a rest by listening to soft music or sleeping in intervals. This will also improve your memory. Acquire colleagues: Always try to acquire colleagues. No matter how sharp you are, if you acquire colleagues, they can give you ideas which will be helpful to your research.

20. Think technically: Always think technically. If anything happens, search for its reasons, benefits, and demerits. Think and then print: When you go to print your paper, check that tables are not split, headings are not detached from their descriptions, and page sequence is maintained.

21. Adding unnecessary information: Do not add unnecessary information like "I have used MS Excel to draw graphs." Irrelevant and inappropriate material is superfluous. Foreign terminology and phrases are not apropos. One should never take a broad view. Analogy is like feathers on a snake. Use words properly, regardless of how others use them. Remove quotations. Puns are for kids, not grunt readers. Never oversimplify: When adding material to your research paper, never go for oversimplification; this will definitely irritate the evaluator. Be specific. Never use rhythmic redundancies. Contractions shouldn't be used in a research paper. Comparisons are as terrible as clichés. Give up ampersands, abbreviations, and so on. Remove commas that are not necessary. Parenthetical words should be between brackets or commas. Understatement is always the best way to put forward earth-shaking thoughts. Give a detailed literary review.

22. Report concluded results: Use concluded results. From raw data, filter the results, and then conclude your studies based on measurements and observations taken. An appropriate number of decimal places should be used. Parenthetical remarks are prohibited here. Proofread carefully at the final stage. At the end, give an outline to your arguments. Spot perspectives of further study of the subject. Justify your conclusion at the bottom sufficiently, which will probably include examples.

23. Upon conclusion: Once you have concluded your research, the next most important step is to present your findings. Presentation is extremely important as it is the definite medium though which your research is going to be in print for the rest of the crowd. Care should be taken to categorize your thoughts well and present them in a logical and neat manner. A good quality research paper format is essential because it serves to highlight your research paper and bring to light all necessary aspects of your research.

Informal Guidelines of Research Paper Writing

Key points to remember:

- Submit all work in its final form.
- Write your paper in the form which is presented in the guidelines using the template.
- Please note the criteria peer reviewers will use for grading the final paper.

Final points:

One purpose of organizing a research paper is to let people interpret your efforts selectively. The journal requires the following sections, submitted in the order listed, with each section starting on a new page:

The introduction: This will be compiled from reference matter and reflect the design processes or outline of basis that directed you to make a study. As you carry out the process of study, the method and process section will be constructed like that. The results segment will show related statistics in nearly sequential order and direct reviewers to similar intellectual paths throughout the data that you gathered to carry out your study.

The discussion section:

This will provide understanding of the data and projections as to the implications of the results. The use of good quality references throughout the paper will give the effort trustworthiness by representing an alertness to prior workings.

Writing a research paper is not an easy job, no matter how trouble-free the actual research or concept. Practice, excellent preparation, and controlled record-keeping are the only means to make straightforward progression.

General style:

Specific editorial column necessities for compliance of a manuscript will always take over from directions in these general guidelines.

To make a paper clear: Adhere to recommended page limits.

Mistakes to avoid:

- Insertion of a title at the foot of a page with subsequent text on the next page.
- Separating a table, chart, or figure—confine each to a single page.
- Submitting a manuscript with pages out of sequence.
- In every section of your document, use standard writing style, including articles ("a" and "the").
- Keep paying attention to the topic of the paper.



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- Use paragraphs to split each significant point (excluding the abstract).
- Align the primary line of each section.
- Present your points in sound order.
- Use present tense to report well-accepted matters.
- Use past tense to describe specific results.
- Do not use familiar wording; don't address the reviewer directly. Don't use slang or superlatives.
- Avoid use of extra pictures—include only those figures essential to presenting results.

Title page:

Choose a revealing title. It should be short and include the name(s) and address(es) of all authors. It should not have acronyms or abbreviations or exceed two printed lines.

Abstract: This summary should be two hundred words or less. It should clearly and briefly explain the key findings reported in the manuscript and must have precise statistics. It should not have acronyms or abbreviations. It should be logical in itself. Do not cite references at this point.

An abstract is a brief, distinct paragraph summary of finished work or work in development. In a minute or less, a reviewer can be taught the foundation behind the study, common approaches to the problem, relevant results, and significant conclusions or new questions.

Write your summary when your paper is completed because how can you write the summary of anything which is not yet written? Wealth of terminology is very essential in abstract. Use comprehensive sentences, and do not sacrifice readability for brevity; you can maintain it succinctly by phrasing sentences so that they provide more than a lone rationale. The author can at this moment go straight to shortening the outcome. Sum up the study with the subsequent elements in any summary. Try to limit the initial two items to no more than one line each.

