

Impact of Social Media Marketing on the Perceptions of E-Shopping Customers in the City of Santo Tomas, Batangas, Philippines

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ABSTRACT

The study investigated the impact of social media marketing on the perceptions of e-shopping customers in the City of Santo Tomas, Batangas, Philippines. Specifically, the study aimed to determine its impact on the perceptions of e-shopping customers as to online visibility, social media engagement, social media integration, social media activities, and social media experience. Moreover, the study also identified the important factors on how social media marketing can be more effective. Lastly, the researchers proposed marketing strategies relative to the findings of the study. The study employed a descriptive-quantitative approach using an adapted questionnaire to gather data from a sample of 150 respondents who were conveniently selected. The statistical tools used in the study were frequency and percentage distribution and weighted mean. The study revealed that the sampled e-shopping customers are active users of social media platforms with Facebook being widely used. They are generally engaged in social media everyday with one-third of them spending three or more hours daily. The study revealed that social media marketing have positively impacted the respondents as e-shopping customers relative to their online visibility, social media engagement, social media integration, social media activities, and social media experience. Moreover, the study found out that brand owners need to focus on the timing and consistency of posts to grow a social media audience. Finally, the study recommended the employment of the proposed marketing strategies which were developed by the researchers based on the findings of the study.

Keywords: *Customer perception, E-shopping customers, Marketing strategy, Philippines, Social media activity, Social media marketing.*

JEL Classification: *D12; M30.*

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Highlights of this paper

- The study investigated the impact of social media marketing on the perceptions of e-shopping customers in the City of Santo Tomas, Batangas, Philippines.
- The study revealed that social media marketing have positively impacted the respondents as e-shopping customers relative to their online visibility, social media engagement, social media integration, social media activities, and social media experience.
- Marketing strategies proposed by the researchers based on the findings of the study is recommended for a more effective social media marketing.

1. INTRODUCTION

In this day and age, social media becomes an indispensable tool for every enthusiastic online consumers. It is not surprising that businesses regardless of size and nature of operations have turned to social media to find and connect with their target market. Before, social media was as patronized as it is today and was merely regarded as a hub for high school and college students. Currently, social media has enormous influence over how people of all ages around the world get and share information. The implications for business are profound. Social media has turned into an ideal tool for developing an advertising and marketing strategy which turned out to be cost effective. Thus, it is not surprisingly to say that companies prefer the use social media platforms over traditional marketing tools for this reason alone. The use the social media platforms becomes popular as an alternative to traditional, costly, and time-consuming marketing approaches. This practice was described by [Wally and Koshy \(2014\)](#) as the phase when appropriate advertising has corrected the many flaws of traditional marketing.

Nowadays, social media becomes so popular and has quickly emerged as one of the defining technologies. As of March 31, 2019, Facebook reported that there were 2.38 billion monthly active users and 1.56 billion daily active users ([Facebook, 2019](#)). In 2021, almost 6 billion people were using social media worldwide ([Dixon, 2022](#)). Digital (as cited by [Baclig \(2022\)](#)) reported that in the past 12 months, Filipinos whose ages range from 16 to 64 spent an average of 4 hours and 6 minutes per day on social media. The Philippines ranked second in terms of social media activity. Within the same period, internet users worldwide spent an average of 2 hours and 27 minutes on social media. This development on the increased use of social media has presented businesses with an opportunity to strategize on their marketing activities. It is not surprising that marketers have embraced social media as a marketing medium given the massive potential audience available who spend many hours a day using social media across the many platforms. Still, it has also presented a challenge in determining the best way to reach out to customers. With the widespread use of social media, competitive businesses should adapt to thrive in the twenty-first century.

Based on the study of [Chaturvedi and Gupta \(2014\)](#) social media has created an important role on how marketers and consumers communicate. They also noted that consumers can influence other potential buyers through the reviews of the products or services used. Thus, those in the e-commerce business sector has prompted to develop a well-structured social media strategy as the social media continues to grow its popularity. A significant portion of advertising campaigns can now be conducted via social media websites. Using social media to advance e-commerce can be extremely beneficial ([Jothi & Gaffoor, 2017](#)).

