

The Influence of Social Media Engagement in Consumer's Purchase Intention in E-Commerce

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ABSTRACT

Social media usage has a considerable impact on consumers' purchase intentions, as it increases their interest and willingness to make online purchases. This study explored how social media engagement influences e-commerce consumers in Santo Tomas, Davao del Norte. A quantitative descriptive-correlational design was used, involving 300 e-commerce consumers selected through stratified random sampling. Data were collected using adapted survey questionnaires that measured social media engagement and consumers' purchase intentions. Results showed that social media engagement was high, as was consumer engagement, a pattern often observed. Statistical analysis revealed a strong and significant relationship between social media engagement and consumers' purchase intention. Such behavior indicates that social media plays a significant role in capturing consumers' attention, shaping preferences, and potentially influencing decision-making processes. These findings suggest that respondents' frequent preparedness and willingness to make purchases on TikTok Shop, as evidenced by product interest, intention to transact, and intentions to make future and increased purchases.

Keywords: Social Media Engagement, Consumers' Purchase Intention, E-commerce, TikTok Shop, Online Consumer Behavior

INTRODUCTION

Purchase intention is an indicator of individuals' willingness to engage in certain behaviors and make specific efforts (Doan, 2020). Despite growth in e-commerce, many consumers hesitate to complete purchases because they do not trust online platforms or peer reviews (Lestari, 2023). Consumers' intention to purchase is negatively affected by perceived risks related to quality, delivery, and returns, as well as uncertainty about the product (Christiarini, 2024). According to Wang (2024), even if awareness and interest are present, consumers may not form a strong purchase intention if they do not perceive adequate value in the product offering.

Purchase intention is a reliable indicator of a consumer's future purchasing behavior, helping businesses assess the likelihood that a potential customer would make a purchase (Sang, 2022). Additionally, understanding purchase intention enables marketers to tailor digital marketing strategies, such as social media promotions, influencer collaborations, and e-commerce design, to effectively influence consumer decision-making (Pallathadka et al., 2022). As stated by Widhiasih (2025), a higher level of purchase intention indicates greater consumer demand, allowing companies to manage inventory, marketing promotions, and distribution channels more efficiently.

Engagement metrics such as likes, comments, and shares significantly influence consumer purchase intentions. Endorsements by influencers and visually engaging content, particularly on Instagram and YouTube, increase purchase intentions, especially among consumers aged 18–30, underscoring the importance of tailored marketing strategies (Yadav, 2025). User engagement through interactions such as likes, comments, and shares significantly enhances the impact of User-Generated Content and influencer marketing on purchase intention, underscoring the importance of active participation in shaping consumer buying decisions (Nathanael, 2025). Additionally, according to Alnaser (2024), social brand engagement is a type of social media engagement that positively

impacts purchase intention through enhanced perceived value and emotional connections, ultimately influencing consumer behaviour and brand loyalty.

Although many studies have been carried out to explain the relationship between social media and consumer behaviour, a gap remains in research on how certain types of social media interactions, such as likes, shares, and comments, directly affect consumers' purchase intentions in the e-commerce setting. The available literature usually dwells on generic online marketing tactics as opposed to the interactive nature of interaction that makes buying decisions. Since the adoption of digital media and the growing consumer trends have increased very fast, understanding this relationship is urgent to assist businesses in adjusting online strategies appropriately. This research is significant because it yields insights to marketers in e-commerce to improve engagement strategies that would result in improved sales and customer loyalty. This study aligns with SDG 8 and SDG 9 of the United Nations Sustainable Development Goals by promoting digital entrepreneurship and data-driven innovation in e-commerce. By examining how social media engagement influences consumer purchase intentions, the research contributes to economic growth through online market participation and supports the development of innovative digital marketing strategies.

Statement of the Problem

The objective of the study is to evaluate the significant relationship between Social Media Engagement and Consumer's Purchase Intention in E-Commerce among consumers in Santo Tomas, Province of Davao del Norte. Specifically, this will sought to answer the following questions:

1. What is the level of social media engagement among e-commerce consumers in terms of?
 - 1.1 affective engagement;
 - 1.2 behavioural engagement; and
 - 1.3 cognitive engagement?
2. What is the level of Consumer's Purchase Intention in terms of?
 - 2.1 transactional intention;
 - 2.2 referential intention; and
 - 2.3 preferential intention?
 - 2.4 explorative intention?
3. Is there any significant relationship between Social Media Engagement and Consumers' Purchase Intention?