Reason for writing the article—theory, overall issue, purpose.

- Fundamental goal.
- To-the-point depiction of the research.
- Consequences, including definite statistics—if the consequences are quantitative in nature, account for this; results of any numerical analysis should be reported. Significant conclusions or questions that emerge from the research.

Approach:

- Single section and succinct.
- An outline of the job done is always written in past tense.
- Concentrate on shortening results—limit background information to a verdict or two.
- Exact spelling, clarity of sentences and phrases, and appropriate reporting of quantities (proper units, important statistics) are just as significant in an abstract as they are anywhere else.

Introduction:

The introduction should "introduce" the manuscript. The reviewer should be presented with sufficient background information to be capable of comprehending and calculating the purpose of your study without having to refer to other works. The basis for the study should be offered. Give the most important references, but avoid making a comprehensive appraisal of the topic. Describe the problem visibly. If the problem is not acknowledged in a logical, reasonable way, the reviewer will give no attention to your results. Speak in common terms about techniques used to explain the problem, if needed, but do not present any particulars about the protocols here.

The following approach can create a valuable beginning:

- Explain the value (significance) of the study.
- Defend the model—why did you employ this particular system or method? What is its compensation? Remark upon its appropriateness from an abstract point of view as well as pointing out sensible reasons for using it.
- Present a justification. State your particular theory(-ies) or aim(s), and describe the logic that led you to choose them.
- Briefly explain the study's tentative purpose and how it meets the declared objectives.

Approach:

Use past tense except for when referring to recognized facts. After all, the manuscript will be submitted after the entire job is done. Sort out your thoughts; manufacture one key point for every section. If you make the four points listed above, you will need at least four paragraphs. Present surrounding information only when it is necessary to support a situation. The reviewer does not desire to read everything you know about a topic. Shape the theory specifically—do not take a broad view.

As always, give awareness to spelling, simplicity, and correctness of sentences and phrases.

Procedures (methods and materials):

This part is supposed to be the easiest to carve if you have good skills. A soundly written procedures segment allows a capable scientist to replicate your results. Present precise information about your supplies. The suppliers and clarity of reagents can be helpful bits of information. Present methods in sequential order, but linked methodologies can be grouped as a segment. Be concise when relating the protocols. Attempt to give the least amount of information that would permit another capable scientist to replicate your outcome, but be cautious that vital information is integrated. The use of subheadings is suggested and ought to be synchronized with the results section.

When a technique is used that has been well-described in another section, mention the specific item describing the way, but draw the basic principle while stating the situation. The purpose is to show all particular resources and broad procedures so that another person may use some or all of the methods in one more study or referee the scientific value of your work. It is not to be a step-by-step report of the whole thing you did, nor is a methods section a set of orders.

Materials:

Materials may be reported in part of a section or else they may be recognized along with your measures.

Methods:

- Report the method and not the particulars of each process that engaged the same methodology.
- Describe the method entirely.
- To be succinct, present methods under headings dedicated to specific dealings or groups of measures.
- Simplify—detail how procedures were completed, not how they were performed on a particular day.
- If well-known procedures were used, account for the procedure by name, possibly with a reference, and that's all.

Approach:

It is embarrassing to use vigorous voice when documenting methods without using first person, which would focus the reviewer's interest on the researcher rather than the job. As a result, when writing up the methods, most authors use third person passive voice.

Use standard style in this and every other part of the paper—avoid familiar lists, and use full sentences.

What to keep away from:

- Resources and methods are not a set of information.
- Skip all descriptive information and surroundings—save it for the argument.
- Leave out information that is immaterial to a third party.

Results:

The principle of a results segment is to present and demonstrate your conclusion. Create this part as entirely objective details of the outcome, and save all understanding for the discussion.

The page length of this segment is set by the sum and types of data to be reported. Use statistics and tables, if suitable, to present consequences most efficiently.

You must clearly differentiate material which would usually be incorporated in a study editorial from any unprocessed data or additional appendix matter that would not be available. In fact, such matters should not be submitted at all except if requested by the instructor.



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Content:

- Sum up your conclusions in text and demonstrate them, if suitable, with figures and tables.
- In the manuscript, explain each of your consequences, and point the reader to remarks that are most appropriate.
- Present a background, such as by describing the question that was addressed by creation of an exacting study.
- Explain results of control experiments and give remarks that are not accessible in a prescribed figure or table, if appropriate.
- Examine your data, then prepare the analyzed (transformed) data in the form of a figure (graph), table, or manuscript.

What to stay away from:

- Do not discuss or infer your outcome, report surrounding information, or try to explain anything.
- Do not include raw data or intermediate calculations in a research manuscript.
- Do not present similar data more than once.
- A manuscript should complement any figures or tables, not duplicate information.
- Never confuse figures with tables—there is a difference.

