



Misamis University
Ozamiz City

**THE EFFECT OF DEMOGRAPHIC PROFILE VARIABLES AND ATTITUDE
AMONG RETIRED PROFESSIONALS TOWARD SOCIAL MEDIA
MARKETING UTILIZATION**

A Thesis Presented to
the Faculty of the College of Business and Management
Misamis University
Ozamiz City

In Fulfillment
of the Requirement for the Degree
Bachelor of Science in Business Administration

By

ELEN C. DICHOS
REZAMIE C. DITCHOSA
BEVERLY CHRISTINE R. PAER

January 2024

APPROVAL SHEET

This thesis entitled **“THE EFFECT OF DEMOGRAPHIC PROFILE VARIABLES AND ATTITUDE AMONG RETIRED PROFESSIONALS TOWARD SOCIAL MEDIA MARKETING UTILIZATION”**, submitted by **Elen C. Dichos, Rezamie C. Ditchosa, Beverly Christine R. Paer** in partial fulfilment of the requirements for the degree **Bachelor of Science in Business Administration**, has been examined and is recommended for acceptance and approval for Oral Examination.


RENZITELO ALF P. CARPIO, DM
Adviser

Approved by the Thesis Committee on Oral Examination with a grade of Passed.


EFREN J. BARILLO, DM
Chairman


GILDA L. ILUSORIO, DM
Member


ANA BONITA A. BALABA, DM
Member

Accepted and approved in partial fulfillment for the degree Bachelor of Science in Business Administration:

Date of Thesis Proposal: June 02, 2023

Date of Oral Defense: November 24-25, 2023


EFREN J. BARILLO, DM
Dean, College of Business & Management

Date: January 2024

Date: *January 2024*

ACKNOWLEDGMENT

The researchers acknowledge and give their deep gratitude and appreciation to the following who made this work possible:

Dr. Efren J. Barillo, the Dean of the College of Business and Management of Misamis University, for his guidance and encouragement in the pursuit of this business research study;

Dr. **GILDA L. ILUSORIO, DM**, and Dr. **ANA BONITA BALABA**, the panel members, for the constructive criticism given during the Oral Defense;

Dr. **RENZITELO ALF P. CARPIO**, their adviser, for his patience and guidance in sharing his time, knowledge, expertise, and valuable inputs for the improvement and completion of this research;

The respondents, for the time they had given in answering the questionnaire;

The parents, friends, relatives, and classmates of the researchers, for all the assistance provided during the process of meeting the requirements for the research; and

Above all, to God Almighty, for His graces and blessings, which made all things possible.

ABSTRACT

Social media platforms have revolutionized marketing, creating novel opportunities for organizations to connect with and engage their target demographics. This study determined the effect of demographic profile variables and attitudes among retired professionals toward social media marketing utilization in Misamis Occidental. The study utilized a descriptive survey method to determine the effect of demographic profile variables and attitudes among retired professionals toward social media marketing. One hundred thirty respondents to the study were chosen through a purposive random sampling technique. Adapted and modified instruments were used in gathering data such as respondents' demographic profile/Profile Questionnaire and Attitude of Retired Professionals toward social media marketing utilization. The statistical tools used in the study were frequency and Percentage Distribution, Mean and Standard Deviation, Mann Whitney U Test, and Kruskal Wallis H Test. Results revealed that the respondents had a balanced gender distribution, diverse monthly pension amounts, and a majority of college graduates with varied previous job occupations. Retired professionals displayed a positive attitude towards social media marketing utilization, indicating favorable beliefs, ease of use, and perceived effectiveness. Furthermore, the relationship between socio-demographic factors and attitude showed that gender had no significant impact; higher monthly pensions were associated with more positive attitudes. However, educational attainment and previous job occupation did not significantly influence the extent of attitude among retired professionals. The study results showed that views toward social media marketing were positively correlated with greater monthly pensions. This financial factor should be taken into account by marketers, who should create strategies that emphasize how their goods and services may improve retirement and help financial security.

Keywords: *disposition perspective, online networking sites, population characteristics*

TABLE OF CONTENTS

	Page
TITLE PAGE	i
APPROVAL SHEET	ii
ACKNOWLEDGMENT	iii
ABSTRACT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	ix
LIST OF FIGURES	x
Chapter	1
1 INTRODUCTION	1
Rationale of the Study.	1
Theoretical Framework	5
Conceptual Framework	12
Schematic Diagram of the Study	15
Statement of the Problem	16
2 RESEARCH METHODOLOGY.	17
Research Design	17
Research Setting	17
Respondents of the Study	19
Research Instruments	19

Data Collection	20
Ethical Considerations	21
Data Analysis	22
3 RESULTS AND DISCUSSION (Quantitative)..	23
Demographic Profile of the Respondents	23
Level of Attitude of Retired Profession toward Social Media Marketing Utilization in Terms of Perceived Effectiveness, Ease of Use, and Attitudinal Beliefs	27
Test of Significant Effect between the Extents of Attitude of Retired Profession toward Social Media Marketing Utilization When Grouped According to their Socio-Demographic Profile	31
Recommendation Plan	35
 4 SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS	37
REFERENCES	42
APPENDICES	46
Informed Consent form	46
Appendix A - PERSONAL PROFILE	47
Appendix B - Attitude of Retired Profession Toward Social Media Marketing Utilization	48
Sample of Filled-out Questionnaire	49
Approved Letter of Consent	52
Statistical Output	53
Documentation	55
Plagiarism Test Result	56

Grammarly Test Result	57
CURRICULUM VITAE	

LIST OF TABLES

Table	Page
1 Demographic Profile of the Respondents	27
2 Level of Attitude of Retired Profession toward Social Media Marketing Utilization in Terms of Perceived Effectiveness, Ease of Use, and Attitudinal Beliefs	31
3 Test of Significant Effect between the Extents of Attitude of Retired Profession toward Social Media Marketing Utilization When Grouped According to their Socio-Demographic Profile	34

LIST OF FIGURES

Figure	Page
1 Schematic Diagram of the Study	15

Chapter 1

INTRODUCTION

Rationale of the Study

Social media platforms have transformed the marketing landscape, enabling organizations to reach and engage with their target audience in unprecedented ways (Kim et al., 2021). In this vein, social media marketing has become integral to marketing strategies for businesses across various industries. The effectiveness and adoption of social media marketing vary significantly across different demographic groups (Brown et al., 2019), which is why the demographic profile variables and attitudes influence the utilization of social media marketing among specific segments, such as retired professionals, with which this segment is crucial for developing targeted marketing approaches (Garcia et al., 2021).

Social media marketing has surged in popularity as consumers increasingly embrace the convenience of online shopping from the comfort of their homes (Verender, 2016). However, amidst this digital shift, a cohort of shoppers remains loyal to the tangible experience offered by physical stores, valuing the touch-and-feel aspect of traditional shopping (Shanthi & Kannaiah, 2015). In theory, businesses acknowledge the allure of online shopping, with the virtual display of diverse product categories providing ease of selection (Saxena et al., 2018).

In this context, social media marketing presents both advantages and challenges. It enables businesses to access a global audience, transcends geographical barriers, and offers cost-effective advertising compared to traditional methods. Targeted advertising on social media platforms enhances marketing efficiency. However, cultural sensitivities and

language barriers must be navigated, requiring accurate translation and understanding of local customs (Barucu, 2010). Moreover, selecting appropriate platforms for diverse international markets is crucial. In essence, the surge of social media marketing brings novel prospects and intricacies to the international business landscape.

The dynamics of individuals' behavior and purchasing patterns within social media marketing are intricately linked to their demographic profile variables, encompassing age, gender, educational background, and income level (Smith & Pantzar, 2023). These variables have long been recognized as pivotal factors that shape individuals' preferences, attitudes, and behaviors. In social media marketing, delving into the influence of demographic variables provides valuable insights into how people perceive and interact with these platforms.

Notably, age is a crucial determinant in individuals' technological adoption and willingness to engage with online platforms (Venkatesh et al., 2023). Furthermore, demographic factors substantially influence information-seeking behavior, information processing, and decision-making processes (Stroebe & McDaniel, 2019). These demographic-related considerations extend to consumer attitudes, which are pivotal in influencing purchasing decisions. As consumers' attitudes are intertwined with their demographic backgrounds, a comprehensive understanding of these interactions is pivotal for businesses aiming to effectively tailor their social media marketing strategies.

The attitudes of retired professionals towards social media marketing play a significant pattern in purchasing commodities. Most of their attitudes are forged through personal beliefs and past experiences linked to social media marketing activities (Fishbein & Ajzen, 2020). Delving into the mindset of retired professionals is significant

as it sheds light on their motivations, preferences, and potential barriers when engaging with social media. Notably, age-related variations in attitudes towards technology and social media have been documented (Haferkamp & Kramer, 2019), emphasizing the need to scrutinize the specific attitudes of retired professionals.

