Research Article | Open Access

Social Media Marketing and E-Word of Mouth (E-WOM) as Predictors of Online Consumers' Purchase Intention

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Abstract: What drives online consumers to purchase is an essential concern for businesses in today's digital era. Understanding its factors could lead to overall success and effectively sustain the business's competitive advantage. However, with the many available choices spreading online, consumers rely heavily on social media information and peer recommendations to drive their intention to purchase. Even in this digitally active world, many businesses still struggle to effectively utilize Social Media Marketing (SMM) and Electronic Word of Mouth (eWOM) to empower consumer decisions. This gap includes missed engagement opportunities that could drive sales conversions. Social media platforms are recent powerful tools that shape consumer behavior and greatly impact customer choices as these tools often outperformed the impact of old approaches from traditional, in-person advertising. Businesses may benefit from this research by successfully incorporating these components to improve their online presence, significantly increasing consumer action. This study examines the relationship between these methods, explains how a business could leverage social media and e-word-of-mouth to improve engagement and gives organizations insight into how to use this for e-commerce success in the digital marketplace.

Keywords: Social Media Marketing, E-Word of Mouth, Online Purchase Intention, E-Commerce, Sustainability

I. INTRODUCTION

In this digitally dynamic environment, the growth of social media sites and their easy access drastically changed consumers' purchase intention, which has moved past traditional marketing to digital marketing, emphasized by Shubhangam et al. (2020, p. 5). However, a critical challenge is characterized by the proliferation of misinformation disseminated through social media channels. Consumers today are at high risk due to their reliance on user-generated content and peer recommendations that often expose them to inaccurate information.

There is the risk of trusting anonymous sellers that jeopardizes the quality and integrity of their purchase intentions. This study looks into how information shared on social media and e-WOM channels can predict the impact on consumers' convenience and reliance in online shopping, which can affect their purchase intention switching to online buying (Ying et. al., 2022, p. 65). Also, this study helps us to understand the value of online marketing that affects purchase decisions caused by the rapid increase in internet usage, which has changed consumer behavior.

Traditional marketing has now been surpassed by the power of social media that plays an essential role due to its bounty of information and connects consumers to producers, thus, making transactions easier (Kesatuan, 2023, p. 688). This new marketing effort changed the traditional way into highly digital tools, especially during Covid-19's uproar that made dramatic lifestyle shifts into non-physical, virtual transactions and became a new strategic challenge for businesses to apply according to Manzoor (2020, p.42)

The importance of studying purchase intention and its impact have long been conducted in this digitally active age where social media sites turned to be highly competitive passing through building quality relationships with customers, shared language and attractive contents to buy commodities and products as defined by Yang (2021, par. 5). Social media was considered an attractive alternative to traditional marketing strategies, with many companies opting to use it. From the usage of social media, this type of marketing can lead to more traction online and e-Word of Mouth (e-WOM), which can influence consumer decisions and the perceived value of the product being marketed by giving reviews and testimonials as proof of effective use according to Hendrayati and Pamungkas (2020, p. 42). With the rise of social media platforms as innovative avenues for new era marketing, these aggressively influenced how purchasers intend to transact online and transformed their sense of interest, behavior, perception, taste and preferences convincing and pledging them to buy or patronize a product according to Majeed et al. (2021, par. 5).

