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SHAPING CONSUMER PERCEPTION OF BUSINESS MANAGEMENT STUDENTS THROUGH THE ROLE OF SOCIAL MEDIA INFLUENCERS

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ABSTRACT

This study aimed to investigate how social media influencers shape consumer perception of Business Management students. Specifically, the research focused on attributes such as Professionalism, Competence, Trustworthiness, and Engagement and how these are influenced by social media influencers in Nasugbu, Batangas.

A survey employed to gather information from 35 Marketing Management Students from Dr. Francisco L. Calingasan Memorial Colleges Foundation Inc. The primary objective was to examine the impact of influencers on shaping consumer perception of students enrolled in business programs.

The findings revealed that social media influencers, particularly micro-influencers, play a significant role in shaping consumer perception of business students. For data analysis, the F-test and T-test were utilized to analyze differences in perceptions based on demographic profiles. These findings provide valuable insights into the effects of social media influence. The study concluded that leveraging influencers in marketing strategies could enhance the perceived professionalism and industry knowledge of these students.

Keywords: *Professionalism and competence, Industry knowledge and expertise, Trustworthiness in business dealings and Engagement and reliability with the costumer*

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