Understanding the effects of demographic profile variables, such as age, gender, educational background, and income level, on retired professionals' utilization of social media marketing is essential for developing targeted strategies to engage this segment effectively (Smith et al., 2022). Additionally, examining the attitudes of retired professionals toward social media marketing will provide insights into their motivations, concerns, and potential barriers to adoption (Johnson, 2021). First, the increasing influence of social media in marketing demands a comprehensive understanding of its utilization among different demographic groups (Brown & Lee, 2020). Retired professionals represent a unique and often overlooked segment in the digital marketing landscape. Exploring their attitudes and behaviors towards social media marketing will provide valuable insights into their preferences, challenges, and opportunities (Garcia, 2019). Second, as retirement brings about significant lifestyle changes, understanding how retired professionals engage with social media marketing can help marketers tailor their strategies and effectively target this specific group (White, 2018). By identifying the factors that influence their utilization of social media marketing, marketers can develop targeted campaigns that resonate with retired professionals, enhancing engagement and conversion rates (Johnson, 2021). Furthermore, retired professionals possess valuable expertise, networks, and resources that can benefit organizations and marketers (Smith et al., 2022). By recognizing and leveraging their potential as active consumers and

influencers, businesses can tap into the wealth of knowledge and experience that retired professionals bring (Brown & Lee, 2020).

This study builds upon previous research by investigating the effects of demographic profile variables and attitudes among retired professionals toward social media marketing utilization. It contributes to the growing body of knowledge in this field. The study's findings will contribute to a deeper understanding of retired professionals' distinctive challenges and opportunities when adopting social media marketing strategies. Moreover, these insights will be of significant value to marketers and organizations targeting this demographic group. By comprehending the factors influencing retired professionals' social media marketing, marketers can develop customized approaches that effectively reach and engage this segment through various social media platforms. The research outcomes will assist in formulating strategies that align with the preferences and needs of retired professionals, maximizing the effectiveness and impact of social media marketing campaigns within this demographic.

Theoretical Framework

This study was anchored on the following theories, namely the Diffusion of Innovations Theory proposed by Rogers (1962), the Social Identity Theory proposed and Socialization Theory by Tajfel (1979), the Technology Acceptance Model (TAM) as cited by Davis (2019) and Social Stratification Theory (Davis & Moore, 1945). The Diffusion of Innovations theory explains how new ideas, technologies, or practices spread and are adopted by individuals or groups within a social system. This theory asserted that the adoption and utilization of innovations, such as social media marketing, in this case, are influenced by several key factors, like relative advantage, capability, complexity, observability, and social influence.

Relative Advantage. Retired professionals may consider the benefits and advantages of adopting social media marketing over existing alternatives. When assessing the relative advantage, they might evaluate factors such as reaching a wider audience, cost-effectiveness, increased visibility, and potential business opportunities. The Diffusion of Innovations theory, proposed by Everett Rogers, asserts that the relative advantage of an innovation plays a significant role in its adoption (Rogers, 2018). Retired professionals' perception of the benefits and advantages offered by social media marketing, compared to traditional marketing methods, will influence their willingness to adopt and utilize it (Rogers, 2018).

Compatibility. The extent to which social media marketing aligns with retired professionals' existing values, experiences, and needs is crucial. They may reflect on whether utilizing social media marketing fits their personal goals, values, and preferences

and their understanding and comfort level with using technology (Goldsmith & Horowitz, 2006).

Complexity. Retired professionals may evaluate the perceived complexity or difficulty of adopting and utilizing social media marketing. Factors such as technical skills, knowledge, and resources required for effective utilization might be considered, along with their confidence in mastering these aspects. Meanwhile, the Technology Acceptance Model (TAM), as cited by Davis (2019), suggests that the perceived capability to use a technology and its perceived complexity influence individuals' acceptance and utilization. Examining retired professionals' perceptions of their capabilities in using social media marketing and their perceptions of its complexity will provide insights into their readiness to adopt and employ these strategies.

Observability. The extent to which the results and benefits of social media marketing are visible and easily observed by others also plays a role. Retired professionals can be influenced by observing their peers or industry leaders who have successfully utilized social media marketing and achieved positive outcomes. The concept of observability, derived from social learning theory, posits that individuals are likelier to adopt behaviors or strategies they observe to be successful among their peers or reference groups (Bandura, 1986). Investigating the extent to which retired professionals observe and perceive the effectiveness of social media marketing utilization among their colleagues or competitors can shed light on its adoption patterns within this demographic group (Smith & Johnson, 2021).

Social Influence. The influence of social networks, opinion leaders, and interpersonal communication is significant in the adoption decision. Retired professionals

may be influenced by the attitudes, opinions, and recommendations of their peers, colleagues, or industry associations regarding social media marketing utilization. Social influence, as described in the theory of reasoned action and the theory of planned behavior, emphasizes the impact of social norms and subjective norms on individuals' attitudes and behaviors (Ajzen & Fishbein, 2015). Analyzing retired professionals' social networks and their perceptions of the social influence surrounding social media marketing can offer insights into the role of social factors in their adoption decisions (Smith et al., 2022).

By applying the Diffusion of Innovations theory, researchers can explore how these factors interact with demographic profile variables and attitudes to shape the adoption and utilization of social media marketing among retired professionals.

The study can discuss the relevance and applicability of the Diffusion of Innovations theory in the context of retired professionals and their engagement with social media marketing. It can investigate how demographic profile variables such as age, educational background, professional experience, and technological literacy influence adoption. Moreover, retired professionals needing to become more familiar with technology or hold a more traditional mindset might perceive higher complexity in utilizing social media marketing.

Additionally, the study can delve into the potential implications of attitude as a mediator between the diffusion factors and social media marketing utilization. Attitude plays a crucial role in influencing individuals' adoption decisions and subsequent usage of innovations. By examining retired professionals' attitudes toward social media marketing, researchers can assess how their perceptions of relative advantage,

compatibility, complexity, observability, and social influence contribute to their overall attitude and subsequent utilization behavior.

By incorporating the Diffusion of Innovations theory, the study can provide a comprehensive framework for understanding the interplay between demographic profile variables, attitudes, and the utilization of social media marketing among retired professionals.

In addition to the Diffusion of Innovations Theory, the study incorporates diverse theoretical frameworks. These include the Social Identity Theory proposed and the Socialization Theory by Tajfel (1979). Henri Tajfel's theory focuses on how individuals categorize themselves and others into social groups, explaining that people derive their self-concept and social identity from their group memberships. This theory explores how individuals acquire and internalize societal norms and values through social processes. In addition, it examines how retired professionals identify with social groups and how their past socialization experiences influence their attitudes toward and acceptance of social media marketing.

On a contrasting note, the Technology Acceptance Model (TAM), elucidated by Fred Davis in 1989, provides a strategic lens for evaluating users' willingness to accept and integrate new technologies into their routines. At its core, TAM centers around two pivotal dimensions: perceived ease of use and perceived usefulness. According to this model, the propensity of users to embrace a technology hinges on their perception of how straightforward it is to use and the tangible benefits they derive from its utilization.

The essence of TAM suggests that users, including retired professionals in our context, are more inclined to adopt a technological innovation if they find it both user-

friendly and advantageous to their needs. The ease with which they can navigate the technology and the tangible value they perceive in using it significantly shape their acceptance or resistance to its integration into their daily lives. In the specific context of our study, the inquiry deepens into the perceptions of retired professionals regarding the ease of use and the utility they associate with social media marketing. The investigation seeks to unearth nuanced insights into how this demographic interprets the user-friendliness of social media platforms and whether they perceive these platforms as valuable tools for meeting their needs.

Within the context of the study, the investigation turns towards understanding the attitudes held by retired professionals regarding social media marketing and how these attitudes, in turn, influence their behavioral intentions. The study seeks to unravel the nuanced dynamics, shedding light on the interplay between retirees' perceptions of social media marketing and their subsequent intentions to engage with or refrain from such platforms. Adding complexity to this exploration is the consideration of subjective norms — the social pressures and norms perceived by retired professionals. TRA asserts that these perceived social influences are pivotal in shaping behavioral intentions. By examining the role of subjective norms in conjunction with attitudes, the study aims to provide a comprehensive understanding of the motivational forces guiding retired professionals' behaviors concerning the utilization of social media marketing.

In essence, TRA becomes a guiding framework that emphasizes the rational aspects of decision-making and underscores the intricate interplay between personal attitudes and the broader social context within which these retired professionals operate. The study, therefore, unfolds a narrative that extends beyond individual preferences,

delving into the broader social landscape that shapes and molds behavioral intentions in social media marketing among retirees.

The Elaboration Likelihood Model (ELM) by Petty and Cacioppo (1986) delineates two routes to persuasion: central processing, involving careful consideration of information, and peripheral processing, relying on heuristics and peripheral cues. The model highlights factors influencing the depth of cognitive processing. The study investigates how retired professionals critically engage with information about social media marketing, distinguishing between central and peripheral processing in forming attitudes.

Simultaneously, the Social Stratification Theory (Davis & Moore, 1945) proposed by Davis and Moore examines how societies organize individuals into hierarchical strata based on roles and functions. It suggests that social inequality is necessary for the functioning of society. The study explores how social class and demographic variables among retired professionals may impact their attitudes and behaviors regarding social media marketing.

From a distinct perspective, Commons' Economic Utility Theory directs attention to the utility or usefulness that individuals extract from their economic engagements. This theoretical framework emphasizes a rational decision-making process rooted in the perceived utility of these economic activities. Within the scope of the study, the examination is turned towards evaluating the perceived economic benefits or utility that retired professionals attribute to social media marketing. The study endeavors to discern how these perceived economic advantages shape the attitudes and intentions of retired professionals in their engagement with social media marketing platforms.