A significant foreign study done by [Gibson \(2018\)](#) investigated how social media affects consumer attitudes toward social media marketing and purchasing behavior from the perspective of college students. Another related study conducted by [Nolasco, Caliwag, and Lago \(2020\)](#) examined the factors influencing consumers' attitudes towards social media marketing as perceived by the Polytechnic University of Philippines - Manila students. However, this study elaborated on the areas that can be enhanced to prevent misleading consumer buying patterns. The factors considered in the previous study were attitude, perceived usefulness, reliability, and word-of-mouth quality methods which differ from the current study. It can be noted that the subject of the previous studies were students instead of

customers of e-commerce which is the research subject of the current study. To date, there is no evidence of the same study conducted to determine the impact of social media marketing to e-shopping customers in the City of Santo Tomas, Batangas, Philippines. Thus, the potential need to conduct this research is significant to provide relevant information to brand owners on how they can utilize social media marketing more effectively.

About the stance mentioned above, this study looked into the social media activity of the e-shopping customers and the impact of social media marketing on their perceptions as to online visibility, social media engagement, social media integration, social media activities, and social media experience. This study likewise identified the important factors for social media marketing to be more effective. Finally, the researchers proposed marketing strategies based on the findings of the study.

2. METHODOLOGY

This study adapted a descriptive type of research in which a quantitative approach was employed. Moreover, the researchers targeted 150 customers of e-shopping residing in the City of Santo Tomas, Batangas, Philippines as the respondents of the study. The participants consisted of customers of Lazada, Shopee, Facebook Marketplace, and other e-commerce websites. The respondents were selected through a non-probability sampling technique specifically convenience sampling. Convenience sampling is a non-probability sampling method (Nikolopoulou, 2022) appropriate in the selection of customers of e-shopping customers in the target research locale in consideration of their accessibility to the researchers and their willingness to participate in this research.

To meet the objectives of the study, an online survey questionnaire through google forms was used as the main instrument for gathering data. The questionnaire is an adapted questionnaire from the study of Gibson (2018). The researchers chose to adapt this questionnaire because the objective of the previous study is similar to the current study. It provided the best information that is significant to the aims of the research. During the distribution of the questionnaire to the respondents of the study, the researchers assured them that the gathered data would be strictly kept confidential and would be used only for this purpose. As an ethical research practitioners, the privacy, and human rights of the respondents are valued. The data did not identify participants based on the responses and no identifiable information from the respondents were collected. Descriptive statistics were used in examining the gathered data. Descriptive statistics represent frequency and percentage distribution, these tools were utilized in the assessment of the impact of social media marketing on the perceptions of e-shopping customers. Weighted mean was also utilized in order to determine the important factors in using social media marketing. All the data were analyzed with the help of Statistics Package for Social Sciences version 26 and Microsoft Excel.

3. RESULTS AND DISCUSSION

This portion of the research paper focuses on the findings based on the specific objectives of the study. First is the presentation of the profile of the respondents. Second is the presentation of the social media activity of the respondents. The third part presents the impact of social media marketing to e-shopping customers as to online visibility, social media engagement, integration of social media marketing, social media activities, and social media experience. Next is the identification of the important factors in using social media marketing. Lastly is the presentation of the proposed marketing strategies relative to the findings of the study.

3.1. Profile of the Respondents

The researchers collected personal information from the respondents to be able to define the demographic characteristics of e-shopping customers in the City of Santo Tomas, Batangas, Philippines. To define respondents'

demographic characteristics, the researchers had four characteristics namely; gender, age, marital status, and employment status. The frequency distribution of the respondent's demographic profile is presented in Table 1.

Table 1. Frequency distribution of the respondent's demographic characteristics.

Characteristics	Frequency	Percentage (%)
Gender		
Male	110	73.3
Female	40	26.7
Total	150	100
Age		
Generation Z (18-24 years old)	102	68
Generation Y (25-40 years old)	27	18
Generation X (41-56 years old)	15	10
Baby boomers (57-75 years old)	6	4
Total	150	100
Marital status		
Single	110	73.3
Married	35	23.3
Widowed	5	3.3
Divorced	0	0
Total	150	100
Employment status		
Employed	44	29.3
Self-employed	13	8.7
Student	59	39.3
Retired	7	4.7
Unemployed	27	18
Total	150	100

Findings show that out of the 150 respondents, there were more male e-shopping customers than female e-shopping customers in the sample. Furthermore, 102 (68%) belonged to Generation Z (18-24 years old). This represented younger consumers who were in a good position to provide relevant information to this study because they were born in the era of smartphones. Hence, they had enough knowledge and experience in social media-related matters. Moreover, most of the respondents are single and students. These people are assumed to have high motives toward social media because they have no family obligations. Therefore, they have more free time to engage in social media activities.

