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| RESEARCH ARTICLE

## The Influence of Social Media Advertisement on Consumer Behavior

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### | ABSTRACT

This study examined the influence of social media advertisements, particularly Facebook ads, on the consumer behavior of Bachelor of Science in Business Administration (BSBA) students at Bukidnon State University-Baungon Campus. Using a descriptive quantitative research design, data were collected from 153 respondents through structured questionnaires to assess how entertainment, marketplace, and consumer buying intentions in social media advertisements influence personal, cultural, social, and psychological aspects of consumer behavior. Results revealed that Facebook advertisements significantly influence consumer decisions, with students demonstrating strong engagement towards ads that are entertaining, emotionally appealing, and personalized. Younger, single, and female students were found to be the most responsive to social media advertising. Statistical analysis showed a very strong positive relationship ( $r = 0.82360$ ,  $p < 0.001$ ) between social media advertising and consumer behavior. These findings support theories such as the Theory of Planned Behavior and Social Media Advertising Theory, emphasizing emotional appeal, social influence, and digital connectivity as key determinants of consumer choices. The study concludes that effective social media advertising strategies—particularly those incorporating entertainment, influencer marketing, and cultural relevance—can enhance brand loyalty and consumer engagement. Furthermore, it highlights the need for media literacy among students to foster responsible consumerism amid increasing exposure to persuasive digital content.

### | KEYWORDS

Social Media Advertisements, Consumer Behavior, Facebook Marketing, Digital Advertising, Student Purchasing Behavior.

### | ARTICLE INFORMATION

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## 1. Introduction

In the modern digital age, the rise of social media has significantly shifted consumer behavior away from traditional advertising and word-of-mouth (Hasan et al., 2021). Platforms such as Facebook have become critical to how people discover, evaluate, and purchase things, particularly among students, who are among the most active online users. Nikoloski (2026) emphasized how individual's methods change in response to technology improvements, influencing both economic and consumer behavior. According to Butter and Bojan (2017), social media has become an effective tool for changing purchasing decisions, while Gupta and Chopra (2020) highlighted Facebook's significance in transforming how businesses communicate with consumers. According to Arrigo (2018), social media is more than just a communication platform; it's a marketplace for discovery and evaluation. According to Zhang (2023), social media marketing differs from previous strategies in that it allows users to express and their thoughts, share their experiences, and influence other's decisions.

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Compared to traditional Pay-Per-Click (PPC) methods, social media sites such as Facebook allow highly targeted advertising based on user demographics and passive interests (Faldy, 2020). Shen and Bissell (2015) believe that social media is critical for organizations seeking to understand changing consumer preferences because it influences brand awareness, loyalty, and purchase intent. Nafees et al. (2020) have highlighted the growing importance of influencer marketing, in which consumers frequently rely on trusted individuals to make purchasing decisions. According to studies conducted in the Philippines between 2014 and 2024, targeted advertisements that use emotional appeal, influencer endorsements, and special offers are extremely efficient at driving impulsive buying, particularly on platforms like Facebook. These platforms utilize influencer marketing, personalized content, and direct engagement with brands to shape consumer decisions, especially among younger audiences. Recommendations from peers and influencers on social media increase the chances of impulsive purchases. The effectiveness of social media ads lies in their ability to boost brand loyalty and product awareness. According to Allysa (2024), businesses can further enhance this impact by using analytics to understand consumer preferences and tailor their content accordingly.

Additionally, for social media advertising to be effective, companies must implement strategic plans that align with the changing tastes of today's online consumers. In order to remain competitive in the digital economy, businesses need to move beyond traditional advertising strategies due to the growing desire for personalized, interactive, and emotionally engaging content. As a result, the study's findings will serve as the foundation for a strategy plan that will direct companies in developing engaging, focused social media campaigns.

The Social Media Advertising Theory, which highlights how emotional appeal, social influence, and digital connection affect customer perceptions and decisions, served as the study's foundation. In addition to increasing brand loyalty, direct contact, emotive narrative, and images on social media platforms might encourage impulsive purchasing (Gangadharbatla, 2019).