Purchase intention in this digitally dynamic environment is of high importance as a metric to assess the reason why a consumer tends to buy or patronize a product in a specific condition, because of a need. The heavy innovation on marketing endeavors is a result of proactive move of technology that led for social marketing websites to influence directly, greatly change and even command the customer preferences, communication, convenience which leads to brand equity and awareness because as the dominant and primary market outlet for products and goods nowadays, social media platforms gained Trust in customers online radically transformed the way how marketing activities and
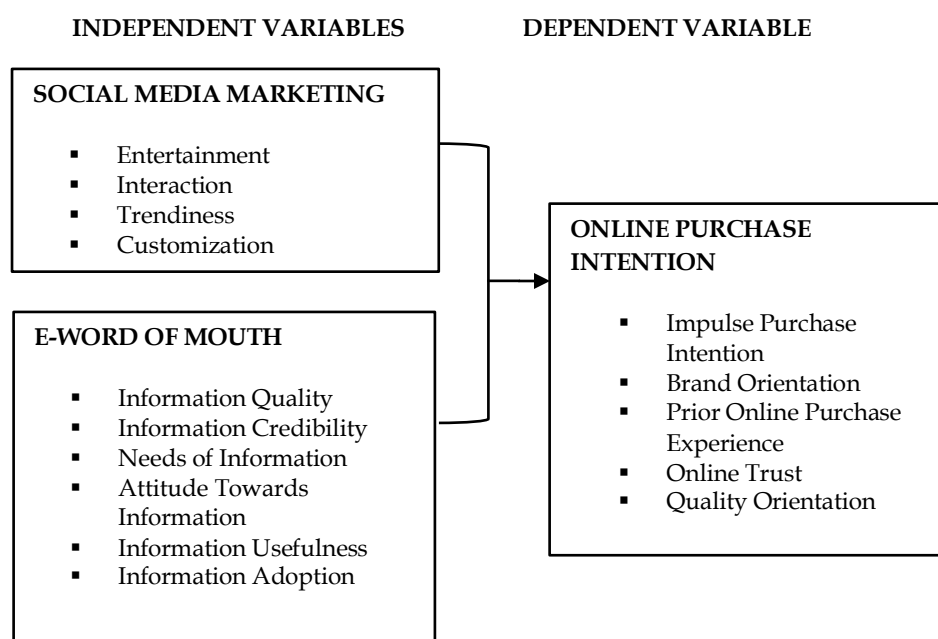
endeavors can be executed, created a brand persona and thus created stronger relationship with consumers leading to purchase intention by Kartika and Pandjaitan (2023, p. 689).

The relationship between Social Media Marketing and Purchase Intention has been theorized under the Technology Acceptance Model (TAM), which is the model used in the context of consumers ' acceptance of a new technology, resulting in perceived usefulness and willingness to use. This is also anchored with Hierarchy of Effects (HOE) model as this influences consumers' drive and decision to not purchase or purchase a product or service by going through awareness, knowledge, liking, preferences, conviction and lastly, purchase indicated by Laksamana, (2018, p.1).

Throughout history, prior to the emergence of the Internet, Electronic Word-of-Mouth (eWOM) played a pivotal role as the preferred avenue for individuals to exchange their thoughts and experiences regarding their purchasing choices (Elhadidy, 2017, p. 254). It has long been acknowledged as the most influential and impactful source of information since the very beginning of human society.

This dependent variable is anchored in the Theory of Reasoned Action (Ajzen, 1991), which gives understanding that our intentions are shaped by three factors: attitudes, subjective norms, and perceived behaviors. This is a cognitive model used in psychology to explain how people make decisions. It is emphasized that a person's intention is a good predictor of their behavior. This stemmed from the Theory of Reasoned Action by Ajzen (1991) that was used to predict an array of behaviors that are largely used to answer studies regarding social networking sites usage.

Presented in Figure 1 is the conceptual framework of the study. The framework shows that the first independent variable is Social Media Marketing (Laksamana, 2018, p. 40) with indicators namely Entertainment, Interaction, Trendiness and Customization. The second independent variable is E-Word of Mouth (E-WOM) by Erkan & Evans (2016, p. 53) with six indicators namely Information Quality, Information Credibility, Needs of Information, Attitude towards Information, Information usefulness and Information Adoption. Lastly, the Dependent Variable of this study is Purchase Intention by Rishi and Khasawneh (2017, p. 209) with five factors namely Brand Orientation, Impulse Purchase Orientation, Prior Online, Online and Quality Orientation.

INDEPENDENT VARIABLES   **DEPENDENT VARIABLE**

SOCIAL MEDIA MARKETING

- Entertainment
- Interaction
- Trendiness
- Customization

E-WORD OF MOUTH

- Information Quality
- Information Credibility
- Needs of Information
- Attitude Towards Information
- Information Usefulness
- Information Adoption

ONLINE PURCHASE INTENTION

- Impulse Purchase Intention
- Brand Orientation
- Prior Online Purchase Experience
- Online Trust
- Quality Orientation

Fig. 1. Conceptual Paradigm of the Study

The objective of this research is to determine the predictive influence of Social Media Management and E-Word of Mouth (E-WoM) on Online Consumers' Purchase Intention through a quantitative research study. Specifically, this study provides answers to the following questions: first, describe the predictive level of Social Media Marketing in terms of Entertainment, Interaction, Trendiness, and Customization. Second, determine the level of E-Word of Mouth in terms of Information Quality, Information Credibility, Needs of Information, Attitude towards Information, Information usefulness and Information Adoption; third, measure the level of Purchase Intention of Online Consumers in terms of Impulse Purchase Intention, Brand Orientation, Prior Online Purchase Intention, Online Trust and Quality Orientation; fourth, to ascertain if the domains of Social Media Marketing and E-Word of Mouth has a significant relationship between Online Consumers' Purchase Intention; and lastly, fifth, to resolve if the domains of Social Media Marketing and E-Word of Mouth can predict the Online Consumers' Purchase Intention among government employees in Tagum City.