Results on respondents' demographic characteristics were supported by a study by Giarla (2019) whose major finding showed that Generation Z people are the most active users of social media. According to him, Generation Z is the true digital native of the modern age. He further pointed out that those belonging to this younger generation are the ones that are able to adapt, recreate and reshape the digital landscape of society compared with the older generations. Generation Z, being born into the world of fast-paced digital technology, can generally use the tools given to them to advance their digital communication abilities to levels that Generations X and Y. This study also shows that Generation Z tends to develop more digital skills and social media expertise when compared with other generations.

3.2. Social Media Activity of the Respondents

The researchers had two indicators that were asked to respondents to determine their social media activity namely; social media usage and time spent on social media.

Social Media Usage. The table below presented the assessment of the respondents on their social media activity in terms of social media usage.

Table 2. Frequency distribution on the respondents' social media usage.

Statements	Frequency	Percentage (%)
Do you have a social media account?		
Yes	150	100
No	0	0
Total	150	100
How many social media sites do you use?		
1	14	9.3
2	18	12
3	48	32
More than 3	70	46.7
Total	150	100
What social sites and/or services do you use regularly?		
Facebook	146	97.3
Twitter	62	41.3
Instagram	91	60.7
YouTube	89	59.3
TikTok	88	58.7
Others	15	10

It can be gleaned from Table 2 that all the respondents have their respective social media account accounts, confirming that everyone is involved in some form of online activity. Moreover, of the 150 respondents, 70 (46.7%) have more than 3 social media accounts. This implies that the respondents are actives users of several social media platforms. Table 2 also shows the social media platforms being used by the sampled respondents. Since majority of the respondents are using more than one social media platform, the respondents were allowed to select multiple responses, so the percentages are reflected differently. Majority of the respondents use Facebook, which is the most widely used social networking site in the survey with a 97.3% usage rate. YouTube ranked second with a usage rate of 59.3%. This confirms the findings of Malig (2021) that Facebook is considered the most popular social media platform among internet users in the Philippines, while YouTube is the second most popular. He further indicated that almost all internet users (99%) go online for them to check their social media accounts with Facebook and YouTube whenever they are capable of doing so.

Time Spent on Social Media. Table 3 presents the assessment of the respondents on their social media activity in terms of the time spent on social media.

Table 3. The frequency distribution of the respondents' time spent on social media.

Statements	Frequency	Percentage (%)
How often do you engage in social media?		
Everyday	139	92.7
Three times a week	11	7.3
Once a week	0	0
Rarely	0	0
Never	0	0
Total	150	100
How much time do you spend on social media?		
Less than 30 minutes	3	2
30 minutes to an hour	31	20.7
1-2 hours	36	24
3 or more hours	80	53.3
Total	150	100

Findings show that out of the 150 respondents, 92.7% engage in social media every day. Results also show that 53.3% of the respondents spend 3 or more hours on social media every day. This indicates that majority of the

respondents spend much of their time on social media. Dixon (2022) stated that in the year 2022, the worldwide internet users' average daily usage of social media usage had risen to 147 minutes per day compared to 145 minutes record of the previous year. It can be noted that the country with the most time spent on social media per day is the Philippines with an average usage of three hours and 53 minutes (233 minutes) each day on social media.

3.3. Impact of Social Media Marketing on the Perceptions of E-Shopping Customers

This section presents the impact of social media marketing on the perceptions of e-shopping customers in the City of Santo Tomas, Batangas, the Philippines relative to their online visibility, social media engagement, social media integration, social media activities, and social media experience.

Impact of Social Media Marketing as to Online Visibility. Online visibility is the process of promoting activity through a presence on the web. It is aimed at marketing objectives, such as increasing the visibility of a company in the eyes of Internet users and attracting new prospects, winning customers preference, and enhancing its brand image. Table 4 shows how the respondents perceived the impact of social media marketing relative to online visibility.

