



**MACRO INFLUENCERS SOCIAL MEDIA ADVERTISING: BUSINESS
IMAGE PROMOTION AND BRAND POSITIONING FOR SKINCARE
PRODUCTS AMONG COLLEGE STUDENTS**

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ABSTRACT

Social media (SM) become essential in the lives of billions of people globally, impacting nearly every business. The study investigated the impact of macro influencers on college students' perception regarding business image promotion and brand positioning for skincare products. The study utilized the descriptive-correlational research design. It was conducted among 384 college students who were chosen through a purposive sampling technique. Business Image Promotion Macro Influencer in Social Media Advertising and Brand Positioning questionnaires were used to gather the data. *Mean and Standard Deviation* and *Pearson Product Moment Correlation Coefficient* were used as the data analyses tools. The results show that macro influencers are perceived as very influential. Macro influencers in social media advertising resulted in very high ratings, which significantly influence customer perceptions and behaviors. In addition, the level of business image promotion in terms of Brand Visibility, Brand Perception, and Brand Differentiation was rated very high. Additionally, the level of brand positioning yielded very good results, indicating the strategies implemented to establish the brand's identity and differentiate it from competitors were effective. The findings revealed that macro influencers played a significant role in establishing strong business image and brand positioning to college students when they consider skin care products. Conclusively, skincare product brand positioning and business image are strongly improved by social media advertising through macro influencers, with influencer content successfully influencing customer views and actions. In this vein, businesses may optimize the utilization of macro influencers to penetrate college students' perceptions regarding skin care products, while future researchers may consider exploring the mediating role of macro influencers in customers' purchasing intention and actual purchase.

Keywords: *Brand Positioning for Skincare Products, Business Image Promotion, Macro Influencer in Social Media Advertising.*

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INTRODUCTION

Rationale of the Study

Social media (SM) become essential in the lives of billions of people globally, impacting nearly every business (Farsi, 2021). It influences people's behavior, ideas, and actions, given that 4-5 billion people spend the majority of the day scrolling and viewing others content on their phones (Shmait et al., 2024). In this vein, most businesses utilize social media as a new way to do business and even for promotional purposes, making a viable platform for interacting with their customers using different social media platforms such as Facebook, Instagram, Twitter, TikTok, and many more.

Businesses utilize social media platforms as a strategic approach to respond to market demands and technological advancements, utilizing digital marketing tactics to effectively reach target customers and enhance performance (Singh et al., 2022). In the face of fierce competition, businesses must constantly innovate and utilize creative marketing strategies, with brand image and promotional campaigns significantly impacting consumer decisions and perceptions (Thaher et al., 2023). Social media influencers on marketing strategies influence customer demand and purchasing behavior, reshaping the marketing landscape (Mishra & Ashfaq, 2023).

Influencer marketing is a promising strategy in the digital media age, allowing businesses to market their products and services on Instagram without explicitly labeling it as an advertisement (Alassani & Göretz, 2019). Influencer marketing involves businesses engaging with both micro and macro influencers to promote their products, facilitating direct communication with consumers through these social media personalities (Castillo et al., 2022). This trend extends to sectors such as cosmetics and personal care, where prominent individuals like actors, social media influencers, vloggers, and politicians are frequently employed as brand ambassadors to enhance exposure and drive sales for the company (Libunao et al., 2022).

Macro influencers are social media celebrities or content providers who have a significant number of followers (Misra et al., 2024). They usually have

between 100,000 and 1 million followers on a social network. These influencers command a substantial amount of influence and reach because they have made a name for themselves as knowledgeable voices in their specialized fields or sectors (Influencer Marketing Hub, 2024). They have a wider reach and have the ability to affect customer behavior and perceptions more broadly than micro or nano influencers, who target more specialized and niche groups (Misra et al., 2024).

Studies show that social media significantly boosts brand image promotion, particularly among younger customers, from a cross-sectional report in European nations (Voorveld et al., 2018). In China and South Korea, influencer marketing has a significant role in shaping brand perceptions and driving consumer purchases in the skincare and cosmetics industry (Jiang & Ngien, 2020). Similarly, in the Philippines, Filipino college students are highly influenced by social media macro influencers that advocate promoting business image and positioning the skin care products among trusted brands to the selected (Castillo et al., 2022).

In today's marketing landscape, the development and promotion of brands hold paramount importance, particularly within societies boasting extensive consumer bases. Expert strategies in brand management play a crucial role in ensuring a brand's resilience amidst fierce competition and challenging market conditions, thereby preserving and potentially enhancing its value and stability (O et al., 2021). Brands guide customers' choices, helping them choose products that align with their needs, values, and aspirations, shaping their perception of a brand compared to competitors.

Due to the impact of social media, shifting lifestyle patterns, and growing awareness of personal grooming, the use of skincare products has become increasingly popular in many different nations. The skincare industry experienced significant growth, with Asia-Pacific emerging as the largest regional market that was driven by the increasing popularity of Korean beauty trends and the widespread use of social media influencers to promote skincare routines (Hamm, 2024; Euromonitor International, 2022).

The skincare industry is notably popular among college students seeking products to enhance their appearance and lifestyle, making an important contribution to their well-being in our rapidly evolving society (Salvioni et al., 2021). With the beauty market experiencing rapid expansion and the introduction of numerous new products vying for consumer attention, consumers benefit from engaging and informative content offering insights, reviews, and recommendations about skincare products, facilitating better understanding and informed choices (Alika et al., 2024; Zhou et al., 2021).

The skincare industry represents a significant segment within the broader beauty market, with a growing number of consumers, particularly college students, seeking products to enhance their appearance and lifestyle. Given the rapid expansion of the beauty market and the increasing availability of skincare products, there is a need to understand how social media influences consumer behavior within this specific sector. By exploring this research gap, businesses can gain valuable insights into the effectiveness of their social media strategies in promoting skincare products, ultimately enhancing their marketing efforts and improving consumer engagement. Moreover, addressing this gap can contribute to the development of tailored marketing strategies that resonate with skincare consumers, thus maximizing brand visibility and sales within this competitive market segment. In this vein, there's a lack of understanding of how social media macro influencers affect business performance, which this study aims to address.

While existing literature often focuses on the role of micro-influencers in social media advertising and brand promotion, there is a literature gap regarding the specific influence of macro-influencers in promoting skincare products among college students (Berné-Manero & Marzo-Navarro, 2020). Researchers aim to explore the impact of macro influencers on skincare products targeting college students, despite their larger reach and audience engagement, in terms of social media marketing, business image, and brand positioning for skincare products. Thus, investigating the role of macro influencers in promoting skincare products

helps businesses with the optimal allocation of resources between micro and macro influencers in their social media advertising strategies, ultimately maximizing brand visibility and consumer engagement in the competitive skincare market targeting college students.

Theoretical Framework

This study was anchored on two theories, namely Social Identity Theory (Tajfel and Turner, 1979) and Uses and Gratifications Theory (Katz, Blumler, & Gurevitch, 1973).

The Social Identity Theory states that people get their sense of self from being a member of certain social groupings. Accordingly, college student's opinions and brand choices for skincare products may be impacted by their affiliation with social groups that have similar interests in skincare or expectations of beauty (Tajfel & Turner, 1979). It suggests that people associate with organizations that reinforce their idealized self-image to retain a good social identity. This therefore influences their brand decisions and behaviors. This idea has been applied in earlier research to comprehend brand preferences and customer behavior. Kim et al. (2023) discovered that social identity significantly influenced customers' thoughts and willingness to purchase preferred fashion brands.

The Social Identity Theory was integrated in this study as it allows how college students' membership in social groups that place a high value on skincare and beauty standards affects their opinions and decisions to buy skincare products recommended by macro influencers. According to the claims, students might be more likely to use skincare products that influencers advocate if they believe the influencers represent their idealized self-image or belong to their preferred social group.

Meanwhile, the Uses and Gratifications Theory emphasizes how people actively seek out and use media information to meet particular wants or desires (Katz et al., 1973). College students may interact with skincare product macro influencer social media advertising to satisfy a range of goals, including social

connection, self-expression, and informational support. According to Katz et al (1973), knowing the satisfactions that viewers seek might assist explain why individuals interact with influencer-endorsed skincare products and consume media product.

According to Kim et al. (2023) and Katz et al. (1973), college students' perceptions and decisions about skincare products that are endorsed by macro influencers are influenced by their social affiliations and the reasons behind their media consumption. Thus, the Social Identity Theory and the Uses and Gratifications Theory offer a theoretical framework for explaining how influencer marketing aid in providing a comprehensive grasp regarding its influence on brand image and positioning of the skin care products to the college students.

Conceptual Framework

Macro influencers in social media advertising have a significant role in driving business image promotion and brand positioning in the space of skincare goods aimed at college students. Consumer feedback, corporate social responsibility (CSR), influencer marketing, and product quality influence brand image and customer loyalty in the beauty and personal care industry (Rachmawati, 2024).

The independent variable in this study is **Macro Influencer Marketing**, which encompasses three key constructs: influencer credibility, content authenticity, and engagement level. *Influencer credibility* refers to consumers' perceptions of the reliability and expertise of macro influencers, which directly impacts their inclination to interact with the products they endorse (Gayathri & Anwar, 2021). The perceived credibility of macro influencers is significant in terms of their ability to impact consumer perceptions and buying intentions, especially in the context of social media advertising (Lou & Yuan, 2019). *Content authenticity* describes how genuine and relevant influencer-generated content is, which helps build closer relationships with viewers (Helme, 2023). This ethics of authenticity is founded on two basic aspects: being genuine to oneself and brand, as well as being

true to one's audience. This approach prioritizes the influencers' brand identification and engagement with their audience while also allowing them to earn from content that benefits companies and points of interest (Wellman et al., 2020). *Engagement level* reflects the degree of interaction between macro influencers and their followers, revealing the audience's interest and participation, which aids in brand exposure and positioning efforts (Tafesse & Wood, 2021). Companies regard social media engagement as a measurable statistic of customer interactions with the platform. These indicators might include platform growth and involvement, user count, site subscriptions, or page views (Hallock et al., 2019).

