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The Influence of Social Media Advertisements on Consumer Purchase Intention Among Social Media Users in Poblacion, Valencia City, Bukidnon

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A B S T R A C T

This study investigates the influence of social media advertisements on consumer purchase intention among social media users in Poblacion, Valencia City, Bukidnon, Philippines. it aims to understand how factors like attention-grabbing details, celebrity endorsement, emotional appeal, and creative characteristics in social media ads affect consumers' intention to buy. The research employed a descriptive-correlational design and quantitative methods, using a survey questionnaire administered to 379 respondents. Data analysis included descriptive statistics, correlation analysis, and regression analysis. The findings reveal a significant influence of social media advertisements on consumer purchase intention. Emotional appeal and celebrity endorsement emerged as the most influential factors. Attention-grabbing details and creative characteristics also showed positive correlations with purchase intention. However, creative characteristics did not consistently lead to increased purchase intention, suggesting that creativity alone may not be sufficient to drive buying behavior. These results highlight the importance of emotional engagement and the strategic use of celebrity endorsements in social media advertising. Marketers should prioritize creating ads that resonate with consumers emotionally and leverage celebrities' influence to drive purchase intention effectively.

Keywords: Social Media Advertising, Consumer Purchase Intention, Online Advertising, Digital Marketing, Valencia City Bukidnon

1. Introduction

Online purchase intention significantly influences an individual's perceptions, attitudes, and actual behavior when purchasing over the Internet Bhardwaj et al. (2022). Consumer purchase intention is a factor for businesses and marketers as it directly correlates with sales and market growth. The intensifying reliance on social media platforms to find products and interact with brands has considerably increases the efficacy of social media ads. However, the extent to which these social media advertisements influence consumers' purchase intentions in localize settings, such as Valencia City and Bukidnon, still needs to be explore. Purchase intention is a critical predictor of future purchasing behaviors, providing insights into how effectively social media advertisements convert viewership into actual sales. In an era when digital platforms are increasingly becoming the primary venue for consumer engagement, understanding how advertisements influence purchasing decisions is indispensable for marketers and businesses. According to Tang et al. (2024), a positive response to a brand or certain advertising increases the likelihood of its positive evaluation The study investigates the dynamic relationship between social media advertisements and consumer purchase intention. Social media platforms like YouTube, Facebook, and TikTok significantly impact consumers' purchase intention, these platforms draw attention and encourage users to purchase (Thanushree et al. 2020). This connection is crucial as it encapsulates how exposure to social media marketing efforts can sway a consumer's decision-making process toward purchasing. Social media advertisements encompass digital marketing efforts to capture users' attention and persuade them to buy. K et al. (2021), Millions of internet users throughout the world now rely on social media. When social media first became popular, it was use primarily for socializing and interacting with people worldwide. Still, as its user base grew, organizations begin to realize their business (Khaleeli, M. 2020). Many studies have look at the impact of social media advertising on client purchasing intentions; further research need to explore this link in Valencia City, Bukidnon contexts. Some of the previous works done by some researchers have managed to identify and understand the external factors that influence social media advertising; however, this study focuses on the effect of internal factors featured within the advertisements and their influence on purchase intention. The findings of this study can be use by marketers, entrepreneurs, and local businesses in Poblacion, Valencia City, Bukidnon to create compelling social media advertisements. The features has focus on drive purchase intention has identifies, which proves very fruitful to companies if implement correctly and to inform global marketing strategies, as the influence of social media advertisements on consumer purchase intention transcends internationally.

1.2 Statement of the Problem

This study aims to determine the influence of social media advertisements on consumer purchase intention among social media users in Valencia City, Bukidnon. Precisely, it ought to answer the following questions:

1. What is the demographic profile of the respondent/ social media users in terms of:

    a. Age,

    b. Gender,

    c. Occupation,

    d. Educational Qualifications,

    e. Areas of Residence,

    f. Average time spent on social media per day,

    g. Fast-Food Recently Watch Ads/Visited, and

    h. Type of Social Media Frequently Used in a Day?

2. What is the level of Agreement of respondents as social media users in terms of:

    a. Attention Grabbing Details, c. Emotional Appeal, and

    b. Celebrity Endorsement, d. Creative Characteristics?

3. Is there a significant relationship between the social media advertisements and consumer purchase intention among social media users in Valencia City, Bukidnon?

4. Is there a significant influence between the social media advertisements and consumer purchase intention among social media users in Valencia City, Bukidnon?

5. Is there a significant difference between demographic profile and social media advertisement variables among social media users in Valencia City, Bukidnon?

1.3 Research Hypothesis

Ho1: There is no significant relationship between social media advertisement and purchase intention.

Ho2: There is no significant influence between social media advertisements and purchase intention.

Ho3: There is no significant difference between demographic profile and purchase intention.

1.4 Review of Related Literature

This section contains readings and material from a variety of sources, including books, journals, websites, articles, theses, and dissertations that is relevant to the topic, were included in this area. The concept, factors influencing customer buying intention, and social media ads is covers first. In this study, social media advertisement is the independent variable, and purchase intention is the dependent variable. Additional research on these indications is covered in the discussion that follows. Researchers use different indicators to determine consumers' intentions to make purchases. This study considers attention-grabbing elements, creative qualities, celebrity endorsement, and emotional appeal indicators of social media advertisement (K et al. 2021).

1.4.1 Purchase Intention

According to Zhuang et al., (2021), incentivizing and compelling customers to buy goods and services typically requires a purchase intention. As a result, much research looks at consumers' intentions to gauge their natural behavior. However, according to Baeshen (2021), consumer buy intention refers to the behavioral intent to prefer purchasing online. The study has show that customers prefer to shop online for various reasons. A brand's usage of purchase intention is crucial as it demonstrates how well its client retention rate is doing (Tweephoncharoen and Vongurai 2019). Furthermore, Toor and Hussain (2019), indicate that purchase intentions, also known as buying interest, are the results of a customer's research on a desired product to express interest in a product or service. Additionally, Takaya, R. (2019) state that technological advancements have make new shopping transactions possible. Moreover, Osei-Frimpong et al. (2019) state that customers making purchases online have gain importance. On the other hand, Peña-García et al. (2020) indicate that if the customer believes a purchase requires little work, they are more likely to act on an impulse to buy since they are aware that purchase requires an investment of money, time, and travel. Nevertheless, Martins et al. (2019), find that it is critical to comprehend the driving forces behind consumers' interactions with smartphone advertisements and, consequently, the elements that influence their purchasing decisions. According to Iqbal et al., (2024), online purchase intention significantly influences an individual's perceptions, attitudes, and actual behavior when it comes to making purchases over the

internet. Studies have demonstrates that online purchase intention serves as a mediator of perceives usefulness, subjective norms, and consumer online consumer behavior. Moreover, Prabawa et al. (2022) discoveres that perceives risk hurts online purchase intention. Consumer attitudes, behavior, and impressions are typically taken into consideration while making these selections. These choices may vary base on how satisfies customers with the product's quality and value according to Masuda et al., (2022). Additionally, Chen et al. (2022), explain that perceiving e-commerce anchor attributes, perceive scarcity, and immersion positively influence impulsive purchase behavior; that the "people-product-place" marketing strategy is important; and that effective marketing triggers an impulsive purchase. Purchase intention demonstrates the strong customer demands that motivate people to purchase the same item. A brand's usage of purchase intention is crucial as it demonstrates how well its client retention rate are doing (Tweephoncharoen and Vongurai 2019). Purchase intentions, also known as buying interest, is the results of a customer's research on a desires product in order to express interest in a product or service, purchase intentions may be use as a benchmark to gauge the likelihood that customers will purchase a good or service, like a service, they are a crucial indication for forecasting consumer behavior (Toor and Hussain 2019).

1.4.2 Social Media Advertisement

The way people view advertisements are crucial to their effectiveness. According to the study of k et al. (2021), which indicates that creative characteristics, attention-grabbing details, emotional appeal, and celebrity endorsement all had an effect on how social media advertising is evaluates. Additionally, a study discoveres that elements such as attention-grabbing details, celebrity endorsement, and emotional appeal have a considerable impact on customer purchase intention as evidences. Consumers' perceptions of online advertising, and it has been discovers that an increase in online advertising (Nejjar, B. 2021). Customers allows to specify their attribute preferences in selecting products are find to be more satisfies (Myers et al., 2020). This clearly indicates that there is a strong and positive correlation between consumer perception and online advertising. An increase in customer perception is links to an increase in online advertising, according to earlier research that looks into the causes of consumers' perceptions of online advertising (Nejjar, B. 2021). Furthermore, Ahmad et al. (2019), explain that brand image and celebrity endorsement in social media are also discover to be significant antecedents for the purchase intention. The appeal is the fundamental art form of advertising. To design an effective advertisement, one must comprehend the elements that can persuade a user on social media Ahmad et al. (2019). Social media encompasses various online platforms and services, including those relates to online movies (Basuki et al., 2022). Nowadays, social media plays a vital role in business operations and transactions, providing information on products and enabling e-wallet payment processing (Basuki et al., 2022). With the increasing use of digital technology and the internet, people can satisfy various needs, such as communication, information access, and online shopping. According to Razali et al., (2023), consumers who choose to buy products through the Instagram ads platform is influence by social media marketing. Moreover, the study of Martins et al. (2019), indicates that when designs and executes correctly, controversial ads can occasionally be quite effective. Controversial advertisements can sometimes prove to be very effective if creates and implements in the right way. Similarly, Shareef et al., (2019) discover that bloggers' social interactions and perceived credibility influence followers' buying intentions. R et al. (2021), also ads that marketers can exploit mobile applications, e-mail, and internet technologies in order to connect with customers and reach them easily.

The study by Yuliantoro et al., (2019) defines social media as accessible content create by individuals using publishing technology to facilitate communication, influence, and interaction with others and the public. The widespread use of social media in marketing products expands marketing reach. Haudi et al. (2022), suggest that increase visibility of a product on social media leads to higher product discussion frequency, which can drive promotion through word-of-mouth recommendations. Furthermore, Yuliantoro et al. (2019) also emphasize the importance of a sound marketing strategy, such as branding, in addressing consumer needs for similar products with different brands. Marketers use social media marketing to improve their brand image, establish brand trust, and increase purchase intentions (Yen and Chiang, 2021). According to Zafar et al. (2019), interactivity has a noteworthy role in determining consumers' impulse purchase behaviors. Certain scholars (Yeon et al. 2019) examine social media interactivity and find that it has a significant effect on purchase decisions. In a similar vein, Liao et al. (2019) confirm that an interactive website leads to favorable purchase behavior among consumersAnother study by Sohail et al. (2020) discovers that social media interactivity has a positive effect on purchase intention. Therefore, the study concludes that social media celebrities influence consumer opinion and buying decisions in the beauty and fashion sectors. Nevertheless, Choudhry et al. (2022) also state that advertisements on social media platforms have the power to sway customers' decisions to buy. The information that consumers believe to be helpful is more likely to be adoptes since it fits with their goals and wants (Sardar et al. 2021). Although social media sites such as facebook, twitter, and instagram are widely used, little is known about how users assess the informativeness of information on these networks and how that affects their intention to buy (filieri et al., 2021). The change from traditional to digital marketing is another way that this paradigm shift affects marketing tactics (Shareef et al., 2019). According to a number of studies, social media is now the main informational resource use by customers before making purchases (Hanaysha, 2022). When it comes to customer decision-making, credibility—which encompasses dependability, persuasiveness, and trustworthiness—is essential (Phung et al. 2020).

1.4.2.1 Attention Grabbing Details

Recent research emphasizes the importance of attention-grabbing details in social media advertisements as a means to engage and persuade consumers effectively. For instance, Liu et al. (2019), conducts a study on the effectiveness of visual attention cues in Facebook ads, revealing that advertisements incorporating visually compelling elements significantly enhance viewer engagement and purchase likelihood liu et al,. (2019), similarly, Chen et al. (2022) explores the role of narrative storytelling techniques in Instagram marketing, highlighting how narratives that include vivid and emotionally resonant details can captivate users and drive their purchase intentions. Moreover, a study by Kadian, A. (2023). investigates the role of attention-grabbing details in mobile advertising on social media platforms. It also proposes innovative design principles, such as visual hierarchy, motion graphics,

gamification, and interactive elements, to optimize the effectiveness of mobile ads and drive user interaction and conversion. Moreover, the geographical context of consumer behavior adds another layer of complexity to studying attention-grabbing details in social media advertisements. Research by Lee et al. (2021) examines consumer responses to localizes advertising content on twitter, finding that advertisements tailores to local interests and cultural nuances are more likely to resonate with users in specific regions like Poblacion, Valencia City, Bukidnon. For instance, Wang et al. (2019) explore the use of augmentes reality (ar) in Snapchat advertising, demonstrating that ar-enhances ads not only attract immediate attention but also prolong user engagement, thereby positively influencing purchase intentions (Wang et al., 2019). Such technological innovations highlight the evolving nature of attention-grabbing techniques and their profound impact on consumer behavior in contemporary social media landscapes. A study by Chen and Ku (2019) examines the impact of attention-grabbing details in online advertisements on consumer perceptions and purchase intentions. The researchers discovers that advertisements with visually appealing and engaging details is more likely to capture consumers' attention and increase their likelihood of purchasing. Another study by Park et al., (2020) explores the effects of attention-grabbing details in social media advertisements on consumer decision-making processes. Researchers come across that ads that successfully incorporate attention-grabbing details such as vibrant colors, compelling visuals, and concise messaging are more effective in influencing consumer purchase intentions.