As gleaned from Table 4, 95.3% of the sampled respondents agreed that online visibility affects their purchase behavior. This implies that it is important for customers when a brand has an online presence. Results also confirmed that it is an advantage for an online business to have the ability to be found on the web and be visible to its target audience. According to the statement of Nordqvist (2022) in the Internet Age, businesses must have an online presence if they want to succeed. The lack of visibility on the web can make a company or its website seem like it does not exist at all. The present digital world generally requires a strong online presence. Thus, the finding affirms that respondents considered social media marketing to have positive impact as to online visibility.

Table 4. Frequency distribution on the impact of social media marketing on the perceptions of the respondents as to online visibility.

Statements	Frequency	Percentage (%)
Does the online visibility of a business affect your purchase?		
Yes	143	95.3
No	7	4.7
Total	150	100

Impact of Social Media Marketing as to Social Media Engagement. Social media engagement measures how people interact with their social media accounts and contents. This can be measured by various metrics, including likes, comments, and shares. Table 5 shows how the respondents perceived the impact of social media marketing on the respondent's social media engagement.

Results show that out of 150 respondents, 112 respondents (74.7%) post about their products or the service offerings. Moreover, results also show that 62 respondents (41.3%) post about a product or service they liked or disliked every day. This implies that the respondents have a high level of social media engagement, and they tend to post about products or services that will gain their interest while using their social media accounts. The findings are in congruent to the study of Gibson (2018) whose findings revealed the same behavior of posting the products or services a business offers on social media. Social media, being an integral part of our everyday lives, should be utilized by businesses as an avenue of marketing to promote their products and services. The findings of the study affirmed the positive impact of social media marketing to the e-shopping customers.

Table 5. Frequency distribution on the impact of social media marketing to the respondents' perceptions relative to their social media engagement.

Statements	Frequency	Percentage (%)
Have you ever posted about products or services a business offer?		
Yes	112	74.7
No	38	25.3
Total	150	100
How often have you posted about a product or service you liked/disliked?		
Everyday	62	41.3
Three times a week	27	18
Once a week	27	18
Rarely	12	8
Never	22	14.7
Total	150	100

Impact of Social Media Marketing as to the Social Media Integration. The integration of social media platforms into a digital marketing strategy is referred to as social media integration. Table 6 shows how the respondents perceived the impact of social media marketing as to social media integration.

Table 6. Frequency distribution on the impact of social media marketing on the perceptions of the respondents as to social media integration.

Statements	Frequency	Percentage (%)
Do you believe that business will achieve better results when it comes to customer loyalty and profits if social media is integrated into marketing?		
Yes	150	100
No	0	0
Total	150	100
Do you believe that social media is the best way to reach a business' targeted audience?		
Yes	150	100
No	0	0
Total	150	100

All the respondents agreed that businesses will achieve better results if social media is integrated into marketing. This indicates the importance of social media marketing in winning customer loyalty and in achieving the profit goal of the business enterprise. The study also revealed that all the respondents agreed that social media is the best way to reach the target market of any business enterprise. This implies that customers believe that businesses must utilize social media platforms to reach out to their target market more effectively. Results were supported by the study of Al-Mohammadi and Gazzas (2020) indicating that marketing through social media has been proven to have a positive relationship with consumer loyalty to a particular brand. The study has also shown that social media is a major factor that significantly create and promote brand awareness, which could generally lead to increasing the companies' sales performance. Overall, the findings of the present study revealed that the respondents perceived the impact of social media marketing as to social media integration to be positive.

Impact of Social Media Marketing on Social Media Activities. Keeping the customers up to date with the promotional activities of the business is vital in determining the impact of social media marketing on the e-shopping customers' social media activities. Table 7 shows how the respondents perceived the impact of social media marketing on their social media activities. As gleaned from Table 7, all the respondents follow businesses on social media. Furthermore, all of them keep up to date with sales and promotions by using social media as well. Out of the 150 respondents, 141 (94%) have taken advantage of any particular sale they heard about via their social media accounts. This implies that respondents do pay attention to the sales and promotions of the businesses they are following on social media and these factors can contribute to their purchase intentions. By being updated in these promotions,

consumers may perceive that they are finding products or services with lower prices and better value. These results confirm the report of RetailMeNot (2018) on determining what influences customer acquisition, brand loyalty, and brand perception among consumers where they stated out that offers and discounts do play a vital role in incremental purchase decisions of customers. Overall, the present study affirmed that social media marketing made a positive impact on the customers' perceptions of their social media activities.

