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Digital Marketing Strategies Influencing the Buying Behavior among College Students

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ABSTRACT

This study examined the influence of digital marketing strategies on the buying behavior of college students in a private university in Santiago City during the Academic Year 2024–2025. Specifically, it determined the respondents' demographic profile in terms of age, sex, course, and year level; assessed the influence of digital marketing on buying behavior in relation to convenience, website design and features, time-saving, and security; and identified whether significant differences existed in respondents' perceptions when grouped according to their demographic characteristics. The study employed a descriptive survey research design and utilized an adapted questionnaire as the primary data-gathering instrument. A total of 178 junior students served as respondents, selected through stratified random sampling. Data were analyzed using frequency count, percentage, weighted mean, standard deviation, and the Kruskal–Wallis H Test. Findings revealed that the respondents were predominantly 21 years old and below, female, and enrolled in Tourism Management and Hospitality Management programs. Results further showed that digital marketing significantly influences the buying behavior of college students, with website design emerging as the most influential factor, followed by convenience, time-saving, and security. Moreover, no significant differences were found in the respondents' perceptions when grouped according to age, sex, and course. The study concludes that digital marketing strategies play a vital role in shaping the purchasing decisions of college students, regardless of demographic characteristics. It is recommended that businesses enhance website design, improve convenience and transaction efficiency, strengthen security measures, and promote digital literacy to further improve consumer engagement and purchasing experiences.

Keywords: digital marketing, buying behavior, college students, website design, convenience, online purchasing, consumer behavior.

INTRODUCTION

In a technologically advanced environment, the integration of extensive data methodologies and contemporary digital marketing techniques has fundamentally transformed how businesses formulate and execute their comprehensive marketing plans. Moreover, substantial data offers extraordinary prospects for examining consumer actions and understanding the progression and experiences within the customer's purchasing process.

Consumer behavior encompasses the activities and evaluative procedures individuals undertake when choosing, procuring, and utilizing diverse products and services. Within our study, this specific factor is gauged through a range of measurements, including the quantity of page visits, duration of time spent on each page, recorded clicks, and patterns identified in navigation. Platforms, such as Google Analytics, diligently monitor these interactions, offering invaluable perspectives into consumer behaviors. For example, Google Analytics keeps track of the frequency of visits to individual pages, calculates the typical length of each session, and determines the bounce rate, which signifies the percentage of visitors who depart from the site after accessing merely a single page.

Organizations that use advanced strategies for collecting extensive data, drawing insights from a multitude of different resources, are trying to gain an in- depth understanding of consumer behavioral patterns (Erevelles et al., 2022). A vital part of utilizing big data resources involves carefully monitoring how individuals engage with the websites and applications that businesses maintain.Involvement in online activities, whether in communities or similar settings, is crucial to the application of these techniques. The measurement of key parameters includes the analysis of pages visited, the time spent on each page,areas where the majority of clicks occurred on a website, patterns in navigation, and the queries used in search (Jansen et al., 2022).

Clicks on a website are important information for us, as they show how many times users click and where they click, revealing what interests them andwhere they interact. Several tools, such as Google Analytics, monitor click data to help improve how users navigate the site and how the site looks. The words and phrases users type into search engines or website search bars are called search queries. Web analytics tools study these search queries to figure out what users want and make the content more relevant to them. Researching search engine records helps us understand common search terms and how users typically behave. The way users move through a website, known as the navigation pattern, is another important thing to watch. Tools like offer in-depth information on which pages users visit and how they navigate. By following userpaths, these tools show us which pages are most popular and the order in which users usually view them. This allows businesses to develop a more thorough view of the route clients take in the digital space.

Furthermore, big data plays a huge role in understanding and studying the customer journey. It starts when customers first hear about a product or service and continues as they buy and stay involved with it. For example, a powerful and free tool, like Google Trends, can provide significant insights into what interests consumers and help predict what will be popular in the future (Shen et al., 2022). Businesses can carefully map out these routes, looking at every interaction that happens along the way. With this detailed study, companies can find key points of interaction and see how customers react at each step. Because of this process, organizations can effectively handle any problems that come up and make the process of turning potential customers into actual customers better.

Background of the Study

College students represent a unique and powerful demographic compared to other demographics due to their high engagement in the internet and social media, as well as their purchasing power that continues to evolve. College students are understood to be early adopters of trends and technology that may alter a marketing organization's target audience; therefore, they fall within a key demographic segment marketers want to reach. College students are persuaded in their buying behaviors by content on online platforms (social media, search engines, or apps), through the recommendations of their peers, and digital advertising.

The ability to examine large amounts of data has made it easier to create marketing plans that are tailored to what different customers like and how they act. In the banking industry, for instance, examining spending habits and transaction information provides a deeper understanding of what customers prefer and how they handle their money. This helps banks make better product suggestions and create more effective marketing strategies. Sentiment and feedback analysis also help banks measure how happy customers are and find areas where they can improve their service (Srivastava et al., 2022). Although this shift can lead to happier and more engaged customers, it also brings up major ethical questions.

These concerns mainly involve issues like privacy, permission, data safety, and the risk of manipulation. The main problem with ethics in digital marketing is finding the right balance between making things personal and keeping consumer information safe (Martine, 2021). Big data analytics often involves collecting, examining, and keeping large amounts of personal information, sometimes without the clear agreement or understanding of the people involved (Jensen, 2023). This raises questions about how far privacy can be invaded and whether current methods of getting consent are really effective in fully informing users about how their data is being used.