Hypothesis

The null hypothesis was tested at the 0.05 level of significance, stating that there is no significant relationship between social media engagement and consumers' purchase intention in e-commerce.

Theoretical Framework

This study is anchored in Planned Behaviour Theory by Ajzen (1991), which states that behaviour intention is influenced by three elements, which are the attitude towards the behaviour, subjective norms, and behavioural control. The theory is applied to social media interaction and e-commerce, suggesting that a consumer's positive attitude toward engaging with social media content, the social pressure or expectations of the group to which they belong, and their perceived ability to control the online shopping process influence intention to purchase. Also, this is supported by Liu (2025), who states that attitudes towards a product or service significantly influence purchase intentions. Social media engagement enhances consumer attitudes by providing information

and social proof, which can positively affect purchasing decisions in determining the financial choices and expenditure patterns of individuals.

Moreover, according to Rana & Prashar (2023), this research paper points out that the use of social media, social influence, and perceived trust are important factors that determine consumers' sustainable purchasing behavior. These attitudes, in turn, affect their intentions to purchase sustainably. With this theory incorporated, the study amplifies the role of social media in promoting positive consumer behaviors with regard to sustainability, which, in turn, augments purchase intentions.

Conceptual Framework

The conceptual structure of the study's variables is shown in Figure 1. The independent variable is Social Media Engagement, with three indicators: affective, behavioral, and cognitive engagement (Wang et al., 2020). According to Septiani et al. (2024), the dependent variable is Consumer's Purchase Intention with three indicators: Transactional Intention, Referential Intention, and Preferential Intention.

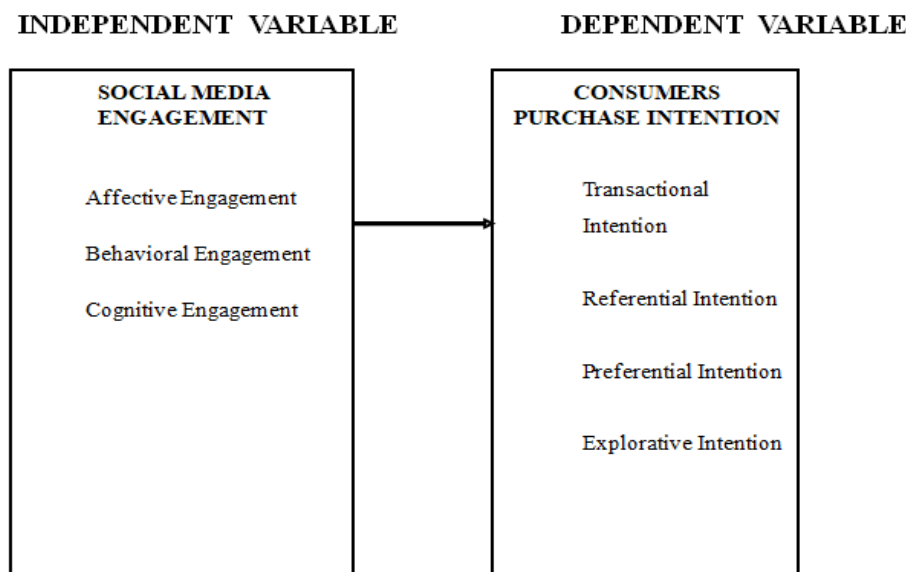


Figure 1. The Conceptual Paradigm of the Study

Significance of the Study

The result of the study will be beneficial to the following entities and authorities:

E-commerce. This study is significant to e-commerce because it helps answer whether social media activity can impact consumers' purchase intentions, which is key to achieving business success and competitiveness in the digital market. With the help of the analysis of the impact of likes, shares, comments, and other types of interactions online on purchase decisions, e-commerce can create more efficient marketing strategies that help create closer relationships with customers and increase sales. The findings can guide online retailers and websites to allocate more effort to social media, create more attractive content, and tailor promotions to the fascinations of the consumers, eventually leading to brand loyalty and profit maximization.