The following hypotheses were tested at 0.05 level of significance: there is no significant relationship between Social Media Marketing and Online Consumers' Purchase Intention; there is no significant relationship between E-Word of

Mouth and Online Consumers' Purchase Intention; and Social Media Marketing and E-Word of Mouth do not predict the Online Consumers' Purchase Intention.

This study contributes to global significance by advancing our understanding of how digital marketing strategies could impact users and people in this online world. It gives knowledge of the evolving dynamics of e-commerce and sheds light on the factors that influence purchase decisions in today's digital age. It brings social value to help businesses and marketers improve their strategies that ultimately benefit consumers by providing a more tailored and effective online experience.

Environmental sustainability and social media combined provides a strong positive connection. The findings suggest further studies are needed to assess the sustainability effect of social media. Social media not only supports sustainability but also cuts down on energy use through eco-friendly efforts. Overall, incorporating social media into a broader sustainability plan can save business resources and invest in sustainability (Tilak, G. 2023, p.1473).

II.   Method

The study used standardized questionnaires and were distributed to various professional consumers from different offices in the LGU of Tagum City who have experience in online shopping and reside in Tagum City. Random sampling is the sampling technique used when conducting sample surveys. This technique is widely used in quantitative studies with survey instruments and is advantageous for uniformly-selected group of people. This technique guarantees fair representation of the population and has an equal chance of being selected by chance (Noor et al, 2022, p.1).

The researcher adapted the downloaded questionnaire on Social Media Marketing developed by Laksamana (2018). The instrument was modified to fit in the study and was subjected to expert validation with (4) indicators, namely: Entertainment, Interaction, Trendiness and Customization.

The questionnaire on E-Word of Mouth was adapted also from Leong, C.M., Loi, A.M.W., Woon, S. (2021) with indicators namely: Information Quality, Information Credibility, Needs of Information, Attitude Towards Information, Information Usefulness and Information Adoption. It was modified to fit in to the study and was subjected to expert validation.

The questionnaire for Purchase Intention retrieved from Rishi and Khasawneh (2017) which has the following indicators namely: Impulse Purchase Orientation, Brand Orientation, Prior Online Purchase Intention, Online Trust, Online Purchase Intention and Quality Orientation.

For each item, the respondents were asked to rate the level of Social Media Marketing, E-Word of Mouth and Online Consumers' Purchase Intention using the five-point Likert Scale anchored at (5) Very much evident (4) Much evident (3) Moderately evident (2) Less evident (1) Not evident.

The parameters of limits were explained that a range of 4.20 to 5.00 indicates a "Very High" descriptive equivalent and means that it is very much evident. If it ranges 3.40 to 4.19, it is "High" that means it is much evident. If it ranges from 2.60 to 3.39, it is "Moderate" and that means it is moderately evident. If it is 1.80 to 2.59, it is "Low" which means that it is less evident. If it is 1.00 to 1.79, it is described as "Very Low" which means it is not evident.

III.   RESULTS

This part of the research analyzes the findings gathered from government employees of the Local Government Unit of the City Hall of Tagum. This study aims to evaluate the influence of Social Media Marketing and E-Word of Mouth as Predictors of Online Consumers' Purchase Intention, examine the relationship between Social Media Marketing and Online Consumers' Purchase Intention, and the relationship between E-Word of Mouth and Online Consumers' Purchase Intention. Additionally, the study aims to seek and identify which specific factors within social media marketing and e-word of mouth are the most significant predictors of online consumers' purchase intention. It also offers key insights on improving a business using these advantages.