Consumer attitudes regarding a product or service, the impact of friends and peers, and prevailing cultural standards are among the diverse factors influencing purchase intention (Asif et al., 2023). It is widely accepted by researchers that purchase intention serves as a noteworthy predictor of eventual buying actions. Typically, purchase intention differs considerably between various product types and across diverse cultural landscapes (Le & Nguyen, 2022). According to the Theory of Planned Behavior, attitudes, subjective norms, and the degree of perceived behavioral control are the foundational elements influencing purchase intention (Canova et al., 2023). This theory also posits a direct correlation between purchase intention and a consumer's actual purchasing actions (Hagger et al., 2022). Consumers demonstrating a strong purchase intention for a product or service are substantially more inclined to proceed with its purchase (Hagger et al., 2022). Because of this importance, marketers prioritize strategies aimed at boosting consumer purchase intentions for their offerings (Aji et al., 2020).

Furthermore, scholars suggest that a consumer's stated intention to purchase will materialize into an actual transaction only when the products, services, and necessary resources are readily accessible (Khan et al., 2023).

Consumer buying behavior involves the real-world purchases made by consumers. A favorable attitude toward products and services arises from positive consumption experiences, encouraging repeat purchases (Mehraj & Qureshi, 2022). Consequently, thriving companies not only meet expectations but frequently go above and beyond (Freeman et al., 2023). The fundamental drivers of buying behaviors, as proposed by the Theory of Planned Behavior, are attitudes, subjective norms, and perceived behavioral control (Jose & Sia, 2022).

These factors have an impact on buying behavior directly and through purchase intention (Centeno, 2023). The world contains millions of consumers, yet their needs are different, which leads to varied product or service selections. Consumer buying behavior has been analyzed from various angles by researchers, and it has been categorized into four types: a desire for variety, complex purchasing choices, routine purchases, and efforts to reduce post- purchase doubts (Xu et al., 2020). Numerous models have attempted to decipher consumer purchasing behavior, including the idea of the buyer's "black box," which acknowledges researchers' restricted insight into consumers' cognitive processes during buying (Khegay & Aubakirov, 2021).

An important marketing tactic for drawing in customers is discount pricing. As part of this strategy, businesses temporarily lower the regular price of a good or service to increase sales (Nugroho et al., 2023). The result is increased store traffic, inventory reduction, and higher sales figures (Ittaqullah et al. 2020).

According to Wang, Liu, and Yang (2023), people are drawn to discounted prices because they believe they are saving money. Consumers also experience a sense of urgency when prices are reduced, assuming that the availability of discounted products will soon be exhausted (Prabowo et al., 2021).

This study aims to understand the relationships between digital marketing strategies and the buying behavior of college students. Also, it aims to understand which digital marketing strategies have the most influence on the purchase decision of a college student, as well as the motivations and rationale of buying online. Furthermore, this study hope to broaden the understanding of digital consumer behavior and help businesses understand and plan their marketing strategy for an impactful campaign.

Research Questions

1. What is the profile of the respondents in terms of their:

1.1. Age

1.2. Sex

1.3. Course

1.4. Year level

2. How does digital marketing affect the buying behavior of the respondents in relation to:

2.1. Convenience

2.2. Website Design and Feature

2.3. Time Saving

2.4. Security of using digital marketing

3. Is there a significant difference in the perception of the respondents on how digital marketing influences their buying behavior when grouped according to their profile variables?

Hypothesis

There is no there a significant difference in the perception of the respondents on how digital marketing influences their buying behavior when grouped according to their profile variables.

Theoretical Framework

The e-commerce industry in the Philippines has experienced remarkable growth in recent years, reshaping the way consumers engage in an exchange of products and services. E-commerce, defined as the process of purchasing and selling products or services via an electronic platform, primarily the internet (Hashemi-Pour & Lutkevich, 2023), has made itself a necessity through online shopping, where trust between buyers and sellers is a fundamental connecting link. This trend has gained a substantial footing in the buying masses in our beloved country, driven by factors such as convenience, product availability, and cost-effectiveness (Team, 2024). A survey conducted by the Statistical Research Department revealed that 57 percent of respondents in the Philippines had engaged in online purchases. Among the various e-commerce platforms, Shopee stands out as a market leader with over 75 million monthly visitors, as reported by Chan (2023). Notably, it has successfully fostered a sense of community among its users, particularly the younger demographic, with 26.77% of users falling within the age group of 18-24, according to similar websites in 2023. The platform offers various features, including direct communication with sellers, product inquiries, and customer reviews. Furthermore, the popularity of online shopping in the Philippines has brought forth an array of advantages, including cost savings, competitive pricing, and direct sourcing from manufacturers.

In light of the growing commonness of online shopping and its potential impact on the financial management skills of students, this research seeks to explore both the positive and negative effects of online shopping on the financial management skills of students. Specifically, the study determined the significant relationship between demographic profile and financial management skills, investigating whether students exhibit prudent financial management practices or are susceptible to impulsive spending. This investigation promises to shed light on students' capacity to manage their finances in online shopping, providing valuable insights into enhancing their financial management skills.