Chaffey's Theory, which emphasizes the effectiveness of tailored and instantaneous communication in impacting customer engagement and loyalty, also provided support for it. Customized social media advertising increases the effectiveness and relevance of marketing communications for consumers (Sokolska, 2021). The Theory of Planned Behavior, which describes how attitudes, social norms, and perceived control influence consumer decisions, supported the study. These psychological aspects are significantly impacted by social media advertising, which eventually influences customer purchasing decisions (Azad et al., 2023). The study looked at how social media advertising affected students' purchasing decisions at one of Bukidnon's higher education institutions. As college students, the researchers developed an interest in learning more about how much social media advertising affects consumer behavior.

Social media has a significant impact on modern consumer behavior because of its various functions, which include entertainment, marketplace engagement, and influencing consumer purchasing intention. The rise of social media platforms changed entertainment consumption by providing highly interactive and individualized experiences that engage users and expand brand reach (Smith & Taylor, 2021). This dynamic environment not only promotes enjoyment but also provides ample opportunity for advertising projects (Chen & Wang, 2022).

In addition to entertainment, social media is an ever-changing market where targeted advertising and digital word-of-mouth influence consumer decisions (Alalwan, 2020). Consumers are increasingly relying on online evaluation and influencer endorsement to guide their purchasing decisions, which boosts trust in virtual markets (Dwivedi et al., 2021). The quick diffusion of information via social feeds increases brand awareness and purchasing intent, highlighting social media's critical role in digital commerce (Kapoor et al., 2002)

The potential of social media to engage people emotionally and psychologically shapes their purchasing intentions even more. Advertisements that use influencers and create urgency have been shown to increase instant purchase decisions (Alfarraj et al., 2021). Active consumer-brand interaction on these platforms builds trust and loyalty, emphasizing the necessity of timely and relevant content in turning user curiosity into action (Kumar et al., 2021)

Consumer behavior is influenced by a variety of personal, cultural, social, and psychological aspects that interact with social media use. Personal characteristics such as preferences and emotional states influence how consumers interact with content and make purchases (Kaplan & Haenlein, 2020). At the cultural level, aligning with societal values and norms boost consumer trust and brand loyalty because culturally adapted content resonates more deeply with different audiences.

Social effects continue to play a significant role in determining consumer behavior, with peer recommendations and influencer endorsements serving as effective motivators. The authenticity and relatability of social media marketing boost consumer involvement, whilst social phenomena such as FOMO (fear of missing out) promote impulsive purchasing (Chen et al., 2021). Psychological drivers, such as emotional appeals and cognitive responses to marketing cues, are critical in keeping consumers' attention and driving purchases (Alalwan et al., 2020).

### **1.1 Research Questions:**

This study seeks to answer the core question: How does social media advertisement influence the consumer behavior of Business Administration students at Bukidnon State University–Baungon Campus? Supporting questions examine the demographic profile of the respondents in terms of age, sex, civil status, and average monthly allowance; the respondents' assessment of social media advertisement regarding entertainment, marketplace, and consumer buying intention; and consumer behavior based on personal, cultural, social, and psychological factors. The study also explores whether significant differences exist in the influence of social media advertisement on consumer behavior across different demographic groups, the relationship between social media advertisement and consumer behavior, and what strategic plans can be implemented to improve social media product advertisement effectiveness.

### **1.2 Purpose of the Study:**

The main objective is to determine how Facebook advertising influences the purchasing habits of students at Bukidnon State University–Baungon Campus. As a result, the study's findings will serve as the foundation for a strategic plan that will help businesses create dynamic and targeted social media campaigns that are associated with changing consumer preferences, allowing for more personalized, interactive, and emotionally engaging strategies.

### **1.3 Significance:**

The study's findings will help business owners develop stronger advertising approaches and increase brand engagement through social media. Consumers will be able to better understand how Facebook ads influence their purchasing decisions, allowing them to make more informed and intentional choices. Students, particularly those in business-related jobs, can use the findings in both their academic studies and future careers. Finally, researchers and future scholars can use this study as a resource for studying digital advertising trends and consumer behavior.

## **2. Methods**

### **2.1 Research Design**

The study utilized a descriptive quantitative research approach to explore the influence of social media advertisements on consumer behavior. Descriptive research allows researchers to methodically describe the characteristics of a population or phenomenon without influencing factors. It emphasizes determining what, when, where, and how an event occurs, rather than studying connections or deeper meanings. This design allows the researcher to collect quantitative data via surveys and examine patterns, trends, and linkages statistically (Siedlecki, 2020).