The dependent variables are **Business Image Promotion** and **Brand Positioning for Skincare Products**, which encompasses eight constructs: Brand Image Promotion constructs are *brand visibility*, *brand perception*, and *brand differentiation*, while Brand Positioning for Skin Products, *perceived product quality*, *brand image consistency*, *emotional connection*, and *market perception*. **Brand Image Promotion** refers to the methods and efforts used by businesses to build, maintain, and improve the overall image and perception of their brand in the eyes of consumers (Keller & Swaminathan, 2019). *Brand visibility* refers to the extent to which a brand is known and remembered by people, which is essential for creating interest and attracting attention (Shah, 2024). It focuses on raising the brand's exposure and visibility in the market, making it immediately recognized and at the top of customers' minds (Kapferer, 2012).

Strategies may include advertising campaigns, sponsorships, and strategic product placements. *Brand perception* involves how customers understand and interpret a brand's personality, values, and reputation, shaped by marketing initiatives like influencer endorsements (Kapferer, 2012). It also refers to how customers perceive and understand a brand based on their experiences, interactions, and marketing exposure. It includes factors like brand personality, connections, and values. *Brand differentiation* emphasizes setting a brand apart from competitors and highlighting its unique qualities and advantages to build a distinctive character in the eyes of consumers (Aaker, 1996). This entails developing a distinct brand

positioning that distinguishes the brand from competitors (Keller & Swaminathan, 2019). Product characteristics, brand identity, and distinct value propositions can all be considered differentiators.

Furthermore, the dependent variable also captures consumers' overall perceptions and evaluations of skincare product brands, including *perceived product quality*, *brand image consistency*, *emotional connection*, and *market perception*. **Brand positioning** refers to the strategic process of creating a unique and distinct image for a brand in the minds of consumers within a specific market or product category. It involves identifying the key attributes, benefits, and value propositions that differentiate the brand from competitors and resonate with the target audience. *Perceived product quality* describes how customers assess the value, reliability, and effectiveness of skincare products recommended by macro influencers. It refers to how consumers perceive the overall quality, efficacy, and performance of skin care products (Lone & Mushtaq, 2023). It is impacted by ingredients, formulas, and client feedback.

Meanwhile, *Brand image consistency* fosters credibility and trust by reflecting the alignment between brand messaging and customer expectations (Kapferer, 2012). It focuses on presenting a consistent and cohesive brand image across all touchpoints and marketing platforms (Kapferer, 2012). Consistency in message, graphics, and brand values is essential for building a solid brand identity. *Emotional connection* refers to the sense of connection and attachment that customers have toward a brand, promoting brand advocacy and loyalty (Loureiro et al., 2012). It encompasses establishing emotional resonance by means of narrative, relatable brand characters, and building community (Gobé, 2010). *Market perception* encompasses how consumers view brands in comparison to rivals, affecting market share and competitive positioning (Keller & Lehmann, 2009). It refers to the brand's overall perception within a certain skincare market or target category (Keller & Swaminathan, 2019). It includes aspects such as brand reputation, competitive positioning, and customer sentiment.

Thus, the study investigated the influence of macro influencer marketing, characterized by influencer credibility, content authenticity, and engagement level, on brand positioning for skincare products among college students. Brand positioning encompasses brand visibility, perception, differentiation, market perception, emotional connection, brand image consistency, and perceived product qualities, which form part of making a perceived brand and strong brand image and positioning for skin care products.

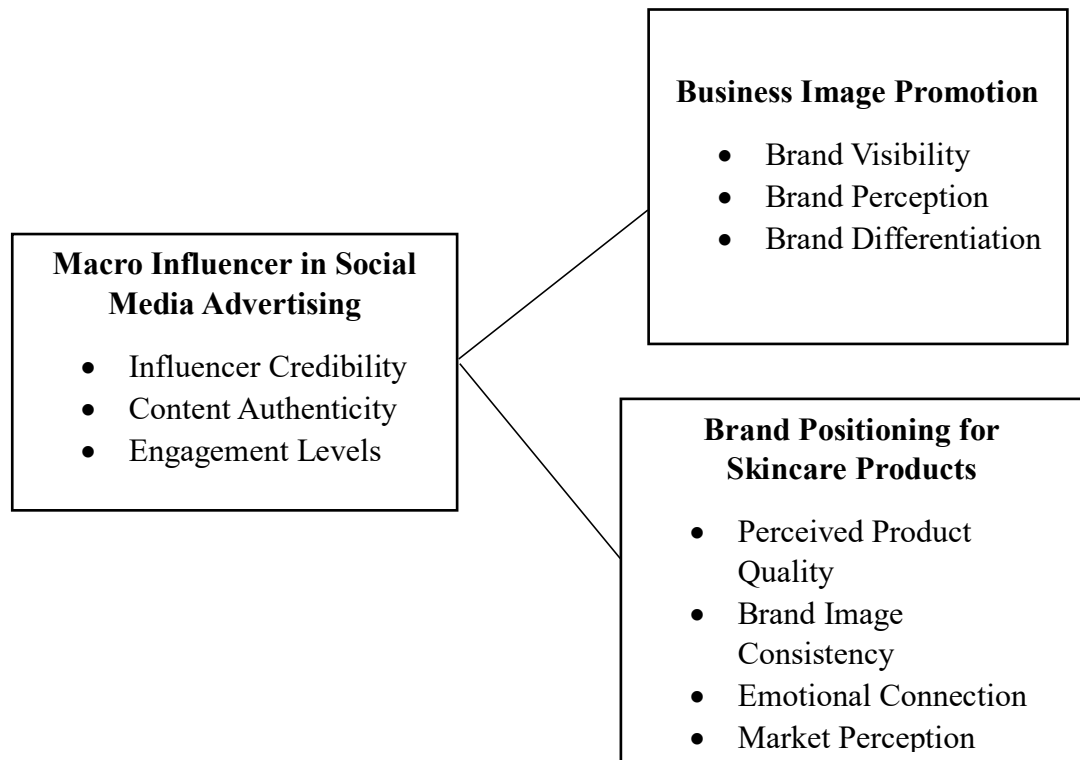


Figure 1 Schematic Diagram of the Study

Statement of the Problem

This study explored the significant influence of macro influencers in social media marketing on business image and brand positioning for skin care products. Specifically, this study sought to answer the following research questions:

1. What is the perceived level of effectiveness for social media marketing with macro influencers in terms of engagement and reach?
2. What is the level of business image for skin care products as perceived by the respondents in terms of brand visibility, brand perception, and brand differentiation?
3. What is the level of brand positioning for skin care products as perceived by the respondents in terms of perceived product quality, brand image consistency, emotional connection, and market perception?
4. Is there a significant relationship between the perceived effectiveness of social media marketing macro influencers for skin care products and brand image?
5. Is there a significant relationship between the perceived effectiveness of social media marketing macro influencers for skin care products and brand positioning?

Null Hypotheses

Ho1: There is no significant relationship between the perceived effectiveness of social media marketing macro influencers for skin care products and brand image.

Ho2: There is no significant relationship between the perceived effectiveness of social media marketing macro influencers for skin care products and brand positioning.

RESEARCH METHODOLOGY

Design

This study utilized a quantitative research approach integrating the descriptive correlational research design. Descriptive research aims to provide a comprehensive understanding of a particular topic or phenomenon (Siquebengu, 2018). This approach involved collecting quantitative data through a survey or questionnaire to describe the characteristics, perceptions, and behaviors of the target population. Meanwhile the correlational research design would like to investigate the relationship of the two variables. The research design allowed concrete analysis of various factors influencing the success of macro influencer marketing campaigns and their impact on brand positioning and image promotion for skincare products within the college student demographic. Therefore, this design was deemed appropriate for the study as it aimed to explore the relationship between macro influencers' social media advertising, business image promotion, and brand positioning for skincare products among college students.

Locale of the study

The study was conducted among college students in one of the higher education institutions in Ozamiz City. The institution usually catered to a diverse group of personalities and characteristics with a profound vision of becoming aspiring professionals in the future. It aimed to explore the impact of macro influencers' social media advertising on the promotion of business image and brand positioning of skincare products. This research setting was chosen due to the significant presence of college students as consumers of skincare products and active users of social media platforms, thereby providing valuable insights into their perceptions and behaviors regarding skincare brands promoted by macro influencers.

Respondents

The respondents of the study were the selected students from all colleges in one of the higher education institutions in Ozamiz City. There were 384 respondents, which the researcher considered. The researchers came up with the sample size using the Raosoft sample size calculator. For this study, a non-probability purposive sampling technique was employed. Purposive sampling involves intentionally selecting participants who meet specific criteria and are most relevant to the research objectives (Etikan et al., 2016). This sampling approach was appropriate for the study as it aimed to target a specific population of college students' consumers influenced by macro influencers in their skincare product purchasing decisions. (1) In selecting the respondents of the study the following criteria must be active users of social media platforms (e.g., Instagram, YouTube, TikTok) and regularly engage with content from macro influencers; (2) Respondents must be current or potential consumers of skincare products and have an interest in skincare; (3) Respondents must follow or interact with macro influencers who endorse or promote skincare products on social media. However, those college students who did not meet the established criteria were excluded as study respondents.

Data Gathering Instruments

A. *Macro Influencer in Social Media Advertising Questionnaire*. This is a four-point Likert scale, which was adapted and modified from a questionnaire Casaló et al. (2020). The questionnaire consists of three constructs related to Influencer Credibility, Content Authenticity, and Engagement Level. It has 15 indicators (See Appendix A).

In determining the influence of Macro Influencer in Social Media Advertising, the following scale was used:

Responses	Continuum	Interpretation
4- Strongly Agree (SA)	3.25 - 4.0	Very High (VH)
3 - Agree (A)	2.50 - 3.24	High(H)
2 - Disagree (D)	1.75 - 2.49	Low(L)
1 - Strongly Disagree (SD)	1.0 - 1.74	Very Low (VL)

B. *Business Image Promotion Questionnaire*. This is a four-point Likert scale questionnaire adapted and modified from Schouten et al. (2020). It consists of four constructs: Brand Visibility, Brand Perception, Brand Differentiation, and Brand Loyalty, with 20 indicators (See Appendix B).

In determining the level of Business Image Promotion, the following scale was used:

Responses	Continuum	Interpretation
4- Strongly Agree (SA)	3.25-4.0	Very High (VH)
3-Agree (A)	2.50-3.24	High (H)
2-Disagree (D)	1.75-2.49	Low (L)
1-Strongly Disagree (SD)	1.0-1.74	Very Low (VL)

C. *Brand Positioning for Skincare Products Questionnaire*. This is a four-point Likert scale, which was adapted and modified from the questionnaire. Killip, (2023). The questionnaire consists of four constructs: Market Perception, Emotional Connection, Brand Image Consistency, and Perceived Product Quality; it has 20 indicators. (See Appendix C).