LITERATURE REVIEW

The rapid advancement of digital technology has significantly transformed the marketing landscape, changing how businesses promote products and interact with consumers. Digital marketing has become an essential tool for organizations because it offers accessibility, convenience, real-time communication, and personalized engagement that influence consumer decision-making. As internet usage and social media exposure continue to grow, college students have become one of the most active groups engaging with digital marketing platforms. Their purchasing behavior is often shaped by factors such as convenience, website design and features, time-saving, and security, which affect their spending habits and buying decisions. Existing studies emphasize the growing impact of digital marketing on consumer behavior; however, limited research specifically examines how these digital marketing strategies influence the buying behavior of college students. Hence, this review of related literature presents relevant concepts, theories, and empirical studies that provide a strong foundation for understanding the relationship between digital marketing strategies and the buying behavior of college students.

Growth and Evolution of Digital Marketing

The emergence of technology and internet accessibility has transformed the global business environment. Digital marketing has become a dominant strategy for businesses because it allows direct communication with consumers while offering convenience, accessibility, and efficiency. It enables businesses to market products and services through online platforms such as social media, search engines, websites, and e-commerce applications. According to Surendar (2020), digital marketing has revolutionized business operations by enhancing customer engagement and promoting real-time interaction between businesses and consumers. This transformation became more significant during and after the COVID-19 pandemic, as businesses shifted from traditional marketing methods to digital platforms.

Blazheska et al. (2020) emphasized that digitalization has reshaped business strategies worldwide by integrating modern tools such as search engine optimization, social media campaigns, and online advertising into organizational marketing frameworks. Similarly, Filipino researchers Nartea and Barrera (2023) found that digital marketing has become highly influential in the Philippine business environment due to the growing dependence of young consumers on digital platforms for product information and online shopping decisions.

This shows that digital marketing is no longer optional for businesses but has become a critical component of competitiveness and consumer engagement in modern commerce.

Digital Marketing and Consumer Buying Behavior

Digital marketing significantly influences consumer buying behavior by shaping how consumers search for information, evaluate alternatives, and make purchasing decisions. College students, in particular, are highly exposed to digital marketing because of their frequent internet usage and familiarity with digital technologies.

According to Nartea and Barrera (2023), Filipino Gen Z consumers revealed that digital marketing strongly affects online purchase decisions through psychological and social factors, including trust, convenience, and digital engagement. Their findings indicate that college-aged consumers are highly responsive to digital advertisements and online promotional content.

Dulay et al. (2022) examined Filipino Generation Y and Z consumers using online marketplaces such as Shopee and Lazada. They found that product-related details, reviews, and platform usability significantly influence purchasing behavior. Their findings suggest that consumers heavily rely on digital product information before making online purchases.

This implies that digital marketing strategies directly shape buying decisions by influencing perceptions, trust, and product evaluation among student consumers.

Convenience and Time-Saving as Buying Motivators

Convenience is one of the strongest drivers of online purchasing behavior among college students. Digital marketing allows consumers to access products and services anytime and anywhere, eliminating physical and time-related barriers.

Pokhrel (2019) identified convenience and time efficiency as key explanatory variables influencing online buying behavior. This is consistent with Filipino studies showing that students prefer online shopping because it minimizes travel time and simplifies product searching and payment processes.

Nazareno (2025), in a study involving Filipino college students, found that ease of access and convenience contributed significantly to impulsive online buying behavior. The ability to browse and purchase products instantly encourages more frequent digital transactions among students.

These findings suggest that convenience and time-saving features strongly influence college students' spending habits and buying decisions.

Website Design and Digital Platform Features

Website design and platform usability influence consumers' willingness to engage in digital transactions. A well-designed website with easy navigation, organized product categories, fast loading speed, and responsive features improves consumer trust and satisfaction.

Dulay et al. (2022) found that Filipino online consumers consider detailed product descriptions, ratings, and organized platform interfaces essential in their purchase decisions. Consumers are more likely to trust platforms that present accurate information and professional layouts.

Blazheska et al. (2020) emphasized that businesses with engaging and user-friendly digital interfaces achieve stronger customer retention and conversion rates.

This indicates that digital platform design plays a crucial role in shaping college students' buying behavior by enhancing usability and confidence during transactions.

Security and Consumer Trust in Digital Marketing

Security is a critical factor influencing online purchase decisions. Consumers are more likely to transact with platforms that provide secure payment systems and protect personal information.

Nartea and Barrera (2023) found that trust and security significantly affect Filipino Gen Z consumers' online purchasing behavior. Consumers avoid digital platforms perceived as risky or lacking credible payment protection systems.

Balatero (2025) highlighted that trust established through authentic digital interactions significantly affects purchase decisions among Filipino Generation Z consumers. Consumers are more likely to engage with brands that demonstrate transparency and credibility.

This demonstrates that security and trust remain essential digital marketing factors that influence buying confidence among college students.

Social Media and Influencer Marketing Influence

Social media platforms have become powerful tools for digital marketing because they enable direct interaction between businesses and consumers. According to Reyes and Abad (2025), influencer credibility and authenticity significantly influence the purchasing decisions of Filipino college students. Students are more likely to purchase products promoted by trusted influencers who provide transparent and relatable product endorsements.

Adapon et al. (2024) found that electronic word-of-mouth (eWOM) on TikTok significantly influences college students' purchase intentions toward local cosmetic products. Consumer reviews and peer recommendations increase trust and stimulate buying behavior.

These findings confirm that social media engagement and influencer marketing strongly affect digital purchasing decisions among college students.

Existing studies have extensively examined digital marketing's role in influencing consumer behavior; however, limited localized studies focus specifically on college students and the combined effects of convenience, website design, time-saving, and security on their spending habits.

This study seeks to address this gap by determining and analyzing the digital marketing strategies influencing buying behavior among college students, providing relevant insights for businesses, marketers, and academic researchers.

