



UNDERSTANDING THE INFLUENCE OF PEER RECOMMENDATIONS ON PURCHASE DECISIONS OF BSBA STUDENTS

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ABSTRACT

This study aimed to understand the Influence of Peer Recommendation on Purchase Decision of BSBA Students. It focuses on how peer recommendation affects consumer purchasing decision.

The participants in the study were fifty (50) BSBA students using correlational type of Quantitative Research methods. Purposive sampling was used in this study based on the following criteria: 1. Must be BSBA students 2. Must be enrolled during the school year 2024-2025.

The researcher conducted survey which was especially accustomed for the use of gathering significant data regarding respondents' profile specifically the age and sex, the significance of peer recommendations in consumer purchasing decision which are advertising exposure, family influence, personal preference and prior experience.

The study yielded the following findings: it shows that most of the respondents are between the ages of 21 to 24, the majority of them are female respondents than male respondents. The four significance of peer recommendation in consumer purchasing decision are not significant variables. Despite of this, a Marketing Plan crafted, it can be developed to address these areas by focusing on universal strategies that cater to all demographics to increase the attraction of consumers.

Keywords: *Peer recommendation, Advertising Exposure, Family Influence, Personal Preferences, Prior Experiences*

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