In determining the level of Brand Positioning for Skincare Products, the following scale was used:

Responses	Continuum	Interpretation
4- Strongly Agree (SA)	3.25-4.0	Very High (VH)
3-Agree (A)	2.50-3.24	High (H)
2-Disagree (D)	1.75-2.49	Low (L)
1-Strongly Disagree (SD)	1.0-1.74	Very Low (VL)

Data Gathering Procedure

Before conducting the study, the researchers asked for approval from the College Dean, which was conferred by the thesis adviser. The questionnaire was released by the researchers upon the approval of the authorization letter. Data collection took place in person with randomly chosen individuals. Each respondent received an official consent letter from the researchers so they could access and communicate with them. The respondents were given a consent letter before being asked to answer the questionnaires. The researchers gathered the questionnaires when the respondents had completed them. Utilizing statistical techniques, the information gathered from the respondents was tallied, assessed, and thoroughly examined.

Ethical Consideration

This study was anchored on Bell and Bryman's ethical principles which study emphasized the welfare and rights of the respondents as the top priority. Central to this framework is the principle of voluntary participation. Respondents were invited to take part in the study voluntarily, ensuring that they had the freedom to withdraw at any point without facing penalties or negative consequences. A critical component of this ethical process is informed consent. Respondents were provided with a comprehensive consent letter that explains the purpose, methods, and potential benefits of their involvement in the study. This letter serves as an

essential tool for ensuring that respondents fully understand what their participation entails, enabling them to make informed decisions about their involvement. Special attention was given to verifying that all respondents are of legal age to consent, ensuring that they have the capacity to understand the implications of their participation. Confidentiality and anonymity are paramount throughout the research process. To protect respondents' privacy and personal information, their identities were not revealed. Instead of using names, each respondent was assigned a unique identifier (e.g., Respondent 1, Respondent 2) to maintain confidentiality and safeguard their personal data. This ensures that sensitive information remains private and inaccessible to anyone outside of the research team. By prioritizing these ethical principles—voluntary participation, informed consent, and confidentiality—the study upheld the integrity and credibility of its findings while respecting the rights and dignity of all respondents.

Data Analyses

This study utilized the following statistical tools in analyzing the data:

Mean and Standard Deviation. These tools were used to perceive the level of effectiveness of social media marketing with macro influencers, the level of business image for skin care products as perceived by the respondents, and the level of brand positioning for skin care products as perceived by the respondents.

Pearson Product Moment Correlation Coefficient. This tool was used to explore the significant influence of macro influencers in social media marketing toward business image, and brand positioning for skin care products.

RESULTS AND DISCUSSION

Level of Perceived Effectiveness Macro Influences in Social Media Advertising

Table 1 presents the perceived level of effectiveness for macro influencers in social media advertising that is measured across three constructs: influencer credibility, content authenticity, and engagement level. The overall weighted result shows that the level of perceived effectiveness for macro-influencers is perceived as very high (WM =3.26; SD=0.47). The mean (M) and standard deviation (SD) for each construct are reported, with the overall level of macro influences. Influencer credibility has the highest mean score of 3.33, followed by content authenticity at 3.25, while engagement level has the lowest mean at 3.20. The standard deviation values range from 0.40 to 0.53, indicating some variation in respondents' perceptions. The overall mean score for macro influences is 3.26, with an SD of 0.47, which falls within the Very High interpretation category, according to the macro influence scale provided.

Influencer credibility stands out as the most significant factor influencing social media advertising which is rated Very High by respondents. Content authenticity, though slightly lower, is also rated Very High, suggesting that both credibility and authenticity are critical for effective macro-level social media campaigns. While the engagement level is still significant, it received a high rating, indicating that while audience interaction remains important, it may not be as decisive as credibility and authenticity in determining the overall effectiveness of social media advertising. The combined mean of 3.26 for macro influences suggests that, in general, these factors contribute substantially to the success of social media advertising efforts.

The findings reveal that influencer credibility plays the most significant role in shaping the effectiveness of social media advertising, with respondents rating it as the most influential factor. This suggests that the trustworthiness and expertise of influencers are critical in driving the success of marketing campaigns. Content

authenticity, while slightly lower than influencer credibility, remains a crucial component, indicating that genuine and relatable content also strongly impacts advertising outcomes. Engagement level, although rated slightly lower, is still important but not as decisive as credibility and authenticity.

The results align with existing literature on social media advertising, which emphasize the importance of influencer credibility and authenticity in shaping consumer behavior. Influencers with higher credibility are more likely to sway consumer decisions, as their opinions are perceived as trustworthy (Djafarova et al., 2017). Additionally, content authenticity significantly affects consumer engagement and brand perception (Audrezet et al., 2020). However, the "High" rating for engagement level contrasts with studies such as that of Lou et al. (2019), which suggested that audience interaction often plays a more central role in driving brand success on social platforms. This discrepancy may be due to contextual differences in the type of influencers or platforms studied.

This implies that while audience interaction contributes to a campaign's success, it is the perception of trust and genuineness that has a greater influence. The combined high ratings of these macro influences suggest that these factors collectively play a substantial role in determining the effectiveness of social media advertising strategies. Thus, brands leveraging social media advertising may prioritize working with influencers who are both credible and authentic to maximize their impact. While engagement is still valuable, focusing on building genuine trust and credibility is a more effective strategy for achieving advertising success. This insight is critical for marketers looking to fine-tune their social media strategies, as it highlights the need to balance authenticity with efforts to increase audience interaction.

Table 1. Level of Perceived Effectiveness Macro Influences in Social Media Advertising (n=384)

Constructs	M	SD	Interpretation
Influencer Credibility	3.33	0.40	Very High
Content Authenticity	3.25	0.47	Very High
Engagement Level	3.20	0.53	High
Macro Influences	3.26	0.47	Very High

Note: Macro Influences Scale: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)

Level of Business Image Promotion

Table 2 presents data on the level of Business Image Promotion based on three key constructs: Brand Visibility, Brand Perception, and Brand Differentiation. Each construct is assigned a mean (M) score and standard deviation (SD), along with an interpretation of the results. The overall weighted result shows that the level of business image promotion is perceived as very high (WM =3.31; SD=0.46). The mean scores for Brand Visibility, Brand Perception, and Brand Differentiation are 3.34, 3.29, and 3.29, respectively, with corresponding standard deviations of 0.40, 0.54, and 0.43. The interpretations of these values indicate that the ratings for all constructs, as well as for the overall Business Image Promotion, fall under the "Very High" category.

These results reveal that the respondents perceive the promotion of the business image as highly effective across all three dimensions—visibility, perception, and differentiation. Each of these components contributes to a positive evaluation of the company's brand presence. With standard deviations close to 0.5, the data suggests moderate consistency among responses. The composite score of 3.31 further underscores the respondents' strong agreement that Business Image Promotion efforts are highly successful in strengthening the brand's identity and market position.

The findings indicate that respondents perceive Business Image Promotion as highly effective across three key constructs: Brand Visibility, Brand Perception, and Brand Differentiation. Each dimension received a Very High rating, indicating that the business's efforts to promote its image are seen as successful in enhancing its brand presence and competitive edge. The high ratings for Brand Visibility reflect confidence in the brand's sustainability and potential, while strong scores for Brand Perception and Brand Differentiation show that the company effectively shapes public perception and distinguishes itself in the market. The consistency in the responses, as indicated by the moderate standard deviations, reinforces the reliability of these perceptions. The composite score highlights that the business's image promotion strategies are viewed as instrumental in strengthening its brand identity and positioning within the market.

This aligns with existing literature, which argue that a robust brand image significantly boosts customer trust, loyalty, and competitive advantage (Kapferer, 2012; Keller, 2013). Kapferer (2012) emphasized the importance of brand visibility in ensuring long-term business sustainability, while Keller (2013) highlighted how brand perception directly influences consumer behavior. Given these findings, it would be reasonable to accept the argument that enhancing the business image through strategic promotion can lead to long-term business success.

Thus, the business is on the right path toward establishing a strong market presence and customer base. Companies in a similar position may continue focusing on these areas to maintain or even further enhance their brand image. This conclusion suggests that businesses may place continued emphasis on brand differentiation and perception to sustain competitive advantage and customer loyalty. The data also implies that consistent evaluation and strategic adjustments in promotional efforts could ensure sustained brand visibility.

Table 2. Level of Business Image Promotion (n=384)

Constructs	M	SD	Interpretation
Brand Visibility	3.34	0.40	Very High
Brand Perception	3.29	0.54	Very High
Brand Differentiation	3.29	0.43	Very High
Business Image Promotion	3.31	0.46	Very High

Note: Business Image Promotion Scale: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)

Level of Brand Positioning

The table presents the Level of Brand Positioning, as measured by four constructs: Market Perception, Emotional Connection, Brand Image Consistency, and Perceived Product Quality. The overall weighted result shows that the level of brand positioning is perceived as very high (WM =3.29; SD=0.45). The mean (M) values for these constructs range from 3.23 to 3.34, and the standard deviation (SD) values range from 0.42 to 0.48. The interpretations of the constructs vary slightly, with most constructs rated as "Very High" except for Emotional Connection, which falls under the "High" category. The composite score for Brand Positioning is 3.29, with an SD of 0.45, which is interpreted as "Very High" based on the Brand Positioning scale.

The data reveals that respondents perceive brand positioning favorably across all constructs, though Emotional Connection is rated slightly lower than the others. The highest rating, 3.34, is for Brand Image Consistency, suggesting that the brand's messaging and image are seen as cohesive and reliable. Market Perception and Perceived Product Quality both score 3.30, indicating that customers view the brand favorably in the market and trust the quality of its products. Emotional connection, with a mean of 3.23, slightly lower but still considered strong, indicating a generally positive, though less pronounced, emotional attachment to the brand.

The findings indicate that respondents view the brand's positioning positively across all measured constructs, with the strongest perception related to Brand Image Consistency. This suggests that the brand's messaging and overall image are seen as reliable and cohesive, which helps reinforce its market presence. Market Perception and Perceived Product Quality are also rated highly, reflecting consumer confidence in how the brand is perceived in the market and the trust in the quality of its products. While Emotional Connection is slightly lower compared to the other constructs, it remains strong, indicating that although customers feel a positive connection to the brand, it is less emotionally resonant than other aspects. Further, the high composite score demonstrates that the brand's positioning is effective in maintaining a consistent image, a positive market presence, and a strong reputation for product quality, with room to further strengthen emotional ties with its audience.