METHODS

Research Design

A descriptive survey research design was used for the study. Descriptive Research, as defined by Creswell (2023), concerns the ongoing situation, the conditions, the practices, events, the descriptions of different groups of persons, and their behaviors, feelings towards, and/or opinions. Moreover, the study evaluated the research

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competence of the university business students, giving more attention to their research on Purchase Decisions in relation to digital marketing.

Data gathered through this research method resulted in proposed changes for improvements, specifically in possible changes to the research competence of the learners. The descriptive method can also be defined as a purposive process of gathering, analyzing, classifying, and tabulating data about prevailing conditions, beliefs, processes, trends, and cause-and-effect relationships, then making an adequate and accurate interpretation of such data.

Study Site and Participants

The research was conducted in a private university in Santiago City forthe academic year 2024 – 2025. The respondents included all the 3rd year students studying at the College of Business Education. Presented in the table below.

Programs	Actual Population	Percentage
BSBA – Financial Management	29	16
BSBA – Marketing Management	58	33
BSBA – Human Resource Management	4	2
BS in Hospitality Management	42	24
BS in Tourism Management	45	25
Grand Total	178	100

Population, Sample Size and Sampling Method

The total number of junior students enrolled during the study was 178. The researchers used the Slovin formula to determine the total number of respondents from the actual population and stratified sampling to determine the actual number of respondents.

The researchers then randomly distributed the survey questionnaire during their classes, asking for the consent of their professors, and students who are in attendance during the distribution of the questionnaires were considered as actual respondents of the subject matter of the research.

Research Instrument

The primary instrument utilized in this study was a structured survey questionnaire adapted from the study of Tirpude, R. (2022) entitled “Study of Impact of Digital Marketing on Consumer Buying Behavior for Electronic Goods,” published in the International Journal for Research in Applied Science and Engineering Technology (IJRASET). The instrument was carefully modified and contextualized to suit the objectives of the present study, particularly in examining the digital marketing strategies influencing the buying behavior of college students.

The questionnaire was designed to gather relevant data systematically and was divided into five distinct parts. The first part focused on the respondents’ demographic profile, including variables such as age, sex, course, and year level, which are essential in describing the characteristics of the participants and in determining possible variations in responses.

The succeeding sections of the questionnaire assessed the respondents’ perceptions of digital marketing strategies in terms of convenience, website design and features, time-saving, and security. These dimensions

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were selected based on related literature and studies, as they are commonly identified factors influencing online consumer behavior and purchasing decisions.

Furthermore, the instrument employed a Likert scale to measure the level of agreement of the respondents on each indicator, allowing for a more precise quantification of perceptions and experiences. The use of this standardized format ensured consistency, reliability, and ease of interpretation of the gathered data.

The research instrument served as a vital tool in obtaining comprehensive and relevant information necessary for analyzing how digital marketing strategies influence the buying behavior of college students.

Data Analysis

The data gathered in this study were systematically processed and analyzed using appropriate statistical tools to ensure accurate interpretation and scientific presentation of results. Prior to the selection of statistical techniques, the data were subjected to a test of normality to determine whether the distribution met the assumptions required for parametric tests. Since the data were found to be non-normally distributed, non-parametric statistical tools were applied in the analysis.

To describe the demographic profile of the respondents, frequency count and percentage were used. These statistical tools were employed to present the distribution and magnitude of the respondents according to age, sex, course, and year level, providing a clear summary of the sample characteristics.

To determine the respondents' perceptions regarding the digital marketing variables, specifically convenience, website design and features, time-saving, and security, the weighted mean was utilized. This allowed the researchers to measure the average level of agreement of the respondents on each indicator. In addition, the standard deviation was used to determine the degree of variability or consistency of responses, indicating how closely the perceptions of respondents were clustered around the mean.

The interpretation of the weighted mean was based on the following scale:

Scale	Range	Scale Label	Verbal Interpretation for Convenience
1	1.00 – 1.74	Strongly Disagree	Digital marketing is not convenient; consumers find it difficult to use.
2	1.75 – 2.49	Disagree	Convenience is limited; some difficulty in accessing or using digital platforms affects spending.
3	2.50 – 3.24	Agree	Digital platforms are convenient and positively affect buying behavior.
4	3.25 – 4.00	Strongly Agree	Digital Marketing is highly convenient; consumers easily access and purchase products anytime and anywhere.

Scale	Range	Scale Label	Verbal Interpretation for Website
1	1.00 – 1.74	Strongly Disagree	Websites are poor and discourage engagement or purchasing.
2	1.75 – 2.49	Disagree	Websites are less effective and do not strongly encourage purchasing.
3	2.50 – 3.24	Agree	Websites are effective and encourage consumer engagement and purchases.
4	3.25 – 4.00	Strongly Agree	Websites are highly effective, user-friendly, and strongly encourage spending decisions.

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Scale	Range	Scale Label	Verbal Interpretation for Time Saving
1	1.00 – 1.74	Strongly Disagree	No time-saving benefit; transactions are slow and inconvenient
2	1.75 – 2.49	Disagree	Time-saving benefits are minimal, leading to less impact on spending behavior.
3	2.50 – 3.24	Agree	Online transactions are time-efficient and support frequent purchasing.
4	3.25 – 4.00	Strongly Agree	Transactions are very fast, greatly saving time and encouraging more online spending.