Level of Social Media Marketing

The mean score presented in Table 1 for Social Media Marketing is evident with an overall mean score of 3.90, which is described as "high" with a 0.66 standard deviation. It can also be viewed from the table that the indicator Entertainment gained the highest score with a mean of 3.98, which is described as high, followed by Customization with a mean score of 3.94, which is described as "high". The third highest is Trendiness, with a mean score of 3.93, which is descriptively described as high. These findings suggest that social media marketing influences government employees in Entertainment, Interaction, Trendiness, and Customization.

Table 1. Level of Social Media Marketing

Indicators	Mean	SD	Descriptive Equivalent
Entertainment	3.98	0.9	High
Interaction	3.76	0.79	High
Trendiness	3.93	0.74	High
Customization	3.94	0.74	High
Overall	**3.90**	**0.66**	**High**

Level of E-Word of Mouth

Table 2 presents that the E-Word of Mouth is evident with a total mean score of 3.79, which means a "high" descriptive equivalent, and a standard deviation of 0.67. It can also be viewed from the table that the indicator Attitude Towards Information gained the highest mean score of 3.87, described as high, and followed by the two second-highest indicators, such as Information Usefulness and Information Adoption, with mean scores of 3.82, described as high. The third highest is Needs of Information, with a mean score of 3.79, which is descriptively described as high. This indicates that the employees, as online consumers nowadays, are influenced by the electronic word of mouth shared by people online to purchase products.

Table 2. Level of E-Word of Mouth

Indicators	Mean	SD	Descriptive Equivalent
Information Quality	3.76	0.76	High
Information Credibility	3.66	0.80	High
Needs of Information	3.79	0.77	High
Attitude Towards Information	3.87	0.93	High
Information Usefulness	3.82	0.80	High
Overall	**3.79**	**0.77**	**High**

The Attitude Towards Information received the highest mean score of 3.87, indicating a high level and suggests its significant role in online consumers' purchase intention. Moreover, according to Ngo et. al. (2024), the highest domain of attitude towards Information affects a consumer's cognitive and behavioral dimensions. This means that when consumers feel excited, trustful, and enthusiastic about the product, they feel more convinced to accept the information to act upon it. The results showed that the domains Information Usefulness and Information Adoption garnered the second highest value with a mean of 3.82, indicating a high level. In Savitri et al.'s (2021, p. 171) study, information usefulness affects consumers' decisions to consider reviews important to buy or neglect a product. Information adoption as cited by Sardar et. al. (2021, p.2) supports in-depth insight about how the intentions are built through the messages received.

Online Consumers' Purchase Intention

The mean score presented inTable 3for Purchase Intention is much evident with an overall mean score of 3.85 with a high descriptive equivalent, and a standard deviation of 0.69. This shows that employees, who are the consumers, are highly predicted and influenced by the factors laid down to buy products online.The mean score presented inTable 3for level of Purchase Intention is much evident with an overall mean score of 3.85 with a high descriptive equivalent, and a standard deviation of 0.69. It can also be viewed from the table that the indicator *Quality Orientation* gained the highest mean score of 3.96 described as high. Followed by *Brand Orientation* with a mean score of 3.90 described as high. The third highest is *Online Trust* with a mean score of 3.89 descriptively described as high.

Table 3. Level of Online Purchase Intention

Item	Mean	SD	Descriptive Equivalent
Impulse Purchase Intention	3.68	0.84	High
Brand Orientation	3.90	0.80	High
Prior Online Purchase Intention	3.82	0.80	High
Online Trust	3.89	0.82	High
Quality Orientation	3.96	0.81	High
Overall	**3.85**	**0.69**	**High**

The highest mean score of 3.96 is related to Quality Orientation which shows a high level of consumers' purchase intention. The highest mean score by Quality Orientation is supported by the study of Isa, et. al. (2020) which says that consumers are motivated if the retailers focus on the benefits of that specific product as to their needs and wants and examines the degree of help offered by these purchases to best serve its competitive advantage. The second highest mean score for Brand Orientation garnered 3.90 which shows high description. According to the study of Ilias, et. al. (2022), brand orientation can determine the loyalty of a customer in a certain brand or website. The third highest was Online Trust which has a mean score of 3.89 and is at high level that is explained by the study of Ilias, et. al. (2022, p.1417) which states that online customers favor more those who are truthful when dealing with them and those that provide reliable information.

Relationship of Social Media Marketing and E-Word of Mouth to Online Purchase Intention

Table 4 revealed the significant relationship between Social Media Marketing and Purchase Intention. The result shows a p-value of 001 which is less than the significance of 0.05, demonstrating that the null hypothesis was rejected.