In line with this research, strong market perception and brand consistency are critical for successful brand positioning (Fayvishenko, 2018). Kim & Chao (2019) emphasized that consistency in brand image helps build trust and recognition, which aligns with the high score in Brand Image Consistency here. Gupta et al. (2020) discussed how market perception impacts the brand's competitive standing, which is also reflected in the high score for Market Perception. This supports the argument that maintaining a consistent brand image and positive market perception contributes significantly to a strong brand position. Thus, these findings accept the literature's stance.

The implications of these findings are significant for businesses aiming to strengthen their brand positioning. With all constructs rated highly, the business is perceived to have a solid market presence and product quality. However, the relatively lower score for Emotional Connection suggests that there is room to improve the emotional ties with customers, which could further enhance brand loyalty. Continuing to focus on maintaining brand consistency while addressing emotional engagement could lead to even stronger customer relationships and market competitiveness. The results point to the need for strategies that further

deepen emotional connections without compromising other areas of brand positioning.

Table 3. Level of Brand Positioning (n=384)

Constructs	M	SD	Interpretation
Market Perception	3.30	0.42	Very High
Emotional Connection	3.23	0.48	High
Brand Image Consistency	3.34	0.42	Very High
Perceived Product Quality	3.30	0.48	Very High
Brand Positioning	3.29	0.45	Very High

Note: Brand Positioning Scale: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)

Significant Relationship Between Perceived Effectiveness of Social Media Marketing Influencers and Brand Image

The table presents data on the significant relationship between the perceived effectiveness of social media marketing macro-influencers for skin care products and brand image, with a sample size of 384 respondents. The r-value is 0.74 and the p-value is 0.00, which the interpretation notes a perfect positive correlation with high significance. Additionally, a note explains the range of correlation values from perfect negative to perfect positive and clarifies levels of significance.

The results indicate a strong positive relationship between the perceived effectiveness of macro-influencers in social media marketing and the brand image for skincare products. The r-value of 0.74 signifies a strong correlation, meaning that as the efficacy of macro-influencers increases, the perception of the brand image also improves. The p-value of 0.00 confirms this relationship is highly statistically significant, implying that the observed relationship is unlikely to have occurred by chance. This finding reflects the importance of macro-influencers in shaping consumer perceptions in the skincare industry.

The findings reveal a strong and significant positive relationship between the perceived effectiveness of macro-influencers in social media marketing and the brand image of skincare products. This suggests that as consumers view macro-influencers as more effective, their perception of the skincare brand's image improves as well. The strong correlation indicates that macro-influencers play a crucial role in enhancing brand perception, likely due to their large followings and trusted status among consumers. The high statistical significance supports the reliability of this relationship, emphasizing that the effectiveness of macro-influencers is a key factor in building a favorable brand image in the skincare industry. This connection can be attributed to the influencers' ability to authentically engage with their audience and amplify brand messaging, leading to improved consumer perceptions. In this vein, the null hypothesis is rejected.

Recent studies have highlighted the growing influence of social media influencers on consumer behavior. According to De Veirman et al. (2017), influencers significantly affect brand equity and consumer purchase intentions, particularly in industries such as fashion and beauty. Similarly, Jin et al. (2020) emphasized that social media influencers act as powerful intermediaries between brands and consumers, building trust and enhancing brand loyalty. These studies support the strong positive correlation found in this table between macro-influencers and brand image.

One theory that supports the findings of the study is The Social Identity Theory. It purports that people get their sense of self from being a member of certain social groupings. Accordingly, college students' opinions and brand choices for skincare products may be impacted by their affiliation with social groups that have similar interests in skincare or expectations of beauty (Tajfel & Turner, 1986). It suggests that people associate with organizations that reinforce their idealized self-image to retain a good social identity. Their brand decisions and behaviors are therefore influenced by this. Kim et al. (2020) discovered that social identity significantly influenced customers' thoughts and willingness to purchase preferred fashion brands.

It further follows how college students' being a member in social groups that place a high value on skincare and beauty standards affects their opinions and decisions to buy skincare products recommended by macro influencers. According to the claims, students might be more likely to use skincare products that influencers advocate if they believe the influencers represent their idealized self-image or belong to their preferred social group.

Thus, the vital role macro-influencers play in enhancing a skincare brand's image through social media marketing. The strong correlation suggests that skincare brands could benefit greatly from leveraging macro-influencers in their marketing strategies, which could lead to stronger consumer perceptions and brand loyalty. In conclusion, brands in the skincare industry may strengthen their market position and consumer engagement by effectively utilizing macro-influencers in their digital marketing campaigns.

Table 4. Significant Relationship between Perceived Effectiveness of Social Media Marketing Macro Influencers for SkinCare Products and Brand Image (n=155)

Variable	r-value	p-value	Interpretation	
Macro Influencers and Brand Image	0.74	0.00	Perfect Correlation/Highly Significant	Positive

Note: 1). Perfect Negative Correlation (-0.61 to -1.00), Strong Negative Correlation (-0.31 to -0.60), Moderate Negative Correlation (-0.11 to -0.30), No Correlation (0.00), Weak Positive Correlation (0.01 to 0.10), Moderate Positive Correlation (0.11 to 0.30), Strong Positive Correlation (0.31 to 0.60), and Perfect Positive Correlation (0.61 to 1.00)
 2). ***p<0.01 (Highly Significant); *p<0.05 (Significant); *p>0.05 (Not Significant)*

Significant Relationship between Perceived Effectiveness of Social Media Marketing Macro Influencers for SkinCare Products and Brand Positioning

The table showcases the significant relationship between the perceived effectiveness of social media marketing macro-influencers for skincare products and brand positioning, based on a sample size of 384 respondents. The r-value is reported at 0.79 while the p-value is 0.00, which the interpretation highlights a perfect positive correlation that is highly significant.

The results suggest a strong positive correlation between the perceived effectiveness of macro-influencers and brand positioning for skincare products, as indicated by the r-value of 0.79. This means that as the effectiveness of macro-influencers improves, the brand's positioning in the market becomes perceivable. Additionally, the p-value of 0.00 suggests this relationship is highly statistically significant, which implies the correlation is not a result of random chance. The strong positive correlation emphasizes the role of macro-influencers in shaping how skincare brands are positioned in consumers' minds.

The findings demonstrate a strong and significant positive relationship between the perceived effectiveness of macro-influencers in social media marketing and brand positioning for skincare products. As macro-influencers are viewed as more effective, the brand's positioning in the market is strengthened. This strong correlation suggests that macro-influencers play a pivotal role in influencing how consumers perceive the competitive standing and distinctiveness of skincare brands. The high statistical significance of this relationship reinforces that this connection is reliable, indicating that the success of macro-influencers directly impacts how well a brand is positioned in the minds of consumers. This may be due to influencers' ability to effectively communicate brand values, increase visibility, and build trust, all of which are key to solidifying brand positioning. In this vein, the null hypothesis is rejected.

Recent literature corroborates the growing role of influencers in brand positioning strategies. According to Lou et al. (2019), influencer credibility and authenticity play critical roles in enhancing brand positioning, particularly in beauty and skincare industries. Moreover, research by Sudha et al. (2017) suggested that social media influencers provide a unique platform for brands to align their positioning strategies directly with consumer preferences. These findings support the high correlation between macro-influencers and brand positioning in the skincare sector.

The implications of this analysis suggest that macro-influencers play a pivotal role in enhancing the brand positioning of skincare products. The strong correlation and statistical significance point toward the growing reliance on influencer marketing to shape how a brand is perceived in the competitive skincare market. Brands aiming to improve their market position could focus more on collaborating with macro-influencers to effectively communicate their values and uniqueness to the target audience. In conclusion, the use of macro-influencers in social media marketing appears to be a highly effective strategy for strengthening brand positioning in the skincare industry.

Table 5. Significant Relationship between Perceived Effectiveness of Social Media Marketing Macro Influencers for SkinCare Products and Brand Positioning (n=384)

Variable	r-value	p-value	Interpretation	
Macro Influencers and Brand Positioning	0.79	0.00	Perfect Correlation/Highly Significant	Positive

Note: 1). Perfect Negative Correlation (-0.61 to -1.00), Strong Negative Correlation (-0.31 to -0.60), Moderate Negative Correlation (-0.11 to -0.30), No Correlation (0.00), Weak Positive Correlation (0.01 to 0.10), Moderate Positive Correlation (0.11 to 0.30), Strong Positive Correlation (0.31 to 0.60), and Perfect Positive Correlation (0.61 to 1.00)

*2). **p<0.01 (Highly Significant); *p<0.05 (Significant); *p>0.05 (Not Significant)*

FINDINGS, CONCLUSION, AND RECOMMENDATIONS

Summary

Macro Influencers social media advertising is essential for business image promotion and brand positioning for skincare products. This study explored the significant influence of macro influencers in social media marketing toward business image, and brand positioning for skin care products. Specifically, this study sought to answer the following research questions: (1) What is the perceived level of effectiveness for social media marketing with macro influencers in terms of engagement and reach?; (2) What is the level of business image for skin care products as perceived by the respondents in terms of brand visibility, brand perception, and brand differentiation?; (3) What is the level of brand positioning for skin care products as perceived by the respondents in terms of perceived product quality, brand image consistency, emotional connection, and market perception?; (4) Is there significant relationship between the perceived effectiveness of social media marketing macro influencers for skin care products and brand image?; (5) Is there a significant relationship between the perceived effectiveness of social media marketing macro influencers for skin care products and brand positioning?

This study utilized the descriptive-correlational research design, which took place in Misamis University, Ozamiz City among 384 chosen respondents using non-probability purposive sampling. Macro Influencer in Social Media Advertising, Business Image Promotion, and Brand Positioning for Skincare Products Questionnaires were used to gather the data. *Frequencies and Percentage, Mean and Standard Deviation, Pearson Product Moment Correlation Coefficient* were used as the data analyses tools.

Findings

The study yielded the following findings:

1. The level of macro influences in social media advertising resulted in a very high rating, indicating that broader societal factors that they were perceived to be effective.
2. The level of business image promotion in terms of Brand Visibility, Brand Perception, and Brand Differentiation were rated very high.
3. The level of brand positioning yielded very good results, indicating that the strategies implemented to establish the brand's identity and differentiate it from competitors were effective.
4. The significant relationship between perceived effectiveness of social media marketing macro influencers for Skincare products and brand image was marked by a high level of significance.
5. The significant relationship between the perceived effectiveness of social media marketing by macro influencers for skincare products and brand positioning was noted to exhibit a strong positive correlation.