Scale	Range	Scale Label	Verbal Interpretation for Security
1	1.00 – 1.74	Strongly Disagree	Very low trust in security; consumers avoid online spending due to fear of risk.
2	1.75 – 2.49	Disagree	Security is a concern; consumers are uncertain about online transactions.
3	2.50 – 3.24	Agree	Consumers feel generally secure when using digital platforms for spending.
4	3.25 – 4.00	Strongly Agree	Very strong trust in security; consumers feel fully safe in sharing information and making online payments.

Furthermore, to determine whether there were significant differences in the perceptions of respondents when grouped according to their demographic profile, the Kruskal-Wallis H Test was employed. This non-parametric test was used to compare differences among multiple independent groups and to identify whether demographic variables significantly influence perceptions of digital marketing strategies affecting buying behavior.

These statistical tools provided a comprehensive analysis of the data, allowing for a clear interpretation of how digital marketing strategies influence the buying behavior of college students.

Ethical Considerations

Ethical guidelines were strictly observed throughout the conduct of this study to ensure that all procedures adhered to the highest standards of academic integrity, responsibility, and respect for human participants. The researchers ensured that all aspects of the study were carried out with due consideration for the dignity, rights, and welfare of the respondents, thereby maintaining credibility and trustworthiness in the research process.

Prior to the actual data collection, the researchers secured informed consent from all selected respondents. The purpose, nature, and scope of the study were clearly explained to the participants in a manner that was understandable and accessible. They were informed that their participation was entirely voluntary and that they had the right to refuse or withdraw from the study at any point without any form of penalty or negative consequence.

Formal permissions and approvals were obtained from the concerned authorities, including instructors and relevant school administrators. This ensured that the research was conducted in an organized and ethical manner without disrupting the academic responsibilities, classroom activities, or institutional policies of the university.

The researchers also ensured the strict observance of confidentiality and anonymity throughout the study. All data collected from respondents were treated with utmost confidentiality and were used solely for academic

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purposes. Personal identifiers were removed or coded to protect the identity of the participants, ensuring that individual responses could not be traced back to any specific respondent.

All data were securely stored and accessed only by the researchers to prevent unauthorized use or disclosure. No information was misrepresented or altered, and all findings were reported with honesty and transparency.

These ethical safeguards ensured that the study was conducted responsibly, respecting the rights of participants while maintaining the integrity and validity of the research findings.

RESULT

Part I – Profile of the Respondents

Table 1: Distribution of the Respondents' Demographic Profile

Variable	Frequency	Percentage
Age		
20 Years Old and Below	60	42
21 Years Old	61	43
22 Years Old	12	9
23 Years Old and Above	9	6
Sex		
Male	53	37
Female	89	63
Course		
BSBA – Financial Management	26	18
BSBA – Human Resource Management	3	2
BSBA – Marketing Management	40	28
BS in Hospitality Management	36	26
BS in Tourism Management	37	26

N=142

As gleaned from Table 1, the profile of the respondents shows that 61 or 43 percent was aged 21 years old, 60 or 42 percent aged 20 years and below, 12 or 9 percent aged 22 years old, and 9 or 6 percent aged 23 years old and above; of which 89 or 63 percent was female and 53 or 37 percent is male; and 37 and 36 or 26 percent enrolled as Bachelor of Science in Tourism Management and Bachelor of Science in Hospitality Management, 40 or 28 percent was Bachelor of Science in Business Administration major in Marketing Management, 26 or 18 percent was Bachelor of Science in Business Administration major in Financial Management and 3 or 18 percent was Bachelor of Science in Business Administration – Human Resource Management. It implies that the respondents were aged 21 years and below, female, and enrolled in Tourism and Hospitality Management.

Part II – Digital Marketing Affects the Buying Behavior

Digital marketing significantly influences consumers' buying behavior, particularly in terms of convenience, as it enables easy access to products, a user-friendly website design, and seamless transactions across digital platforms. It also promotes efficient and time-saving purchasing decisions by allowing consumers to quickly search, compare, and purchase products anytime and anywhere. Furthermore, enhanced website functionality, intuitive navigation, and personalized content improve the overall user experience, encouraging higher engagement and repeat purchases. Importantly, the integration of secure payment gateways, data encryption, and privacy protection measures strengthens consumer trust and confidence, ultimately driving increased online spending behavior.

Convenience

Table 2: Mean Responses of the Respondents on the Digital Marketing that Affects Buying Behavior with regard to Convenience

Indicators	Mean	Qualitative Interpretation
I get on-time delivery when shopping online	3.15	Agree
Detailed information is available while shopping online	3.18	Agree
I can buy the products anytime, 24 hours a day, while shopping online	3.24	Agree
It is easy to choose and make a comparison with other products while shopping online	3.30	Strongly Agree
Category Mean	3.21	Agree

As presented in Table 2, the respondents strongly agree with the indicator that it is easy to choose and make comparison with other products while shopping online (M=3.30) while others indicate that they agree with the different indicators like "I can buy the products anytime, 24 hours a day, while shopping online "(M=324)" even the "detailed information is available while shopping online "(M=3.18)", and "I get on-time delivery by shopping online" (M=3.15). It implies that the respondents believed that digital platforms affect their buying behavior, with a category mean of 3.21, as they agree, which means that digital platforms are convenient and positively affect their buying decisions due to convenience.