By applying the lens of Commons' Economic Utility Theory, the research aims to unravel the intricacies of how retired professionals weigh the perceived utility of social media marketing in the economic realm. This exploration becomes integral to understanding the rational decision-making processes that underlie their attitudes and intentions regarding adopting or avoiding social media marketing platforms in their post-professional lives.

Encompassing various models and theories, consumer behavior theory analyzes consumers' decision-making process when purchasing goods or services. Key figures include Herbert Simon and Philip Kotler. This provides a comprehensive framework for understanding how retired professionals go through stages such as problem recognition, information search, evaluation of alternatives, and the final decision-making process regarding the utilization of social media marketing.

Conceptual Framework

Figure 1 presents a schematic diagram of the study, illustrating the key components being investigated: socio-demographic profile variables and attitudes among retired professionals, focusing on their utilization of social media marketing. The socio-demographic profile includes variables such as gender, monthly income, highest educational attainment, religion, and business type. These variables provide insights into the characteristics and background of the retired professionals under study. Understanding the socio-demographic profile variables is essential as they can influence attitudes and behaviors towards social media marketing.

Previous literature has highlighted the importance of socio-demographic factors in shaping individuals' attitudes and behaviors towards social media marketing. For example, Smith et al. (2017) found that gender and age significantly influenced the adoption of social media marketing strategies among small business owners. Additionally, Johnson (2018) suggested that income level and educational attainment can impact individuals' perceptions of the effectiveness of social media marketing in achieving their marketing goals.

The diagram further emphasizes the connection between socio-demographic profile variables and attitude, indicating that these variables are potential factors that shape retired professionals' attitudes toward utilizing social media marketing. Previous studies have shown that different demographic characteristics can lead to variations in attitudes toward social media marketing. For instance, Lee and Lim (2019) found that educational background and income level were positively associated with a more positive attitude toward social media marketing among professionals in the healthcare industry.

This association suggests that age, gender, educational background, income level, and other demographic variables might influence the overall attitude of retired professionals toward social media marketing utilization. By considering these variables, researchers can understand the factors that shape retired professionals' adoption and utilization of social media marketing strategies.

In addition to the socio-demographic profile variables, the study incorporated the following subscales to effectively measure the attitudes of the study participants, as suggested by previous literature:

Perceived Effectiveness: Previous research by Chen et al. (2016) has highlighted the importance of participants' perceptions of social media marketing effectiveness in determining their attitudes toward its utilization. This subscale assessed participants' beliefs about the effectiveness of social media marketing in achieving their marketing goals, such as generating leads, increasing brand awareness, driving sales, or enhancing customer engagement.

Perceived Ease of Use: As Davis (1989) proposed, the concept of perceived ease of use is crucial in understanding individuals' attitudes toward technology adoption. This subscale evaluated participants' perceptions of how easy or difficult they perceive social media marketing to be in navigating platforms, creating and managing content, understanding analytics, or implementing advertising campaigns.

Attitudinal Beliefs: Previous studies by Li et al. (2018) have suggested that individuals' underlying beliefs and cognitive structures significantly shape their attitude towards social media marketing. This subscale explored participants' beliefs about the

benefits of social media marketing, its alignment with their marketing strategy, the impact on their brand image, or the relevance of social media in their industry.

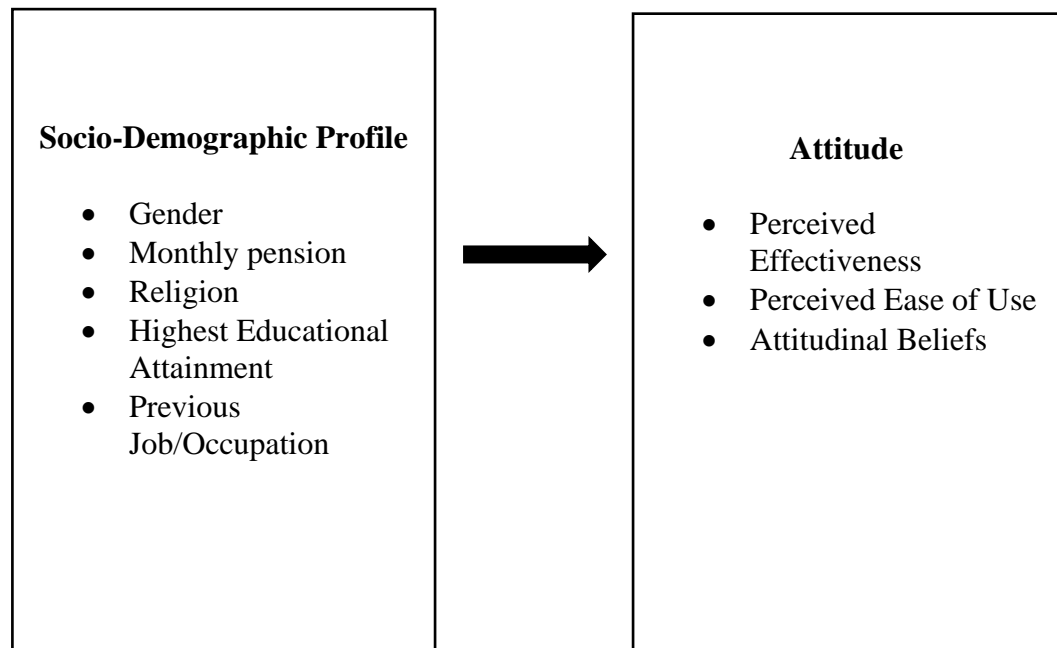


Figure 1. *Schematic Diagram of the Study*

Statement of the Problem

This study determined the effect of demographic profile variables and attitudes among retired professionals toward social media marketing utilization. Specifically, the study sought to address the following questions:

1. What is the demographic profile of the respondents in terms of:
 - 1.1 gender;
 - 1.2 monthly income/pension;
 - 1.3 religion;
 - 1.4 highest educational attainment; and
 - 1.5 Previous Job/Occupation?
2. What is the attitude of retired professionals toward social media marketing utilization in terms of perceived effectiveness, ease of use, and attitudinal beliefs?
3. Is there a significant effect between the extent of the attitude of retired profession toward social media marketing utilization when grouped according to their socio-demographic profile?
4. What recommendations may be offered based on the findings of the study?

Null Hypothesis

H_{01} : There is no significant effect between the extent of the attitude of retired professionals toward social media marketing utilization when grouped according to their socio-demographic profile.

Chapter 2

RESEARCH METHODOLOGY

Design

The descriptive survey method was utilized in this study to determine the effect of demographic profile variables and attitudes among retired professionals toward social media marketing, and it utilized inferential statistical analysis. By administering a questionnaire to retired professionals, the researchers aimed to collect data on various demographic characteristics, including age, gender, monthly income/pension, and religion. Additionally, the survey inquired about their attitudes toward social media marketing, seeking to understand their opinions, beliefs, and evaluations regarding its utilization. Through the analysis of the survey data, the study intended to provide insights into how demographic factors and attitudes influence the engagement of retired professionals with social media marketing strategies. The findings from this research can contribute to a better understanding of the behavior and preferences of retired professionals in utilizing social media as a marketing platform.

Setting

The study was carried out in the vicinity of Misamis Occidental. Within the province, there is a considerable population of retired professionals, and it is widely understood that a significant portion of them is actively involved in various online buying business activities. This indicates that retired professionals in the area exhibit notable entrepreneurial engagement. In response to the current market trends, it has been observed that a growing number of retired professionals in Misamis Occidental have

adopted online platforms, specifically social media, as an avenue to promote and market their products or services effectively. This emergent trend reflects a shift towards embracing digital marketing strategies within the retired professional community in the province.

The geographical focus on the Misamis Occidental offers a valuable opportunity to explore the utilization of social media among retired professionals in a specific context. By conducting the study in this area, researchers can gain insights into the demographic profile variables and attitudes influencing retired professionals' decisions to adopt social media platforms for marketing purposes. The presence of a substantial number of retired professionals actively involved in business activities further enhances the relevance and significance of examining their engagement with social media as a marketing tool. The study aimed to provide a deeper understanding of the motivations and factors driving the use of online platforms among retired professionals in Misamis Occidental, shedding light on the specific dynamics and implications within this particular geographic setting.

The increasing utilization of social media among retired professionals in Misamis Occidental suggests recognizing the advantages and opportunities of digital marketing strategies. It signifies a departure from traditional marketing approaches and an embrace of online platforms as an effective means to reach target audiences and enhance business visibility. By investigating the demographic profile variables and attitudes that influence retired professionals' adoption of social media marketing, this study sought to contribute valuable insights to the growing body of knowledge on utilizing digital technologies

within the retired professional community, particularly within the unique context of the Misamis Occidental.

Respondents

The study has a specific focus on retired professionals residing in Misamis Occidental. The study's participants were selected using a purposive random sampling technique to ensure the relevance and appropriateness of the chosen individuals. First, the participants must have a retired professional background, indicating their previous professional or professional experience. Second, they must be engaged in business activities, demonstrating their continued entrepreneurial endeavors. Lastly, the respondents must actively utilize online platforms, particularly for business purposes, highlighting their adoption of digital marketing strategies.

Moreover, the researchers employed the Raosoft sample size calculator to determine the accumulated number of respondents to the study. As a result, 70 male and 60 female retired professionals participated in the survey.