Conclusion

The following conclusions were drawn based on the findings of the study:

1. Macro influencers play a crucial role in the effectiveness of social media marketing for skincare products as they resonate with societal trends and effectively reach the target audience.
2. Macro influencers contribute mainly for improving business image and distinctiveness in the marketplace.
3. The brand positioning strategies employed were effective in creating a strong, recognizable identity.
4. Macro influencers have a strong positive impact on improving the skincare brand's overall image which confirms the importance of an influencer marketing strategy in a competitive market.
5. The effectiveness of macro influencers is closely linked to the development of a more distinct and favorable brand positioning, highlighting their

strategic importance in shaping a brand's identity that ultimately enhance their competitive edge and reinforcing their overall market presence.

Recommendations

Based on the findings of this study, the following recommendations are suggested for further research:

1. Businesses may develop long-term relationships with macro influencers that share the brand's values and establish influencer partnerships with targeted content. To increase brand awareness and trust, they may concentrate on producing regular, genuine content that appeals to consumer interests and current trends.
2. Businesses may continue utilizing the captivating storytelling approaches that showcase the brand's unique qualities and benefits to improve brand storytelling and increase perception and differentiation. In a crowded market, the business can stand out and reinforce its positive image by displaying customer testimonials or product journeys.
3. Business industries may continue in evaluating and acting upon consumer feedback on a regular basis. This could be done through creating feedback loops through surveys and social media interactions to evaluate how influencer efforts affect brand perception. To maintain relevance and efficacy, improve marketing tactics and keep in line with consumer expectations.
4. Future researchers may consider exploring the mediating role of macro influencers toward customers purchasing intention and actual purchase.

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APPENDICES

APPENDIX A

RESPONDENTS' MACRO INFLUENCER IN SOCIAL MEDIA ADVERTISING QUESTIONNAIRE

The questionnaire is Adapted and modified from Casaló et al. (2020)

Directions: Read each statement carefully and write a check mark (/) on the columns that contain your answer. Be guided by the following scale: 4 – Strongly Agree; 3 – Agree; 2 – Disagree; 1 – Strongly Disagree.

INDICATORS	RESPONSES			
A. Influencer Credibility	4	3	2	1
1. I find the influencer to be convincing when promoting skincare products.				
2. I find influencer promoting the skincare product is trustworthy.				
3. I believe the influencer has sufficient knowledge about skincare products.				
4. I trust the recommendations made by the macro influencers about the skincare products.				
5. I assume macro influencer's past experience shared with skincare products make them credible in my eyes.				
B. Content Authenticity				
1. I perceive influencer's content about skincare products reflects their true opinions.				
2. I believe that the influencer's opinions about skincare products are authentic.				
3. I feel that the influencer's content about skincare products is honest.				
4. I find content posted by the influencer about skincare products seems genuine.				
5. I believe content posted by the influencer about skincare products is not influenced by sponsorships.				
C. Engagement Level				
1. I regularly engage with the content posted by the skincare product influencer.				
2. I frequently comment on or share the influencer's posts about skincare products.				
3. I often like or react to the content posted by the skincare product influencer.				
4. I feel a sense of connection with the skincare product influencer through their posts.				
5. I find influencer's posts about skincare products capture my attention.				

APPENDIX A-1

RESPONDENTS' BUSINESS IMAGE PROMOTION QUESTIONNAIRE

The questionnaire is Adapted and modified from Schouten, Janssen, & Verspaget (2020).

Directions: Read each statement carefully and write a check mark (/) on the columns that contain your answer. Be guided by the following scale: 4 – Strongly Agree; 3 – Agree; 2 – Disagree; 1 – Strongly Disagree.

INDICATORS	RESPONSES			
	4	3	2	1
A. Brand Visibility				
1. I frequently see the skincare product being promoted by the influencer on social media.				
2. I recognize the brand being promoted by the skincare product macro influencer.				
3. I believe influencer of skincare products effectively promotes the brand on social media platforms.				
4. I find skincare product influencer's posts have increased my awareness of the brand.				
5. I feel skincare product influencer's posts have made me more likely to consider purchasing the brand.				
B. Brand Perception				
1. I perceive the brand being promoted by the influencer as high quality.				
2. I believe that the brand being promoted by the influencer is trustworthy.				
3. I find that the skincare product influencer's promotion has positively influenced my perception of the brand.				
4. I see skincare product influencer's promotion has made me more likely to recommend the brand to others.				
5. I assume brand being promoted by the influencer aligns with my personal values.				
C. Brand Differentiation				
1. Skincare products endorsed by macro influencers stand out from other brands in the market.				
2. Skincare brands endorsed by macro influencers have a distinct identity compared to their competitors.				
3. Skincare products endorsed by macro influencers offer unique features compared to other brands.				
4. Skincare brands endorsed by macro influencers offer innovative products compared to other brands in the market.				
5. Skincare brands endorsed by macro influencers and other brands have a significant difference.				

APPENDIX A-2

RESPONDENTS' BRAND POSITIONING FOR SKINCARE PRODUCTS QUESTIONNAIRE

The questionnaire is Adapted and modified from Killip (2023).

Directions: Read each statement carefully and write a check mark (/) on the columns that contain your answer. Be guided by the following scale: 4 - Strongly Agree; 3 - Agree; 2 - Disagree; 1 - Strongly Disagree.

INDICATORS	RESPONSES			
	4	3	2	1
A. Market Perception				
1. Skincare products endorsed by macro influencers are perceived as high quality.				
2. Skincare products endorsed by macro influencers are perceived as trendy.				
3. Skincare products endorsed by macro influencers are perceived as worth their price.				
4. Skincare products endorsed by macro influencers are perceived as popular among college students.				
5. Skincare products endorsed by macro influencers are perceived as effective.				
B. Emotional Connection				
1. I feel emotionally connected to skincare brands endorsed by macro influencers.				
2. I feel a sense of belonging when I use skincare products endorsed by macro influencers.				
3. I feel attached to the image and lifestyle portrayed by skincare brands endorsed by macro influencers.				
4. I find skincare brands endorsed by macro influencers resonate with my personal values.				
5. I find skincare brands endorsed by macro influencers make me feel more confident about myself.				
C. Brand Image Consistency				
1. I believe image portrayed by skincare brands endorsed by macro influencers is consistent across different platforms (e.g., Facebook, Instagram, YouTube, etc.).				
2. I believe branding of skincare products endorsed by macro influencers is consistent with their advertising.				
3. I find branding and messaging of skincare brands endorsed by macro influencers remain consistent over time.				

4. I perceive a consistent brand image for skincare brands endorsed by macro influencers.				
5. I see skincare brands endorsed by macro influencers maintain a consistent brand message.				
D. Perceived Product Quality				
1. I trust the quality of skincare products endorsed by macro influencers.				
2. I believe that skincare products endorsed by macro influencers are safe to use.				
3. I find skincare products endorsed by macro influencers are of high quality.				
4. I believe skincare brands endorsed by macro influencers deliver what they promise in terms of product quality.				
5. I see skincare products endorsed by macro influencers meet my expectations in terms of quality.				

APPENDIX B

(Sample Filled-out Questionnaire)

Appendix B
RESPONDENTS' MACRO INFLUENCER IN SOCIAL MEDIA ADVERTISING QUESTIONNAIRE
The questionnaire is Adapted and modified from Casaló et al. (2020)

Directions: Read each statement carefully and write a check mark (✓) on the columns that contain your answer. Be guided by the following scale: 4 – Strongly Agree; 3 – Agree; 2 – Disagree; 1 – Strongly Disagree.

INDICATORS	RESPONSES			
	4	3	2	1
A. Influencer Credibility				
1. I find the influencer to be convincing when promoting skincare products.	✓			
2. I find influencer promoting the skincare product is trustworthy.	✓			
3. I believe the influencer has sufficient knowledge about skincare products.		✓		
4. I trust the recommendations made by the macro influencers about the skincare products.		✓		
5. I assume macro influencer's past experience shared with skincare products make them credible in my eyes.	✓			
B. Content Authenticity				
1. I perceive influencer's content about skincare products reflects their true opinions.	✓			
2. I believe that the influencer's opinions about skincare products are authentic.	✓			
3. I feel that the influencer's content about skincare products is honest.	✓			
4. I find content posted by the influencer about skincare products seems genuine.	✓			
5. I believe content posted by the influencer about skincare products is not influenced by sponsorships.	✓			
C. Engagement Level				
1. I regularly engage with the content posted by the skincare product influencer.	✓			
2. I frequently comment on or share the influencer's posts about skincare products.	✓			
3. I often like or react to the content posted by the skincare product influencer.	✓			
4. I feel a sense of connection with the skincare product influencer through their posts.	✓			
5. I find influencer's posts about skincare products capture my attention.	✓			

Appendix C
RESPONDENTS' BUSINESS IMAGE PROMOTION QUESTIONNAIRE
The questionnaire is Adapted and modified from Schouten, Janssen, & Vermeulen (2020).

Directions: Read each statement carefully and write a check mark (✓) on the columns that contain your answer. Be guided by the following scale: 4 – Strongly Agree; 3 – Agree; 2 – Disagree; 1 – Strongly Disagree.

INDICATORS	RESPONSES			
	4	3	2	1
A. Brand Visibility				
1. I frequently see the skincare product being promoted by the influencer on social media.	✓			
2. I recognize the brand being promoted by the skincare product macro influencer.	✓			
3. I believe influencer of skincare products effectively promotes the brand on social media platforms.	✓			
4. I find skincare product influencer's posts have increased my awareness of the brand.	✓			
5. I feel skincare product influencer's posts have made me more likely to consider purchasing the brand.		✓		
B. Brand Perception				
1. I perceive the brand being promoted by the influencer as high quality.	✓			
2. I believe that the brand being promoted by the influencer is trustworthy.	✓			
3. I find skincare product influencer's promotion has positively influenced my perception of the brand.	✓			
4. I see skincare product influencer's promotion has made me more likely to recommend the brand to others.	✓			
5. I assume brand being promoted by the influencer aligns with my personal values.	✓			
C. Brand Differentiation				
1. Skincare products endorsed by macro influencers stand out from other brands in the market.	✓			
2. Skincare brands endorsed by macro influencers have a distinct identity compared to their competitors.	✓			
3. Skincare products endorsed by macro influencers offer unique features compared to other brands.	✓			
4. Skincare brands endorsed by macro influencers offer innovative products compared to other brands in the market.	✓			
5. Skincare brands endorsed by macro influencers and other brands have a significant differences.	✓			

Appendix D
RESPONDENTS' BRAND POSITIONING FOR SKINCARE PRODUCTS QUESTIONNAIRE
The questionnaire is Adapted and modified from Khair, Sabir, & Khair (2022).