Moreover, a study by Wang et al. (2023) investigates the role of attention-grabbing details in social media advertising in influencing consumer behavior and find that advertisements that include attention-grabbing information is more likely to capture consumers' attention and prompt them to engage with the brand, ultimately leading to increases purchase intentions. Another study by Wang et al. (2023) investigates the role of attention-grabbing details in social media advertising, specifically within the fast-food industry. In a similar study, Salam et al. (2021) explore the influence of attention-grabbing details in social media advertisements on consumers' emotional responses and purchase intention. The findings indicate that advertisements with emotionally impactful and attention-grabbing content is more likely to evoke positive emotions, such as excitement and desire, leading to a higher likelihood of consumers considering purchasing. A study emphasizes the need for advertisers to tailor attention-grabbing details to evoke specific emotions that resonate with consumer preferences and motivations. Furthermore, research by Kim et al., (2020) examines the effects of attention-grabbing details in social media advertising on consumers' cognitive processing and decision-making. The study reveals that advertisements with attention-grabbing elements, such as unique visuals, compelling narratives, and persuasive messaging, is more successful in capturing consumers' attention and influencing their cognitive responses, ultimately leading to a higher likelihood of purchase intention (Kim et al. 2020). A study underscores the importance of creating memorable and impactful advertising content with attention-grabbing details to drive consumer decision-making. In a recent meta-analysis conducts by Johnson et al. (2019), the researchers synthesize findings from multiple studies on the impact of attention-grabbing details in social media advertising across various industries. The analysis reveals a consistent positive relationship between attention-grabbing elements in advertisements and consumer engagement metrics, such as click-through rates, likes, shares, and comments (Johnson et al. (2019). A study also highlights the importance of utilizing a combination of attention-grabbing techniques, such as visual appeal, storytelling, interactivity, and personalization, to enhance advertising effectiveness in the digital space (Johnson et al. 2019).

1.4.2.2 Celebrity Endorsement

The study by Kumar et al. (2020) emphasizes that celebrity endorsements are influential due to their ability to enhance brand recall and credibility among consumers. This strategy leverages celebrities' popularity and expertise to influence consumer attitudes and purchase intentions. According to, Aziz et al. (2020) the result of the study reveals that celebrity attractiveness has a high impact on respondents in developing their purchase intention for local and health beauty products. Meanwhile, celebrity credibility shows a moderate impact on millennials. The result of this study offers valuable insight for marketing practitioners about the use of celebrities as endorsers that may or may not trigger millennials in product use Aziz et al. (2020). According to K et al. (2021), celebrity endorsement has a significant effect on purchase intention. Celebrities are people who the general public usually idolizes and look up to. Evidence by the researchers, indicates that the presence of a celebrity helps an ad stand out from its competitors in the clutter of advertisements and content on social media. Recent studies have explores various dimensions of celebrity endorsements. One of the studies is by Salam et al. (2020) which highlights that the match between the celebrity endorser and the brand is crucial for the success of such campaigns. Additionally, the study by Lee et al. (2021) examines the impact of different types of celebrities, including social media influencers, on consumer behavior. Moreover, Lee et al. (2021) discover that while traditional celebrities still sway, social media influencers can be equally effective due to their direct engagement with followers and perceives authenticity, Furthermore, the advent of social media has transform the dynamics of celebrity endorsements. Platforms like Instagram, Twitter, and TikTok have enable celebrities and influencers to connect with millions of followers directly, amplifying the reach and impact of endorsement campaigns (Kaur and Gupta 2023). However, the effectiveness of celebrity endorsements is challenging. Issues such as overexposure, celebrity scandals, and consumer skepticism can diminish the credibility of endorsements and undermine their impact on consumer behavior (Sun et al. 2022). Scholars suggest that careful selection of endorsers and continuous monitoring of consumer perceptions is essential to mitigate these risks and maximize the benefits of celebrity endorsements (Sun et al. 2022). Researchers identify several key factors contributing to celebrity endorsements' effectiveness on social media. Moreover, the visibility and reach affordes by social media platforms enable endorsements to reach a global audience instantaneously, transcending geographical boundaries (Ong et al., 2022). Research by Dwivedi et al. (2020) highlights the increasing concern over fake followers and engagement metrics manipulates by influencers to appear more influential than they is, such practices undermine the credibility of endorsements and necessitate greater transparency and accountability in influencer marketing practices. According to Egger et al. (2022), future research directions in celebrity endorsements on social media could explore the impact of emerging trends, such as virtual influencers and augmented reality (AR), on consumer perceptions and behavior. A study by Johnson et al. (2019) examine the role of authenticity in celebrity endorsements on social media in enhancing brand credibility and consumer trust. Moreover, a study by Shao et al. (2024), investigates the effectiveness of leveraging user-generated content with celebrity endorsements in driving social media engagement and brand advocacy.

1.4.2.3 Emotional Appeal

Emotional advertising is an essential way enterprises attract consumers and promote their products. For instance, Zheng M. (2020), indicates that the standard negative emotions in advertisements are fear, guilt, sadness, and anger the valence of the advertising emotion, the emotional appeals is divides into positive and negative emotional appeals. Additionally, a study by Yousef et al. (2021), discover that positive appeals are more often effective than coactive and negative appeals. Most studies examines the appeals of fear and humor, reflecting a literature skew towards the two emotional appeals. A study by k et al., (2021), presentes evidence that emotional appeal has a significant effect on purchase intention. The researchers also incorporating emotional content in an ads can often successfully create a good connection with an individual. Topics like nationalism and family love, have time and again been utilizes by brands and have produces great results. In addition to visual components, narrative storytelling techniques play a pivotal role in enhancing the persuasive appeal of social media advertisements (Smith and Smith 2021), indicates that investigating using narrative arcs in YouTube marketing campaigns, demonstrates that ads structure around compelling stories with emotional resonance elicit more robust emotional responses and higher viewer engagement levels. Additionally, researchers also indicate that this narrative approach effectively integrates attention-grabbing details such as character development, plot twists, and thematic elements to create memorable and impactful advertising narratives. According to the study by Japutra et al. (2022), marketers may incorporate gratitude appeal into their advertisements to increase consumers' purchase intentions by stimulating the desire to put in more effort. Furthermore, the study by He and Jin (2022), indicates that emotional trust and perceives emotional value could be regard as mediating variables to stimulate consumers' purchase intention in live streaming e-commerce. Moreover, the researchers also explain that emotional appeal has a full mediating effect on product and atmosphere and a partial mediating effect on homogeneity and promotion, which identifies that online celebrity's homogeneity, and sales promotion could influence consumers' purchase intention through the partial mediating role of emotional trust and perceives emotional value. A study by Nguyen (2019) investigates the impact of different emotional triggers, such as happiness, sadness, fear, and surprise, in celebrity-endorses social media posts. A study by Liu et al (2019), explores the role of celebrities as advocates for social issues in social media campaigns, highlighting the ability of emotional appeals to generate empathy, awareness, and action among consumers. Celebrities authentically aligning themselves with meaningful causes and conveying genuine emotions can inspire their followers to support and engage with the brand's social initiatives. Moreover, a study by Li and Leonidou (2021), examines predictive modeling and sentiment analysis to tailor emotional content in influencer marketing campaigns. By leveraging data-driven insights, brands can identify emotional triggers that resonate with specific audience segments and deliver target messages that evoke desire emotional responses.

1.4.6 Creative Characteristics

The advertising industry is going through enormous changes due to the escalating digital and social media use. Traditional advertising is no longer striking and persuading to customers. In an era of visual overload, communicating visual messages through advertising must be highly engaging, striking the attention and involving the public emotionally more than ever (Yassin, 2023). Inspiration from art, combines with creative advertising tactics, is becoming the base for implementing innovative advertising formats that succees in gaining the precious attention of modern customers who are progressively engages in dynamic, unique, and interactive contexts. According to K et al. (2021), even though creative characteristics are vital in social media advertising they may not always result in inducing purchase intention. Similarly, a study by Singh and Gautam (2019) indicates that creativity helps to increase the effectiveness of advertising, but advertising research has put minimum emphasis on creativity. Additionally, the researchers also explain that creativity helps to expose the advertising message to the target audience more effectively by creating a long-lasting, memorable impression. Nothing is more effective and efficient than creative advertising, as it lasts longer in the target consumers' memory and helps build a fan community faster than other advertisements. Furthermore, a study by Agnoli et al. (2019), indicates that the creativity of an advertisement campaign is one of the most relevant predictors of its success. The research has highlights the relevance of domain-specific experience in enhancing creativity, but the results are controversial. Additionally, the researchers also explain that considering the importance of personality in creative achievement, we also explore the influence of openness to experience on advertisers' creative achievement.

A study by Adzani and Premananto (2023) indicates that the mediating role of attitude toward advertisement was establish in the relationship between consumer creativity and brand attitude. Ads high in creativity are find to result in a higher unhide product and brand recall. Additionally, the researchers also explain the creativity practices in the sample ads and list the best combination of creativity dimensions that can influence purchase intentions. Another study by Chavadi et al. (2020) indicates that creative ads significantly influence consumer processing and response variables. The researchers also explain that creative characteristics encompass a broad spectrum of elements critical for capturing and retaining consumer attention on social media platforms. Moreover, visual appeal is pivotal in attracting initial interest and engagement (Jones and Glynn 2019). Studies underscore advertisements featuring high-quality visuals, including images and videos, garner higher engagement rates and shares, enhancing brand visibility and reach (Smith and Smith 2021). Research by Lee and Kim (2021) examines the influence of humor in social media advertising on consumer behavior. The study discover that advertisements that incorporate humor as a creative element can enhance consumer engagement, increase brand awareness, and positively impact purchase intention. The findings suggest that humor can effectively create memorable and shareable content that resonates with consumers and drives purchasing decisions. Another recent study by Salam et al. (2021) investigates the impact of user-generated content (UGC) in social media advertising on consumer behavior in the beauty industry. The research find that consumers are more likely to trust and connect with advertisements that feature authentic user-generated content, such as customer reviews, testimonials, and photos. The study highlights the importance of incorporating UGC in social media advertising campaigns to build credibility, engage audiences, and drive purchasing decisions in the beauty sector. Furthermore, a study by Wang et al. (2023) explores the role of personalize advertising in social media marketing on consumer engagement and purchase intention. The research demonstrates that customizes advertisements tailores to individual preferences, behaviors, and demographics can significantly increase consumer engagement and

brand loyalty and drive sales. The study emphasizes the effectiveness of personalize advertising strategies in leveraging consumer data to deliver relevant and targets content that resonates with audiences. Research by Lee and Kim (2021) also examines the impact of social media influencers in driving consumer behavior in the fashion industry. The study reveals that consumers are more likely to trust and make purchasing decisions base on recommendations from influencers they follow on social media platforms.

1.4.7 Demographic Variable

Social media is more popular among the youth in the Philippines, specifically females. In connection with this, research by Howe (2024), indicates that young adults, especially women, are most active online in the nation. The age of social media users can significantly impact their behavior and preferences. Similarly, Bhat et al., (2021) discover a significant difference in the perception of consumers across various groups of gender, age, marital status, and family structures towards online purchase intention, younger generations, such as millennials and Generation Z, are more likely to be active on social media and more receptive to social media advertising. This is due to their familiarity with technology and their tendency to rely on social media for information and entertainment. Another study by Lee et al., (2021), older generations are also increasingly adopting social media, particularly for staying connect with friends and family. While they may be less receptive to certain types of advertising, target advertising campaigns can still effectively reach older demographics. Furthermore, findings from Rai (2019) explain that there is no significant difference in purchase intention between males and females in purchasing a product. Rai (2019), explains that there is no significant difference in purchase intention among different age groups. Similarly, a study by Wang et al., (2019) also shows that there are no significant differences between females and males and purchase intention. Moreover, Wang et al. (2019) show that there is no significant difference in purchase intention between the younger and the elder groups. The researchers also elaborate that young people in the new era may pay more attention to their quality of life and tend to buy eco-friendly products and goods in their daily lives while elders may consider the real purchasing power of the family more realistically along with some external constraints. Another study conduct by Htar et al., (2022), indicates that the respondents' education has a significant positive influence on consumer purchase intention. Additionally, Chatterjee et al., (2024) study suggests that educational level can influence consumer behavior, including information search and purchase decisions. It also indicates that occupation significantly predicts consumer purchase intention for sustainable products. Furthermore, occupation has been identify as a determining factor in consumer purchase intention. A study by Liu et al., (2019), indicates that professionals and students, particularly those in fields like marketing, advertising, and media, are more likely to be active social media users and more receptive to social media advertising due to their higher levels of education and exposure to digital media. Moreover, the study by Sharma et al. (2021), shows that there is a significant difference in purchase intention reportes occupation.