Website Design

Table 3: Mean Responses of the Respondents on the Digital Marketing that Affects Buying Behavior with regard to Website Design

Indicators	Mean	Qualitative Interpretation
The website design helps me search for the products easily	3.21	Agree
While shopping online, I prefer to purchase from a website that provides safety and ease of navigation and order	3.24	Agree
The website layout helps me in searching and selecting the right product while shopping online	3.27	Strongly Agree
I believe that familiarity with the website before actual purchase reduces the risk of shopping online	3.23	Agree

I prefer to buy from a website that provides me with quality information	3.28	Strongly Agree
Category Mean	3.25	Strongly Agree

As shown in Table 3, the majority of the respondents strongly agree that digital marketing affects their buying behavior, particularly on website design, like the indicator that "I prefer to buy from a website that provides me with quality information "(M=3.28) and the website layout helps me in searching and selecting the right product while shopping online "(M=3.27). The respondents agree on the indicator, "While shopping online, I prefer to purchase from a website that provides safety and ease of navigation and order "(M=3.24)," I believe that familiarity with the website before actual purchase reduces the risk of shopping online "(M=3.23), and "the website design helps me search for the products easily "(M=3.21). It implies that the respondents believed and strongly agree that digital marketing influences their buying behavior, with a category mean of 3.25, which means websites are highly effective, user-friendly, and strongly encourage spending decisions.

Time Saving

Table 4: Mean Responses of the Respondents on the Digital Marketing that Affects Buying Behavior with regard to Time Saving

Indicators	Mean	Qualitative Interpretation
Digital shopping takes less time to purchase	3.22	Agree
Digital shopping does not waste time	3.18	Agree
I feel that it takes less time to evaluate and select a product while shopping online	3.18	Agree
Category Mean	3.19	Agree

As gleaned from Table 4 on the influence of digital marketing on their buying behavior on time savings, the respondents agree with the different indicators like "digital shopping takes less time to purchase "(M=3.22), "Digital shopping doesn't waste time "(M=3.18, and "I feel that it takes less time to evaluate and select a product while shopping online "(M=3.18). It implies that the respondents believed and agreed that digital marketing affects their buying behavior, with a category mean of 3.19, which means online transactions are time-efficient and support frequent purchasing.

Security

Table 5: Mean Responses of the Respondents on the Digital Marketing that Affects Buying Behavior with regard to Security

Indicators	Mean	Qualitative Interpretation
I feel safe and secure while shopping online	3.00	Agree
Digital shopping protects my security	3.09	Agree
I like to shop digitally from a trustworthy website	3.22	Agree
Category Mean	3.10	Agree

As shown in Table 5, the respondents believed and agreed that they feel secure while purchasing digitally, which indicates in the different pointers that "I like to shop digitally from a trustworthy website "(M=3.22), "digital shopping protects my security "(M=3.09), and "I feel safe and secure while shopping online "(M=3.00). It implies that digital marketing affects their buying behavior, particularly in security, with a category mean of 3.10, which means respondents feel generally secure when using digital platforms for spending.

Table 6: Summary Table on the Perception of the Respondents about Digital Marketing Affects their Buying Behavior

Indicators of Digital Marketing Affect the Buying Behavior	Mean	Scale Label	Verbal Interpretation
Convenience	3.21	Agree	High Influence
Website Design	3.25	Strongly Agree	Very High Influence
Time Saving	3.19	Agree	High Influence
Security	3.10	Agree	High Influence
Overall Mean	3.19	3.10	High Influence

Table 6 presents the results showing that digital marketing is perceived to have a strong overall influence on consumers' buying behavior, with an overall mean of 3.19, interpreted as High Influence. Among the indicators, Website Design (M=3.25) obtained the highest mean and was rated as High Influence, suggesting that visually appealing, user-friendly, and well-structured websites strongly affect consumer decisions. This is followed by Convenience (M=3.21) and Time Saving (M=3.19), also interpreted as having a high influence, indicating that ease of access and faster transactions significantly shape spending behavior. At the same time, Security (M=3.10) shows a high influence but received the lowest mean, implying that while consumers consider safety important, it is slightly less influential compared to other factors. Overall, the findings suggest that digital marketing affects buying behavior primarily through website design and convenience, with time efficiency and security also contributing positively, but to a slightly lesser extent. The responses highlight that websites are highly effective, user-friendly, and strongly encourage spending decisions, while digital platforms are convenient and positively affect buying decisions. Furthermore, online transactions are time-efficient and support frequent purchasing. Consumers generally feel secure when using digital platforms for spending, reinforcing the overall high influence of digital marketing on consumer behavior.

Part III – Significant Difference

Digital marketing significantly influences consumers' buying behavior by enhancing convenience through user-friendly website design, time-saving transactions, and secure payment systems. Moreover, the study shows a significant difference in its impact when respondents are grouped according to age, sex, and course, indicating that digital marketing effects vary across demographic profiles

Age

Table 7: Significant difference in digital that marketing affects their buying behavior with their Demographic Profile by Age

Age	N	Mean Rank	H Test	df	p-value	Decision
Convenience						
20 Years Old and Below	60	70.42	3.466	3	0.325	
21 Years Old	61	69.02				

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22 Years Old	12	71.33				Failed to Reject the Null Hypothesis
23 Years Old and Above	9	95.72				
Website Design						
20 Years Old and Below	60	71.56	4.470	3	0.215	Failed to Reject the Null Hypothesis
21 Years Old	61	67.29				
22 Years Old	12	72.75				
23 Years Old and Above	9	98.00				
Time Saving						
20 Years Old and Below	60	68.63	1.550	3	0.671	Failed to Reject the Null Hypothesis
21 Years Old	61	71.99				
22 Years Old	12	72.13				
23 Years Old and Above	9	86.44				
Security						
20 Years Old and Below	60	70.51	1.999	3	0.573	Failed to Reject the Null Hypothesis
21 Years Old	61	75.69				
22 Years Old	12	59.46				
23 Years Old and Above	9	65.78				

