

**BLOG-TISING: INTERNET INFLUENCERS AND THE
BUYING BEHAVIOR OF THEIR FOLLOWERS**

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ABSTRACT

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The study was conducted to explain the question: How *blog-tising* affects the buying behavior of their followers. Specifically, the study also intended to: measure the level of exposure of the followers on the articles or posts of the selected bloggers; enumerate the brand preferences of the followers towards the local and international brands mentioned in the posts; determine the buying behavior of the followers towards the products and services mentioned in the posts; and assess the relationship between the level of exposure to the followers buying behavior.

The study was limited to 100 followers of the four internet influencers given on the research instrument (survey form). Only 17 to 33 years old millennials were targeted as participants of the study. The study was conducted in Cavite State University-Main Campus and in World Trade Center Tent/ Building at Pasay City, Metro Manila from August to December 2016. In order to gather participants and data, the researchers attended the 12th BU Philippine Expo x OLX (#BU12xOLX) last December 10, 2016 at the World Trade Center Tent Building at Pasay City, Metro Manila.

Frequency counts, mean, percentage and standard deviation were used in the study through the use of purposive sampling method. Five point Likert scale was used to measure the participants level of exposure and their buying behavior & brand preference and lifestyle towards the local and international brands (products and services) mentioned in the post. On

the other hand, Pearson Correlation has been used (which is the covariance of the two variables divided by the product of their standard deviations) in determining the relationship between participant's level of exposure and buying behavior and brand preference and lifestyle towards the local and international brand mentioned in the bloggers post.

In the level of exposure, questions about time and level of engagement were drawn in the survey forms to compare and measure the authentic disclosure of the followers not just on the blog advertisements but on the Internet. There was also categorized list of local and international brands to determine the buying behavior or brand preference on clothing lines, food and beverages, grooming, beauty and/or health care, technology and travel. Meanwhile, situational analysis was given on the questionnaire specifically on the buying behavior to identify the actual implication of change on attitude of the participants.

The study found out that there was a 'no significant' relationship between the level of exposure on the articles or posts of the selected bloggers to the buying behavior and brand preference towards the local and international brands on the following indicators: their exposure on browsing the internet in a week, the time spent in browsing or reading the blog posts in a week and upon browsing and/or reading categories on each blog content.

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