

ABSTRACT

This study was conducted to find out Using Social Media as a Trend in Purchasing Behavior among Students of CapSU Pilar. More specifically, it sought to; 1.) Determine the socio-demographic profile of the respondents; 2.) Determine what social media are mostly visited by the respondents 3.) To determine the behavior trend among the students consumers in CapSU-Pilar.

Frequency count, percentage and mean were the statistical tools used in analyzing the data. A set questionnaire is composed of five parts was the survey instruments used in collecting data.

The result of the study revealed that the students were young adults, single, from the BSBA department. Facebook, YouTube and google were the visited sites by the respondents. They agreed on the social media as a platforms in their awareness.