*at 0.05 significance level

The Kruskal-Wallis H Test was used to determine whether there were statistically significant differences in Digital Marketing that Affects Buying behavior, as perceived by the Respondents, across age groups. The test results revealed that respondents' age does not differ significantly by convenience ($H(3) = 3.466$, $p = 0.325$), does not differ significantly by website design ($H(3) = 4.470$, $p = 0.215$), by time saving ($H(3) = 1.550$, $p = 0.671$) and security ($H(3) = 1.999$, $p = 0.573$). This means the respondents believed that their age did not differ significantly in how digital marketing affects their buying behavior, according to convenience, website design, time saving, and security. Thus, the null hypothesis was not rejected at the 0.05 significance level.

Sex

Table 8: Significant difference in digital marketing that affects their buying behavior with their Demographic Profile by Sex

Sex	N	Mean Rank	H Test	df	p-value	Decision
Convenience						
Male	53	73.84	0.280	1	0.597	Failed to Reject the Null Hypothesis

Female	89	70.11				
Website Design						
Male Female	53 89	73.20 70.49	0.147	1	0.702	Failed to Reject the Null Hypothesis
Time Saving						
Male Female	53 89	67.37 73.96	0.887	1	0.346	Failed to Reject the Null Hypothesis
Security						
Male Female	53 89	74.41 69.77	0.451	1	0.502	Failed to Reject the Null Hypothesis

*at 0.05 significance level

The Kruskal-Wallis H Test was used to determine whether there were statistically significant differences in Digital Marketing Affects Buying behavior, as perceived by the Respondents, across sex groups. The test results revealed that respondents' sex does not differ significantly by convenience (H(1) = 0.280, p = 0.0.597), does not differ significantly by website design (H(1) = 0.147, p = 0.702), or by time saving (H(1) = 0.887, p = 0.346) and security (H(1) = 0.451, p = 0.502). This means the respondents believed that their sex did not differ significantly in how digital marketing affects their buying behavior, according to convenience, website design, time saving, and security. Thus, the null hypothesis was not rejected at the 0.05 significance level.

Course

Table 9: Significant difference in digital marketing that affects their buying behavior with their Demographic Profile by Course.

Course	N	Mean Rank	H Test	df	p-value	Decision
Convenience						
BSBA – Financial Management BSBA – Human Res Mgt BSBA – Marketing Management BS in Hospitality Management BS in Tourism Management	26 3 40 36 37	71.37 31.50 72.39 70.75 74.61	3.154	4	.532	Failed to Reject the Null Hypothesis
Website Design						
BSBA – Financial Management BSBA – Human Res Mgt	26 3	77.23 59.33	1.399	4	.844	Failed to Reject the Null Hypothesis

BSBA – Marketing Management BS in Hospitality Management BS in Tourism Management	40 36 37	73.72 70.69 66.84				
Time Saving						
BSBA – Financial Management BSBA – Human Res Mgt BSBA – Marketing Management BS in Hospitality Management BS in Tourism Management	26 3 40 36 37	70.50 64.33 73.64 69.94 71.99	.282	4	.991	Failed to Reject the Null Hypothesis
Security						
BSBA – Financial Management BSBA – Human Res Mgt BSBA – Marketing Management BS in Hospitality Management BS in Tourism Management	26 3 40 36 37	66.56 95.33 62.55 78.33 76.07	5.052	4	.282	Failed to Reject the Null Hypothesis

*at 0.05 significance level

The Kruskal-Wallis H Test was used to determine whether there were statistically significant differences in Digital Marketing Affects Buying behavior, as perceived by the Respondents, across course groups. The test results revealed that respondents' course does not differ significantly by convenience ($H(4) = 3.154$, $p = 0.532$), does not differ significantly by website design ($H(4) = 1.399$, $p = 0.844$), by time saving ($H(4) = 0.282$, $p = 0.991$) and security ($H(4) = 5.052$, $p = 0.282$). This means the respondents believed that their course did not differ significantly in how digital marketing affects their buying behavior, according to convenience, website design, time saving, and security. Thus, the null hypothesis was not rejected at the 0.05 significance level.

DISCUSSION

This section presents and discusses the findings of the study on digital marketing strategies and their influence on the buying behavior of college students. It highlights the responses of the participants and analyzes how various digital marketing approaches affect their purchasing decisions.

Part I – Demographic Profile

The demographic profile of the respondents reveals notable patterns in terms of age, sex, and program of study. In terms of age, the majority of the respondents belonged to the younger college-age group, particularly those 21 years old and below, indicating that most participants are within the stage of early adulthood, where exposure to digital platforms and online consumer activities is highly evident. This suggests that younger students are more inclined to interact with digital marketing content, making them more responsive to online advertisements, promotions, and social media marketing strategies.

In terms of sex, the findings indicate that the respondents were predominantly female, suggesting that female college students constituted the larger portion of the participants in the study. This may imply a greater level of engagement among female students with digital media platforms, online shopping trends, and promotional content, which may influence their purchasing decisions and consumer preferences.

With regard to the program of study, the majority of respondents were enrolled in Tourism Management and Hospitality Management, indicating that students from these academic disciplines formed the primary representation of the study. This may be attributed to the nature of these programs, which emphasize customer service, consumer engagement, and market-oriented practices, making students more aware of digital marketing trends and their influence on buying behavior.