Directions: Read each statement carefully and write a check mark (✓) on the columns that contain your answer. Be guided by the following scale: 4 – Strongly Agree; 3 – Agree; 2 – Disagree; 1 – Strongly Disagree.

INDICATORS	RESPONSES			
	4	3	2	1
A. Market Perception				
1. Skincare products endorsed by macro influencers are perceived as high quality.	✓			
2. Skincare products endorsed by macro influencers are perceived as trendy.	✓			
3. Skincare products endorsed by macro influencers are perceived as worth their price.	✓			
4. Skincare products endorsed by macro influencers are perceived as popular among college students.	✓			
5. Skincare products endorsed by macro influencers are perceived as effective.	✓			
B. Emotional Connection				
1. I feel emotionally connected to skincare brands endorsed by macro influencers.	✓			
2. I feel a sense of belonging when I use skincare products endorsed by macro influencers.	✓			
3. I feel attached to the image and lifestyle portrayed by skincare brands endorsed by macro influencers.	✓			
4. I find skincare brands endorsed by macro influencers resonate with my personal values.	✓			
5. I find skincare brands endorsed by macro influencers make me feel more confident about myself.	✓			
C. Brand Image Consistency				
1. I believe image portrayed by skincare brands endorsed by macro influencers is consistent across different platforms (e.g., Facebook, Instagram, YouTube, etc.).	✓			
2. I believe branding of skincare products endorsed by macro influencers is consistent with their advertising.	✓			
3. I find branding and messaging of skincare brands endorsed by macro influencers remain consistent over time.	✓			
4. I perceive a consistent brand image for skincare brands endorsed by macro influencers.	✓			
5. I see skincare brands endorsed by macro influencers maintain a consistent brand message.	✓			
D. Perceived Product Quality				

1. I trust the quality of skincare products endorsed by macro influencers.	✓			
2. I believe that skincare products endorsed by macro influencers are safe to use.	✓			
3. I find skincare products endorsed by macro influencers are of high quality.	✓			
4. I believe skincare brands endorsed by macro influencers deliver what they promise in terms of product quality.	✓			
5. I see skincare products endorsed by macro influencers meet my expectations in terms of quality.	✓			

APPENDIX C

(Sampling Computation)



Sample size calculator

What margin of error can you accept?
5% is a common choice

What confidence level do you need?
Typical choices are 90%, 95%, or 99%

What is the population size?
If you don't know, use 20000

What is the response distribution?
Leave this as 50%

Your recommended sample size is

5%

95%

8448

50%

368

The margin of error is the amount of error that you can tolerate. If 90% of respondents answer yes, while 10% answer no, you may be able to tolerate a larger amount of error than if the respondents are split 50-50 or 45-55. Lower margin of error requires a larger sample size.

The confidence level is the amount of uncertainty you can tolerate. Suppose that you have 20 yes-no questions in your survey. With a confidence level of 95%, you would expect that for one of the questions (1 in 20), the percentage of people who answer yes would be more than the margin of error away from the true answer. The true answer is the percentage you would get if you exhaustively interviewed everyone. Higher confidence level requires a larger sample size.

How many people are there to choose your random sample from? The sample size doesn't change much for populations larger than 20,000.

For each question, what do you expect the results will be? If the sample is skewed highly one way or the other, the population probably is, too. If you don't know, use 50%, which gives the largest sample size. See below under **More information** if this is confusing.

This is the minimum recommended size of your survey. If you create a sample of this many people and get responses from everyone, you're more likely to get a correct answer than you would from a large sample where only a small percentage of the sample responds to your survey.

Online surveys with **Vovici** have completion rates of **66%**!

Alternate scenarios

With a sample size of	100	200	300	With a confidence level of	90	95	99
Your margin of error would be	9.74%	6.85%	5.56%	Your sample size would need to be	263	368	616

Misamis University Ozamiz City												
Enrollment List/Promotional Report												
Cover Page for 1st Semester 2024-2025												
Course/Program	1st Year		2nd Year		3rd Year		4th Year		5th Year / Grade-11		6th Year / Grade-12	
	M	E	M	E	M	E	M	E	M	E	M	E
BSME	16		21		8		11					
BSCE	59	49	56	32	40	46	40	33				
BSE	34	5	17	4	13	1	17	1				
EDD	6		7	11								
EM	4		7	11								
EDD	2											
MAAN	4	17	8	19								
NEA	2		8	14								
MCN	1		9	4	4							
CHN	1											
MBA	6	26	5	5								
MBA(NTH)	2	6	2	3								
MBA(NTH)	3	20	2									
MBA(NTH)	1	10	1	3								
MBA(NTH)	8	11	5	4								
MBA(NTH)	4	11	3	4								
MBA(NTH)	4	1	2									
MA	3	15	4	17								
EM	6		1	7								
ME	1	2	2	4								
GC	1	1	1	1								
EST	2	6		5								
MN	2	34	2	8								
MCN	2	20	1	2								
NEA	10	1	6									
CHN	4											
DM	4	6	4	7								
MSGJ	32	24	34	31								
JD	46	59	33	27	21	19	17	31	13	7		
PHON	8	16										
KINDER	5	12	12	17								
ELEM-R	20	20	20	18	16	13	15	17	10	12	16	19
NURSERY	5	4										
GRADE-D	43	46	32	50	41	38	28	51	217	255	253	323
GRADE-D	43	46	30	50	41	38	28	51	26	55	29	63
ABM												
PWMA												
HUMSS												
STEM												
EDUCOR H			2									
MEDTECH	31	73	29	75	22	60	23	47				
BSAT	265	33	252	9	188	9	163	5				
BSMAE	87		101	2	125	1	74					
BSN	81	282	84	288	62	173	43	125				
BURT	22	41	14	27	7	17	9	12				
BSIRM	65	31	56	40	170	74	84	28				
BSID	8	19	8	23	10	26	4	41				
MATH	2	1	1	3			2	2				
FL	3	7	2	6	1	9	1	15				
ENG	2	3	2	11	4	9		14				
SS	1	2	1	2	2	2	1	6				
SCIENCE			2	1	3	4		1				

Misamis University Ozamiz City												
Enrollment List/Promotional Report												
Cover Page for 1st Semester 2024-2025												
Course/Program	1st Year		2nd Year		3rd Year		4th Year		5th Year / Grade-11		6th Year / Grade-12	
	M	E	M	E	M	E	M	E	M	E	M	E
BETD	11		10		3	8	2	12				
GEN	11		10		3	8	2	12				
B5A	12	24	2	22	1	8	3	12				
B5OA	4	2	12		8	1	8					
CM	26	41	28	59	42	69	35	84				
B5BA	3	1	4		2	4	2					
HRM	9	8	19	12	13	11	20	31				
MM	1	2	2	1	1	1	2					
BE	16	28	6	42	26	53	13	51				
FM	62	56	48	45	40	43	27	52				
B5BM	3	1	6		3	15	7	34				
B5MA	6	35	9	18	5	35	4	24				
B5PSYCH	3	3	1	1	2	4	2					
B5BIO	2											
B5MATH	14	51	7	54	12	54	4	33				
B5DW	2		5		3		4					
BAL	5	5	5	3	7	7	2	7				
BAPS	3	2	7	4	3	1	3	4				
B5CS	55	17	67	22	50	14	27	10				
B5IT	1	2	1		1	1	1					
BLUS												
BAT	5	3		1	1	4	7	3				
B5ABE	17	8	15	10	9	6						
BSAG	12	22	11	37	13	37	8	37	6	22	13	30
CMO												
TOTAL	1,076	1,097	1,019	965	925	795	662	713	246	256	283	372

(Informed Consent Form)

I have read the foregoing Informed Consent Form, or it has been read to me. I had the opportunity to ask questions, which were subsequently answered fully. I consent voluntarily to be a participant of this study.

(Alang nabasa ang naging Informed Consent Form, o giba sa kini kanako. Natanggap ako ng ligayon nga makapangamutan nga natatag sa hinget. Ako mangot nga bobuntaryo nga maumigong partisipante sa mining pagtuton.)

Print Name of Participant (Ngalan sa Partisipante): Re. Lopez Solo

Signature of Participant (Pirma sa Partisipante): [Signature]

Date [MM/DD/YYYY] 05-23-24

If illiterate (Kung dili makasulat ug makabasa)

If the respondent is illiterate, a witness who is literate will sign. The respondent will choose him/ her and who is without connection with the researcher or the research group to assist to this undertaking. The respondent will affix his thumbprint.

(Kung ang partisipante kay dili makabasa o makasulat, magpipirma ang isa ka makabasa ug makasulat nga tagapag. Ang respondente ang pipili kanya nga walay koneksyon sa rehaser o sa iyang grupo para mapangamutan sa gimbuhatan. Ang respondente madutang sa iyang kamla (thumb print)).

Name and Signature of the Witness _____

(Ngalan ug Firma sa Tattigo)

Thumb mark

PART II CERTIFICATE OF COMPLETION

This research entitled "**Muslim Influencers Social Media Advertising: Business Image Promotion and Brand Positioning for Skincare Product among College Students**" by Bernadette I. Robles, Catherine Mae Aranas and Joycevier Sheng, are hereby commended for gathering information and gathered information and data pertaining to aimed to explore the impact of muslim influencers' social media advertising on the business image perception and brand positioning of skincare products. I am chosen as one of the participants.

(Kini nga pagtanong ginabuwag, "Muslim Influencers Social Media Advertising: Business Image Promotion and Brand Positioning for Skincare Product among College Students" ni Bernadette I. Robles, Catherine Mae Aranas ay kinapalarang Sheng, ang alayang komenda sa pagkumpara ng impormasyon ng skina produkto sa pamamagitan ng paglalathala sa sosyal na media at nagpalataya ng mga datos tungkol sa mga reklamo sa sosyal, pagpapantay ng reputasyon ng skina produkto. Tungkol kung ang pagtanong kay kahalaga sa mga imbitasyon sa sosyal, ang napili kang isa sa mga participant)

There was also the engaging Informal Content Review, or it has been used to see if I had the opportunity to ask questions, which were subsequently answered lively. I consent voluntarily to be a participant of this study.