Consumers. This study is significant for consumers because it helps them better understand the impact of the relationships between purchasing habits in the e-commerce environment. By investigating the role of likes, comments, shares, reviews, and engagement with influencers in purchase decisions, the study made consumers more aware of the psychological and social pressures behind their intentions to buy. Through this knowledge, consumers can make better, more logical, and value-based purchase decisions rather than being easily swayed by the internet hype or marketing propaganda. The study insights can also promote more responsible and conscious consumption of the digital market in the long run.

Future Researchers. The study on the influence of social media engagement on consumer intentions to purchase in online shopping is very important for subsequent research, as it provides a baseline for examining how digital interactions influence consumer behavior in online markets. The research outcomes are valuable in terms of the effective digital marketing practices and customer psychoanalysis in the context of the dynamic e-commerce environment by evaluating the relationship between social media use (likes, comments, shares, and interaction with brands) and intentions to buy. These findings can be further developed by future researchers to explore new social media platforms, changing consumer behaviors, and more sophisticated engagement indicators. The researchers could use them to develop more targeted and innovative strategies in order to enhance the presence of the brand online and boost customer conversions.

Definition of Terms

To ensure that all people comprehend the study, conceptual and operational definitions are provided for the following terminology:

Social Media Engagement. Social media engagement is the multidimensional behaviors, thoughts, and emotional responses that users exhibit in interactions with information on social media (Trunfio, 2021). It entails liking, commenting, sharing, or watching, as well as emotional and mental investment. In this study, social media engagement is defined as the degree to which people actively engage with, react to, and participate in brand-related material on social media platforms by sharing, liking, commenting, and following.

Affective Engagement. As stated by Levesque et al. (2023), affective engagement refers to the feelings a person experiences when interacting with content, a business, or a community on social media, including excitement, intrigue, pleasure, and attachment.

Behavioral Engagement. According to Trunfio (2021), the term used to describe users' obvious, interactive participation and activities on social media platforms, such as liking, commenting, sharing, submitting user-generated material, and frequently browsing, which demonstrate their active engagement with community or brand content.

Cognitive Engagement. According to Dubovi (2021), the term "cognitive engagement" describes how much mental energy, focus, and in-depth thought a person puts into processing information, such as through introspection, problem-solving, or critical assessment, when engaging with media or activities.

Purchase Intention. This reflects a propensity toward purchasing rather than the actual purchase itself, which is a consumer's subjective willingness or tendency to acquire a particular good or service in the future (Lin et al., 2023). Additionally, in online environments, purchase intention is the state in which a consumer is ready to enter into a transaction with a seller, driven by desire, favorable attitudes, or expectation of acquiring a product or service (Tilahun et al., 2023). In this study, purchase intention is defined as the extent to which customers indicate they are willing and likely to purchase goods or services offered via e-commerce platforms.

Transactional Intention. The term transactional intention refers to the willingness or desire to buy something or use a service (Septiani, 2024). In other words, the intention is to actually buy something rather than merely investigate or suggest it.

Referential Intention. According to Septiani (2024), the term referential intention refers to a consumer's tendency to suggest a good or service to others, such as by telling others about it, recommending it to friends or family, or persuading others to purchase it.

Preferential Intention. As stated by Septiani (2024), this refers to a consumer's decision to select and prefer a certain product or brand above all others – the product becomes their principal choice and would only be replaced in rare situations.

Explorative Intention. According to Lubis et al. (2022), explorative intention is the preference or the desire of people to find out more information about a product or service instead of buying it at once. It explains an active

information-seeking behaviour, the assessment of features, the comparison of options, and the search for evidence or opinion on quality or appropriateness.

METHODOLOGY

This chapter presents the research design together with the research locale, research subject, research instrument, data collection, statistical tool, and ethical considerations to seek useful insights about the relationship between social media engagement and consumers purchase intention in e-commerce.