### **2.2 Participants and Sampling Methods**

The respondents of this study were the 153 officially enrolled Bachelor of Science in Business Administration (BSBA) students of Bukidnon State University – Baungon Campus. This sample was drawn from a total population of 249 students across six identified sections: BSBA 1A, 2A, 2B, 3A, 3B, and 3C, using Slovin's formula with a 5% margin of error.

**Inclusion criteria** included:

- (1) Current enrollment in the BSBA program,
- (2) Belonging to one of the six specified sections, and
- (3) Voluntary participation with complete survey responses.

These students were selected for their exposure to and interaction with social media advertisements, making them relevant respondents for examining consumer behavior within a digital marketing context.

### **2.3 Research Instrument**

Data were gathered using a structured questionnaire composed of three main parts:

- **Part I:** contained items related to the demographic profile of the respondents, including age, sex, civil status, and average monthly allowance.
- **Part II** assessed the independent variable, which focused on the respondents' perceptions of social media advertisements in terms of entertainment, marketplace, and consumer buying intention.
- **Part III** explored the dependent variable, specifically the influence of social media advertisement on consumer behavior in terms of personal, cultural, social, and psychological factors.

The questionnaire was adapted from the studies of Bharti (2024), Singh et al. (2025), Goutam & Goutam (2024), and Grover et al. (2024) and was modified to fit the objectives and variables of the current study. Proper permission was obtained from the original authors to ensure ethical use and appropriate acknowledgment of their work.

### **2.4 Data Gathering Procedure**

The researchers sought formal approval from the Campus Head and Program Chair of Bukidnon State University–Baungon Campus to conduct a survey among selected students under the College of Business. Their endorsement ensured institutional support and encouraged student cooperation throughout the data collection process. The data were gathered within the university premises using printed survey questionnaires distributed directly to the target respondents. This method allowed for the accurate and timely collection of responses necessary for analyzing the influence of social media advertisements on consumer behavior.

### **2.5 Ethical Considerations**

The study ensured ethical compliance by:

- Informed Consent
- Confidentiality and Anonymity
- Voluntary Participation
- Minimization of Risk and Responsible Data Handling
- Ethical Approval

### **2.6 Data Analysis**

Collected data were encoded and analyzed using both SPSS software and Microsoft Excel. The following statistical tools were utilized:

- **Descriptive Statistics:** Frequency and percentage were used to describe the demographic profile of the respondents, while mean and standard deviation were used to assess the level of social media advertisement and consumer behavior.
- **T-test and ANOVA:** These were employed to determine if there were significant differences in the influence of social media advertisement on consumer behavior based on respondents' demographic profiles.
- **Pearson r:** This was used to test the significant relationship between social media advertisement and consumer behavior.
- Responses were quantified using a four-point Likert scale, interpreted as follows:

Scale	Range	Response	Interpretation
4	3.26 – 4.00	Strongly Agree	Very High
3	2.51- 3.25	Agree	High
2	1.76 – 2.50	Disagree	Poor
1	1.00 – 1.75	Strongly Disagree	Very Poor

### 3. Results

**Table 1.** Demographic Profile of Respondents

Factor	Frequency	Percentage (%)
<b>Sex</b>		
Male	59	39
Female	94	61
<b>Age</b>		
18 - 22 years old	114	75
23 - 27 years old	32	20
28 - 31 years old	3	2
32 and above	4	3
<b>Civil Status</b>		
Single	147	96
Married	6	4
Widowed	0	0
Separated	0	0
<b>Average Monthly Allowance</b>		
₱1,000.00 – below	123	81
₱1,001.00 - ₱2,000.00	26	17
₱2,001.00 - ₱3,000.00	2	1
₱3,001.00 – above	2	1

**Table 2.** Summary of Mean Distribution of Respondents’ Assessment of Social Media Advertisement. Social Media Advertisement was evaluated by four domains: **Entertainment, Marketplace, and Consumer buying intention**