Table 7. Frequency distribution on the impact of social media marketing on the perceptions of the respondents as to social media activities

Statements	Frequency	Percentage (%)
Do you currently follow any businesses on social media?		
Yes	150	100
No	0	0
Total	150	100
Do you keep up to date with sales and promotions by using social media?		
Yes	150	100
No	0	0
Total	150	100
Have you ever taken advantage on a sale you heard about via social media?		
Yes	141	94
No	9	6
Total	150	100

Impact of Social Media Marketing as to Social Media Experience. Social media has enabled customers to instantly connect with others, share their experiences through photos, videos, and status updates and gain access to information about products and services. Table 8 shows how the respondents perceived the impact of social media marketing on their social media experience. The table shows that out of 150 respondents, 70 (46.7%) are very likely to post about the experiences they encountered with a business on their social media accounts. Finding also shows that 92% of the respondents are very likely to repost or retweet a sale or promotion code to their friends. This implies that the respondents have high motives to share their experiences on social media. This is probably because they want to assist other consumers in making better and informed purchase decisions. Moreover, they could also encourage purchases on social media since they are more likely to share sales promotions with their friends. This finding is also consistent with a study indicating that social media referrals by consumers, such as Facebook shared posts and Twitter retweets, can significantly increase sales in social commerce (Kim & Kim, 2018). Overall, this study found out that social media marketing made a positive impact on the customers' perceptions on their social media experience.

3.4. Important Factors for a Business Using Social Media Marketing

This section presents the important factors for a business in making social media marketing to be more effective. The researchers indicated five factors for the respondents to indicate which factors are of greater importance to them. Findings are presented in Table 9.

Generally, the first four factors in the study were revealed as moderately important while the fifth factor, timing of posts, turned out to be the most significant factor for a business in making social media marketing to be more effective. It obtained the highest mean of 4.31 interpreted as important. Roth (2020) emphasized the importance of timing of posts. In social media management, the primary goal is to provide the audience with the right content at the right time. While this is certainly important, timing is also vital. After all, even the best content will not create an impact if it is not seen by the target audience. Moreover, according to Simpson (2019) in order to build a brand's

reputation, marketers must keep their content consistent. Consistency helps to create better customer experiences and this likewise builds credibility, reputation, and brand trust.

Table 8. Frequency distribution on the impact of social media marketing on the perceptions of the respondents as to social media experience.

Statements	Frequency	Percentage (%)
How likely are you to post about an experience you had with a business on social media?		
Very likely	70	46.7
Somewhat likely	55	36.7
Not likely	25	16.7
Total	150	100
How likely would you be to repost or retweet a sale or promotion codes to your friends?		
Very likely	138	92
Somewhat likely	12	8
Not likely	0	0
Total	150	100

Table 9. Weighted mean distribution of the important factors for a business using social media marketing.

Factors	Weighted mean	Interpretation
Consistency of posts	3.09	Moderately important
Type of content posted	2.53	Moderately important
Customer engagement	2.53	Moderately important
Online promotions	2.55	Moderately important
Timing of posts	4.31	Important

Note: Weighted mean and verbal interpretation: 4.50-5.00=Highly Important;3.50-4.49=Important; 2.50-3.49=Moderately important; 1.50-2.49=Slightly important;1.00-1.49=Least important.

However, the finding of the present study contradicts with the study of Gibson (2018). His finding revealed that the least important factor for a business using social media marketing is the timing of posts while customer engagement is considered the most important factor.

This difference in results can be attributed to the subject of the previous research, which was students, while the respondents for this study were e-shopping customers.

3.5. Proposed Marketing Strategies

This section presents the researchers' proposed marketing strategies based on the findings of the present study. After doing all the relevant processes, the researchers developed these marketing strategies that can help brand owners improve their social media marketing. Table 10 presents the proposed marketing strategies.

4. CONCLUSIONS AND RECOMMENDATIONS

The study determined the impact of social media marketing on the perceptions of e-shopping customers as to online visibility, social media engagement, social media integration, social media activities, and social media experience.

The study also aimed to identify the important factors for a business in using social media marketing. Lastly, the study also aimed to propose marketing strategies based on the findings of the study. To meet these objectives, customers of e-shopping from the City of Santo.

Table 10. Proposed marketing strategies based on the findings of the study.