Research Design

This study employed a quantitative, non-experimental, descriptive correlational research to describe the quantitative data that were gathered regarding the level of two variables related to Social Media Engagement and Consumers Purchase Intentions. Non-experimental research is typically descriptive or correlational, describing a situation or relationship between variables without researcher interference (Kotronoulas & Papadopoulou, 2023). In non-experimental research, there is no manipulation of an independent variable, no requirement for a control group, and no random group assignments as in experimental and quasi-experimental designs (Glasofer & Townsend, 2020). Correlational design is a study design for examining the relationships between or among two or more variables in a single group, which can occur at several levels (Alcantara, 2024). Additionally, according to Clarete (2023), a descriptive-correlational design is a method used to determine the relationship between two or more variables without manipulating them.

The proposed research design is quantitative, non-experimental, and descriptive correlational study design to determine the impact of social media use on the purchase intention of consumers in e-commerce. The research aims to quantify the nature and intensity of the correlation between the nature of interaction of the social media content to consumers, including likes, comments, shares, and time spent, and their intention to purchase online to determine how much consumers will purchase online. The non-experimental nature of the study provides an opportunity to investigate the variables in their natural environment and not control them, but the descriptive correlational design provides an opportunity to define and determine the patterns and associations between the social media activity and the purchase intentions. The results may hopefully give empirical data regarding the correlation between the different levels of social media usage and changes in e-commerce buying habit.

Research Locale

Figure 2 shows a map of the Davao Region, illustrating Santo Tomas, Davao del Norte, where the study was conducted.

The place is known as a first-class municipality in the Province of Davao del Norte. Administratively, the Municipality of Santo Tomas was subdivided into 19 barangays. According to the recent (2024) Census of Population (POPCEN), it has grown to approximately 131,100 people.

Santo Tomas is geographically located on the island of Mindanao and is in the province's second political district. It is bounded in the north by the Municipalities of Kapalong and Talaingod, in the east by the Municipality of Asuncion, in the west by Davao City, and in the south by the Municipality of Braulio E. Dujali.

It was named after Saint Thomas, the patron saint of Danao, the hometown of the late governor of undivided Davao Province, Vicente Duterte, father of the 16th Philippine President Rodrigo R. Duterte. Initially called Tibal-og, it was once part of the jurisdiction of the nearby town of Kapalong. Before the 1950s, the area was a lush forest inhabited by the indigenous Ata-Manobo people. It was home to a diverse culture intermingling with Mandaya and Ata-Manobo.

This study was conducted in the Municipality of Santo Tomas, Davao del Norte, where local college instructors and students are the chosen respondents. Aside from the information above, this location is selected as the study locale because Santo Tomas, Davao del Norte, has numerous instructors who are considered knowledgeable and suitable to participate in the research.



Figure 2. Map of the Philippines Highlighting the Municipality of Santo Tomas

Research Subject

The respondents of this study were 300 online consumers in Santo Tomas, Davao del Norte. The respondents were selected through a convenience sampling technique. According to Simkus, (2022), convenience sampling is a method of selecting a sample in which researchers first divide a population into smaller subgroups, or strata, based on shared characteristics of the members and then randomly select among each stratum to form the final sample.

Research Instrument

The researchers used two (2) modified adapted survey questionnaires for the independent variable and the dependent variable. The questionnaires are validated by the panellist and an external validator to ensure their validity.

Social Media Engagement Questionnaire

The questionnaire used to get the level of social media engagement is from the research study titled "Development of the Social Media Engagement Scale for Adolescents" (Ni et al. 2020). The questionnaire consists of 11 items covering the following aspects: Affective engagement (4 items), Behavioral engagement (4 items), and Cognitive engagement (3 items). Respondents rated each item using a 5-point Likert scale, from 5 for "Strongly Agree", 4 for "Agree", 3 for "Moderate", 2 for "Disagree", and 1 for "Strongly Disagree".

The parameter used for the interpretation of social media engagement and consumers purchase intentions of all online consumers in Santo Tomas, Davao del Norte, are the following:

Range of Mean	Descriptive Level	Interpretation
4.20 – 5.00	Very high	Social Media Engagement were always manifested.
3.40 – 4.19	High	Social Media Engagement were oftentimes manifested.
2.60 – 3.39	Moderate	Social Media Engagement were sometimes manifested.
1.80 – 2.59	Low	Social Media Engagement were less manifested.
1.00 – 1.79	Very low	Social Media Engagement were least Manifested.