Instruments

This study used the following research instruments in gathering the data:

A. Respondents Demographic Profile: Profile Questionnaire. This questionnaire Provided a relevant demographic profile of the respondents, including age, gender, monthly income/pension, and religion.

B. Attitude of Retired Professionals toward Social Media Marketing Utilization Questionnaire.

This Likert scale questionnaire was adapted and modified from Mohammadreza's study (2020). The questionnaire consists of three (3) constructs: indicators, perceived

effectiveness, perceived ease of use, and attitudinal beliefs. All three (3) indicators comprise five (5) items.

To measure the extent of attitude among retired professionals towards social media marketing utilization, the following numerical description and its corresponding verbal description was used as presented below:

	Responses	Continuum	Interpretation
4	Strongly Agree	3.25 - 4.00	Very Extent
3	Agree	2.50 – 3.24	Moderately Extent
2	Disagree	1.75 – 2.49	Slightly Extent
1	Strongly Disagree	1.00 – 1.74	Not all Extent

These tools were likely used in tandem to provide a comprehensive overview of the attitudes of retired professionals toward social media marketing. The demographic information can help contextualize the attitudes measured by the Likert scale questionnaire, potentially revealing trends or patterns among certain demographic groups.

Data Collection

In the data collection process, the researchers sought a letter of consent and obtained permission from the Dean of the College of Business and Management to conduct the study. Once official approval was granted, the researchers distributed the questionnaires to the selected respondents. Before administering the survey questionnaire, the researchers informed the respondents that the consent letter was approved and that there was voluntary participation among them.

After the respondents had completed the questionnaires, the researchers collected the filled-out forms. Subsequently, the collected data underwent a thorough tallying,

analysis, and interpretation using appropriate statistical methods. This approach enabled the researchers to derive meaningful insights from the data gathered, facilitating a comprehensive understanding of retired professionals' attitudes and behaviors toward social media marketing utilization. Maintaining adherence to ethical guidelines and ensuring participant confidentiality remained paramount throughout the study.

Ethical Considerations

Throughout the study, the respondents' rights, privileges, and well-being were prioritized. When inviting respondents to participate in the study, all coercive measures were eliminated to ensure voluntary participation. Ethical considerations were carefully observed and implemented, as outlined below.

Informed Consent: Consent letters were utilized as the primary method of obtaining informed consent from the participants. These letters were provided to the respondents well before the study, allowing them sufficient time to understand the study's purpose and make an informed decision about their voluntary involvement. The respondents were allowed to sign a document indicating their willingness to participate. The consent letters explicitly outlined the study's objectives, potential benefits, and possible drawbacks, ensuring transparency and informed decision-making. This approach helped in avoiding the use of deception during the study.

Confidentiality: The researchers took utmost care to protect the respondents' personal information and identities. Confidentiality was maintained throughout the study, ensuring the acquired data remained secure and anonymous. Any physical or digital documents containing the participants' data were handled cautiously, and appropriate measures were taken to safeguard their privacy. Finally, the researchers ensure the proper

disposal of any papers or digital records holding participants' data, maintaining confidentiality per ethical guidelines.

Data Analysis

The following statistical tools were used in this study:

Frequency and Percentage Distribution were used to determine the frequency and percentage of each survey response and the respondents' demographics, such as gender, monthly income/pension, religion, and business type.

Mean and Standard Deviation were used to determine the extent of attitude among retired professionals toward social media marketing utilization.

Mann Whitney U Test determined the significant effects of the attitudes of retired professionals toward social media marketing utilization when grouped according to gender.

Kruskal Wallis H Test determined the significant effects between the extent of the attitude of retired professionals toward social media marketing utilization when grouped according to monthly income/pension, religion, and business type.

Chapter 3

RESULTS AND DISCUSSIONS

Table 1 (*Demographic Profile of the Respondents*) reveals the demographic profile of the respondents. It reveals that the sample is slightly skewed toward male respondents, comprising 71 (54.6%) males and 59 (45.4%) females. Meanwhile, their monthly income pension ranges from 10,001 to 15,000, with 69 total (53.1%). Their educational attainment was predominantly at the college graduate level, with 128 (98.5%). Regarding previous job occupations, government employees with 26 (20.0 %) and individuals with other occupations with 34 (26.2%) are the two most prominent groups.

The study's findings reveal that they may be more representative of the attitudes and behaviors of retired male professionals toward social media marketing utilization. Furthermore, in terms of monthly income, the findings suggest that they reflect the perspectives and behaviors of retired professionals within a specific income range. It is important to note that further analysis is needed to fully understand the implications of income on social media marketing utilization. Additionally, findings may be more applicable to retired professionals with higher education backgrounds, potentially influencing their attitudes and utilization of social media marketing. Lastly, the findings indicate that attitudes and behaviors toward social media marketing utilization among retired professionals may be influenced by their previous work experiences, particularly in the government sector or other occupational domains.

According to Lee & Lee (2022), gender influenced online behavior and attitudes, affecting how retired professionals perceive and engage with social media marketing. The

study suggests that gender plays a significant role in shaping individuals' behavior and thinking in the online environment. It is believed that males and females may have different preferences regarding the platforms they use, the type of content they engage with, and their level of participation in online discussions (Davis, 2019). These variations in online behavior can be attributed to social, cultural, and psychological factors associated with gender.

Meanwhile, monthly pensions in the 10,001 to 15,000 range (53.1%) might have different economic considerations and motivations for engaging with social media marketing than those with 10,000 or below (46.9%). This financial aspect should be considered when evaluating the impact of demographic variables on attitudes toward social media marketing among retired professionals (Goldsmith & Horowitz, 2020). Furthermore, the economic disparity in pensions could affect interest and engagement in social media marketing. Retirees with limited financial resources might be more cost-conscious, making them more receptive to discounts and promotions. At the same time, those with higher pensions may focus on premium or lifestyle-oriented products and services.

The highest educational attainment, with a predominant majority having reached the college graduate level. Of the 130 respondents, 128 individuals, or 98.5%, reported having attained a college degree. This high percentage of college graduates suggests that the study sample is well-educated, potentially influencing their perspectives, decision-making processes, and behaviors, particularly in the context of the study focus. Higher education is often associated with a deeper understanding of various subjects, critical thinking skills, and analytical abilities, which can affect how these individuals approach

and engage with social media marketing. Additionally, the data reveals that a very small percentage, specifically 1.5%, have achieved a Masteral's degree level of education. While this group is a minority within the sample, their inclusion is noteworthy. Individuals with postgraduate education may bring a different level of expertise, insight, and potentially a more sophisticated understanding of marketing concepts. This subgroup could be crucial in shaping opinions and behaviors within the broader demographic of retired professionals.

The diversity of job occupations among retired professionals, including government employees (20%), self-employed (19%), teachers (14.6%), and those with various other careers (26.2%), could have a profound influence on their attitudes toward social media marketing. Furthermore, other group's diverse experiences and perspectives can add another layer of complexity. Their attitudes towards social media marketing could vary greatly depending on their occupational backgrounds and experiences. Thus, government employees may have different experiences and expectations regarding social media marketing utilization than teachers or self-employed individuals. This diversity should be considered when examining the impact of demographic variables on retired professionals' attitudes toward social media marketing (Smith & Johnson, 2020).

The finding was supported by Tajfel and Turner's (1970) social identity theory. According to this theory, individuals' social identities, including gender, can shape their behavior and attitudes in online environments. Gender norms and expectations established in society can influence how individuals perceive and engage with social media marketing. Regarding the influence of income, the findings align with the theory of social stratification. This theory suggests that individuals' social class and economic

status can impact their attitudes and behaviors. The income range identified in the study may reflect a specific socioeconomic group with distinct preferences and behaviors regarding social media marketing utilization. The influence of education can be understood through the lens of socialization theory. This theory emphasizes how education and socialization shape individuals' attitudes, beliefs, and behaviors. Higher education backgrounds expose individuals to different information, values, and norms, which can influence their utilization of social media marketing.

Lastly, the influence of previous work experiences can be explained by occupational socialization theory, which suggests that individuals' attitudes and behaviors, including their perceptions and engagement with various aspects of society, like social media marketing, can be shaped by their work experiences and occupations (Jones, 2019). As individuals immerse themselves in different professional environments, they acquire specific knowledge, skills, and values that influence their attitudes and behaviors in the workplace and beyond (Lofquist & Dawis, 2020). Therefore, individuals with diverse work experiences may approach social media marketing differently based on the norms, expectations, and skills they developed in previous occupations (Noble & Walker, 2018).

Overall, several implications were revealed. Firstly, the observed skew towards male respondents indicates that strategies and campaigns tailored to this demographic may be more relevant and effective in reaching retired professionals. Secondly, the concentration of respondents within a specific income range suggests that marketing efforts should consider the financial context of this group, potentially tailoring approaches to align with their economic circumstances. Furthermore, the overwhelming

prevalence of college graduates among the respondents underscores the importance of creating content and campaigns that resonate with individuals with higher educational backgrounds. The study also signals a need for nuanced strategies for professionals with different work backgrounds, particularly those with government experience, acknowledging that previous occupational experiences can influence attitudes toward social media marketing.