Factors	Objectives	Strategies	Expected output
Online visibility	To build a strong online presence.	Invest in an efficient SEO strategy. In digital marketing, search engine optimization (SEO) is used to rank a website higher on search engine result pages. This is accomplished by employing specialists who write content for sites using keywords that buyers would use when searching for products and services.	Increased company's visibility, which in turn will lead to more traffic and more opportunities to convert prospects into customers.
Social media engagement	To boost social media engagement.	Using influencers to share content. Establish relationships with local influencers such as bloggers and social media influencers. These influencers can promote the products or service offerings in return for a discount or freebie. The promotion to be made by these influencers is an avenue for prospective customers to be notified of the brand through a trusted, familiar face.	Increased brand awareness and people's confidence in the brand.
Integration of social media marketing	Utilize social media to market the brand.	Come up with a social media plan. A social media plan is crucial to any business that posts content to social media. A consistent posting schedule will keep the followers informed and interested, while a unique approach will resonate with them. It is also important to consider business goals when creating a strategy; ensure that social media account always has something new and interesting for the followers. This may mean hiring or having a social media strategist assist the brand in managing the accounts.	The company will discover how to connect with the target audience using social media.
Social media activities	Offer promotions, sales, and discounts regularly.	Conduct flash sales and discounts. A flash sale can create a sense of urgency among the prospective customers to buy the product or avail the service offerings. Flash sales is one of the most effective sales promotion strategies for a particular brand. To apply this strategy, businesses can either set one or two flash sales per year or schedule these selling activities monthly so that customers can anticipate the monthly event and be prepared to make purchases on short notice. Relative to this sales strategy, businesses should utilize social media and campaigns via email to announce when the sale will be happening. They should also employ a branded hashtag for audience members to use in tweeting about the sale.	Retain customers and attract new customers. Also, the sense of urgency and desire created by short-term offers means that sales will increase significantly.
Social media experience	Further increase the motivation of the customers to share their experiences on social media	Encourage user-generated content. User-generated content (UGC) is content created and shared by the audience, as opposed to content that the brand creates. UGC can be used for users to interact with the brand. Since UGC also presents the followers with an authentic experience of the product or services offered, it can further motivate prospective customers to engage with the brand. The new customers can get a first-hand information relative to the experiences of the previous customers who bought the product and how they liked or disliked the product.	Increased brand exposure and strengthened customer relationships.

Factors	Objectives	Strategies	Expected output
Timing of posts	Incorporate timing of posts in digital marketing strategy.	Study your analytics. To find out the best times to post in the brand's social media account, sort the posts by a desired metric. For example, if the business wants more likes or impressions on their posts, sort by likes or impressions. Noting the times of posting can be valuable to increase digital engagement.	Increased digital engagement rate and enhanced website traffic.
Consistency of posts	Incorporate consistency of posts in digital marketing strategy.	Consistent content posting. Creating content should be consistent and valuable to the target audience. To keep the project on track, creation of a shared document is a must to hold all the content ideas and the proposed specific publishing schedules. Assigning due dates and important tasks for each team member and electing one member to oversee the project should be considered.	Increase brand's credibility, reputation and brand trust.

Tomas, Batangas were surveyed. Analysis of the surveyed data obtained in this study revealed that social media marketing has resulted to a positive impact on the perceptions of e-shopping customers. The findings of the study suggest that e-shopping customers perceived that businesses with social media presence have the potential to experience profitable ventures. The responses of the sampled customers reflected that they actively participated in social media campaigns, and a large percentage of participants noticed the efforts of brand owners and they took advantage of the opportunities that are beneficial to them. Furthermore, based on the study findings, it can be concluded that brand owners need to focus on the timing and consistency of posts for an effective social media marketing.

The study recommends that the brand owners particularly those who are conducting their businesses online must employ the marketing strategies that were proposed based on the results of the study. Correspondingly, the results of this study could be used as starting point for brand owners to have understanding of the factors that can significantly affect the purchase intentions of their customers. Furthermore, the study is limited in scope since it was conducted in the City of Santo Tomas, Batangas, Philippines. This, therefore, implies that the research locale or study area differences could be a big factor to influence the findings of the study. Therefore, the researchers recommend that further studies in different geographical locations could be conducted. The accuracy and reliability of the study are also impeded by the gathered data through the questionnaire, so further studies could revise the survey scale and employ additional inferential analytical tools to improve the discussion of the data that will be gathered.

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