Table 4. Significant Relationship Between Social Media Marketingand E-Word of Mouth to Online Purchase Intention

Independent Variables	Dependent Variable	r-value	r²	p-value	Decision
Social Media Marketing	Online Consumers' Purchase Intention	0.780*	0.6084	0.001	Reject Ho
E-Word of Mouth		0.783**	0.6131	0.001	Reject Ho
*p < 0.05					

The r-value of 0.780 implied a strong correlation between Social Media Marketing and Purchase Intention. Moreover, the r-squared of 0.6084 signifies that Social Media Marketing can explain 60.84% of the variation in Online Purchase Intention. Furthermore, data suggested that Online Purchase Intention and E-Word of Mouth were strongly correlated with an r-value of 0.783 and an r-squared of 0.6131.

Relationship of Social Media Marketing to Online Purchase Intention

Presented in Table 4.1 is the test of the relationship between the independent variable's indicators which are entertainment, interaction, trendiness and customization, versus the dependent variable which is online consumers' purchase intention. This suggests that there is a significant relationship between the online purchase to entertainment, interaction, trendiness and customization. The result implies that these factors have a meaningful impact on government employees who are consumers to likely make an online purchase. The more engaging and entertaining the online shopping experience, the more individuals will purchase online.

Table 4.1Significant Relationship Between Social Media Marketing and E-Word of Mouth to Online Purchase Intention

Independent Variables	Dependent Variable	r-value	r²	p-value	Decision
Entertainment	Online Consumers' Purchase Intention	0.578*	0.3341	0.001	Reject Ho
Interaction		0.631*	0.3982	0.001	Reject Ho
Trendiness		0.671*	0.4502	0.001	Reject Ho
Customization		0.705*	0.4970	0.001	Reject Ho
*p < 0.05					

The result is supported by the study of Bhatt and Nagvadia (2021) which states that it is now crucial to analyze and comprehend customer behavior in online shopping, particularly the factors influencing their purchasing intentions and a need of the hour to gain these insights to enable marketers develop effective strategies that enhance the consumer buying experience, ultimately leading to greater satisfaction. The results show that Customization with r = 0.705, R^2 = 0.4970 has the highest significant relationship with online purchase intention, suggesting that customization efforts in social media marketing have the highest significance on influencing consumers' buying decisions.

In the study of Hanaysha (2022) that examines Customization, it is explained that people tend to engage more with personalized content that directly meets their preferences, needs, and expectations. Customization enhances the relevance of the marketing message. Individuals can feel a sense of emotional connection between the brand and the more they feel valued, the more they purchase a product.

Significant Relationship Between E-Word of Mouth to Online Purchase Intention

Table 4.2 analysis reveals a significant relationship between various dimensions of E-Word of Mouth (E-WOM) and Online Purchase Intention. All the independent variables, including Information Quality, Information Credibility, Needs of Information, Attitude Towards Information, Information Usefulness, and Information Adoption, exhibit strong positive correlations with the dependent variable, Online Purchase Intention, with p-values less than 0.05, indicating statistical significance.

Table 4.2. Significant Relationship BetweenE-Word of Mouth to Online Purchase Intention

Independent Variables	Dependent Variable	r-value	r²	p-value	Decision
Information Quality	Online	0.637*	0.4058	0.001	Reject Ho

Information Credibility	Consumers' Purchase Intention	0.581	0.3376	0.001	Reject Ho
Needs of Information		0.653	0.4264	0.001	Reject Ho
Attitude Towards Information		0.584	0.3411	0.001	Reject Ho
Information Usefulness		0.704	0.4596	0.001	Reject Ho
Information Adoption		0.739	0.5461	0.001	Reject Ho
***p < 0.05**					

Information Adoption demonstrates the strongest correlation, explaining 54.61% of the variance in Online Purchase Intention, followed by Information Usefulness with 49.56%. The variable Needs of Information also shows a robust relationship, accounting for 42.64% of the variance. Specifically, **Information Adoption** has the most substantial impact on online purchase intention as stated by the study of Sardar, et. al. (2021), highlighting that consumers adopt more readily and widely, the stronger its influence on their decision to make a purchase. It supports the in-depth insight built through messages received via eWOM communication.