Consumers Purchase Intentions Questionnaire

The questionnaire used to get the level of consumers purchase intention was from the research study titled "Analysis of Consumer Purchase Intentions on Matahari.com in DKI Jakarta" (Septiani 2024, August). The questionnaire consists of 16 items covering the following aspects: Dimension of transactional intention (4 items), Dimensions of referential intention (4 items), and Dimension of preferential intention (4 items), Dimension of explorative intention (4 items). Respondents rated each item using a 5-point Likert scale, from 5 for "Strongly Agree", 4 for "Agree", 3 for "Moderate", 2 for "Disagree", and 1 for "Strongly Disagree".

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1.80 – 2.59	Low	Consumers Purchase Intention were less manifested.
1.00 – 1.79	Very low	Consumers Purchase Intention were least manifested.

Data Gathering Procedures

The following procedures followed by the researchers in order to gather the data:

Seeking authorization to undertake research. The researchers did this by requesting the approval of the Research Director of STCAST to continue the data collection before undertaking the study. Review and validation of the research instrument were done by the experts to verify the accuracy and suitability of the instrument. Also, an Ethics Clearance was obtained before actual data collection to make sure that the research followed the ethical research practices.

Asking permission from the respondents. The respondents were given informed consent forms before the data collection process. The research was carried out at a high level of keeping the privacy of the data and safeguarding all the information taken. The ethical standards were followed closely to support the welfare, equity, and dignity of all participants. The respondents were thoroughly informed about the aim of the study, the roles they were expected to play, and the use of their information before any data collection was done.

Questionnaire Distribution and Retrieval. After receiving approval, the researchers personally distributed the research instruments to the participants. To achieve validity and reliability of the study, the researchers were keen to monitor the administration and retrieval of the questionnaires to motivate the participants to respond fully and respond correctly.

Collecting and analyzing data. Following the retrieval of the research tools, the data collection items were arranged, summarized, tabulated, and analyzed. To ensure the interpretation of the results was accurate and reliable, the researchers consulted with and checked the calculations with qualified statisticians.

Statistical Treatment of Data

The following statistical tools were used to compute data and test the hypothesis at an alpha 0.05 level of significance.

Mean. The mean is the total sum of values in a sample divided by the number of values in the sample (Hurley & Tenny, 2023). This was used to determine the level of social media engagement and consumer's purchase intention.

Pearson r. Pearson's correlation coefficient is a parametric test, which requires normally distributed continuous variables. This test uses a linear modelling relationship to describe how well a relationship describes an interaction between variables (David et al., 2020). This was used to determine the relationship between social media engagement and consumers' purchase intention.

Ethical Consideration

Research ethics were crucial to finishing with the proper research rules due to potential problems with the methods utilized in this study.

Social Value. The article on how social media activity affects consumers' purchase intention in e-commerce is highly relevant, as it addresses the existing problems in understanding how online interactions influence purchasing behavior, as presented in the study's background. Its results can be used in the educational field, offering new insights that teachers, students, and researchers can apply in the future to enhance their understanding of trends in digital marketing and consumer psychology. Furthermore, the study also benefits society since it provides businesses and consumers with the knowledge that enhances more ethical, transparent, and informed online shopping.

Informed Consent. Informed consent was sought by the researchers through an online survey platform, where respondents were asked to consent to the study procedures and were informed of the purpose of the research, the procedures to be used, the voluntary nature of the study, that no coercion or inducement would be used, and their right to withdraw at will. To make the ICF user-friendly, it was written in plain, straightforward language, and the respondents (such as parents where the minors were involved) were advised to review the information carefully before consenting. Honest information about the study was provided, ensuring that participants made their decisions without pressure or deception.

Vulnerability of Research Participants. The participants in this research were not deemed vulnerable, as they were adult consumers who could make their own decisions, but their security was guaranteed by strict anonymity, with no personal identity associated with their answers. To further minimize any susceptibility, all data were collected in private via an online survey, and no external pressure or influence was applied to any individual taking the survey. This ensured that the participants were not subjected to any potential harm or inconvenience when disclosing their e-commerce engagement practices by protecting their identities and ensuring that no information that could be used to identify them was divulged.