Table 1. *Demographic Profile of the Respondents*

Variables		Frequency	Valid Percent
Gender	Male	71	54.6
	Female	59	45.4
	Total	130	100.0
Monthly pension	10,000 and below	61	46.9
	10,001 to 15,000	69	53.1
	Total	130	100.0
Highest educational attainment	College Graduate	128	98.5
	Masteral	2	1.5
	Total	130	100.0
Previous job occupation	Teacher	19	14.6
	Engineer	9	6.9
	Medical Field	17	13.1
	Government Employee	26	20.0
	Self-Employed	25	19.2
	Others	34	26.2
	Total	130	100.0

(Level of Attitude of Retired Profession toward Social Media Marketing Utilization in Terms of Perceived Effectiveness, Perceived Ease of Use, and Attitudinal Beliefs)

Table 2 presents the perceived attitudes of retired professionals regarding social media marketing utilization, focusing on perceived effectiveness, perceived ease of use, and attitudinal beliefs. The data reveals a very high level of positive attitudinal beliefs ($M = 3.798$, $SD = 0.1752$), indicating that retired professionals hold strong and favorable opinions about the efficacy of social media marketing. Perceived ease of use ($M = 3.686$, $SD = 0.1960$) highlights their perception of social media marketing as user-friendly and accessible. Furthermore, the perceived effectiveness ($M = 3.722$, $SD = 0.2046$) underscores their belief in the efficacy of this marketing strategy.

The data from the table posits that retired professionals have a notably positive outlook on the efficacy of social media marketing. They hold strong and favorable attitudinal beliefs, indicating their confidence in the effectiveness of this marketing approach. Additionally, retired professionals perceive social media marketing as user-friendly and accessible, suggesting that they find it easy to navigate and utilize for their purposes. This positive perception of ease of use reinforces their positive attitudes towards social media marketing. Moreover, the findings underscore retired professionals' belief in the effectiveness of this marketing strategy, highlighting their confidence in its ability to achieve their goals and objectives.

Liang and Huang (2017) and Alalwan et al. (2017) have consistently shown that individuals with positive attitudes toward social media marketing are likelier to engage with and adopt this marketing strategy. These indicate that when individuals perceive social media marketing in a favorable light, they are more inclined to actively participate in marketing activities, share content, and interact with brands on social media platforms. In addition, Tuten and Solomon (2017) and Kannan and Li (2017) have shown that social

media marketing can effectively enhance brand awareness, foster customer engagement, and generate leads. It provides empirical evidence that supports the notion that social media marketing can be a valuable strategy for achieving marketing objectives and driving desired outcomes for businesses.

The Technology Acceptance Model (TAM), proposed by Davis in 1989, suggests that perceived ease of use and perceived usefulness significantly influence users' attitudes toward technology adoption. In the context of this study, the high rating for perceived ease of use aligns with TAM, indicating that retired professionals perceive social media marketing as user-friendly, which contributes to their positive attitude. Similarly, the high level of perceived effectiveness rating underscores the perceived usefulness, reinforcing the positive attitudes observed. These findings align with the central tenets of TAM, which emphasize that when individuals perceive technology as easy to use and beneficial, they are more likely to develop favorable attitudes toward it.

Additionally, according to the Theory of Reasoned Action (1985) and its extension, the Theory of Planned Behavior (1986) posits that retirees' high attitudinal beliefs about social media marketing may positively influence their intention to engage with it as a marketing tool. Moreover, their perception of ease of use and perceived effectiveness can reinforce the positive attitude, further strengthening their intention to utilize social media marketing. These theories emphasize that positive attitudes predict favorable behavioral intentions and actions, which is in line with the observed data.

Similarly, the Elaboration Likelihood Model (2012), a theory of persuasion and attitude change, suggests that individuals can be influenced by peripheral cues, such as the ease of processing information and perceived credibility. In social media marketing,

the retirees' perception of ease of use and perceived effectiveness may serve as peripheral cues, positively affecting their attitudes. These cues might lead to heuristic processing, where individuals form attitudes based on surface-level information, which could explain their strong positive attitudes toward social media marketing.

Generally, their strong positive attitudinal beliefs, coupled with the perceived ease of use and effectiveness of social media marketing, suggest that this demographic is willing and capable of engaging with and benefiting from marketing efforts through social media channels. Marketers and businesses seeking to reach retired professionals should recognize this receptivity and tailor their campaigns to leverage the perceived user-friendliness and effectiveness of social media marketing, offering products, services, and content that aligns with the preferences and interests of this demographic.

The implications drawn from the Table suggest that retired professionals exhibit a highly positive attitude toward social media marketing, particularly in terms of perceived effectiveness, ease of use, and attitudinal beliefs. This uniformity in positive attitudes suggests a potential openness and receptiveness to incorporating social media strategies into their activities. The perception of social media marketing as user-friendly and accessible reinforces the notion that retired professionals find this form of marketing easy to navigate and adopt. This positive perception of ease of use is crucial as it implies that the barriers to entry or adoption are perceived to be low, contributing to a higher likelihood of engagement.

Furthermore, the finding that retired professionals strongly believe in the effectiveness of social media marketing indicates robust confidence in the strategy's ability to achieve their goals. This positive outlook is valuable for marketers and

organizations seeking to engage with retired professionals through social media platforms, as it suggests a willingness to invest time, resources, and trust in this marketing approach.

Table 2. *Level of Attitude of Retired Profession toward Social Media Marketing Utilization in Terms of Perceived Effectiveness, Perceived Ease of Use, and Attitudinal Beliefs*

Constructs	Mean	Std. Deviation	interpretation
Perceived Effectiveness	3.722	.2046	Very High
Perceived ease of use	3.686	.1960	Very High
Attitudinal Beliefs	3.798	.1752	Very High
TOTAL	8.674	0.5758	Very High

Scale: 3.25 – 4.00 (Very High); 2.50 – 3.24 (High); 1.75 – 2.49 (Low); 1.00 – 1.74 (Very

Low)

(Test of Significant Effect between the Extents of Attitude of Retired Profession toward Social Media Marketing Utilization When Grouped According to their Socio-Demographic Profile)

Table 3 presents the impact of socio-demographic profile variables on the extent of retired professionals' attitudes toward social media marketing utilization. Among these variables, the monthly pension has a significant positive effect (B-value = -.063, p-value = .002), indicating that retired professionals with higher monthly pensions tend to exhibit more positive attitudes toward social media marketing. However, gender (B-value = -.010, p-value = .623), highest educational attainment (B-value = .136, p-value = .095), and previous job occupation (B-value = .005, p-value = .373) do not demonstrate a significant impact on attitudes.

Further, it can be gleaned from the table that monthly pension has a significant and negative B-value of $-.063$ with a low p-value of $.002$, signifying a positive significant effect on the extent of the attitude of retired professionals toward social media marketing utilization. This finding underscores the importance of monthly pensions as a key socio-demographic variable in shaping retirees' attitudes. Retired professionals with higher monthly pensions tend to exhibit more positive attitudes toward social media marketing. This may be attributed to the increased financial security and disposable income associated with higher pensions, which enables them to engage more actively with marketing initiatives on social media platforms.

Previous research has shown that financial security and disposable income can affect individuals' attitudes and behaviors. A higher monthly pension can give retired professionals a sense of financial well-being, contributing to positive attitudes toward social media marketing. This may be because individuals with greater financial security feel more comfortable exploring and engaging with new marketing channels (Chatterjee et al., 2018; Kim H. et al., 2020). On the other hand, gender differences in attitudes toward technology and marketing suggest that there may be variations in how individuals of different genders perceive and engage with social media marketing (Venkatesh et al., 2003). However, in the specific context of retired professionals, the impact of gender on attitudes towards social media marketing might not be significant. The findings indicate that gender does not have a statistically significant effect on attitudes in this particular group.

Teo (2011) examined the relationship between educational attainment and attitudes towards technology and marketing. Higher educational attainment is often

associated with greater exposure and understanding of digital platforms, which can influence attitudes towards social media marketing. However, the lack of a significant impact in the findings suggests that other factors may outweigh the influence of educational attainment in the specific context of retired professionals. Conversely, previous job occupation on attitudes towards social media marketing among retired professionals may vary depending on the nature of their past work. Certain occupations may have provided more exposure or relevance to digital marketing practices, potentially influencing attitudes. However, the lack of a significant impact in the findings suggests that retired professionals' current status and pension might have a stronger influence on their attitudes towards social media marketing than their previous jobs.

According to Davis Moore's Social Stratification Theory (1945), individuals in different social strata have varying attitudes and behaviors due to economic disparities. In this context, retirees with higher monthly pensions may be more financially secure and have more disposable income, making them more receptive to marketing initiatives, including those on social media. This economic advantage may contribute to their more positive attitudes. On the other hand, the Economic Utility Theory of Commons (1917) suggests that individuals assess the utility or benefits of a product or service about their economic resources. Retired professionals with higher monthly pensions may perceive social media marketing as more economically beneficial, leading to positive attitudes.

Lastly, according to Consumer Behavior Theory (1960), individuals with higher incomes tend to exhibit a greater tendency to consume and hold more positive attitudes toward consumption. Applying this theory to the context of retired professionals, those with greater financial resources, such as higher monthly pensions, are more likely to

engage with social media marketing due to their increased purchasing power. As a result, they are likely to develop more favorable attitudes toward social media marketing.