Additionally, Chatterjee et al. (2024) also add that there is a relationship between occupation and consumers' purchase intention. It is also indicates that area of residence can significantly impact social media usage and advertising effectiveness. Lee et al. (2021), also discover that residents in urban areas, especially those living in metropolitan areas, tend to be more active on social media and more responsive to social media advertising. This is attributes to factors such as higher internet penetration, greater access to technology, and a faster-paces lifestyle that encourages digital engagement. Similarly, a study by Wang et al. (2019) indicates that in the residential area groups, there is significant differences in the impact of daily habits on purchasing intention between the residents of the downtown group and the outside-the-city group, because residents living in the city center may be more informes and knowledgeable than those living at a distance from the downtown area. The amount of time spent on social media has a significant impact on advertising exposure and purchase intention. As a support, Lee et al. (2021), probe individuals who spent more time on social media are expose to a greater number of advertisements, which can increase brand awareness and product recall. Additionally, the study of Howe (2024), indicates that Filipino people between the ages of 16 and 64 spend an average time of 8 hours and 52 minutes daily accessing the internet across all devices. 5 hours and 20 minutes are spent on the internet using mobile phones, while 3 hours and 32 minutes of the typical day are dedicate to using it on computers and tablets. It is worth noting that 60.1% of the total daily online time is spent on mobile devices, highlighting smartphones' key role in Filipino digital habits. The specific brands or products that individuals are expose to can significantly influence their purchase intentions. According to Chen and Ku (2021), individuals who frequently watch advertisements for a particular brand are more likely to have a positive attitude toward the brand and are more likely to purchase products from that brand. The frequency of exposure to advertisements can impact brand recall and purchase intention. As evidence by Kim et al., (2020) suggest repeates exposure to advertisements can increase brand awareness and familiarity, leading to a higher likelihood of purchase. In the study by Keegan (2024), it was shown that Jollibee is the most visit fast food in the Philippines follows by McDonald's. The type of social media platform use can influence the effectiveness of advertising campaigns. Additionally, Lee et al. (2021), state that social media platforms like Instagram, Facebook, and TikTok are particularly effective for advertising products and services. These platforms allow brands to create visually appealing content that can capture the attention of users. Alhanatleh et al. (2023) also indicates that TikTok's distinctive mix of entertainment and advertising significantly affects users' desire to make purchases. It was also support by Szeto et al. (2021), that several popular apps have dominate social media in recent years, including Facebook, twitter, Instagram, TikTok, Youtube, Snapchat, and others. Facebook is the dominant social media platform use in the Philippines follows by TikTok (Howe, 2024).

1.4.8 Synthesis

The synthesis of literature surrounding the influence of social media advertisements on consumer purchase intention among social media users in Poblacion, Valencia City, Bukidnon, underscores the multifaces nature of this phenomenon. Recent studies have delve into various aspects of this relationship, shedding light on the mechanisms through which social media advertisements impact consumer behavior. For instance, research by Kim and Lee (2020) emphasize the role of social media influencers in shaping consumer purchase intention, highlighting the importance of authenticity and

credibility in influencer marketing campaigns. A similar study by Zhao et al. (2022) which suggests that personalize and target advertisements on social media platforms significantly impact consumer attitudes and purchase decisions, particularly when they align with individuals' preferences and interests. Furthermore, the interactive nature of social media platforms has been identifies as a critical driver of consumer engagement with advertisements, as evidence by a study (Liu et al., 2019), which show that interactive ads formats such as polls and quizzes are more effective in eliciting consumer responses and driving purchase intention. Moreover, the contextual relevance of social media advertisements plays a crucial role in influencing consumer perceptions and behaviors, as demonstrates by research from Chen et al. (2022), which find that ads that are integrated seamlessly into users' social media feeds are more likely to be perceived positively and result in higher purchase intention. By synthesizing these recent findings, it is evident that social media advertisements wield significant influence over consumer purchase intention, and understanding the underlying mechanisms can inform more targets and effective advertising strategies tailor to the specific demographic and geographic context of Poblacion, Valencia City, Bukidnon. However, further research needs to explore the long-term effects of social media advertising on consumer behavior and the potential moderating factors that may influence this relationship.

Table 1 *- Correlation Between Social Media Advertisements and Purchase Intention*

Construct	Correlation Value to Purchase Intention	Reference
Attention Grabbing Details	Purchase Intention β -0.252, P-value <0.000	Garg, P., Raj, R., Kumar, V., Singh, S., Pahuja, S., and Sehrawat N. (2023). Elucidate the role of consumer decision making style on consumers' purchase intention: mediating role of emotional advertising using PLS-SEM.
Celebrity Endorsement	Purchase Intention β 0.331, P-value <0.06	Shrestha, S. K. (2019). Cele-brity Endorsement and purc- ase intention: A structural equation modeling approach Journal, 22(2), 35–46.
Emotional Appeal	Purchase Intention β 0.613,P-value <0.000	Garg, P., Raj, R., Kumar, V., Singh, S., Pahuja, S., & Sehrawat, N. (2023). Elucidating the role of consumer decision making style on consumer purchase intention: The mediating role of emotional advertising using PLS-SEM.
Creative Characteristics	Purchase Intention β 0.221, P-value <0.001	Sarılgan, A. E., Akan, Ş. Bakir, M., & Sulec, (2021). The impact of advertising creativity on purchase intention in the airline industry: stimulus-organism-response (S-O-R) perspective.

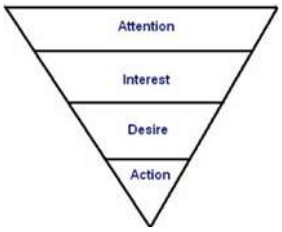
Table 1. shows the correlation between measurements of Attention-Grabbing Details, Celebrity Endorsement, Emotional Appeal, and Creative Characteristics Purchase Intention using the beta coefficient and p-value. The table shows the strength of the independent variable relative to the dependent variable.

1.6 Theoretical Framework

Attention, Interest, Desire, Action (AIDA)

This study are anchores on the attention interest, desire action (AIDA) theory by Elmo Lewis (1898). According to Elmo Lewis, AIDA theory is an advertising effect model that delineates the phases a person experiences when purchasing a good or service. While the aida model is frequently employs in public relations efforts, sales tactics, and digital marketing, it is most generally utilizes in advertising as a foundation for developing successful commercials. Thus, the AIDA model can offer a framework for comprehending how social media advertisements can bring consumers through these stages and ultimately to a purchase decision in the context of a study on the influence of social media advertisements on consumer buy intention. Concentrating on each phase of the AIDA model, it also aids in the design of successful social media advertising campaigns. It aids in organizing the advertisement's messaging, images, and general plan to reach the target audience and provide the intends results effectively (Elmo Lewis, 1898).

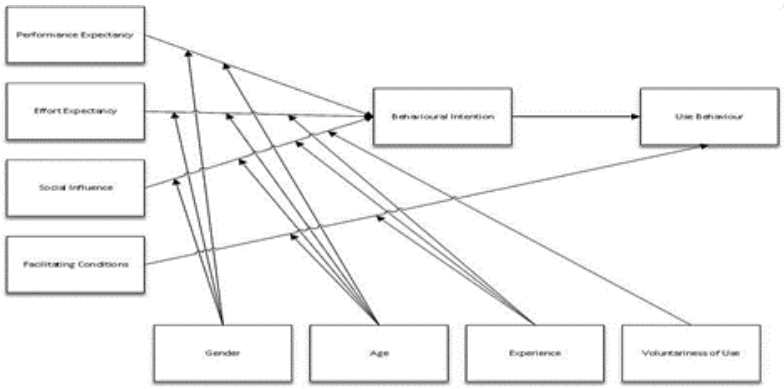
Fig. 1.1 *- AIDA Framework*



Unified Theory of Acceptance and Use of Technology (UTAUT)

The theoretical model of UTAUT suggests that the actual use of technology is determine by behavioral intention. The perceive likelihood of adopting the technology depends on the direct effect of four fundamental constructs: performance expectancy, effort expectancy, social influence, and facilitating conditions. The impact of predictors is moderates by age, gender, experience, and voluntariness of use (Venkatesh et al., 2003). UTAUT has made several contributions to the literature. The model provides empirical insight into technology acceptance by comparing prominent technology acceptance theories, which often offer competing or partial perspectives on the subject. UTAUT demonstrates that propose factors account for 70 percent of the variance in use intention (Venkatesh et al., 2003), offering more substantial predictive power compared to the rest of the models that examine technology acceptance (e.g. (Davis, 1993; Sheppard, Hartwick & Warshaw, 1988).

Fig. 1.2 - *UTAUT Framework*



Theory of Planned Behavior (TPB)

In the theory of planned behavior, attitude is the vital factor influencing individual behavior intention (Ajzen, 1991). This research provides a new light confirming the theory of planned behavior (TPB; Ajzen, 1991) related to the relationship between attitude and behavior from the perspective of social media advertising. In behavioral theory, such as the theory of planned behavior, Ajzen (1991) explain that individual intention to the behavior is predominantly predicts by attitude, subjective norm, and perceive behavior control. Investigating consumer behavioral intention to purchase a particular product is essential to predict their actual behavior (Chen et al., 2022). This was supports by previous research which state that examining online purchase intention is a determinant of knowing consumer behavior in the online environment (Peña-García et al., 2020; Ramdani et al., 2022).

Fig. 1.3 - *TPB Framework*

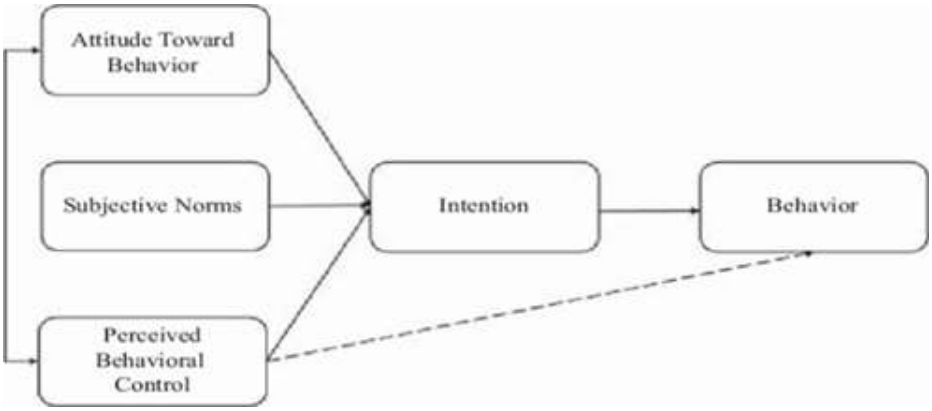


Fig. 1.4 - *Survey of Schematic Diagram with Theories Applied*

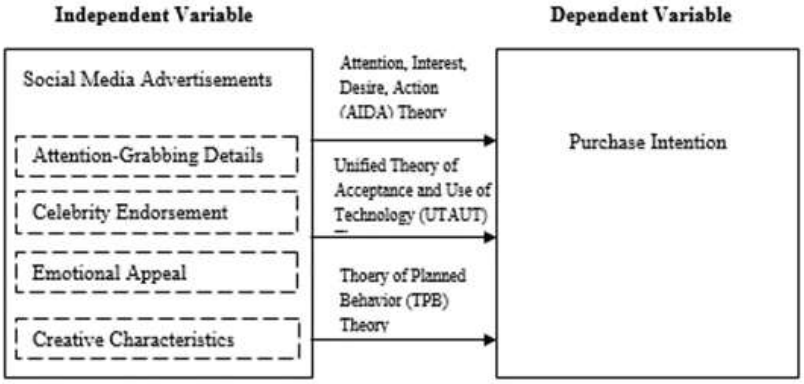


Figure 1.4 shows the relationship between the anchores theory, the Attention, Interest, Desire, Action (AIDA) Theory, and the two supporting theories, the Unified Theory of Acceptance and Use of Technology (UTAUT) Theory and Theory of Planned Behavior (TPB), towards the dependent variable.