Risk, Benefits, and Safety. The research poses minimal risk to participants, as data collection was conducted via a non-invasive online survey containing no psychologically intrusive or sensitive questions. Any low-risk possibilities, such as discomfort responding to questions about online behavior, were mitigated by ensuring that participants remained anonymous and had the option to skip questions and withdraw at any time. These few risks are insignificant in consideration of the potential benefits, which could include aiding in a greater comprehension of the social media engagement impact on the purchase intention of consumers and may be of benefit to both the business and society.

Data Privacy and Confidentiality. Only the information required by the research was collected in the study, and the identities of the respondents were not listed in the manuscript or in any other presentation. The study did not impose any punishment on participants who did not want to answer certain questions and allowed them to leave the study of their own will. Any data obtained was saved in encrypted files with passwords and locked fronts so that no records were disclosed to an unauthorized person.

Justice. It was also a fair way of selecting respondents because there were clear inclusion criteria, all respondents were treated equally, and no bias was introduced during survey administration or in the interpretation of responses. No financial payment or expensive obligations were involved, but the participants were fairly

compensated in terms of time, and all had equal opportunities to experience the small risks and possible benefits of the study. Scientific fairness and validity were adhered to by taking the study through a number of research defenses, and all research tools were screened and authenticated by experts.

Transparency. The researcher made it clear to the respondents about the purpose of the study and the procedures to be followed, as well as the level of participation by the respondents, to ensure that they made an informed decision on joining the study. If the participants wished to be informed of the findings, they were made available to them at the end of the study. The results provided were the actual statistical findings, and there was no distortion or manipulation of data.

Adequacy of Facilities. The researcher obtained all the facilities necessary to conduct the study, such as the research spaces, reference materials, and online resources. It can use library materials and academic databases that would facilitate literature review and the development of research tools. The researcher further possesses a working laptop and a stable internet connection, which guaranteed a seamless data collection and analysis during the research.

Community Involvement. The academic community, involving panel members, teachers, and students, was engaged in the study through guidance, evaluation, and participation that assisted in making the research quality and relevant. The results of the study can also be disseminated to the wider academic circles, either by research conferences or to school administrators during meetings or LAC sessions, to be used and possibly implemented. Through the involvement of these groups, the research could inform practices in the education sector and help schools teach society more about responsible internet activities and consumer behavior.

RESULTS

In this chapter, a presentation of the results of the research about the influence of social media engagement and consumer’s purchase intention was made. The problem statement serves as the basis for the data layout.

Level of Social Media Engagement

The results of the descriptive statistics in establishing the level of social media engagement are presented in Table 1 with an overall mean of 4.06 and a standard deviation (SD) of 0.89, which is described as high. This implies that the social media engagement of online consumers was often evident. It also indicates in the results that affective engagement has the highest mean of 4.40, an SD of 0.79, and a descriptive level of very high, which indicates that social media engagement was often observed. The findings imply that the extremely high degree of affective involvement shows the high level of emotional dependence of the respondents on social media because they feel more comfortable, happier, and emotionally influenced when using or lacking access to social media than during real-life interactions. Also, behavioural engagement and cognitive engagement have the lowest mean of 3.89, an SD of 0.91 and 0.96, and the level of description is high, indicating that behavioural and cognitive engagement were oftentimes manifested. This implies that social media use remains common in the respondents' day-to-day lives, including habitual use, late-night use, and relaxation with social media.