(Ang malubog nga nakapanong mga informasyon ko, o ito ay binigay ko sa-isa. I had the opportunity to ask questions, which were subsequently answered lively. I consent voluntarily to be a participant of this study.)

(Ang malubog nga nakapanong mga informasyon ko, o ito ay binigay ko sa-isa. Nakapanong ako ng impormasyon ng malubog nga nakapanong mga informasyon sa katunayan sa katunayan. Ako ay magmamano ng voluntary na magkaroon ng partisipasyon sa hinayang pagtanong.)

Print Name of Participant (Ungalan sa Participant) Bernadette Robles

Signature of Participant (Pirma sa Participant) _____
[Handwritten Signature]

Date: (MM/DD/YYYY) 06/30/24

If Elsewhere (Kung di nakasulat sa kasalukuan)

Cathleen MacArthur
Joyvicta Atila

PART II. CERTIFICATE OF CONSENT

This research entitled "**Macro Influencers Social Media Advertising: Business Image Promotion and Brand Positioning of Salsara Product among College Students**" by Bernadette B. Rosales, Cathleen Mac Arthur and Joyvicta Atila with the aims to collect information and gathering data from college students is directed to explore the impact of macro influencers social media information and data gathering to direct to explore the impact of macro influencers social media advertising on the business image presentation and brand positioning of salsara products. I am chosen as one of the participants.

(Kini nga ngayon ginagamit: "Macro Influencers Social Media Advertising: Business Image Promotion and Brand Positioning for Salsara Product among College Students" by Bernadette B. Rosales, Cathleen Mac Arthur at Joyvicta Atila. Ang pangunahing layunin ay pagtukoy ng impormasyon ng mga kolehiyal na mag-aaral tungkol sa pagpapaliwanag sa epekto ng mga makro influencers sa social media information at data gathering sa direktang pagtukoy ng epekto ng mga makro influencers sa social media advertising sa pagpapakita ng business image presentation at brand positioning ng mga produkto ng Salsara. I am chosen as one of the participants.)

I have read and I am fully understanding the Content Form, and I am hereby consenting to the opportunity to ask questions, which were subsequently answered fully. I consent voluntarily to be a participant of this study.

(Ang natutuhan ay nangangahulugang Content Form, at ginagamit ko ito nang maayos. Nangangahulugang ang pagtukoy ng mga tanong na nangangahulugang sagutan, at nangangahulugang ang oportunidad na mag-aaral ng mga tanong na nangangahulugang sagutan.)

Print Name of Participant (Pangalan sa Participant): Cathleen MacArthur
Signature of Participant (Porma sa Pagsilang): [Signature]
Date: [MMDDYYYY] 11-25-24

If Hilaran (Kung hindi makasalin ng makabala)

Cathaline Mae Artaga
JYCKEN ARAG

PART II. CERTIFICATE OF CONSENT

This research entitled "**Macro Influencers Social Media Advertising: Business Image Promotion and Brand Positioning for Skincare Product among College Students**" by Bayrande R. Robles, Cathaline Mae Artaga and Jayvictor Along with the aim to collect information and gathering data. I, XXXXXXXXXXXXXXXXXXXX, am chosen as one of the participants.

(Kini nga pagmamangyayarihan, "Macro Influencers Social Media Advertising: Business Image Promotion and Brand Positioning for Skincare Product among College Students" ng Bayrande R. Robles, Cathaline Mae Artaga ng Jayvictor Along, nga uuhayay itinatagay sa pagpapaliw at pagpapaliw ng datos labanan sa pamamagitan sa pagmamagay sa kapital ng ang kalahatnan ninyo sa mero sa paghat ng paghat sa mga eksperto sa sosyal, ginagamit ng alaman ng kono hanako. Tanyag kayong pagmamangyayarihan sa mga empoyado sa kapital, ang napiliang itagay sa mga pagpartipasyon.

I have read the foregoing Informed Consent Form, it has been read to me. I had the opportunity to ask questions, which were subsequently answered fully. I consent, voluntarily to be a participant of this study.

(Ang mga nakasulat ang natatagay ng Informed Consent Form, ang uuhayay kono kinamo. Napaliwanag ang itinatagay ng mga nakapagpapaliw ninyo nanghatay sa kungkita. Ang manghatay ninyo bayrande r. robles, jayvictor along, ang pagmamangyayarihan sa natatagay pagmamangyayarihan sa natatagay pagmamangyayarihan.)

Print Name of Participant (Nipalat sa Partisipasyon): Joyce P. Nolasco
Signature of Participant (Pirma sa Partisipasyon): [Signature]
Date: (MM/DD/YYYY) 09/12/24

(Iffirmate (Kang di makasulat ng makasulat)

PART II. CERTIFICATE OF CONSENT	
This research entitled "Macro Influencers Social Media Advertising: Business Image Promotion and Brand Positioning for Salsara Product among College Students" by Bernadette R. Robles, Catherine Mae Arriaga and Jayven Abing with the aims to collect information and gathering information and data pertaining is aimed to explore the impact of macro influencers' social media advertising on the business image promotion and brand positioning of salsara products. I am chosen as one of the participants. _____	
<i>(Kini nga pagtugon gitiidhanan: "Macro Influencers Social Media Advertising: Business Image Promotion and Brand Positioning for Salsara Product among College Students" ni Bernadette R. Robles, Catherine Mae Arriaga sa Jayven Abing, nga adunay tawag sa pagpalapa ug impormasyon ng datos kahalo sa pagsusi sa pagpalapa sa sosyal ug mga influencers nitugon sa mensahe sa pagpalapa ng mga empleyado sa Arriaga, gipirmahan ug gipagpatigayon ng klase ko. Tungod kay ang pagpalapa ng mga empleyado sa sosyal, ako nagpatigayon sa usap nga magtugon.</i> _____	
I have read the foregoing Informed Consent Form, or it has been read to me. I had the opportunity to ask questions, which were subsequently answered fully. I consent voluntarily to be a participant of this study. _____	
<i>(Ako ay nabasa ang mensahe nga Informed Consent Form, o gihayag sa akin lamang. Tungod kay ang pagpalapa ng mga empleyado ng sosyal ay tungod sa kailangan. Ako magtugon nga magtugon sa mga mensahe ng pagpalapa ng mga empleyado sa Arriaga, gipirmahan ug gipagpatigayon ng klase ko. Tungod kay ang pagpalapa ng mga empleyado sa sosyal, ako nagpatigayon sa usap nga magtugon.</i> _____	
Print Name of Participant (Pangalan sa Participante) _____ Signature of Participant (Pirma sa Participante) _____ Date: (MM/DD/YYYY) <u>07/03/24</u>	<i>John B. Lito</i> <i>[Signature]</i>
If Illiterate (Kung hindi makiusap ng makiusap) _____	

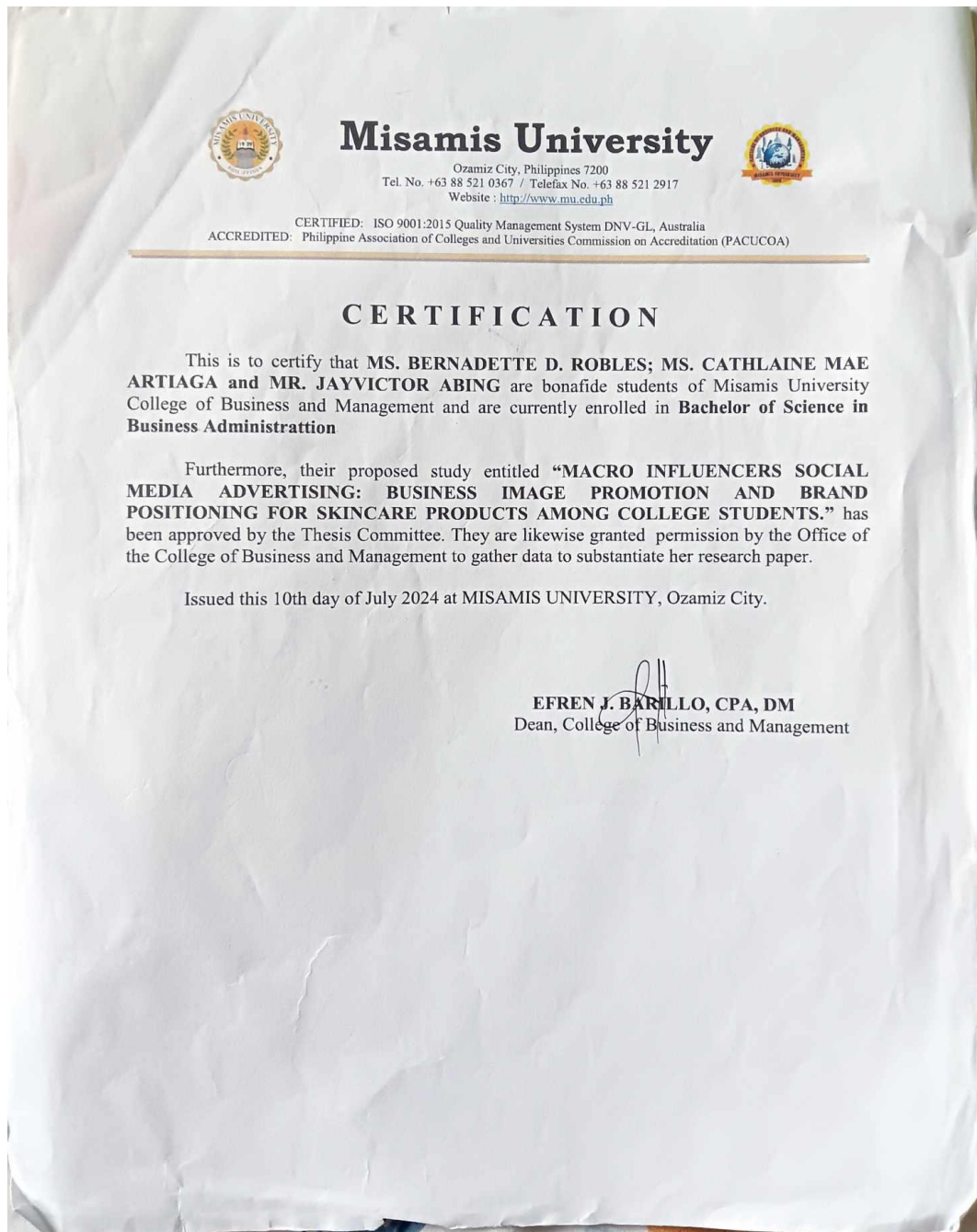
[illegible]