Fig. 1.5 - *The Conceptual Framework of the Study*

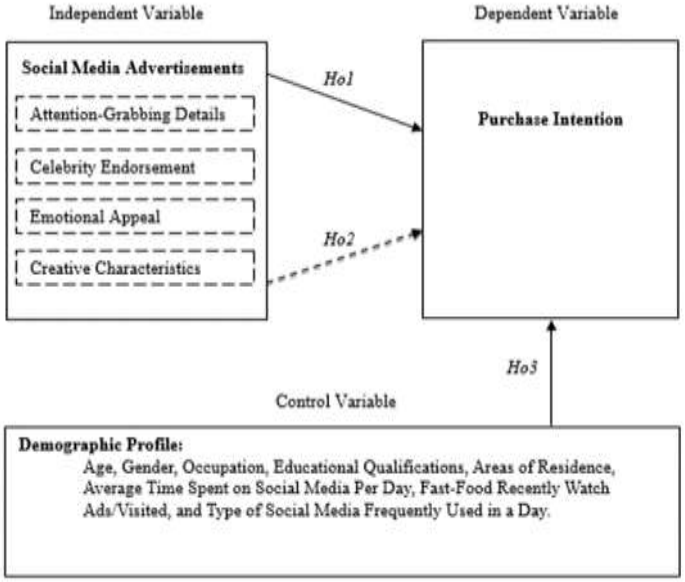


Figure 1.5. The Schematic diagram shows the relationship between the independent and dependent variables of the study.

1.8 Significance of the Study

The study on social media advertisements and how they influence users' purchase intention in Poblacion, Valencia City, Bukidnon contributes significantly to consumer purchase intention and social media advertisements. Exploring the dynamics between social media advertisements and purchase intentions adds depth to the understanding of the evolving role of social media in shaping consumer decisions. Furthermore, the findings of this study can be use by marketers to create compelling social media advertisements. The features are focus on drive purchase intention were identified, which promotes a very fruitful to companies if implemented correctly and to inform global marketing strategies, as the influence of social media advertisements on consumer purchase intention transcends internationally. This study is significant because it goes beyond scholarly endeavors to include real-world applications in the business and marketing domains. Local businesses, marketers, and entrepreneurs in Poblacion, Valencia City, and Bukidnon can benefit from the findings of this study. Future research could build upon this study by exploring additional factors influencing consumer purchase intentions on social media. Understanding how social media advertisements influence consumer purchase intention can empower local businesses, marketers, and entrepreneurs to thrive in an increasingly social media marketplace.

1.9 Scope and Delimitation of The Study

General Scope

The study focus on the social media users residing in Poblacion, Valencia City, Bukidnon. Social media users who watch advertisements for selected fast food restaurants in Valencia City. The study investigates the influence of social media advertisement on consumer purchase intention among social media users in Poblacion, Valencia City, Bukidnon. This includes the demographic profile of the respondents, such as age, gender, occupation, educational

qualifications, areas of residence, average time spent on social media per day, fast-food recently watch ads/visit, and type of social media frequently use in a day.

Specific Scope

The study only considers the social media users locate in Poblacion, Valencia City, Bukidnon, and social media users who are more likely to purchase products in selected fast food in Valencia City, Bukidnon.

Conceptual Delimitation

The study specifically examines the relationship between Social Media Advertisements, Attention-Grabbing Details, Celebrity Endorsement, Emotional Appeal, and Creative Characteristics towards Purchase Intention. Any information that does not belong in any of these categories is considers outside the scope of this study.

Operational Delimitation

The study exclude non-users and does extend to analyzing individual purchasing behavior beyond the influence of social media advertisements. The study delimits Poblacion, Valencia City, Bukidnon and did not include other barangay and cities. Additionally, it does not assess the financial implications of advertising strategies on businesses but concentrate on their impact on consumer purchase intention. Also, social media users who do not watch ads are excludes.

1.10 Definition of Terms

This section presents the important terms use for a better understanding of the study. The terms are define in Conceptual and Operational.

Purchase Intention. The predisposition or inclination of consumers towards purchasing a particular product or service, influenced by various internal and external factors, including marketing stimuli. The expressed willingness or likelihood of social media users in Poblacion, Valencia City, Bukidnon, to engage in future purchasing behaviors as indicates by their responses to survey questions or behavioral indicators, such as clicks on product links or engagement with advertisement content.

Social Media Advertisements. Digital promotional content disseminates through social media platforms to influence consumer behavior and promote products or services. Specific promotional messages, images, or videos displays on platforms such as Facebook, Instagram, or Twitter are designed to attract the attention of social media users and encourage them to make purchasing decisions.

Attention-Grabbing Details. Attention to detail is a skill that involves noticing, processing, and managing all the small elements that make up a task or project to ensure they are completed accurately and efficiently. In a study, attention-grabbing details are identifies as elements that significantly impact customer purchase intention and how social media advertising is evaluates.

Celebrity Endorsement. Celebrity endorsement involves agreements between a company and a celebrity to promote products/services, leveraging the celebrity's image and influence. The study highlights that celebrity endorsement characteristics affect purchase intention, attitude toward advertisements, and the evaluation of social media advertising.

Emotional Appeal. A persuasive technique that aims to evoke emotions in the audience, influencing decision-making base on feelings rather than logic. Emotional appeal in advertising seeks to motivate consumers through emotional manipulation, creating ads that connect with audiences on an emotional level to drive positive responses.

Creative Characteristics. Involve innovative and unique ideas that draw attention to advertisements. These characteristics are identifies as factors influencing how social media advertising is perceives and evaluates, along with attention-grabbing details, emotional appeal, and celebrity endorsement.

Social Media Users. Individuals actively use social media platforms for various purposes, including communication, information sharing, entertainment, and social interaction.

Valencia City, Bukidnon residents who have register accounts regularly access and interact with social media platforms such as Facebook, Instagram, YouTube, TikTok, and Twitter for personal or professional reasons. ***Valencia City, Bukidnon.*** A specific geographical location within Valencia City, located in Bukidnon, Philippines, characterize by its demographic composition, socio-economic factors, and cultural dynamics.

2. RESEARCH METHODOLOGY

The chapter discussed the various methodologies that were used to gathered the study's data. It described the research designd, locale, population and sample, research instrument, data collection, statistical tools, and ethical considerations.

2.1 Research Design

Quantitative research connoted the relationship between the independent and dependent variables (Mehrad & Zangeneh, 2019). The study utilized a descriptive-correlational design. A descriptive study was used to assess the independent and dependent variables accurately, requiring hundreds of

respondents. Correlational Research Design examined the differences of two or more variables, and variables were not manipulated (Queirós et al., 2019). It involved two or more quantitative variables subjected to computation to see if there was a relationship between variables (Mehrad & Zangeneh, 2019).

2.2 Research Locale

The study locale was focused on social media users in Poblacion, Valencia City, Bukidnon. The study examined the relationship and influenced of social media advertisements and consumer purchased intention among social media users. Figures were provided on the next page for the map of the Philippines and the local map.

Source: (*File:Labelled Map of the Philippines Provinces and Regions.png - Wikimedia Commons*, 2016)

Figure 2.1 *Philippine Map of the Study* **Fig. 2.2 -** *Local Map of the study*

2.3 Population and Sample

This study focused on social media users in Poblacion, Valencia City, Bukidnon. Using the calculator available on Raosoft.com, the recommended sample sized was determined to be 379 respondents, ensuring a confidence level of 95% and a margin of error of 5%. The sample was used as the study's population total to represent all social media users in Poblacion, Valencia City, Bukidnon.

Table 2.1 - Study Population and Samples Size Derivation Using Raosoft.com

Target Respondents	**Population of Poblacion, Valencia City, Bukidnon**	**Percentage from the Total Population**	**Sample Size**
Teenagers (13-17)	7,038	25.09%	95
Young Adults (18-35)	9,707	34.62%	131
Middle-Age Adults (36-55)	8,002	28.54%	108
Older Adults (56+)	3,295	11.75%	45
TOTAL	**28,042**	**100%**	**379**

Table 2.1 It showed the Population and Sample Size using Raosoft.com. Poblacion of Valencia City, Bukidnon, had 28,042 total residents, and the study's sample size was 379 respondents.

2.4 Research Instrument

The researcher conducted a pilot test by gathering thirty respondents who were social media users and engaging in social media advertisements in Poblacion, Valencia City, Bukidnon. The researcher used Cronbach's Alpha test score to assess the reliability and validity of the construct and the average item values of each construct that determine the leveled of agreement. The completed pilot testing surveyed were shown in the table 2.

Table 2.2 - *Construct Description, Source, and Cronbach's Alpha Reliability Score Result from a Pilot Test of Thirty (30) Samples*

Construct	Description	Source	Cronbach's Alpha (Reliability Score from Pilot Test)	Remarks
Purchase Intention *(PI)*	the decision to act or physiological action that shows an individual's behavior according to the product.	A conceptual study on the country of origin effect on consumerpurchase intention. (X. Wang & Yang, 2008)	**0.827**	All eight-item questions obtained a higher than 0.7 alpha.
Attention Grabbing Details *(AGD)*	is how a viewer responds to the ad presented on the screen.	Attention-Grabbing metrics and exposing the digital marketing efficiency myth. (Salz, 2023b)	**0.824**	All six-item questions obtained a higher than 0.7 alpha.
Celebrity Endorsement *(CE)*	utilization of the celebrity's names in the product or services advertisements	Celebrity endorsement: A strategic promotion perspective. Khatri (2006)	**0.781**	All three-item questions obtained a higher than 0.7 alpha.
Emotional Appeal *(EA)*	classified as positive, negative or coactive based on the valance of emotion employed.	"Beyond valence: Toward a model of emotion specific influences on judgement and choice,"Cognition & emotion. (Lerner and Keltner(2000).	**0.809**	All eight-item questions obtained a higher than 0.7 alpha.
Creative Characteristics *(CC)*	a style of thinking that is ability of individuals to generate creative works, generating new ideas, whereas others consider the final product.	The creative personality the creative process; the creative classroom. (Wallace, 1986; Haylock, 1987; Sriraman & Lee, 2011).	**0.761**	All six-item questions obtained a higher than 0.7 alpha.
Overall, Cronbach's Alpha	**0.950**			All 31-item questions obtained a higher than 0.7 alpha.

Table 2.2 showed the Crobach's Alpha Results for Pilot Testing; the eight Purchased Intention question items had a reliability analysis 0.827. Attention Grabbing Details had a reliability analysis 0.824. Celebrity Endorsement had a reliability analysis 0.781. Emotional Appeal had a reliability analysis 0.809. Creative Characteristics had reliability analysis 0.761. The overall Cronbach's Alpha score for the pilot study was 0.950.

Table 2.3 - *Construct Item Questions to be Used in Actual Data Gatherin*

Construct	Item Questions	Adapted From	Total No. of Item Questions	Total No. of Item Questions Deleted After Pilot Test
Purchase Intention *(PI)*	PI1: A well-made ad often influences my purchase intention positively.	Lim and Kim (2016)	8	0
	PI2:Repeatedly viewing the same ad influences my purchase intention positively.	Lim and Kim (2016)		
	PI3: After viewing the online advertisement, I am willing to try using the product.	Tan et al. (2015)		
	PI4: After viewing the online advertisement, I became interested in making a purchase.	Tan et al. (2015)		
	PI5: After viewing the online advertisement, I will purchase the brand being advertised.	Tan et al. (2015)		
	PI6: Next time that I need such a product, I will choose the brand in the advertisement	Sameti and Khalili (2017)		
	PI7: It is very likely that I will buy the advertised brand	Sameti and Khalili (2017)		
	PI8: If I saw this brand in a fast-food , I would buy it	Sameti and Khalili (2017)		
Attention Grabbing Details *(AGD)*	AGD1: Controversial ads (ads with political, religious or social views) are more effective in grabbing my attention.	Massey et al. (2015)	6	0
	AGD2: An attractive office available on a product/service tends to reduce my information acquisition process.	Lee and Hong (2016)		
	AGD3: Controversial ads have a lasting effect on me.	Massey et al. (2015)		
	AGD4: Ads that include information about peer behaviors (i.e. as social cues, like Facial expression, body language) Makes the ad more engaging to me.	Chu (2009)		
	AGD5: The length of the message/post is crucial in deciding my engagement with an ad.	Schaire et al (2014)		
	AGD6: I am motivated to look into the content of an ad only if it mentions the price of the product/service.	Lee and Hong (2016)		
Celebrity Endorsement *(CE)*	CE1: The pairing of a brand and celebrity with similar attributes results in a positive effect on my attitude towards the brand.	Olale and Agbaloke (2017)	3	0
	CE2: The presence of a celebrity in an ad has a positive effect on my attitude towards it.	Olale and Agbaloke (2017)		
	CE3: Ads delivered by a celebrity create a greater degree of purchase intention in me when compared to those without celebs.	Olale and Agbaloke (2017)		
Emotional Appeal *(EA)*	EA1: I tend to like ads with strong emotional appeals more than rationally appealing ads.	Lee and Hong (2016)	8	0
	EA2: I consider emotional appeal as a necessary prerequisite for an advert-isement to be engaging.	Lee and Hong (2016)		
	EA3: An emotionally appealing ad more effectively persuades me when I have little motivation or little ability to cognitively process a message.	Lee and Hong (2016)		
	EA4: Entertainment characteristics of an ad (color, sounds, music or graphics) influences me to purchase the product/service being advertised.	Rakham et al. (2017)		
	EA5: I have a higher level of engagement with brand posts made on weekdays when compared to weekends.	Schaire et al (2014)		
	EA6: I find ads with original ideas more engaging.	Henry and Abedingo (2015)		
	EA7: I find image-based ads more engaging than text-based ads.	Schaire et al (2014)		
	EA8: Adequate information regarding product/services in an ad often helps in my evaluation process of purchasing the product.	Lee and Hong (2016)		
Creative Characteristics *(CC)*	CC1: I find video based ads more engaging than text based ads	Schaire et al (2014)	6	0
	CC2: Entertainment characteristics of an advertisement (color, sounds, music or graphics) tend to increase my level of engagement with ads.	Rakham et al. (2012)		
	CC3: I am likely to pay more attention to the content in an ad if I trust the platform, it is advertised in.	Henry and Abedingo (2015)		
	CC4: I consider an ad creative if it uses the implementation of new technologies (Example: Virtual Reality, Augmented Reality, etc.) in communicating its message.	Lee and Hong (2016)		
	CC5: Creative ads manage to create more interest in me about the featured products.	Lee and Hong (2016)		
	CC6: I consider an ad creative if it stands out from its competitors	Lee and Hong (2016)		

Table 2.3 showed the construct items questions used in actual data gathering. Eight item questions for Purchasedd Intention, Six item questions for Attention Grabbing Details, Three item questions for Celebrity Endorsement. Eight item questions for Emotional Appeal. Six item questions for Creative Characteristics. Total of 31 items questions were used in this study.