Items	Mean	Std. Deviation	Description	Interpretation
Entertainment	3.33	0.69	Strongly Agree	Very High Social Media Advertisement
Marketplace	3.24	0.71	Agree	High Social Media Advertisement
Consumer buying intention	3.27	0.73	Strongly Agree	Very High Social Media Advertisement
<b>Overall mean</b>	<b>3.28</b>	<b>0.71</b>	<b>Strongly Agree</b>	<b>Very High Social Media Advertisement</b>

**Table 3.** Summary of Mean Distribution of Respondents’ Assessment of Consumers’ Behavior

Items	Mean	Std. Deviation	Description	Interpretation
Personal	3.15	0.77	Agree	High Consumer Behavior
Cultural	3.22	0.70	Agree	High Consumer Behavior
Social	3.22	0.75	Agree	High Consumer Behavior
Psychological	3.19	0.72	Agree	High Consumer Behavior
<b>Overall mean</b>	<b>3.28</b>	<b>0.71</b>	<b>Strongly Agree</b>	<b>High Consumer Behavior</b>

**Table 4.** Significant Difference in the Influence of Social Media Advertisements on consumer behavior when the respondents are group According to their Demographic Profile

Profile	Consumer							
	<i>p-values</i>	Personal Decision on HO	I. <i>p-value</i>	Cultural Decision on HO	P-Value	Social Decisions on HO	<i>p-value</i>	Psychological Decision on HO
Age	< 0.05	Reject	< 0.05	Reject	< 0.05	Reject	< 0.05	Reject
Sex	< 0.05	Reject	< 0.05	Reject	> 0.05	Accept	> 0.05	Accept
Civil Status	< 0.05	Reject	< 0.05	Reject	< 0.05	Reject	< 0.05	Reject
Average Monthly Allowance	< 0.05	Reject	< 0.05	Reject	> 0.05	Reject	< 0.05	Reject

Significant if P-value < 0.05  
Legend: HO is expected if significant  
HO is accepted if Not significant

**Table 5.** Significant relationship between social media advertisement and consumer behavior?

Variables	Consumer Behavior	
	r	P
<b>Social Media Advertisement</b>	0.82360	< 0.001
<b>Strength</b>	Very Strong	
<b>Interpretation</b>	Very Highly Significant	

*Legend* STRENGTH:  
0.00-0.19 Very Weak  
0.20-0.39 Weak  
0.40-0.59 Moderate  
0.60-0.79 Strong  
0.80-1.00 Very Strong

INTERPRETATION  
 $p \leq 0.05 \rightarrow$  Significant  
 $p \leq 0.01 \rightarrow$  Highly Significant  
 $p \leq 0.001 \rightarrow$  Very Highly Significant

#### 4. Discussion

The study examined how social media advertising, particularly those on Facebook, influence the purchasing patterns of students at Bukidnon State University – Baungon Campus. The findings demonstrated that Facebook advertising have an important influence on student's purchasing intentions due to emotional appeal, entertainment value, and personalized content. The findings supported by Gangadharbatlas's (2019) and Sokolska's (2021) theories, demonstrating that interactive and visually appealing commercials increase consumer-brand connections and develop trust. Furthermore, Azad et al. (2023) emphasized the importance of attitudes and social influence in purchasing decisions, as seen by student's reliance on peer recommendations and internet trends.

#### **4.1 Interpretation of Results**

Based on the findings presented in the study, it can be interpreted that social media advertisements, particularly those on Facebook, strongly influence the consumer behavior of students at Bukidnon State University–Baungon Campus. The findings revealed that advertisements for entertainment, marketplace, and consumer buying intentions have an essential influence on student's personal, cultural, social, and psychological purchasing decisions, with younger, single female students being the most responsive. This is consistent with Gangadharbatla's (2019) claim that emotional appeal and user engagement in advertising promote impulsive buying brand loyalty, as well as Sokolska's (2021) utilization of Chaffey's Theory, which demonstrates the effectiveness of customized and interactive advertising. Similarly, the study supports Azad et al.'s (2023) use of the Theory of Planned Behavior by demonstrating that attitudes, subjective norms, and financial ability influence student's purchasing intentions.

The findings support Alyssa's (2024) claim that peer recommendations and influencer advertising play an important role in influencing customer choices. Furthermore, technological limitations, such as students' reliance on affordable goods due to limited allowances, relate to difficulties identified in previous research, where financial capacity greatly influenced decision-making.