These findings imply that the respondents were generally aged 21 years and below, predominantly female, and enrolled in Tourism and Hospitality Management programs. This suggests that the study was largely represented by young female students from service-oriented academic fields who are likely to be highly exposed to digital technologies and marketing strategies, making their perspectives relevant in understanding how digital marketing influences the buying behavior of college students.

Part II – Digital Marketing Affects the Buying Behavior

A key finding of this study is the strong overall influence of digital marketing on the buying behavior of consumers. This aligns with contemporary consumer behavior trends, wherein digital platforms have become an essential component of the purchasing process. As supported by Migaywa (2019), digital marketing significantly affects students' purchasing behavior through online advertisements, internet usage, shopping experience, and trust in digital platforms.

Among the specific dimensions of digital marketing, website design emerged as the most influential factor affecting buying behavior. The respondents strongly agreed that visually appealing, user-friendly, and information-rich websites positively influence their purchasing decisions. This underscores the critical role of a well-designed online presence in shaping consumer engagement and trust. An intuitive interface, clear product information, and an aesthetically structured layout enhance user experience and encourage purchase intention. This finding is consistent with Budi et al. (2023), who emphasized that web design quality, perceived ease of use, and trust significantly influence purchase intention in online environments.

Convenience and time efficiency were identified as highly influential factors in shaping consumer behavior. Respondents indicated that the ability to shop at any time, compare products easily, access detailed information, and complete transactions efficiently strongly motivates online purchasing. These findings highlight the value consumers place on accessibility and efficiency, which are inherent advantages of digital platforms. Supporting this, Bulacan et al. (2022) found that convenience is a primary driver of online shopping behavior, as it allows consumers to shop anytime and anywhere with minimal effort.

The security was also rated as influential, although it obtained the lowest level of emphasis among the identified factors. This suggests that while consumers recognize the importance of safety and data protection in online transactions, other factors such as website design and convenience serve as more immediate determinants of purchasing decisions. The agreement-level responses imply that security is viewed as a baseline expectation rather than a primary motivating factor. This supports the findings of Yi (2009), who noted that security and privacy are essential in establishing consumer trust in e-commerce adoption.

The findings indicate that digital marketing strategies exert a strong influence on the buying behavior of college students, particularly in terms of website design, convenience, time efficiency, and security. Website design emerged as the most significant factor, followed by convenience and time efficiency, while security, although important, plays a comparatively secondary role. This suggests that digital platforms are highly effective in influencing consumer decisions by providing accessible information, ease of navigation, and efficient purchasing experiences that encourage online buying behavior.

These findings are further supported by Garcia and Reyes (2021), who found that website usability and design significantly influence online purchase intention among Filipino college students by enhancing trust and engagement.

Dela Cruz et al. (2022) reported that convenience and 24/7 accessibility strongly shape the buying behavior of young consumers by reducing time constraints and increasing purchasing flexibility. Santos (2023) emphasized that ease of navigation and information quality are key determinants of online consumer satisfaction and repeat purchase behavior. Likewise, Luna and Mendoza (2024) highlighted that perceived security and trust in digital platforms play a vital role in online purchasing decisions. However, they are often secondary to convenience and usability factors. Collectively, these studies reinforce the present findings that digital marketing strategies, particularly website design and convenience, are major drivers of consumer buying behavior among Filipino students.

Part III – Significant Difference

The results of the Kruskal-Wallis H Test show that there are no significant differences in the perceived influence of digital marketing on buying behavior when respondents are grouped according to age, sex, and course across all indicators, including convenience, website design, time efficiency, and security. This means that all demographic groups share similar perceptions on how digital marketing affects their purchasing behavior.

The findings indicate that demographic variables do not significantly influence respondents' views on digital marketing. This suggests that the impact of digital marketing strategies is generally consistent among college students, regardless of their age, sex, or academic program, highlighting a uniform pattern of online consumer behavior.

CONCLUSION

The respondents were predominantly young college students aged 21 years and below, mostly female, and mainly enrolled in Tourism Management and Hospitality Management programs. The study reveals that digital marketing strategies influence the buying behavior of college students. The most influential factor is website design, indicating that user-friendly, well-structured, and information-rich websites strongly shape consumers' purchase decisions. This is followed by convenience and time efficiency, which highlight the importance of accessibility, flexibility, and faster transaction processes in encouraging online purchases. Although security was also found to influence buying behavior, it emerged as the least dominant factor, suggesting that it functions more as a basic requirement rather than a primary driver of consumer decisions. Overall, the findings confirm that digital marketing significantly affects consumer behavior, with website design and convenience playing the most critical roles in shaping students' online purchasing decisions. The study found no significant differences in the perceived influence of digital marketing on buying behavior when respondents were grouped by age, sex, and academic program.

RECOMMENDATIONS

The following recommendations were drawn from the conclusion of the study:

1. Improve website design by making platforms more user-friendly, well-structured, and information-rich to enhance consumer decision-making.

2. Enhance convenience by ensuring 24/7 accessibility and smooth mobile-friendly shopping experiences.

3. Increase time efficiency by improving website speed, simplifying navigation, and streamlining checkout processes.

4. Strengthen security measures such as secure payment systems and data protection to maintain consumer trust.

5. Promote digital literacy in educational institutions to guide students in safe and effective online purchasing.

6. Encourage future research on other factors such as social media influence, pricing, and consumer trust to further enrich the study.

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