Table 2.4 -- *Interpretation Table of the Level of Agreement*

Scale	Range Interval of Weighted Mean	Scale Description	Interpretation
7	6.148 - 7.000	Strongly Agree	Very extensively observed Among Social Media Users' Online Purchase Intention in Poblacion, Valenzia City, Bukidnon.
6	5.290 - 6.147	Agree	Extensively observed Among Social Media Users' Online Purchase Intention in Poblacion, Valenzia City, Bukidnon.
5	4.432 - 5.289	Almost Agree	Observed Among Social Media Users' Online Purchase Intention in Poblacion, Valenzia City, Bukidnon.
4	3.574 - 4.431	Nearly Agree	Moderately Observed Among Social Media Users' Online Purchase Intention in Poblacion, Valenzia City, Bukidnon.
3	2.716 - 3.573	Somewhat Disagree	Rarely observed Among Social Media Users' Online Purchase Intention in Poblacion, Valenzia City, Bukidnon.
2	1.858 - 2.715	Disagree	Almost Not Observed Among Social Media Users' Online Purchase Intention in Poblacion, Valenzia City, Bukidnon.
1	1.000 - 1.857	Strongly Disagree	Not observed Among Social Media Users' Online Purchase Intention in Poblacion, Valenzia City, Bukidnon.

Table 2.4 indicated the 7-point likert scale interpretation table and explained each score's significance in terms of the respondent's degree of agreement or disagreement with a given statement or question. Used the table, researcher could allocate numerical scores of surveyed respondents' responses and in ordered to used the interpretation table to determined what these scores indicated in terms of the leveled of agreement or disagreement conveyed by the respondents, as well as gained insights into the social media advertisements and consumer purchased intention.

Table 2.5 - *Interpretation Table of the Variable Strong to No Correlation (Pearson r Coefficient) According to Hair et. Al. (2013)*

Range of Coefficient		Description
From	To	
±0.81	±1.00	Very Strong Positive Correlation or Very Strong Negative Correlation
±0.61	±0.80	Strong Positive Correlation or Strong Negative Correlation
±0.41	±0.60	Moderate Positive Correlation or Moderate Negative Correlation
±0.21	±0.40	Weak Positive Correlation or Weak Negative Correlation
±0.00	±0.20	Weak to No Correlation

Table 2.5, based on Hair et al. (2013), categorizes the strength of Pearson r correlations, ranging from very strong (±0.81 to ±1.00) to weak or no correlation (±0.00 to ±0.20), thereby illustrating the degree of association between the study's variables.

Table 2.6 - *Interpretation Table of the Variable Strength and Magnitude of the Relationship (Pearson r Coefficient) According to Cohen (1988)*

Range of Coefficient		Description
From	To	
±0.50	±1.00	Large Positive or Large Negative Relationship
±0.30	±0.49	Medium Positive or Medium Negative Relationship
±0.10	±0.29	Small Positive or Small Negative Relationship
±0.00	±0.09	No Strength and Magnitude of Relationship

Table 2.6, drawing on Cohen's (1988) guidelines, categorized the strength of relationships between variables based on Pearson r correlation coefficients. It established a scaled where ±0.50 to ±1.00 represented a large relationship, ±0.30 to ±0.49 a medium relationship, ±0.10 to ±0.29 a small relationship, and ±0.00 to ±0.09 indicated no discernible relationship.

2.5 Data Collection

Table 2.5.1 - *Data Collection Timeframe*

Data Collection Timeframe		
Date	**Activity**	**Time**
May 20-21, 2024	Signing of Approval Form.	8:00 AM/5:00 PM
May 21, 2024	Printing Survey Questionnaires.	8:00 AM/5:00 PM
May 22, 2024	Distribution of Survey Questionnaire to Target Respondents for Pilot Testing	8:00 AM/5:00 PM
May 22-23, 2024	Inputs and saves file submission of data for SPSS analysis	8:00 AM/5:00 PM
June 21-July 4, 2024	Reconduct Pilot test 2 Variable Did Not Passed the required alpha of 0.7	8:00 AM/5:00 PM
July 6, 2024	Survey Questionnaire Passed the Pilot Test.	10:00 AM
July 6-7, 2024	Data Interpretation	8:00 AM/5:00 PM
July 8, 2024	Data Submission	8:00 AM/5:00 PM
August 15-30, 2025	Actual Data Gathering	8:00 AM/5:00 PM
September 1-15,2025	Analyzing the data using SPSS	8:00 AM/5:00 PM
October 2, 2025	SPSS data output submitted Passed	8:00 AM/5:00 PM
October 15-Nov 20, 2025	Final writing of Chapter 1 to Chapter 4	8:00 AM/5:00 PM

2.6 Statistical Tools

Table 2.6.1 - *SOP Analysis Statistical Tools*

Statement of the Problem	Analysis	Statistical Tool
SOP 1: To determine the demographic profile of the respodent in terms of: a.Age, b.Gender, c.Occupation, d.Educational Qualifications, e. Area of Residence, f. Average Time Spent onSocial Media Per Day, g.Fast-Food Recently Watch Ads/Visited, h.Type of Social Media Frequently Used.	Descriptive Analysis	Analyze > Descriptive Statistics > Frequencies
SOP 2: To examine the level of Agreement of respondents as social media users in terms of: a. Attention-Grabbing Details, b. Emotional Appeal, c. Celebrity Endorsement, d. Creative Characteristics	Descriptive Analysis	Analyze > Descriptive Statistics > Descriptive Means Frequencies
SOP 3: To determine Is there a significant relationship between the social media advertisements and consumer purchase intention among social media users in Valencia City, Bukidnon.	Correlational Analysis	Analyze > Correlational >Bivariate
SOP 4: To explore Is there a significant influence between the social media advertisements and consumer purchase intention among social media users in Valencia City, Bukidnon.	Correlational Analysis	Analyze > Regression > Linear
SOP 5: To determine if there a significant difference between demographic profile and social media advertisement variables among social media users in Valencia City, Bukidnon?	Comparative Analysis	Analyze > Compare Means > Independent Samples t-Test, One-Way ANOVA

Table 2.6.1 The study used an adopted questionnaire to gathered data and used a seven-point Likert scale as the level of agreement. Descriptive statistics was used to describe the collected data. Beta coefficient and p-value were was used to determine whether there was a significant relationship between the independent and dependent variables in order to evaluate the hypotheses. The beta coefficient and p-value was the most commonly used for determining whether or not there was a significant correlation between two categorical variables. SPSS 26 was also used to run the data for analysis.

2.7 Ethical Considerations

In this study, "The Influence of Social Media Advertisement on Consumer Purchase Intention Among Social Media Users in Poblacion, Valencia City, Bukidnon''. The researchers navigated various ethical considerations beyond plagiarism checks upon conducting the study. The related literature used in the study was cited correctly to avoid plagiarism, with a 5% or lower similarity index. For instance, ensuring informed consent from participants was essential, mainly when dealing with consumer purchased intention and social media advertising influence. The researchers communicate engagement's aimed, dangers, and rewards, enabling people to make voluntary and informed decisions regarding their involvement. Furthermore, The Researchers prioritized privacy and confidentiality, safeguarding the confidential information of participants' responses and any personally identifiable information collected during the study. This involved implementing secured data storage protocols and following data protection regulations to prevent unauthorized access or disclosure. In addition, researchers considered the potential implications of their findings, particularly in studies involving commercial interests liked advertising. Transparency in reporting results and disclosing any conflicts of interest or funding sources helped maintained the credibility and impartiality of the research. Moreover, researchers uphold principles of social responsibility, considering the broader impact of their work on society and communities. Included acknowledging potential biases in the study design or interpretation of results and striving for inclusivity and diversity in participant recruitment and representation. By adhering to these ethical considerations, researchers ensured the study's validity, reliability, and moral integrity on "the influence of social media advertisements on consumer purchase intention among social media users in Poblacion, Valencia City, Bukidnon.

3. RESULTS AND DISCUSSIONS

This chapter presented the results and discussions including the reliability and validity of the measurement instruments used. It discussed the significant data analysis findings, highlighting the variables' relationships. It explored the implications of its findings, providing insights into the underlying factors influencing consumer behavior.

3.1 Construct Reliability and Validity

Construct reliability indicated the consistency of a measurement tool, ensuring it delivers stable and trustworthy results across various administrations and settings. Construct validity, in contrast, evaluated whether a measurement tool effectively measures the intended concept. It examined the degree to which the instrument encompasses the full range and depth of the underlying idea. Both construct reliability and validity were essential for the validity and generalizability of research results (Emerson, 2024).

Table 3.1 - Reliability and Validity Test of Research Instrument

Standard Value		>0.5	>0.6	>0.5	> or = to 0.7
Construct	**Item**	**FL**	**CR**	**AVE**	**Cronbach's Alpha**
Attention Grabbing Details	Attention_Grabbing_Details1	0.993	**0.963**	**0.818**	0.855
	Attention_Grabbing_Details2	0.833			
	Attention_Grabbing_Details3	0.993			
	Attention_Grabbing_Details4	0.515			
	Attention_Grabbing_Details5	0.993			
	Attention_Grabbing_Details5	0.993			
Celebrity Endorsement	Celebrity_Endorsement1	0.887	**0.872**	**0.694**	0.915
	Celebrity_Endorsement2	0.805			
	Celebrity_Endorsement3	0.805			
Emotional Appeal	Emotional_Appeal1	0.577	**0.936**	**0.654**	0.840
	Emotional_Appeal2	0.904			
	Emotional_Appeal3	0.515			
	Emotional_Appeal4	0.957			
	Emotional_Appeal5	0.833			
	Emotional_Appeal6	0.957			
	Emotional_Appeal7	0.821			
	Emotional_Appeal8	0.787			
Creative Characteristics	Creative_Characteristics1	0.937	**0.957**	**0.791**	0.942
	Creative_Characteristic2	0.937			
	Creative_Characteristics3	0.937			
	Creative_Characteristics4	0.937			
	Creative_Characteristics5	0.593			
	Creative_Characteristics6	0.937			
Purchase Intention	Purchase_Intention1	0.887	**0.970**	**0.801**	0.912
	Purchase_Intention2	0.937			
	Purchase_Intention3	0.805			
	Purchase_Intention4	0.957			
	Purchase_Intention5	0.887			
	Purchase_Intention6	0.904			
	Purchase_Intention7	0.887			
	Purchase_Intention8	0.887			
OVERALL					0.949

Note: NO Item questions deleted. All 31 item questions were used for further results analysis.

Table 3.1 displayed the outcomes of the reliability and validity assessments carried out on the research instrument utilized in the study. The instrument evaluated attention-grabbing details, celebrity endorsements, emotional appeal, creative characteristics, and purchased intentions. The factor loadings (FL) for all items varied from 0.515 to 0.993, signifying that all items were sufficiently loaded onto their respective constructs. The composite reliability (CR) scores for all constructs exceeded 0.5, indicating that the constructs were dependable. The averaged variance extracted (AVE) values also surpassed 0.5, validating the convergent validity of the constructs. Lastly, Cronbach's alpha coefficients for all constructs were at least 0.7, suggesting that the scaled exhibited internal consistency. In summary, the findings from the reliability and validity evaluations indicated that the research instrument were both a valid and reliable measured of the constructs being examined.