As a result, the study contributes to existing research by showing that effective, emotionally engaging, and socially relevant social media advertisements have a strong influence on consumer behavior, as well as emphasizing the importance of media literacy and responsible advertising strategies in guiding students' purchasing decisions.

#### **4.2 Comparison of Existing Literature**

The findings of this study strongly affirm the literature presented, which emphasizes that social media has become a major driver of consumer behavior. Lopez (2024) and Lambino and Linis (2023) highlighted how platforms such as Facebook allow brands to directly connect with consumers, improving brand visibility and shaping purchase intentions. This aligns with the present study's results that Facebook ads play a vital role in influencing students' buying decisions, especially in terms of awareness and product discovery.

Similarly, the study supports the claim of Butuyan (2023) that influencers have become powerful figures in shaping consumer choices. The respondents' preference for products promoted by influencers and endorsed by peers reflects the effectiveness of social proof in consumer behavior. This validates the assertion that influencer marketing and peer recommendations significantly enhance trust and increase consumers' willingness to purchase advertised products.

In addition, the results resonate with the findings of Biroğul (2023), who stressed that social media advertisements contribute to impulse buying. Students in the current study admitted being influenced by frequent exposure to advertisements and trends, which encouraged them to make spontaneous purchases. This connection reinforces the idea that the repetitive and trend-driven nature of social media content can trigger unplanned consumer spending.

The influence of entertainment-focused advertising, as emphasized by Chen and Wang (2022) and Patel et al. (2023), is also evident in this study. They argued that interactive and emotionally engaging content strengthens consumer loyalty and engagement. Respondents' strong agreement that social media provides entertainment and emotional connection confirms that entertainment-based ads significantly shape consumer experiences and buying behavior.

Furthermore, the cultural, social, and psychological aspects highlighted which are reflected in the results. Smith and Li (2020), Johnson and Wang (2021), and Kim et al. (2022) emphasized that culturally relevant advertisements foster stronger connections with consumers, while Taylor and Francis (2021) and Garcia et al. (2020) noted that peer influence and social proof increase trust. These align with the present findings that students' purchase decisions were shaped by cultural trends, peer recommendations, and emotional triggers embedded in advertisements.

In summary, the present study's findings reinforce and extend prior research by confirming that social media advertisements—particularly on Facebook—are powerful tools that influence consumer behavior across multiple dimensions. By validating earlier studies, this research emphasizes that advertisements leveraging entertainment, cultural relevance, peer trust, and emotional engagement can significantly drive consumer decision-making and loyalty.

## 5. Conclusion and Implications of the Findings

The study has practical implications for business owners, marketers, and educators. The findings imply that social media advertisements, particularly on Facebook, strongly influence the purchasing behavior of students, which suggests that businesses must design advertisements that are not only visually engaging but also culturally and socially relevant to their target market. Since students were most responsive to ads with entertainment value, businesses should integrate creativity and emotional appeal to capture consumer attention more effectively.

Moreover, the study revealed that peer recommendations, influencer endorsements, and affordability play a major role in shaping consumer behavior. This implies that marketers should consider collaboration with trusted influencers, as well as adopt pricing strategies that appeal to students with limited allowances. Doing so can enhance consumer trust and loyalty while driving actual purchases.

Finally, the strong connection between social media advertisements and consumer behavior highlights the importance of responsible and marketing. While advertisements can significantly shape students' decisions, they may also encourage impulsive buying and unnecessary spending. Therefore, both businesses and educational institutions must promote digital literacy and consumer awareness, ensuring that students can critically evaluate advertisements and make informed choices. In this way, social media advertising can remain a powerful but balanced tool for influencing consumer behavior.

### 5.1 Limitation

This study explored the influence of social media, specifically Facebook, on consumer behavior in one of the Higher Education Institutions in Bukidnon. The scope of the research was limited to Bachelor of Science in Business Administration students at Bukidnon State University–Baungon Campus, which means the findings may not be fully generalizable to students from other programs, campuses, or demographic groups. Since the study focused only on a single discipline and location, the results reflect only the perspectives and behaviors of a specific set of respondents, thereby narrowing the extent to which conclusions can be applied to broader populations.

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