Table 1 Level of social media engagement

Indicators	Mean	SD	Descriptive Equivalent
1. Affective engagement	4.40	0.79	Very High
2. Behavioural engagement	3.89	0.91	High
3. Cognitive engagement	3.89	0.96	High
Overall	4.06	0.89	High

Level of Consumer’s Purchase Intention

The results of the descriptive statistics of the determination of the level of consumers' Purchase Intention are presented in Table 2 with an overall mean of 3.71 and an SD of 1.02, which is described as high. This implies that the purchase intention of the online consumers was oftentimes manifested. It is also indicated in the outcome that Transactional Intention has the highest mean of 3.85, with an SD of 0.97, and a descriptive level of high, indicating that transactional intention was oftentimes manifested. The results show that a high degree of transactional intention indicates that respondents are highly interested in and willing to make purchases on TikTok Shop, as they often express purchase intentions, have purchasing plans, and make more purchases on the platform. In contrast, Explorative Intention has the lowest mean of 3.59 and an SD of 1.12, and the level of description is high, implying that explorative intention was often evident. The findings suggest that the low mean indicates that exploratory intention is low, whereas the high mean indicates that respondents nonetheless often explore information, use new features, watch advertisements, and discover products online and offline within TikTok Shop.

Table 2 Level of consumers purchase intention

Indicators	Mean	SD	Descriptive Equivalent
1. Transactional intention	3.85	0.97	High
2. Referential intention	3.68	1.01	High
3. Preferential intention	3.73	0.97	High
4. Explorative intention	3.59	1.12	High
Overall	3.71	1.02	High

Correlation between Social Media Engagement and Consumer’s Purchase Intention in E-commerce

The relationship between the independent variable (social media engagement) and the dependent variable (consumer’s purchase intention in e-commerce) is shown in Table 3. The overall correlation coefficient was 0.508, with a p-value of less than 0.001, which was less than the 0.05 level of significance. It implies that there was a significant relationship between social media engagement and consumers’ purchase intention in e-commerce, as the probability value was $p < 0.001$. Therefore, the null hypothesis of no significant difference was rejected. The total correlation coefficient of 0.508 indicated a medium correlation between the two variables.

Table 3. Significance of the relationship between teacher computer competencies and e-learning engagement

Variables Correlated	Mean	r	p-value	Decision on H ₀	Decision on Relationship
Social media engagement	4.06				
Consumer’s purchase intention	3.71	0.508**	<0.001	Rejected	Significant

DISCUSSION

This chapter, the review, conclusions, and recommendations based on the research results were presented, and the connection between social media engagement and consumer’s purchase intention in e-commerce was discussed.

Level of Social Media Engagement

The data showed that the social media engagement of the online consumers was high. This means that social media engagement was often manifested among the respondents, which reflects respondents' strong emotional attachment to social media, as it makes them feel more comfortable and happier than real-world interactions, while also eliciting boredom and anxiety when access is restricted. The findings confirm the conclusions of Rawangngam et al. (2025), that to increase loyalty, brands ought to aim at establishing a feeling of community and emotional association with the consumers. It also corresponded with the research by Rawangngam (2025), that online consumers have very high social media engagement, fuelled by personalized, high-quality, and interactive content. Being more responsive and having relevance in the content is the way to achieve much higher consumer perceptions and develop even more loyalty, which eventually results in increased purchase behaviour. Likewise, Hartanto (2021), indicated that social power is valuable in shaping consumer behavior in online shopping. The existence of high levels of social media can inform brand loyalty, and therefore, the significance of social interactions and information-seeking behaviour among consumers in an online shopping setup is evident.

Level of Consumer's Purchase Intention

The results revealed that online consumers had a high level of purchase intention, which means that consumers' purchase intention was often evident. The findings suggest that respondents' frequent preparedness and willingness to make purchases on TikTok Shop, as evidenced by their interest in products, intention to transact, and intentions for future and increased purchases, is indicated by the high level of transactional intention. The results support the statement by Maitlo et al. (2020), that a positive online customer experience directly correlates with increased purchase intention. Research indicates that elements such as online aesthetics and functional features enhance customer satisfaction, leading to more frequent purchases. On the same note, Investigating the Factors Influencing Online Purchase Intention: An Empirical Study by Chen (2023), states that consumers' purchase intentions for online shopping are significantly influenced by factors such as convenience, website quality, product information, perceived value, trust, and social impact, leading to a high likelihood of making online purchases when these elements are favourable. Similarly, Wicaksono et al. (2023), confirm that consumers' attitudes significantly impact online purchase intention, suggesting that fostering positive attitudes can lead to higher purchase intentions. Trust in sellers also plays a crucial role in enhancing consumers' comfort and willingness to shop online.