Regression Analysis on Social Media Marketing and E-Word of Mouth as Predictors of Online Consumers' Purchase Intention

Regression analysis on social media marketing and e-word of mouth (eWOM) as predictors of online consumers' purchase intention serves as a vital approach to understanding the impact of digital interactions on purchasing decisions.

Table 5. Regression Analysis on Social Media Marketing and E-Word of Mouth as Predictors of Online Consumers' Purchase Intention

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t-value	p-value	Decision
	B	**SE**	**Beta**			
(constant)	0.295	0.139		2.125	0.034	
Social media	0.461	0.051	0.439*	8.974	0.001	Reject Ho
E-Word of Mouth	0.464	0.051	0.450*	9.193	0.001	Reject Ho
Dependent Variable: Online Consumers' Purchase Intention						
R = 0.834			r^2 = 0.695			
F-ratio = 338.518			p-value = 0.001			

Table 5 represents the calculated F-value of 338.518, an R-value of 0.834, and a p-value of 0.001. These results indicate a significant relationship between E-Word of Mouth and Online Consumers' Purchase Intention. The r-squared value of 0.695 indicates that consumer perceived value explains 69.50% of the variation in online consumers' purchase intention. The standardized coefficient also means that when Social Media Marketing and E-Word of Mouth each increase by one standard deviation, the dependent variable increases by 0.439 and 0.450 standard deviations, respectively, showing that they have a meaningful effect on the outcome. This means that LGU employees feel highly fulfilled when their purchase decisions are met and their needs are satisfied.

Regression Analysis on the Domains of Social Media Marketing that Significantly Predict Online Consumers' Purchase Intention

The regression analysis results of Table 5.1 indicate that various domains of Social Media Marketing (SMM) significantly predict online consumers' purchase intention. The model demonstrates a strong relationship, with an R-value of 0.789 and an R² of 0.623, suggesting that 62.3% of the variance in purchase intention can be explained by the independent variables. Among these, Customization with 0.336 has the strongest positive influence. An increase of one standard deviation in Customization corresponds to a 0.370 standardized coefficient in the online consumers' purchase intention, indicating the most significant positive effect among all the predictors.

Table 5.1.Regression Analysis on the Domains of Social Media that Significantly Predict Online Consumers' Purchase Intention

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t-value	p-value	Decision
	B	**SE**	**Beta**			
(constant)	0.609	0.149		4.080	0.001	Reject Ho
Entertainment	0.117	0.035	0.153*	3.333	0.001	Reject Ho

Interaction	0.224	0.041	0.256*	5.455	0.001	Reject Ho
Trendiness	0.155	0.052	0.167*	2.962	0.003	Reject Ho
Customization	0.336	0.047	0.370*	7.096	0.001	Reject Ho
Dependent Variable: Online Consumers' Purchase Intention						
R =0.789			r^2 = 0.623			
F-ratio = 121.941			p-value = 0.001			

This is followed by Interaction with 0.224, Trendiness has 0.155, and Entertainment with 0.117. All of which have statistically significant effects ($p < 0.05$). The high F-value of 121.941 further confirms the overall significance of the model. It means that when Interaction, Trendiness and Entertainment increase by one standard deviation, the online consumers' purchase intention also increases by 0.256, 0.167, and 0.153 standard deviations, respectively—showing that all three have a meaningful and statistically significant positive impact. These findings suggest that businesses should prioritize customization and interactive engagement strategies in their social media marketing efforts to effectively enhance consumers' purchase intentions.

Regression Analysis on the Domains of E-Word of Mouth that Significantly Predict Online Consumers' Purchase Intention

Table 5.2 result on regression analysis identifies the key factors of E-Word of Mouth (E-WOM) that significantly predict online consumers' purchase intention. The results show that Information Adoption has the strongest influence, with an unstandardized coefficient (B) of 0.306 and a standardized coefficient of 0.343, both of which are statistically significant (p-value = 0.001). It means that the likelihood of online purchase intention is increased by 0.343 through Information Adoption and is increased by 0.199 through Information Usefulness.