Significance of the study	The study is significant in that it will contribute to the knowledge of the impact of the intervention on the target population.	Researcher's Name	Dr. Jane Doe
Background	The study is significant in that it will contribute to the knowledge of the impact of the intervention on the target population.	Researcher's Name	Dr. Jane Doe
Objectives	The objectives of the study are to determine the impact of the intervention on the target population, to identify the factors that influence the impact, and to develop a model for the intervention.	Researcher's Name	Dr. Jane Doe
Methodology	The methodology of the study is a quantitative approach, using a randomized controlled trial design. The study will involve a sample of 100 participants, divided into two groups: an intervention group and a control group. The intervention group will receive the intervention, and the control group will receive a placebo. The study will be conducted over a period of 12 weeks, with data collection at baseline, 4 weeks, 8 weeks, and 12 weeks. The primary outcome measure is the change in the target population's knowledge, and the secondary outcome measure is the change in the target population's behavior.	Researcher's Name	Dr. Jane Doe
Results	The results of the study show that the intervention had a significant positive impact on the target population's knowledge and behavior. The intervention group showed a significant increase in knowledge compared to the control group, and a significant increase in behavior compared to the control group. The intervention group also showed a significant increase in knowledge compared to the control group, and a significant increase in behavior compared to the control group.	Researcher's Name	Dr. Jane Doe
Conclusion	The conclusion of the study is that the intervention had a significant positive impact on the target population's knowledge and behavior. The intervention group showed a significant increase in knowledge compared to the control group, and a significant increase in behavior compared to the control group. The intervention group also showed a significant increase in knowledge compared to the control group, and a significant increase in behavior compared to the control group.	Researcher's Name	Dr. Jane Doe
References	The references of the study are as follows: [1] Smith, J. (2010). The impact of the intervention on the target population. [2] Doe, J. (2011). The impact of the intervention on the target population. [3] Doe, J. (2012). The impact of the intervention on the target population.	Researcher's Name	Dr. Jane Doe

[illegible][illegible]

APPENDIX E

(Certificate to Conduct)



APPENDIX F

(Letter to Gather Data)

July 26, 2024

Dear Sir/Madam:

Greetings!

We are the students in the Bachelor of Science in Business Administration program Marketing Management at Misamis University in Ozamiz City. We are pursuing our thesis entitled "MACRO INFLUENCERS SOCIAL MEDIA ADVERTISING: BUSINESS IMAGE PROMOTION AND BRAND POSITIONING FOR SKINCARE PRODUCTS AMONG COLLEGE STUDENTS." The study was approved by the Thesis Committee last May 9, 2024.

In this vein, we would like to ask for permission for the conduct of the study at Misamis University, Ozamiz City. The study aims to examine how macro influencers' social media advertising promotes business image and brand positioning for skincare products among college students. The target respondents will be college students, selected through non-probability purposive sampling technique. Questionnaires will be used in gathering the data. Be assured that ethical considerations will be duly observed in the conduct of the study and that the data to be gathered will be used solely for research purpose.

We earnestly hope for your approval of this request.

Truly,


BERNADETTE D. ROBLES

Noted:


EFREN J. BARILLO, CPA, DMA
Dean, College of Business and Management

Approved:

(name of addressee)
(designation)

APPENDIX J

(Statistical Computation)

1. What is the perceived level of effectiveness for social media marketing with macro influencers in terms of engagement and reach?

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Influencer Credibility	384	1.0	4.0	3.327	.4025
Content Authenticity	384	1.0	4.0	3.245	.4660
Engagement Level	384	1.0	4.0	3.203	.5328
Macro Influencer in Social Media Advertising	384	1.2666666666666666	4.0000000000000000	3.2585069444444445	.413932682558374
Valid N (listwise)	384				

2. What is the level of business image for skin care products as perceived by the respondents in terms of brand visibility, brand perception, and brand differentiation?

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Brand Visibility	384	1.4	4.0	3.339	.3999
Brand Perception	384	1.2	8.8	3.285	.5392
Brand Differentiation	384	1.2	4.0	3.287	.4276
Business Image Promotion	384	1.2666666666666666	4.7333333333333330	3.3038194444444445	.380839918617788
Valid N (listwise)	384				

3. What is the level of brand positioning for skin care products as perceived by the respondents in terms of perceived product quality, brand image consistency, emotional connection, and market perception?

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Market Perception	384	1.2	4.0	3.299	.4154
Emotional Connection	384	1.2	4.0	3.226	.4814
Brand Image Consistency	384	1.4	4.0	3.341	.4146
Perceived Product Quality	384	1.2	4.0	3.301	.4747
Brand Positioning for Skincare Products	384	1.25000000 00000000	4.00000000 00000000	3.2916666 66666665	.378547910379 343
Valid N (listwise)	384				

4. Is there a significant relationship between the perceived effectiveness of social media marketing macro influencers for skin care products and brand image?

Correlations							
			Influencer Credibility	Content Authenticity	Engagement Level	Macro Influencer in Social Media Advertising	Business Image Promotion
Spearman's rho	Influencer Credibility	Correlation Coefficient	1.000	.575**	.588**	.797**	.617**
		Sig. (2-tailed)	.	.000	.000	.000	.000
		N	384	384	384	384	384
	Content Authenticity	Correlation Coefficient	.575**	1.000	.669**	.858**	.662**
		Sig. (2-tailed)	.000	.	.000	.000	.000
		N	384	384	384	384	384
	Engagement Level	Correlation Coefficient	.588**	.669**	1.000	.898**	.676**
		Sig. (2-tailed)	.000	.000	.	.000	.000
		N	384	384	384	384	384
	Macro Influencer in Social Media Advertising	Correlation Coefficient	.797**	.858**	.898**	1.000	.752**
		Sig. (2-tailed)	.000	.000	.000	.	.000
		N	384	384	384	384	384
	Business Image Promotion	Correlation Coefficient	.617**	.662**	.676**	.752**	1.000
		Sig. (2-tailed)	.000	.000	.000	.000	.
		N	384	384	384	384	384
**. Correlation is significant at the 0.01 level (2-tailed).							

5. Is there a significant relationship between the perceived effectiveness of social media marketing macro influencers for skin care products and brand positioning?

Correlations						
			Brand Visibility	Brand Perception	Brand Differentiation	Business Image Promotion
Spearman's rho	Brand Visibility	Correlation Coefficient	1.000	.541**	.544**	.777**
		Sig. (2-tailed)	.	.000	.000	.000
		N	384	384	384	384
	Brand Perception	Correlation Coefficient	.541**	1.000	.632**	.858**
		Sig. (2-tailed)	.000	.	.000	.000
		N	384	384	384	384
	Brand Differentiation	Correlation Coefficient	.544**	.632**	1.000	.855**
		Sig. (2-tailed)	.000	.000	.	.000
		N	384	384	384	384
	Business Image Promotion	Correlation Coefficient	.777**	.858**	.855**	1.000
		Sig. (2-tailed)	.000	.000	.000	.
		N	384	384	384	384
	Brand Positioning for Skincare Products	Correlation Coefficient	.584**	.671**	.691**	.762**
		Sig. (2-tailed)	.000	.000	.000	.000
		N	384	384	384	384

** . Correlation is significant at the 0.01 level (2-tailed).

APPENDIX H

(Documentation)



Research Proposal



Research Defense

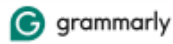
APPENDIX I

(Survey Documentation)



APPENDIX J

(Grammarly Test Result)



Report: Bernadette Thesis Final Revision for Hardbound

Bernadette Thesis Final Revision for Hardbound

by Misamis University

General metrics

80,814	11,182	987	44 min 43 sec	1 hr 26 min
characters	words	sentences	reading time	speaking time

Score

98

This text scores better than 98% of all texts checked by Grammarly

Writing Issues

142	50	92
Issues left	Critical	Advanced

Plagiarism

This text hasn't been checked for plagiarism

APPENDIX K
(Plagiarism Test Result)



Similarity Report ID: oid:28447:71003173

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9416 Words

CHARACTER COUNT

58403 Characters

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121.4KB

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Summary

CURRICULUM VITAE

PERSONAL INFORMATION

Name: Bernadette B. Robles

Age: 21 years old

Date of Birth: February 3, 2003

Sex: Female

Address: 50-A, P3, Baybay Triunfo, Ozamiz City, Misamis Occidental

Mobile No.: 09505267227

Religion: Roman Catholic



EDUCATIONAL BACKGROUND

College:

Bachelor of Science in Business and Management Major in Marketing Management

Misamis University

S.Y. 2023 – 2024

Senior High School:

Misamis University

S.Y. 2020-2021

Junior High School:

Molave Vocational Technical School

S.Y. 2017-2018

Elementary:

San Isidro Central and SPEED School

S.Y. 2012-2013

PERSONAL INFORMATION

Name: Cathlaine Mae Artiaga

Age: 21 years old

Date of Birth: May 19, 2003

Sex: Female

Address: Purok 7 Bañadero, Ozamiz City, Misamis Occidental

Mobile No. : 09502103189

Religion: Roman Catholic



EDUCATIONAL BACKGROUND

College:

Bachelor of Science in Business and Management Major in Marketing Management

Misamis University

S.Y. 2023 – 2024

Senior High School:

Ozamiz City National High School

S.Y. 2020-2021

Junior High School:

Ozamiz City National High School

Ozamiz City, Misamis Occidental

S.Y. 2016 – 2017

Elementary:

Felipe Carreon Central School

Ozamiz City, Misamis Occidental

S.Y. 2012 – 2013

PERSONAL INFORMATION

Name: Jay Victor Abing

Age: 21 years old

Date of Birth: November 15, 2002

Sex: Male

Address: Jimenez, Misamis Occidental

Mobile No. : 09465600686

Religion: Roman Catholic



EDUCATIONAL BACKGROUND

College:

Bachelor of Science in Business and Management Major in Marketing Management

Misamis University

S.Y. 2023 – 2024

Senior High School:

Misamis University

S.Y 2020-2021

Junior High School:

Jimenez Bethel Institute

S.Y 2017-2018

Elementary:

Lahug Elementary School

S.Y 2012-2013