3.2 Significant Research Results

3.2.1 Demographic Profile in Terms of Frequency

Table 3.2 - *Demographic Profiling of the Respondents*

Demographic Variable	Category	Frequency	Percentage
Age of the Respondents	Teenager (13-17)	95	25.1
	Young Adults (18-35)	131	34.6
	Middle-Aged Adults (36-55)	108	28.5
	Older Adults (56+)	45	11.9
Gender of the Respondents	Male	115	30.3
	Female	264	69.7
Occupation	Student	199	52.5
	Working	146	38.5
	Not Working	31	8.2
	Retired	3	0.8
Educational Qualifications	Grade 10 to Grade 12	93	24.5
	High School Level	83	21.9
	College Level	161	42.5
	Graduate	41	10.8
	Postgraduate	1	0.3
Areas of Residence	Urban	299	78.9
	Metropolitan	80	21.1
Average Time Spent on Social Media per Day	Less Than an Hour	7	2
	Between 1-2 Hours	14	4
	Between 3-4 Hours	42	11
	More Than 5 Hours	316	83
Fast-Food Recently Watch Ads/Visited	Jollibee	221	58
	Chowking	17	4
	Greenwich	7	2
	McDonalds	100	26
	Mang Inasal	34	9
Type of Social Media Frequently Used in a Day?	TV	14	4
	Smart TV	26	7
	Facebook	126	33
	Instagram	13	3
	Tiktok	196	52
	Youtube	4	1
Note: n=379			

Table 3.2 presented a demographic profile of the respondents in the study conducted in Poblacion, Valencia City, Bukidnon. Utilizing descriptive statistical techniques to analyze the data. The table provided information on various demographic variables such as aged, gender, occupation, educational qualifications, area of residence, averaged time spent on social media per day, recently watched fast-food ads, and frequently used social media platforms. Most respondents were young adults (18-35 years old) and female. Most respondents were also students or working individuals, with a few retired people. The majority had a college-level education. Urban areas were the respondents' primary residences. A significant majority of respondents spent more than 5 hours on social media per day. Jollibee and TikTok were the most frequently watched fast-food ads and used social media platforms.

3.2.2 Level of Agreement of the Respondents in Social Media Advertisements and Purchase Intention

By calculating the range, mean, and standard deviation, cleared understanding of a dataset's characteristics was gained. The range highlighted the data's extremes, the mean its central pointed, and the standard deviation of its overall spread. As Field (2018) points out, these statistics worked together to illustrate both the typical valued and the variability within the data.

Table 3.3 - *Level of Agreement of Respondents in the Social Media Advertisements Factors and their Purchase Intention*

Construct	Range	Min.	Max.	Mean	Std. Dev.	Scale Description	Descriptive Interpretation
Attention Grabbing Details	3.00	4.00	7.00	6.369	0.687	Strongly Agree	Very extensively observed Among Social Media Users' Online Purchase Intention in Poblacion, Valencia City, Bukidnon.
Celebrity Endorsement	3.00	4.00	7.00	5.931	0.791	Agree	Extensively observed Among Social Media Users' Online Purchase Intention in Poblacion, Valencia City, Bukidnon.
Emotional Appeal	2.00	5.00	7.00	6.235	0.647	Strongly Agree	Very extensively observed Among Social Media Users' Online Purchase Intention in Poblacion, Valencia City, Bukidnon.
Creative Characteristics	3.00	4.00	7.00	5.971	0.818	Agree	Extensively observed Among Social Media Users' Online Purchase Intention in Poblacion, Valencia City, Bukidnon.
Purchase Intention	3.00	4.00	7.00	6.055	0.727	Agree	Extensively observed Among Social Media Users' Online Purchase Intention in Poblacion, Valencia City, Bukidnon.
Note: n = 379							

Table 3.3 presented the leveled of agreement of respondents regarding various social media advertisement factors and their purchased intention. The table included constructs liked attention-grabbing details, celebrity endorsement, emotional appeal, creative characteristics, and purchased intention. For each construct, the minimum, maximum, mean, standard deviation, and scale descriptions were provided. The table utilized a 7-point Likert scale to measured the degree of agreement, with scores ranging from 1 strongly disagreed to 7 strongly agreed. Referring to table 2.4 revealed that respondents from Poblacion, Valencia City, strongly agreed that attention-grabbing details and emotional appeal significantly influenced purchased intention on social media. The respondents also agreed that creative characteristics and celebrity endorsements were prevalent. Notably, attention-grabbing details and emotional appeal emerged as the most influential factors, supporting the hypothesis that compelling and emotionally resonant advertisements effectively drove purchased decisions among social media users in the studied area.

3.2.3 Significant Relationship – Using Correlate > Bivariate Technique > Pearson R Coefficient

Table 3.4 - *The Relationship Between Attention Grabbing Details, Celebrity Endorsement, Emotional Appeal, Creative Characteristics, and Purchase Intention Among Social Media Users Respondents in Poblacion, Valencia City, Bukidnon*

Construct	Mean	Std. Dev.	(1)	(2)	(3)	(4)	(5)	Interpretation DV to IV (1)		Remarks
								Hair et al. (2013)	Cohen (1988)*	Hypothesis Decision
(1) Purchase Intention (DV)	6.025	0.618	(0.912)							
(2) Attention Grabbing Details (IV)	5.778	0.780	0.348**	(0.855)				Weak Positive Correla-tion	Medium Positive Rela-tionship	***Ho1 not accepted***
(3) Celebrity Endorse-ment (IV)	6.020	0.549	0.913**	0.291**	(0.915)			Very Strong Positive Correla-tion	Large Positive Rela-tionship	***Ho1 not accepted***
(4) Emotional Appeal (IV)	5.792	0.634	0.650**	0.564**	0.522**	(0.840)		Strong Positive Correla-tion	Large Positive Rela-tionship	***Ho1 not accepted***
(5) Creative Characte-ristics (IV)	5.859	0.652	0.745**	0.227**	0.678**	0.418**	(0.948)	Strong Positive Correla-tion	Large Positive Rela-tionship	***Ho1 not accepted***

***. Correlation is significant at the 0.01 level (2-tailed).*
**Direction and Strength of the variables' relationship*
Values in the diagonal with parenthesis are the Cronbach's Alpha
n=379

Table 3.4 presented the correlation analysis using Pearson's R Coefficient to examined the relationship between attention-grabbing details, celebrity endorsement, emotional appeal, creative characteristics, and purchased intention among social media users in Poblacion, Valencia City, Bukidnon. Referring to Table 2.5 and Table 2.6 for the interpretation of coefficient values, the results emphasized a very strong positive correlation between celebrity endorsement and purchased intention, suggesting a significant impact of celebrity endorsements on consumer behavior. Additionally, emotional appeal and creative characteristics exhibited strong positived correlations with purchased intention, indicating their substantial influenced on purchased decisions. Attention-grabbing details, while positively correlated with purchased intention, showed a weaker relationship than other factors. Celebrity endorsement emerged as the most influential factor, followed by emotional appeal and creative characteristics. Attention-grabbing details had a moderate influence, while a combination of these factors influenced purchased intention. Overall, the results supported the hypothesis that well-crafted, emotionally resonant, and creatively designed advertisements, endorsed by influential celebrities, could effectively captured attention and motivated purchased decisions among social media users.

3.2.4 Significant Influence – Using Regression > Linear Technique > Beta (β) Coefficient

The correlation coefficient (R) measured the strength and direction of the linear relationship between variables (Field, 2018). The coefficient of determination (R^2) represented the proportion of variance in the dependent variable explained by the independent variables. The adjusted R^2 accounts for the number of independent variables, penalizing unnecessary predictors. The Durbin-Watson statistic (DW) tests for autocorrelation in residuals (Field, 2018). A DW value between 2 and 4 indicated no autocorrelation.

Table 3.5a - *Simple Linear Regression (Enter Method) Analysis on Significant Predictor of Variables Social Media Advertisements and Consumers Purchase Intention*

Model	R	R^2	Adjusted R^2	Durbin Watson*
1	.948[a]	0.898	0.897	2.133

Note: n = 379; Test of Normality - passed; Test of Collinearity - passed; Number of Samples - passed (greater than 200); Homoscedasticity – passed
a. Predictors: (Constant), CC_Mean, AGD_Mean, EA_Mean, CE_Mean
Constant to all Models. Dependent Variable: Purchase Intention
****Autocorrelation issue - check Durbin-Watson value should be between 2 and 4. In this case, there is no Auto-correlation issue (the Durbin-Watson value is 2.133)***
****The R-Square value tells how much of the variance in the DV is explained by the model. In this case, the value is 0.898, which means 89.80% of the variance in the social media advertisements influence***
Purchase intention of social media users. In other words, the findings of this study had 89.80% fit the whole model used in the research.

Table 3.5a presented a simple linear regression analysis using the enter method which examined the significant predictors of social media advertisements on consumer purchased intention among social media users in Valencia City, Bukidnon. The analysis revealed a strong positive relationship between the independent variables (attention-grabbing details, celebrity endorsement, emotional appeal, and creative characteristics) and the dependent variable (purchase intention). The R-squared value of 0.898 indicated a strong fit of the model, suggested that the independent variables significantly predicted purchased intention. The Durbin-Watson statistic of 2.133 confirmed the absence of autocorrelation in the residuals. Overall, the results strongly supported the hypothesis that social media advertisements with attention-grabbing details, celebrity endorsements, emotional appeals, and creative characteristics significantly influenced consumer purchased intention among social media users.

The beta coefficient (β) showed the standardized effect of an independent variable on the dependent variable. The t-statistic and p-value assessed the significance of each independent variable's contribution. Collinearity tolerance and the Variance Inflation Factor (VIF) help detect multicollinearity, a condition where independent variables were highly correlated, potentially impacting the reliability of the regression model, as explained by Field (2018).

Table 3.5b - *Simple Linear Regression (Enter Method) Analysis on Significant Predictor of Variables Social Media Advertisements and Consumers Purchase Intention*

Model	Variables	Standardized Coefficients (β)**	t	p-value	Colli-nea-rity Tole-rance*	VIF*	Hypothesis Decision	Remarks
	Constant: Purchase Intention (DV)							
	Attention Grabbing Details (IV)	-0.021	-1.038	0.300	0.682	1.466	***Ho2 Accepted***	No significant influence on Consumers Purchase Intention
	Celebrity Endorse-ment (IV)	0.657	27.345	***0.000***	0.471	2.122	***Ho2 NOT accepted***	Significantly influence Consumers Purchase Intention
	Emotional Appeal (IV)	0.231	10.279	***0.000***	0.537	1.861	***Ho2 NOT accepted***	Significantly influence Consumers Purchase Intention
	Creative Characte-ristics (IV)	0.207	9.190	***0.000***	0.534	1.871	***Ho2 NOT accepted***	Significantly influence Consumers Purchase Intention

Note: n = 379; Test of Normality - passed; Test of Collinearity - passed; Number of Samples - passed (greater than 200); Homoscedasticity – passed

Constant to all Models. Dependent Variable: Purchase Intention

**Multi-collinearity issue - check Tolerance value should be more than 0.3 and VIF value should be less than 4. In this case, there is no multi-collinearity issue (Tolerance values are more than 0.3 and VIF values are less than 4.)*

***The main factor that influence consumers purchase intention is Celebrity Endorsement, followed by Emotional Appeal, then Creative Characteristics, and the least was Attention Grabbing Details*

Table 3.5b presented the results of a simple linear regression analysis using the enter method in examining the significant predictors of social media advertisements on consumer purchased intention among social media users in Valencia City, Bukidnon. The analysis revealed that celebrity endorsement was the most significant predictor of purchased intention, followed by emotional appeal and creative characteristics. Attention-grabbing details, while positively correlated with purchased intention, showed a weaker influence. The standardized beta coefficients indicated the relative strength of each predictor's impact on purchase intention. Celebrity endorsement had the highest beta coefficient, followed by emotional appeal and creative characteristics. Attention-grabbing details had the lowest beta coefficient, suggested a weaker influenced. Overall, the results strongly supported the hypothesis that social media advertisements with celebrity endorsements, emotional appeals, and creative characteristics significantly influenced consumer purchased intention.

3.2.5 Significant Difference – Using Compare Means > Independent Samples t-Test, One Way ANOVA

3.2.5.1 Independent Samples t-Test

An independent samples t-test was a statistical test used to compared the means of two independent groups (Field, 2018). Levene's test was conducted first to determined if the group variances were equal, guiding the choice between a pooled or separated variance t-test. The t-statistic then quantifies the difference between the means, adjusted for standard error. The degrees of freedom and the resulting p-value, as explained by Field (2018), indicated the statistical significance of the difference. A p-value below 0.05 suggested a significant difference, and the mean difference provides the numerical magnitude of this variation between the two groups.