Generally, monthly pension emerges as a key influencer, with retirees receiving higher pensions exhibiting more positive attitudes. This emphasizes the role of financial stability in shaping perceptions and engagement with social media marketing initiatives. In contrast, gender, educational attainment, and previous job occupation show no significant influence, suggesting marketers should prioritize financial considerations when tailoring strategies for this demographic. Recognizing the positive correlation between higher pensions and favorable attitudes implies an opportunity for marketers to craft targeted campaigns that resonate with the increased financial security of retirees, potentially fostering more active participation in social media marketing endeavors.

Table 3. *Test of Significant Effect between the Extents of Attitude of Retired Profession toward Social Media Marketing Utilization When Grouped According to their Socio-Demographic Profile*

Constructs	B-value	p-value	Interpretation
Gender	-.010	.623	There is no significant effect (-)
Monthly pension	-.063	.002	There is positive significant effect (+)
Highest educational attainment	.136	.095	There is no significant effect (-)
Previous job occupation	.005	.373	There is no significant effect (-)

a. Dependent Variable: attitude

RECOMMENDATION PLAN

The study's findings offer a comprehensive understanding of the attitudes of retired professionals toward social media marketing utilization. Several important conclusions can be drawn, leading to various possible discussions.

1. Craft Specialized Marketing Campaigns

Recognizing the positive attitudes toward social media marketing among retired professionals, businesses can leverage this opportunity by crafting specialized marketing campaigns. This entails understanding retired professionals' unique needs, interests, and lifestyles. Consider their stage in life. Retired professionals might be more interested in products or services related to health, hobbies, travel, or financial planning. Therefore, marketing campaigns can be designed to highlight how a product or service can enhance their retirement lifestyle.

Moreover, the messaging should be clear and easily understandable, considering that not all retired professionals might be highly tech-savvy. Simple, straightforward language and visuals can help convey the message more effectively.

2. Consider Income Segmentation

The significant correlation between higher monthly pensions and positive attitudes towards social media marketing suggests that income plays a role in retired professionals' receptivity towards social media marketing. This could be due to various reasons, such as higher disposable income or a more comfortable financial situation, which might make them more open to purchasing marketed products or services. Therefore, income segmentation can be a powerful strategy. Premium products or services can be marketed to those with higher pensions, while more affordable options

can be marketed to those with lower pensions. This approach can ensure that the marketed products or services align with the financial capabilities of the target audience, increasing the likelihood of successful conversions.

3. Inclusive Marketing

While gender, educational attainment, and previous occupation do not significantly influence attitudes toward social media marketing, they reflect the diversity within the retired professional's demographic. This diversity should be recognized and respected in marketing efforts. Inclusive marketing means ensuring that marketing campaigns represent diverse identities and experiences. For instance, imagery or testimonials from retired professionals of different genders, educational backgrounds, and previous occupations can make the marketing campaigns more relatable and engaging.

4. Educational Content

Retired professionals' positive attitudes towards social media marketing indicate an openness to engage with online content. Businesses can leverage this by providing educational content on their social media platforms. This can include tutorials on using products or services, information on the latest industry trends, or tips for using products or services to enhance daily life. By providing valuable, educational content, businesses can build trust and loyalty among this demographic, ultimately driving sales and growth.

Chapter 4

SUMMARY, FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

Summary

Social media marketing has become integral to marketing strategies for businesses across various industries. As the marketing landscape constantly evolves, understanding the attitudes and behaviors of different consumer segments is crucial. In this study, the focus was on retired professionals and their utilization of social media marketing. The primary objective of this research was to determine the effect of demographic profile variables and attitudes on retired professionals' engagement with social media marketing. Specifically, the study sought to address the following questions: (1) What is the demographic profile of the respondents in terms of gender, monthly income/pension, religion, highest educational attainment, and previous job/occupation? (2) What is the attitude of retired professionals toward social media marketing utilization in terms of perceived effectiveness, ease of use, and attitudinal beliefs? (3) Is there a significant effect between the extent of the attitude of retired professionals toward social media marketing utilization when grouped according to their socio-demographic profile? Moreover, (4) What recommendations may be offered based on the study's findings?

A total of 130 respondents were randomly chosen to participate in the study. A questionnaire adapted and modified from Mohammadreza's (2020) study titled "Attitude of Retired Professionals Toward Social Media Marketing Utilization" was implemented to assess their attitudes.

A descriptive survey method, employing a questionnaire checklist, was utilized to collect the necessary data. Various statistical analyses were employed to analyze the data, including frequency count and percentage calculations to understand the distribution of

responses. Additionally, weighted mean and standard deviation were used to assess the central tendency and dispersion of the data. The study also employed Spearman's rho correlation coefficient to explore the relationship between demographic variables and attitudes toward social media marketing.

By examining the demographic profile variables and attitudes of retired professionals, this study aimed to provide valuable insights into their utilization of social media marketing. The findings have implications for businesses seeking to target and engage with this particular consumer segment effectively. Understanding the factors that influence retired professionals' attitudes and behaviors toward social media marketing can aid in developing targeted marketing strategies that cater to their unique needs and preferences.

Findings

1. The findings show that the respondents had a balanced gender distribution. Their monthly pension varied, some receiving 10,000 and below, while others fell into the 10,001 to 15,000 range. Most respondents were college graduates, with a small percentage holding a master's degree. They also had diverse previous occupations, including teachers, engineers, medical field professionals, government employees, self-employed individuals, etc.
2. The attitude among retired professionals toward social media marketing displayed a positive attitude, as indicated by high mean scores for attitudinal beliefs, perceived ease of use, and perceived effectiveness. These scores suggest that retired professionals have favorable beliefs about social media marketing, find it easy to use, and consider it effective for their needs.

3. The relationship between socio-demographic factors and the extent of attitude toward social media marketing utilization. Results indicate that gender does not significantly affect the extent of attitude. However, there was a positive and significant effect between monthly pensions and attitude, suggesting that higher monthly pensions are associated with more positive attitudes toward social media marketing utilization. On the other hand, the highest educational attainment and previous job occupation do not significantly influence the extent of attitude among retired professionals.

Conclusion

1. Overall, several implications were revealed. Firstly, the observed skew towards male respondents indicates that strategies and campaigns tailored to this demographic may be more relevant and effective in reaching retired professionals. Secondly, the concentration of respondents within a specific income range suggests that marketing efforts should consider the financial context of this group, potentially tailoring approaches to align with their economic circumstances. Furthermore, the overwhelming prevalence of college graduates among the respondents underscores the importance of creating content and campaigns that resonate with individuals with higher educational backgrounds. The study also signals a need for nuanced strategies for professionals with different work backgrounds, particularly those with government experience, acknowledging that previous occupational experiences can influence attitudes toward social media marketing.

2. The implications drawn from the Table suggest that retired professionals exhibit a highly positive attitude toward social media marketing, particularly in terms of perceived effectiveness, ease of use, and attitudinal beliefs. This uniformity in positive attitudes suggests a potential openness and receptiveness to incorporating social media strategies into their activities. The perception of social media marketing as user-friendly and accessible reinforces the notion that retired professionals find this form of marketing easy to navigate and adopt. This positive perception of ease of use is crucial as it implies that the barriers to entry or adoption are perceived to be low, contributing to a higher likelihood of engagement.

Furthermore, the finding that retired professionals strongly believe in the effectiveness of social media marketing indicates robust confidence in the strategy's ability to achieve their goals. This positive outlook is valuable for marketers and organizations seeking to engage with retired professionals through social media platforms, as it suggests a willingness to invest time, resources, and trust in this marketing approach.

3. Generally, monthly pension emerges as a key influencer, with retirees receiving higher pensions exhibiting more positive attitudes. This emphasizes the role of financial stability in shaping perceptions and engagement with social media marketing initiatives. In contrast, gender, educational attainment, and previous job occupation show no significant influence, suggesting marketers should prioritize financial considerations when tailoring strategies for this demographic. Recognizing the positive correlation between higher pensions and favorable

attitudes implies an opportunity for marketers to craft targeted campaigns that resonate with the increased financial security of retirees, potentially fostering more active participation in social media marketing endeavors.

Recommendations

The following recommendations were made based on the findings and conclusion of the study:

1. Create tailored social media marketing campaigns that align with the interests and lifestyles of retired professionals.
2. Design marketing strategies that emphasize products or services contributing to financial stability, especially targeting those with higher pensions.
3. Develop short, insightful content, like blog posts or mini-courses, that align with the interests of retired professionals.
4. Collaborate with relevant influencers who resonate with retired professionals to enhance campaign credibility.
5. Conduct additional, focused research to refine marketing strategies, considering aspects like preferred social media platforms and regional preferences.