Approach:

As always, use past tense when you submit your results, and put the whole thing in a reasonable order.

Put figures and tables, appropriately numbered, in order at the end of the report.

If you desire, you may place your figures and tables properly within the text of your results section.

Figures and tables:

If you put figures and tables at the end of some details, make certain that they are visibly distinguished from any attached appendix materials, such as raw facts. Whatever the position, each table must be titled, numbered one after the other, and include a heading. All figures and tables must be divided from the text.

Discussion:

The discussion is expected to be the trickiest segment to write. A lot of papers submitted to the journal are discarded based on problems with the discussion. There is no rule for how long an argument should be.

Position your understanding of the outcome visibly to lead the reviewer through your conclusions, and then finish the paper with a summing up of the implications of the study. The purpose here is to offer an understanding of your results and support all of your conclusions, using facts from your research and generally accepted information, if suitable. The implication of results should be fully described.

Infer your data in the conversation in suitable depth. This means that when you clarify an observable fact, you must explain mechanisms that may account for the observation. If your results vary from your prospect, make clear why that may have happened. If your results agree, then explain the theory that the proof supported. It is never suitable to just state that the data approved the prospect, and let it drop at that. Make a decision as to whether each premise is supported or discarded or if you cannot make a conclusion with assurance. Do not just dismiss a study or part of a study as "uncertain."

Research papers are not acknowledged if the work is imperfect. Draw what conclusions you can based upon the results that you have, and take care of the study as a finished work.

- You may propose future guidelines, such as how an experiment might be personalized to accomplish a new idea.
- Give details of all of your remarks as much as possible, focusing on mechanisms.
- Make a decision as to whether the tentative design sufficiently addressed the theory and whether or not it was correctly restricted. Try to present substitute explanations if they are sensible alternatives.
- One piece of research will not counter an overall question, so maintain the large picture in mind. Where do you go next? The best studies unlock new avenues of study. What questions remain?
- Recommendations for detailed papers will offer supplementary suggestions.

Approach:

When you refer to information, differentiate data generated by your own studies from other available information. Present work done by specific persons (including you) in past tense.

Describe generally acknowledged facts and main beliefs in present tense.

The Administration Rules

Administration Rules to Be Strictly Followed before Submitting Your Research Paper to Global Journals Inc.

Please read the following rules and regulations carefully before submitting your research paper to Global Journals Inc. to avoid rejection.

Segment draft and final research paper: You have to strictly follow the template of a research paper, failing which your paper may get rejected. You are expected to write each part of the paper wholly on your own. The peer reviewers need to identify your own perspective of the concepts in your own terms. Please do not extract straight from any other source, and do not rephrase someone else's analysis. Do not allow anyone else to proofread your manuscript.

Written material: You may discuss this with your guides and key sources. Do not copy anyone else's paper, even if this is only imitation, otherwise it will be rejected on the grounds of plagiarism, which is illegal. Various methods to avoid plagiarism are strictly applied by us to every paper, and, if found guilty, you may be blacklisted, which could affect your career adversely. To guard yourself and others from possible illegal use, please do not permit anyone to use or even read your paper and file.

Criterion for Grading a Research Paper (Compilation) by Global Journals

Please note that following table is only a Grading of "Paper Compilation" and not on "Performed/Stated Research" whose grading solely depends on Individual Assigned Peer Reviewer and Editorial Board Member. These can be available only on request and after decision of Paper. This report will be the property of Global Journals.

Topics	Grades		
	A-B	**C-D**	**E-F**
Abstract	Clear and concise with appropriate content, Correct format. 200 words or below	Unclear summary and no specific data, Incorrect form Above 200 words	No specific data with ambiguous information Above 250 words
Introduction	Containing all background details with clear goal and appropriate details, flow specification, no grammar and spelling mistake, well organized sentence and paragraph, reference cited	Unclear and confusing data, appropriate format, grammar and spelling errors with unorganized matter	Out of place depth and content, hazy format
Methods and Procedures	Clear and to the point with well arranged paragraph, precision and accuracy of facts and figures, well organized subheads	Difficult to comprehend with embarrassed text, too much explanation but completed	Incorrect and unorganized structure with hazy meaning
Result	Well organized, Clear and specific, Correct units with precision, correct data, well structuring of paragraph, no grammar and spelling mistake	Complete and embarrassed text, difficult to comprehend	Irregular format with wrong facts and figures
Discussion	Well organized, meaningful specification, sound conclusion, logical and concise explanation, highly structured paragraph reference cited	Wordy, unclear conclusion, spurious	Conclusion is not cited, unorganized, difficult to comprehend
References	Complete and correct format, well organized	Beside the point, Incomplete	Wrong format and structuring

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