Correlation between Social Media Engagement and Consumer's Purchase Intention in E-commerce

The correlation analysis of the social media engagement with the consumers' purchase intention in e-commerce showed that there is a medium positive correlation. In addition, social media engagement and consumers' purchase intention had a medium correlation because the probability value was $p < 0.001$, which was less than the 0.05 level of significance. The results confirmed the observation made by Wang (2023), that the effect of consumer engagement on purchase intention is positive, as the study showed that the level of engagement was more associated with purchase intention than social media content. Active and passive involvement play a great role in making purchases by consumers. Moreover, the findings were also confirmed by Bilal et al. (2023), that there exists a positive correlation between social media activity and consumer experience, resulting in consumer satisfaction and purchase intentions. Interaction with the social media content improves communication with the consumer, which eventually affects their decision to buy.

This result is anchored by the theory of Planned Behavior by Ajzen (1991), whose postulations state that behavior intention is influenced by three variables, namely: attitude towards behavior, subjective norms, and behavioral control. The theory can be utilized for social media interaction and e-commerce in the context of the idea that the intentions of a consumer to purchase may be affected by the positive attitudes towards the social media content, social pressure, or expectations by the social group to which they belong, and perception of the ability to control their online shopping. Also, this is supported by Wismiarsi et al. (2024), the study supports that social media engagement has a strong influence on consumers' purchase intentions. While content interactivity positively affects purchase intentions, social media engagement demonstrates an even stronger impact on driving these intentions. The study also reveals a significant positive relationship between social media and consumer

purchase intention, indicating that social media engagement effectively influences consumers' buying decisions in the current competitive market.

CONCLUSIONS

First, it was revealed that social media engagement has a descriptive level of high, which is oftentimes observed. This implies that social media engagement reflects respondents' strong emotional attachment to social media, as it makes them feel more comfortable and happier than real-world interactions, while also eliciting boredom and anxiety when access is restricted. Moreover, the study revealed that consumers' purchase intention has a descriptive level of high, which is often observed. This shows that respondents' frequent preparedness and willingness to make purchases on TikTok Shop, as evidenced by their interest in products, intention to transact, and intentions for future and increased purchases.

Second, the study found that the significant relationship between social media engagement and consumers' purchase intention revealed a medium positive correlation. This means a significant relationship exists between social media engagement and consumers' purchase intention since the probability value is $p < 0.001$.

Third, the result reveals that the theory of planned behavior by Ajzen (1991) has three factors: attitude toward behavior, subjective standards, and behavioral control have an impact on behavior intention. The theory can be applied to social media interaction and e-commerce in the context of the notion that a consumer's intentions to make a purchase may be influenced by positive attitudes toward social media content, social pressure, or expectations from their social group, and perceptions of their control over their online shopping.

RECOMMENDATION

First, the consumers are encouraged to be more conscious of their behavioral and cognitive engagement. They may be advised to balance habitual and purposeful use of the media, including finding the necessary information on products, and being critical of content idly. Additionally, consumers are also encouraged to become more conscious and critical of how interactive features on social media, such as likes, shares, and comments, influence their purchasing decisions in e-commerce. As online interactions increasingly shape perceptions of product credibility, popularity, and trustworthiness, consumers should evaluate information beyond surface-level engagement metrics and consider the reliability of sources, authenticity of reviews, and their actual needs before making purchases.

Similarly, consumers may strengthen their explorative intention by actively seeking product information, engaging with TikTok Shop advertisements, and taking time to explore new platform features before making purchase decisions. By comparing products across online and offline stores, reviewing ads critically, and familiarizing themselves with available options, consumers can make more informed and confident purchasing choices while maximizing the benefits of their e-commerce experience.

Lastly, future researchers may investigate social media engagement further by considering other variables like self-regulation, digital well-being, engagement metrics such as likes, comments, shares, and platform-specific features, which could affect behavioral and cognitive engagement. Future researchers may also identify the changes in the engagement patterns with time and have more profound insights into the influence of habitual social media use on decision-making and purchase intention of consumers at various e-commerce platforms.

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