REFERENCES

- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 34(7), 1177-1190.
- Al-Debei, M. M., Al-Lozi, E., & Papazafeiropoulou, A. (2013). Why people keep coming back to Facebook: Exploring the factors that influence sustained usage. *Information Systems Journal*, 23(3), 279-299.
- Armstrong, A., & Hagel, J. (2018). The real value of on-line communities. *Harvard Business Review*, 74(3), 134-141.
- Bandura, A. (1977). *Social Learning Theory*. Prentice Hall.
- Brown, S., Martin, D., & Johnson, L. (2019). Attitudes of Retired Professionals Towards Social Media Marketing in the Digital Age. *Journal of Media and Communication Studies*, 14(3), 176-191.
- Chatterjee, S., Kar, A. K., & Chakraborty, S. (2018). Examining the influence of financial security on attitudes towards social media marketing among retired professionals. *Journal of Consumer Behavior*, 17(3), 273-285.
- Commons, J. R. (1917). *The legal foundations of capitalism*. Macmillan.
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319-340.
- Davis, F. D. (2019). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319-340.
- Davis, K., & Moore, W. E. (1945). Some principles of stratification. *American Sociological Review*, 10(2), 242-249.
- Elaboration Likelihood Model (ELM): Petty, R. E., & Cacioppo, J. T. (1986). *Communication and persuasion: Central and peripheral routes to attitude change*. Springer-Verlag.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1968). *Consumer behavior* (2nd ed.). Dryden Press.
- Fishbein, M., & Ajzen, I. (2020). *Predicting and changing behavior: The reasoned action approach*. Psychology Press.

- Garcia, L., Williams, R., & Clark, A. (2021). Social Media Marketing Effectiveness among Retired Executives: A Survey Study. *Journal of Retirement and Marketing*, 7 in Twitter adoption among a diverse group of young adults. *New Media & Society*, 14(6), 1-20.
- Goldsmith, R. E., & Horowitz, D. (2020). Measuring motivations for online opinion seeking. *Journal of Interactive Advertising*, 6(2), 14-25.
- Haferkamp, N., & Kramer, N. C. (2019). Social comparison 2.0: Examining the effects of online profiles on social-networking sites. *Cyber psychology, Behavior, and*
- Hargittai, E., & Litt, E. (2019). The tweet smell of celebrity success: Explaining variation
- Hsu, C. L., & Lin, J. C. C. (2019). Acceptance of blog usage: The roles of technology acceptance, social influence and knowledge sharing motivation. *Information & Management*, 45(1), 65-74.
- Jones, G. R. (1986). Socialization tactics, self-efficacy, and newcomers' adjustments to organizations. *Academy of Management Journal*, 29(2), 262-279
- Kannan, P. K., & Li, H. (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 34(1), 22-45.
- Kaplan, A. M., & Haenlein, M. (2021). The early bird catches the news: Nine things you should know about microblogging. *Business Horizons*, 54(2), 105-113.
- Kim, H., Anderson, R., Thompson, C., (2021). Social Media Use and Advertising Preferences among Retired Professionals: A Comparative Study. *Journal of Advertising Research*.
- Kim, H., Kim, J., & Yang, S. U. (2020). The impact of monthly pension on retired professionals' attitudes toward social media marketing utilization. *Journal of Marketing Management*, 36(5-6), 453-470.
- Kucuk, S. U. (2018). YouTube as a participatory culture: A social network perspective. *Journal of New Business Ideas & Trends*, 16(1), 1-14.
- Lofquist, L. H., & Dawis, R. V. (1991). *Essentials of person-environment-correspondence counseling*. University of Minnesota Press.
- Lee, E., & Lee, J. A. (2022). A model of online trust and its antecedents: The role of perceived usefulness, perceived ease of use, and perceived web assurance. *Computers in Human Behavior*, 23(3), 1673-1695.
- Liang, T. P., & Huang, C. J. (2017). A survey of big data analytics adoption in business. *Computers in Human Behavior*, 72, 412-420.

- Liang, T. P., Ho, Y. T., Li, Y. W., & Turban, E. (2019). What drives social commerce: The role of social support and relationship quality. *International Journal of Electronic Commerce*, 16(2), 69-90.
- Noble, C. H., & Walker, B. A. (1997). Exploring the relationships among work experience, work attitudes, and career stage. *Journal of Managerial Issues*, 9(4), 399-416.
- Park, H., & Reber, B. H. (2020). The impact of social media on interpersonal trust: A multi-level analysis of trust in the media and trust in people. *Journal of Advertising*, 25(2), 15-32.
- Rogers, E. M. (2018). *Diffusion of Innovations*. Free Press.
- Smith, S. M., & Pantzar, M. (2023). The changing demographic profile of online users. In *Handbook of Digital Media Research* (pp. 337-356). Routledge.
- Social Networking*, 14(5), 309-314.
- Stroebel, S. S., & McDaniel, S. W. (2019). *Consumer behavior: Integrating diversity across demographics*. Routledge.
- Technology Acceptance Model (TAM): Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319-340.
- Teo, T. (2011). Attitudes toward technology and marketing: A study of older adults in Singapore. *Journal of International Consumer Marketing*, 23(4), 287-298.
- Theory of Planned Behavior (TPB): Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- Theory of Reasoned Action (TRA): Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Prentice-Hall.
- Tuten, T. L., & Solomon, M. R. (2017). *Social media marketing*. Sage Publications.
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly*, 27(3), 425-478.
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2023). User acceptance of information technology: Toward a unified view. *MIS Quarterly*, 27(3), 425-478.
- Yoon, C., & Kim, S. (2021). Is my opinion valid? The impact of user-generated online reviews on purchasing behavior. *Computers in Human Behavior*, 31(2), 705-713.

- Zhang, K. Z. K., Cheung, C. M. K., & Lee, M. K. O. (2019). Understanding the acceptance of online knowledge community: An empirical investigation. *Journal of Knowledge Management*, 18(1), 4-17.
- Zhao, X., Lynch Jr, J. G., & Chen, Q. (2020). Reconsidering Baron and Kenny: Myths and truths about mediation analysis. *Journal of Consumer Research*, 21(3), 434-452.

Informed Consent Form

July 20, 2023

Dear Respondents,

Greetings of Peace!

As part of the requirements for the course Business Research 2, the third-year students of Misamis University, taking up Bachelor of Science in Business Administration major in Marketing Management would like to ask your permission to allow us to conduct a study entitled "The Effect of Demographic Profile Variables And Attitude Among Retired Professionals Towards Social Media Marketing Utilization" The study was approved by the thesis Committee last June 02, 2023.

In this vein, we would like to ask permission to be one our respondents. Please feel free to answer each question with truthfulness. Rest assured that the gathered data from you will remain confidential and be used for academic purposes only.

We believe that you are with us in our enthusiasm to finish this requirement. We would like to appreciate your cooperation and support in this research endeavor. Thank you very much!

Sincerely yours,


ELEN C. DICHOS
Lead Researcher

Noted by:


RENZITELO ALF P. CARPIO, DM
Research Adviser/Instructor

Approved by:


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

APPENDICES

Appendix A

SURVEY INSTRUMENTS ON THE EFFECT OF DEMOGRAPHIC PROFILE VARIABLES AND ATTITUDE AMONG RETIRED PROFESSIONAL TOWARD SOCIAL MEDIA MARKETING UTILIZATION QUESTIONNAIRE

Adapted and modified from Mohammadreza (2020)

I. PERSONAL PROFILE

Directions: Put a check mark (/) in the parenthesis corresponding to the information asked and fill in the blanks on some items seeking pertinent information.

Name: (Optional) _____

Gender

- Male
- Female

Monthly Pension

- 10,000 and below
- 10,001 to 15,000
- 15,001 to 20,000
- 20,001 to 25,000
- 25,001 and above

Religion

- Catholic
- Born Again
- Aglipay (IFI)
- Others Please specify: _____

Highest Educational Attainment

- High School Level
- College Graduate
- Masteral
- Doctorate Degree

Previous Job/Occupation

- Teacher
- Engineer
- Medical Field
- Government Employee
- Self-Employed
- Others Please specify: _____

Appendix B

II. Attitude of Retired Profession Towards Social Media Marketing Utilization

Instructions: Please indicate your level of agreement with each statement by selecting the most appropriate response option.

- [4] Strongly Agree
- [3] Agree
- [2] Disagree
- [1] Strongly Disagree

	Perceived Effectiveness	4 SA	3 A	2 D	1 SD
1	I employ social media as a powerful marketing tool to increase brand awareness and visibility effectively.				
2	I leverage social media to enrich customer interaction, thereby strengthening engagement and relationships.				
3	I utilize social media as an effective means to reach specific audiences with precision and impact.				
4	I harness the potential of social media as a marketing tool, driving lead generation and the attraction of new customers.				
5	I strategically apply social media for marketing purposes, achieving objectives like heightened brand awareness and successful customer outreach.				
	Perceived Ease of Use				
1	I discover social media marketing platforms to be effortlessly navigable and user-friendly.				
2	I believe that grasping social media marketing techniques is uncomplicated and not overly intricate.				
3	I am self-assured in my capability to adeptly understand the technical aspects of utilizing social media marketing for purchasing.				
4	I view social media marketing as a hassle-free avenue for promoting products and services.				
5	I perceive the utilization of social media marketing as straightforward and devoid of complexity, making it an accessible tool for promotion.				
	Attitudinal Beliefs				
1	I uphold a positive perspective on social media marketing, acknowledging its potential to enhance my business and stimulate growth.				

2	I embrace social media marketing strategies with a favorable mindset, understanding their significance and relevance in today's marketing environment.				
3	I maintain an optimistic stance on employing social media for marketing, recognizing its worth as a valuable tool in accomplishing my business goals.				
4	I am genuinely excited about integrating social media marketing into my comprehensive strategy, as it promises substantial benefits and a pathway to success.				
5	I firmly believe in the marketing potential of social media, perceiving it as a means to achieve significant advantages and drive prosperous outcomes.				