Table 3.6a - *The Differences Levels of Social Media Advertisements that Affect Consumer Purchase Between Male and Female Social Media Users in Poblacion, Valencia City, Bukidnon*

Variable/Construct Between Gender	*Levene's Test (0.965)* Homogeneity of Variance Assumed				*Hypothesis Decision*
	T	df	Sig. (2-tailed) or P-value*	Mean Difference	
The differences levels of social media advertisements that affect consumer purchase decisions between male and female social media users in Poblacion, Valencia City, Bukidnon	-1.070	377.000	0.285	-0.059	***Ho3 Accepted***

**There is no significant difference between the gender of the respondents and the social media advertisements that affect consumer purchase*

Table 3.6a presented the results of an independent samples t-test, a statistical tool used to compare the means of two independent groups. This analysis aimed to determine if there were significant differences in how social media advertisements influenced the purchased decisions of male and female social media users in Poblacion, Valencia City, Bukidnon. The results indicated that the variances between the two groups were equal (Levene's test, $p = 0.965$). The t-test revealed no significant difference between the two groups ($t = -1.070$, $df = 377$, $p = 0.285$). This suggested that both male and female social media users in the area were similarly affected by social media advertisements, regardless of gender. Therefore, the null hypothesis (Ho) was accepted, indicated that gender did not significantly affected consumer purchased decisions in the context of social media advertisements in Poblacion, Valencia City, Bukidnon.

Table 3.6b - *The Differences in Level of Social Media Advertisements that Affect Consumer Purchase Between Urban and Metropolitan Areas of Residence of Social Media Users in Poblacion, Valencia City, Bukidnon*

Variable/Construct Between Areas of Residence	Levene's Test (0.268) Homogeneity of Variance Assumed				Hypothesis Decision
	T	df	Sig. (2-tailed) or P-value*	Mean Difference	
The differences levels of social media advertisements that affect consumer purchase decisions between urban and metropolitan areas of residence of social media users in Poblacion, Valencia City, Bukidnon	-0.550	377.000	0.583	-0.034	*Ho3 Accepted*

**There is no significant difference between the area of residence of the respondents and the social media advertisements that affect consumer purchase*

Table 3.6b presented the results of an independent samples t-test, a statistical tool used to compared the means of two independent groups. This analysis aimed to determine if there were significant differences in how social media advertisements influenced the purchased decisions of social media users residing in urban and metropolitan areas of Poblacion, Valencia City, Bukidnon. The results indicated that the variances between the two groups were equal (Levene's test, $p = 0.268$). The t-test revealed no significant difference between the two groups ($t = -0.550$, $df = 377$, $p = 0.583$). This suggested that both urban and metropolitan residents were similarly affected by social media advertisements, regardless of their area of residence. Therefore, the null hypothesis (Ho) was accepted, indicating that the area of residence does not significantly affect consumer purchased decisions in the context of social media advertisements in the study area.

3.2.5.2 One-Way ANOVA

Levene's test was used to assess the equality of variances across different groups (Field, 2018). If the variances were equal, a one-way ANOVA could be used to compared the means of three or more independent groups. The t-statistic measured the difference between group means relative to the standard error, indicating the significance of the difference. The p-value represented the probability of obtaining a result as extremed as the observed result, assuming the null hypothesis was true (Field, 2018). A p-value less than the significance level (usually 0.05) indicated a statistically significant difference between the groups.

Table 3.6c - *The Differences Levels of Social Media Advertisements that affect consumer Purchase Based on Social Media Users' Age Profiles in Poblacion, Valencia City, Bukidnon*

Level of Social Media Advertisements that Affect Consumer Purchase Based on Social Media Users' Age Profile in Poblacion, Valencia City, Bukidnon	Levene's Test (0.837) Homogeneity of Variance Assumed (Tukey)			Hypothesis Decision
	Age Group	Std. Error	Sig. (2-tailed) or P-value*	
Teenager (13-17)	Young Adults (18-35)	0.067	0.441	*Ho3 Accepted*
	Middle-Aged Adults (36-55)	0.070	0.592	
	Older Adults (56+)	0.090	0.992	
Young Adults (18-35)	Teenager (13-17)	0.067	0.441	
	Middle-Aged Adults (36-55)	0.064	0.997	
	Older Adults (56+)	0.086	0.461	
Middle-Aged Adults (36-55)	Teenager (13-17)	0.070	0.592	
	Young Adults (18-35)	0.064	0.997	
	Older Adults (56+)	0.088	0.574	
Older Adults (56+)	Teenager (13-17)	0.090	0.992	
	Young Adults (18-35)	0.086	0.461	
	Middle-Aged Adults (36-55)	0.088	0.574	

**There is no significant difference between the four groups of respondents' age profiles and the social media advertisements that affect consumer purchase*

Table 3.6c elaborated the results of a one-way ANOVA, a statistical tool used to compared the means of three or more independent groups. This analysis aimed to determined if there were significant differences in how social media advertisements influenced the purchased decisions of social media users across different aged groups in Poblacion, Valencia City, Bukidnon. The results indicated that the variances between the groups were equal (Levene's test, $p = 0.837$). The ANOVA revealed no significant differences between the groups ($p > 0.05$ for all pairwise comparisons). This suggested that social media advertisements had a similar impacted on consumer purchased decisions across all aged groups, regardless of whether the users were teenagers, young adults, middle-aged adults, or older adults. Therefore, the null hypothesis (Ho) was accepted, indicating that aged profile did not significantly affected consumer purchased decisions in the context of social media advertisements in the study area

Table 3.6d - *The Differences Levels of Social Media Advertisements that Affects Consumer Purchase Based on Social Media Users' Occupation Profiles in Poblacion, Valencia City, Bukidnon*

Level of Social Media Advertisements that Affect Consumer Purchase Based on Social Media Users' Occupation Profile in Poblacion, Valencia City, Bukidnon	*Levene's Test (0.200)* Homogeneity of Variance Assumed (Tukey)			*Hypothesis Decision*
	Occupation	**Std. Error**	**Sig. (2-tailed) or P-value***	
Student	Working	0.054	0.999	***Ho3 Accepted***
	Not Working	0.095	0.846	***Ho3 Accepted***
	Retired	0.287	0.042	***Ho3 NOT Accepted***
Working	Student	0.054	0.999	***Ho3 Accepted***
	Not Working	0.098	0.890	***Ho3 Accepted***
	Retired	0.288	0.040	***Ho3 NOT Accepted***
Not Working	Student	0.095	0.846	***Ho3 Accepted***
	Working	0.098	0.890	***Ho3 Accepted***
	Retired	0.298	0.027	***Ho3 NOT Accepted***
Retired	***Student***	***0.287***	***0.042***	***Ho3 NOT Accepted***
	Working	***0.288***	***0.040***	***Ho3 NOT Accepted***
	Not Working	***0.298***	***0.027***	***Ho3 NOT Accepted***

**There is one group - Retired had a significant difference from respondents who were students, working, and not working when it comes to the social media advertisements that affect consumer purchase. This means people who are retired from their work differ in perception in terms of social media advertisement factors such as attention-grabbing details, celebrity endorsement, emotional appeal, and creative characteristics.*

Table 3.6d presented the results of a one-way ANOVA, a statistical tool used to compared the means of three or more independent groups. This analysis aimed to determined if there were significant differences in how social media advertisements influenced the purchased decisions of social media users across different occupation profiles in Poblacion, Valencia City, Bukidnon. The results indicated that the variances between the groups were equal (Levene's test, $p = 0.200$). The ANOVA revealed significant differences between the groups ($p < 0.05$ for some pairwise comparisons). Specifically, Retired individuals differed significantly from Students, Working individuals, and Not working individuals in their perception of social media advertisements. This suggested that Retired individuals may had different preferences for attention-grabbing details, celebrity endorsements, emotional appeals, and creative characteristics in social media advertisements compared to other occupation groups.

Table 3.6e - *The Differences Levels of Social Media Advertisements that Affect Consumer Purchase Based on Social Media Users' Average Time Spent on Social Media per Day Profile in Poblacion, Valencia City, Bukidnon*

Level of Social Media Advertisements that Affect Consumer Purchase Based on Social Media Users' Average Time Spent on Social Media per Day Profile in Poblacion, Valencia City, Bukidnon	*Levene's Test (0.305)* Homogeneity of Variance Assumed (Tukey)			*Hypothesis Decision*
	Average Time Spent on Social Media per Day	**Std. Error**	**Sig. (2-tailed) or P-value***	
Less Than an Hour	Between 1-2 Hours	0.231	0.952	***Ho3 Accepted***
	Between 3-4 Hours	0.203	0.927	
	More Than 5 Hours	0.190	0.965	
Between 1-2 Hours	Less Than an Hour	0.231	0.952	
	Between 3-4 Hours	0.154	1.000	
	More Than 5 Hours	0.136	0.995	
Between 3-4 Hours	Less Than an Hour	0.203	0.927	
	Between 1-2 Hours	0.154	1.000	
	More Than 5 Hours	0.082	0.973	
More Than 5 Hours	Less Than an Hour	0.190	0.965	
	Between 1-2 Hours	0.136	0.995	
	Between 3-4 Hours	0.082	0.973	

**There is no significant difference between the four groups of respondents' average time spent on social media per day profile and the social media advertisements that affects consumer purchase*

Table 3.6e presented the results of a one-way ANOVA, a statistical tool used to compared the means of three or more independent groups. This analysis aimed to determined if there were significant differences in how social media advertisements influenced the purchase decisions of social media users across different time spend on social media per day profiles in Poblacion, Valencia City, Bukidnon. The results indicated that the variances between the groups were equal (Levene's test, $p = 0.305$). It revealed no significant differences between the groups ($p > 0.05$ for all pairwise comparisons). This suggested that social media advertisements had a similar impact on consumer purchased decisions regardless of how much time users spend on social media per day, whether it was less than an hour, between 1-2 hours, between 3-4 hours, or more than 5 hours. Therefore, the null hypothesis was accepted, indicating that averaged time spend on social media per day did not significantly affected consumer purchased decisions in the context of social media advertisements in the study area.

Table 3.6f - *The Differences in Level of Social Media Advertisements that Affect Consumer Purchase Based on Social Media Users' Recently Watch Fast-Food Ads Profiles in Poblacion, Valencia City, Bukidnon*

Level of Social Media Advertisements that Affect Consumer Purchase Based on Social Media Users' Recently Watch Fast-Foods Ads Profile in Poblacion, Valencia City, Bukidnon	*Levene's Test (0.848)* Homogeneity of Variance Assumed (Tukey)			*Hypothesis Decision*
	Recently Watch Fast -Foods Ads	**Std. Error**	**Sig. (2-tailed) or P-value***	
Jollibee	Chowking	0.125	0.978	*Ho3 Accepted*
	Greenwich	0.191	0.999	
	McDonald's	0.060	0.912	
	Mang Inasal	0.092	0.985	
Chowking	Jollibee	0.125	0.978	
	Greenwich	0.224	0.981	
	McDonald's	0.131	1.000	
	Mang Inasal	0.148	0.926	
Greenwich	Jollibee	0.191	0.999	
	Chowking	0.224	0.981	
	McDonald's	0.195	0.984	
	Mang Inasal	0.207	1.000	
McDonalds	Jollibee	0.060	0.912	
	Chowking	0.131	1.000	
	Greenwich	0.195	0.984	
	Mang Inasal	0.099	0.852	
Mang Inasal	Jollibee	0.092	0.985	
	Chowking	0.148	0.926	
	Greenwich	0.207	1.000	
	McDonald's	0.099	0.852	

*There is no significant difference between the five groups of respondents who recently watched fast-food ads profiles and the social media advertisements that affect consumer purchase

Table 3.6f presented the results of a one-way ANOVA, a statistical tool used to compared the means of three or more independent groups. This analysis aimed to determined if there were significant differences in how social media advertisements influenced the purchased decisions of social media users across different recently watched fast-food ad profiles in Poblacion, Valencia City, Bukidnon. The results indicated that the variances between the groups were equal (Levene's test, $p = 0.848$). The ANOVA revealed no significant differences between the groups ($p > 0.05$ for all pairwise comparisons). This suggested that social media advertisements had a similar impacted on consumer purchased decisions regardless of which fast-food ads the users had recently watched, whether it was Jollibee, Chowking, Greenwich, McDonald's, or Mang Inasal. Therefore, the null hypothesis (Ho) was accepted, indicating that recently watched fast-food ad profiles did not significantly affect consumer purchased decisions in the context of social media advertisements in Poblacion, Valencia City, Bukidnon.