Table 5.2. Regression Analysis on the Domains of E-Word of Mouth that Significantly Predict Online Consumers' Purchase Intention

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t-value	p-value	Decision
	B	**SE**	**Beta**			
(constant)	0.744	0.141		5.279	0.001	
Information Quality	0.164	0.050	0.141	3.253	0.001	Reject Ho
Information Credibility	0.053	0.047	0.050	1.120	0.263	Accept Ho
Needs of Information	0.085	0.052	0.047	1.633	0.103	Accept Ho
Attitude Towards Information	0.039	0.037	0.052	1.044	0.297	Accept Ho
Information Usefulness	0.171	0.053	0.037	3.206	0.001	Reject Ho
Information Adoption	0.306	0,053	0.053	5.798	0.001	Reject Ho
Dependent Variable: Online Consumers' Purchase Intention						
R =0.799			r^2 = 0.638			
F-value = 86.220			p-value = 0.001			

This suggests that as consumers adopt and engage with information, their likelihood of making a purchase increases. Information Usefulness (B = 0.171, standardized coefficient = 0.199, p-value = 0.001) and Information Quality (B = 0.164, standardized coefficient = 0.183, p-value = 0.001) also have significant positive impacts on purchase intention. The standard coefficient of 0.183 leads to a standardized deviation increase in online consumers' purchase intention. However, Information Credibility, Needs of Information, and Attitude Towards Information did not show significant results, with p-values above 0.05.

Information Adoption in E-WOM involves the users who are accepting, internalizing and sharing a content to shape their behaviors and buying actions. This means that when consumers engage and integrate this Information, their likelihood of purchasing increases. Sardar et al. (2021) noted that the broader and faster consumers adopt Information, the stronger its effect on their buying decision. This reinforces the insights gained from messages exchanged through E-WOM communication.

IV. CONCLUSION AND RECOMMENDATIONS

First, the level of social media marketing to online consumers' purchase intention in the LGU employees had an overall rating of high, which means that items included are acknowledged by employees regarding entertainment, interaction, trendiness, and customization. Similarly, the level of e-word of mouth to online consumers' purchase intention was high in terms of information quality, information credibility, needs of information, attitude towards information, information usefulness and information adoption. Finally, the level of online consumers' purchase

intention of the LGU employees in Tagum had an overall rating of high, which means that employees' intention to buy is high in terms of impulse purchase intention, brand orientation, prior online purchase intention, online trust, and quality orientation.   Second, the study revealed a significant correlation between social media marketing and e-word of mouth to online consumers' purchase intention. Additionally, it observed which domains of social media marketing and e-word of mouth significantly impact online consumers' purchase intention.

Third, the study identified that the E-Word of Mouth and all its domains significantly predict online consumers' purchase intention, which consists of impulse purchase intention, brand orientation, prior online purchase intention, online trust and quality orientation.

Lastly, the study's findings provide empirical support for the Technology Acceptance Model (TAM), the Hierarchy of Effects (HOE) model and the Theory of Reasoned Action.

Recommendations

In the preceding analysis, results and potential implications, the researcher formulated the following suggestions to improve online consumers' purchase intention among the government employees of Tagum City.

First, businesses are encouraged to enhance their social media marketing strategies continually. Social media today holds a significant and crucial role to influence purchase decisions and businesses are encouraged to create more engaging and interactive content would be beneficial. Personalized advertisements catering to employees' specific interests and needs could make marketing efforts more effective. Moreover, the effort of jiving with social media trends and collaborating with influencers may help boost brand visibility and consumer engagement, leading to more leads and sales and generating financial and marketing opportunities.

Second, the result showed that e-word of mouth (E-WOM) significantly influences purchase intention, businesses are encouraged to collect more positive reviews to elevate their business integrity. These online discussions can motivate satisfied consumers through their shared experiences and testimonies online.

Third, it gives the impression that quality and customer trust are top priorities. Businesses are encouraged to provide accurate and comprehensive product information because trust is key to online purchase decisions. Providing responsive customer support and addressing inquiries or concerns promptly can also strengthen consumer confidence. Moreover, business owners must make tangible, innovative efforts to be genuine in their social media marketing efforts to avoid jeopardizing products or services. Businesses are also encouraged to practice handling negative comments to establish a good rapport with individuals online and increase trust ratings.

Fourth, data analytics should be used to evaluate and track progress on how electronic word of mouth impacted the business, as these repositories or data analysis can benefit progress tracking.

Lastly, future researchers may explore additional factors that could further shape online purchase intention, such as digital literacy, user experience, and online payment security. Expanding the study to include employees from private organizations or other cities may also provide a broader perspective on online consumer behavior.

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