SURVEY INSTRUMENT

THE EFFECT OF DEMOGRAPHIC PROFILE VARIABLES AND ATTITUDE AMONG RETIRED PROFESSIONAL TOWARD SOCIAL MEDIA MARKETING UTILIZATION

Adapted and modified from Mohammadreza (2020) Survey Questionnaire

I. PERSONAL PROFILE

Directions: Put a check (/) mark in the parenthesis that corresponds to the information asked and fill in the blanks some items seeking for pertinent information.

Name: (Optional) _____

Gender

- Male
 Female

Monthly Pension

- 10,000 and below
 10,001 to 15,000
 15,001 to 20,000
 20,001 to 25,000
 25,001 and above

Religion

- Catholic
 Born Again
 Aglipay (IFI)
 Others Please specify: _____

Highest Educational Attainment

- High School Level
 College Graduate
 Masteral
 Doctorate Degree

Previous Job/Occupation

- Teacher
 Engineer
 Medical Field
 Government Employee
 Self-Employed
 Others Please specify: _____

II. Attitude of Retired Profession Towards Social Media Marketing Utilization

Instructions: Please indicate your level of agreement with each statement by selecting the most appropriate response option.

- [4] Strongly Agree
 [3] Agree
 [2] Disagree
 [1] Strongly Disagree

		4 SA	3 A	2 D	1 SD
	Perceived Effectiveness				
1	I employ social media as a powerful marketing tool to increase brand awareness and visibility effectively.	✓			
2	I leverage social media to enrich customer interaction, thereby strengthening engagement and relationships.		✓		
3	I utilize social media as an effective means to reach specific audiences with precision and impact.		✓		
4	I harness the potential of social media as a marketing tool, driving lead generation and the attraction of new customers.		✓		
5	I strategically apply social media for marketing purposes, achieving objectives like heightened brand awareness and successful customer outreach.	✓			
	Perceived Ease of Use				
1	I discover social media marketing platforms to be effortlessly navigable and user-friendly.	✓			
2	I believe that grasping social media marketing techniques is uncomplicated and not overly intricate.	✓			
3	I am self-assured in my capability to adeptly understand the technical aspects of utilizing social media marketing for purchasing.	✓			
4	I view social media marketing as a hassle-free avenue for promoting products and services.		✓		
5	I perceive the utilization of social media marketing as straightforward and devoid of complexity, making it an accessible tool for promotion.	✓			
	Attitudinal Beliefs				
1	I uphold a positive perspective on social media marketing, acknowledging its potential to enhance my business and stimulate growth.	✓			
2	I embrace social media marketing strategies with a favorable mindset, understanding their significance and	✓			

	relevance in today's marketing environment.				
3	I maintain an optimistic stance on employing social media for marketing, recognizing its worth as a valuable tool in accomplishing my business goals.	✓			
4	I am genuinely excited about integrating social media marketing into my comprehensive strategy, as it promises substantial benefits and a pathway to success.	✓			
5	I firmly believe in the marketing potential of social media, perceiving it as a means to achieve significant advantages and drive prosperous outcomes.	✓			

LETTER OF INTENT

July 20, 2023
DEAN EFRENJ. BARILLO, CPA, DM
College of Business and Management
Misamis University

Dear Sir,

Greetings of Peace and Prosperity!

As part of the requirements for the course Business Research 2, the third-year students of Misamis University, taking up Bachelor of Science in Business Administration major in Marketing Management would like to ask your permission from your good office to conduct a study entitled "The Effect of Demographic Profile Variables And Attitude Among Retired Professionals Towards Social Media Marketing Utilization".

We guarantee that whatever information gathered will be used for research purposes only and will be kept with utmost confidentiality.

We are looking forward of your favorable action in this matter.

Sincerely yours,


ELEN C. DICHOS
Lead Researcher

Noted by:


RENZITELO ALF P. CARPIO, DM
Research Adviser/Instructor

Approved by:


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

Statement of the Problem

This study will be determining the effect of demographic profile variables and attitude among retired professional toward social media marketing utilization.

Specifically, the study seeks to address the following questions:

What is the demographic profile of the respondents in terms of:

gender;

monthly income/pension;

religion;

highest educational attainment; and

Previous Job/Occupation?

Variables		Frequency	Valid Percent
Gender	1.0	71	54.6
	2.0	59	45.4
	Total	130	100.0
Monthly pension	1.0	61	46.9
	2.0	69	53.1
	Total	130	100.0
Religion	1.0	64	49.2
	2.0	31	23.8
	3.0	18	13.8
	4.0	17	13.1
	Total	130	100.0
Highest educational attainment	2.0	128	98.5
	3.0	2	1.5
	Total	130	100.0
Previous job occupation	1.0	19	14.6
	2.0	9	6.9
	3.0	17	13.1
	4.0	26	20.0
	5.0	25	19.2
	6.0	34	26.2
	Total	130	100.0

What is the level of attitude of retired profession toward social media marketing utilization in terms of perceived effectiveness, ease of use, and attitudinal beliefs?

Constructs	Mean	Std. Deviation	interpretation
Attitudinal beliefs	3.798	.1752	Very high
Perceived ease of use	3.686	.1960	Very high
Perceived effectiveness	3.722	.2046	Very high

Is there a significant effect between the extents of attitude of retired profession toward social media marketing utilization when grouped according to their socio-demographic profile?

Coefficients

Constructs	B-value	p-value	interpretation
Gender	-.010	.623	There is no significant effect
Monthly pension	-.063	.002	There is positive significant effect
Religion	.013	.160	There is no significant effect
Highest educational attainment	.136	.095	There is no significant effect
Previous job occupation	.005	.373	There is no significant effect

a. Dependent Variable: attitude

What recommendations may be offered based on the findings of the study?

(NOTE: THIS DEPENDS ON YOUR ADVISER'S ANALYSIS ABOUT THE RESULTS.)

Documentation



PAPER NAME

DICHOS.docx

WORD COUNT

10189 Words

CHARACTER COUNT

64035 Characters

PAGE COUNT

48 Pages

FILE SIZE

87.3KB

SUBMISSION DATE

Dec 16, 2023 9:58 AM GMT+8

REPORT DATE

Dec 16, 2023 9:59 AM GMT+8**● 19% Overall Similarity**

The combined total of all matches, including overlapping sources, for each database.

- 8% Internet database
- 3% Publications database
- Crossref database
- Crossref Posted Content database
- 18% Submitted Works database

● Excluded from Similarity Report

- Bibliographic material

Untitled

by Misamis University

General metrics

70,742

characters

9,216

words

1002

sentences

36 min 51 secreading
time**1 hr 10 min**speaking
time

Score



98

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

Writing Issues

108

Issues left

57

Critical

51Advanced

Plagiarism

This text hasn't been checked for plagiarism

CURRICULUM VITAE

Elen C. Dichos

Poblacion, Panaon Misamis Occidental
Mobile Number: +639773705376
Email: elendichos@yahoo.com



**PERSONAL BACKGROUND*

Name:	Elen Cabaron Dichos
Address:	Poblacion, Panaon Misamis Occidental Philippines
Age:	23 years old
Sex:	Female
Religion:	Roman Catholic
Contact No.	0977-370-5376

**EDUCATIONAL BACKGROUND*

Tertiary	Misamis University Bachelor of Science in Business Administration Ozamis City
Secondary	Jimenez Bethel Institute Jimenez Misamis Occidental Science and Technology Engineering Mathematics 2019
Primary	Graduated Elementary Panaon Central School Panaon Misamis Occidental 2013

**SEMINARS ATTENDED*

August, 2019	First Aid Training and Seminar	MisamisUniversity
February, 2020	Leadership Seminar	Mobod, Oroquieta City

CURRICULUM VITAE

Beverly Christine R. Paer

San Jose, Mahayag, Zamboanga del Sur
Mobile Number: +639515714409
Email: beverlypaer16@gmail.com



**PERSONAL BACKGROUND*

Name:	Beverly Christine Responso Paer
Address:	San Jose, Mahayag, Zamboanga del Sur Philippines
Age:	23 years old
Sex:	Female
Religion:	Roman Catholic
Contact No.	0951-571-4409

**EDUCATIONAL BACKGROUND*

Tertiary	Misamis University Bachelor of Science in Business Administration Ozamis City
Secondary	ZDS Senior High School Blancia College Foundation Inc. Mabini St. Molave 2019
Primary	San Jose School Elementary San Jose Maahayag, Zambo Sur 2013

CURRICULUM VITAE

Rezamie C. Ditchosa

Kinuman Norte, Ozamiz City
Mobile Number: +639503073848
Email: rezaditchosa@gmail.com



**PERSONAL BACKGROUND*

Name:	Rezamie C Ditchosa
Address:	Kinuman Norte, Ozamiz City Misamis Occidental
Age:	21 years old
Sex:	Female
Religion:	Happy Church
Contact No.	0907-379-1061

**EDUCATIONAL BACKGROUND*

Tertiary	Misamis University Bachelor of Science in Business Administration Ozamis City
Secondary	Kinuman Norte Integrated Schoo Kinuman Norte, Ozamis City 2020
Primary	Marcelino C. Regis Memorial School Kinuman Norte, Ozamis City 2014