Table 3.6g - *The Differences Levels of Social Media Advertisements that Affect Consumer Purchase Based on Social Media Users' Frequently Used Types of Social Media in a Day Profile in Poblacion, Valencia City, Bukidnon*

Level of Social Media Advertisements that Affect Consumer Purchase Based on Social Media Users' Frequently Used Type of Social Media in a Day Profile in Poblacion, Valencia City, Bukidnon	*Levene's Test (0.388)* Homogeneity of Variance Assumed (Tukey)			*Hypothesis Decision*
	Type of Social Media Used in a Day	**Std. Error**	**Sig. (2-tailed) or P-value***	
TV	Smart TV	0.166	0.996	*Ho3 Accepted*
	Facebook	0.141	0.996	
	Instagram	0.192	0.999	
	TikTok	0.138	0.994	
	YouTube	0.283	1.000	
Smart TV	TV	0.166	0.996	
	Facebook	0.108	1.000	
	Instagram	0.170	1.000	
	TikTok	0.104	1.000	
	YouTube	0.268	1.000	
Facebook	TV	0.141	0.996	
	Smart TV	0.108	1.000	
	Instagram	0.146	1.000	
	TikTok	0.057	1.000	
	YouTube	0.254	1.000	
Instagram	TV	0.192	0.999	
	Smart TV	0.170	1.000	
	Facebook	0.146	1.000	
	TikTok	0.143	1.000	
	YouTube	0.286	1.000	
TikTok	TV	0.138	0.994	
	Smart TV	0.104	1.000	
	Facebook	0.057	1.000	
	Instagram	0.143	1.000	
	YouTube	0.252	1.000	
YouTube	TV	0.283	1.000	
	Smart TV	0.268	1.000	
	Facebook	0.254	1.000	
	Instagram	0.286	1.000	
	TikTok	0.252	1.000	

*There is no significant difference between the six groups of respondents who frequently used type of social media in a day profile and the social media advertisements that affect consumer purchase

Table 3.6g presented the results of a one-way ANOVA, a statistical tool used to compared the means of three or more independent groups. This analysis aimed to determined if there were significant differences in how social media advertisements influenced the purchased decisions of social media users across different types of social media used in a day profiles in Poblacion, Valencia City, Bukidnon. The results indicated that the variances between the groups were equal (Levene's test, $p = 0.388$). The ANOVA revealed no significant differences between the groups ($p > 0.05$ for all pairwise comparisons). This suggested that social media advertisements had a similar impact on consumer purchased decisions regardless of the type of social media the users frequently used in a day, whether it was TV, Smart TV, Facebook, Instagram, TikTok, or YouTube. Therefore, the null hypothesis (Ho) was accepted, indicating that frequently used types of social media in a day did not significantly affected consumer purchased decisions in the context of social media advertisements in Poblacion, Valencia City, Bukidnon.

3.3 Discussions and Implications of Research Results

The surveyed results were analyzed to assess how social media advertisements influence consumer purchased intention among users in Poblacion, Valencia City, Bukidnon., aiming to evaluated the reliability and relationships between different predictors.

3.3.1 Descriptive Frequency of Respondents Profile

The results of this study clearly indicated that the majority of respondents were young adults, primarily students and working professionals residing in urban areas. This demographic profile suggested a high leveled of social media engagement, particularly on platforms liked TikTok, Facebook, and Instagram. These results also suggested that social media advertising campaigns targeting this demographic group, especially those focusing on visually appealing content and leveraging the influence of popular social media platforms, had the potential to be highly effectived. Furthermore, the finding that a significant proportion of respondents spend a considerable amount of time on social media daily that they were frequently exposed to advertisements. It also indicated that a well-crafted advertising strategy that capitalized on attention-grabbing visuals, engaging storytelling, and persuasive messaging could effectively captured the attention of this target audience

In line with the hypothesis, the study found that young adults (18-35), particularly females, were the primary demographic of social media users in Poblacion, Valencia City, Bukidnon. This aligned with previous research demonstrating that younger generations, especially females, were active social media users (Howe, 2024; Bhat et al., 2021). Students and working professionals were the most common occupations among respondents, consistent with Wang et al. (2019). The study also found that urban residents and heavy social media users were more prevalent, aligning with Lee et al. (2021) and Wang et al. (2019). Jollibee's dominance in the fast-food industry and TikTok's popularity as a social media platform were also observed, consistent with Keegan (2024), Szeto et al. (2021), and Howe (2024). However, the study's focus was in Poblacion, Valencia City, Bukidnon. Which limits the generalizability of the results. Further research across diversed regions was needed to provide more comprehensive understanding of social media user profiles in the Philippines.

3.3.2 Descriptive Level of Agreement of Respondents on Social Media Advertisements and Purchase Intention

The results indicated that attention-grabbing details and emotional appeal was strongly agreed upon by social media users in Poblacion, Valencia City, Bukidnon, suggesting that there was a significant impacted on purchased intention. Additionally, creatived characteristics, celebrity endorsement, and purchased intention was also strongly agreed upon, indicating their substantial influenced on purchased decisions. The results suggested that a combination of attention-grabbing details, emotional appeal, creative characteristics, and celebrity endorsement was effective in driving purchased intention among social media users.

In line with the hypothesis, these results agreed with the study of Algharabat et al. (2021) which emphasized the importance of attention-grabbing elements in capturing consumer attention and influencing purchased behavior. Similarly, Iqbal et al., (2024) highlighted the effectiveness of emotional appeals in shaping purchase decisions. Additionally, the strong agreement for creative characteristics, celebrity endorsement, and purchased intention aligned with the findings of K et al. (2021) who underscored the role of these elements in influencing consumer behavior. Furthermore, the study by Kumar et al. (2020); and Raji (2019) emphasized the influenced of celebrity endorsements on brand recall and credibility. Future research may investigated the specific interplay between these factors and explored how they can be optimally combined to maximize purchased intention.

3.3.3 Significant Relationships

Hypothesis Statement: There was no significant relationship between social media advertisement and purchase intention.

Decision: ***Ho1 Accepted*** *in terms of AGD, CE, EA, and CC*

The results indicated a significant positived correlation between social media advertisements and consumer purchased intention among social media users in Valencia City, Bukidnon. Specifically, a very strong positived correlation existed between celebrity endorsement and purchased intention, followed by strong positived correlations for emotional appeal and creative characteristics. Attention-grabbing details also exhibited a positived correlation, though with a weaker strength compared to the other factors. This pattern suggested that social media advertisements that were well-crafted, emotionally resonant, creatively designed, and featured celebrity endorsements were most effectived in capturing user attention and driving purchased decisions.

These results also agreed with the study of Algharabat et al. (2021) that emphasized the importance of attention-grabbing elements in influencing consumer behavior. Similarly, the positived correlations for emotional appeal and creative characteristics correspond according to the studies by Iqbal et al. (2024) and K et al. (2021) that highlighted the effectiveness of these elements in shaping purchased decisions. Furthermore, the very strong positive correlation for celebrity endorsement aligned with the findings of Kumar et al. (2020); and Raji (2019) who underscored the influenced of celebrity endorsements on brand recall and credibility, ultimately impacting purchased intention. Overall, the results provided strong support for the hypothesis that social media advertisements significantly influenced purchased intention among social media users.

3.3.4 Significant Influence

Hypothesis Statement: There was no significant influence between social media advertisements and purchase intention.

Decision: ***Ho2 Not Accepted*** *in terms of AGD/****Ho2 Accepted*** *in terms of CE, EA, and CC*

The results indicated that celebrity endorsement was the most significant predictor of purchased intention, followed by emotional appeal and creative characteristics. Attention-grabbing details, while positively correlated with purchased intention, showed a weaker influenced. These results suggested that social media advertisements featuring celebrities were more likely to persuade consumers to make a purchased. Additionally, emotionally appealing and creatively designed advertisements also had a significant impact on consumer behavior. However, the study also revealed that attention-grabbing details alone were not sufficient to drived purchased intention.

In line with the hypothesis, the results agreed with the study of K et al., (2021) who found that celebrity endorsements significantly influenced consumer purchased intention. In addition, the findings was consistent with Salam et al., (2021) which showed that emotional appeals increased brand recall and purchased intention. This finding was also consistent with the study of Toor and Hussain (2019), which emphasized that creativity can enhanced the effectiveness of advertising by capturing attention and generating interest. This finding aligned with the research of K et al. (2021), which suggested that attention-grabbing elements could increased awareness but may not necessarily translated to increased sales. However, the generalizability of the results was limited by the sample size and geographic location. The research indicated that celebrity endorsements, emotional appeal, and creative characteristics are the most significant predictors of purchased intention in social media advertising. While attention-grabbing details had a positive correlation, their impact was less pronounced. To maximized campaign effectiveness, marketers may prioritized strategies that integrated these key elements. This included securing collaborations with influential celebrities, crafting emotionally resonant narratives, and investing in creative and engaging ad formats.

3.3.5 Significant Difference

3.3.5.1 Gender and Purchase Intention

Hypothesis Statement: There was no significant difference between demographic profile and purchase intention.

Decision: ***Ho3 Accepted*** *in terms of Gender*

The results indicated that there was no significant difference between male and female social media users in Poblacion, Valencia City, Bukidnon, in terms of how social media advertisements influenced their purchased decisions. These results suggested that both genders were equally susceptible to the persuasive power of social media advertising.

In line with the hypothesis, this result agreed with the study of Rai (2019), which found no gender differences in social media advertising effectiveness. Howe (2024), also probed that young adults, especially women, were most active online in the nation. Futured research may replicated this study in diverse settings to confirmed the broader applicability of the findings. Additionally, future studies may took into account other factors such as age, income, and cultural background to gain a more comprehensive understanding of how social media advertisements influenced consumer behavior.

3.3.5.2 Areas of Residence and Purchase Intention

Hypothesis Statement: There was no significant difference between demographic profile and purchase intention.

Decision: ***Ho3 Accepted*** *in tems of Areas of Residence*

The results indicated that there was no significant difference between urban and metropolitan residents in Poblacion, Valencia City, Bukidnon, in terms of how social media advertisements influenced their purchased decisions. These results suggested that both urban and metropolitan residents were equally susceptible to the persuasive power of social media advertising.

In line with the hypothesis, this result was supported by the study of Lee et al. (2021), who found no significant differences in social media advertising effectiveness between urban and rural residents. Similarly, Wang et al. (2019), reported similar findings in their research. However, the generalizability of the results was limited by the specific location of the study. Future research may had replicated this study in diverse settings to confirm the broader applicability of the findings. Additionally, future studies may took into account other factors such as cultural background to gain a more comprehensive understanding of how social media advertisements influenced consumer behavior.

3.3.5.3 Age Group and Purchase Intention

Hypothesis Statement: There was no significant difference between demographic profile and purchase intention.

*Decision: **Ho3 Accepted** in terms of Age Group*

The results indicated that there was no significant difference between teenagers, young adults, middle-aged adults, and older adults in Poblacion, Valencia City, Bukidnon, in terms of how social media advertisements influenced their purchased decisions. These results suggested that social media advertisements had a similar impact on consumer purchased decisions across all aged groups.

In line with the hypothesis, this result agreed with the study of Rai (2019), who found no significant differences in social media advertising effectiveness across different aged groups. Similarly, Wang et al. (2019), reported similar findings in their research. Furthermore, Vrtana and Krizanova (2023) showed that the impact of emotional advertising depends on the aged structure of the population. However, the generalizability of the results was limited by the specific location of the study. Future research had this study replicated in diverse settings to confirm the broader applicability of the findings. Future studies may took into account other factors such as income, education, and cultural background to gained a more comprehensive understanding of how social media advertisements influenced consumer behavior.

3.3.5.4 Occupation and Purchase Intention

Hypothesis Statement: *There was no significant difference between demographic profile and purchase intention.*

*Decision: **Ho3 Accepted** in terms of Student, Working, and Not Working/**Ho3 Not Accepted** in terms of Retired*

The results indicated that there was a significant difference between Retired individuals and other occupation groups (Students, Working, and Not Working) in Poblacion, Valencia City, Bukidnon, in terms of how social media advertisements influenced their purchased decisions. These results suggested that Retired individuals may had different preferences for social media advertisements, such as attention-grabbing details, celebrity endorsements, emotional appeals, and creative characteristics.

In line with the hypothesis, this result agreed with the study of Sharma et al. (2021), who found that there was a significant difference in purchased intention reported occupation. Similarly, Chatterjee et al. (2024), reported similar findings in their research, Studies had showed that older adults may had different information processing abilities and preferences compared to younger adults. However, the generalizability of the results was limited by the specific location of the study. Future studies may explore the specific factors that influenced Retired individuals' responses to social media advertising, such as their media consumption habits, cognitive abilities, and social networks

3.3.5.5 Average Time Spent and Purchase Intention

Hypothesis Statement: There was no significant difference between demographic profile and purchase intention.

*Decision**: Ho3 Accepted** in terms of Average Time Spent*

The results indicated that there was no significant difference between social media users who spend less than an hour, between 1-2 hours, between 3-4 hours, and more than 5 hours on social media per day in Poblacion, Valencia City, Bukidnon, in terms of how social media advertisements influenced their purchased decisions. These results suggested that the amount of time spend on social media per day does not significantly impact the effectiveness of social media advertising.

In line with the hypothesis, this result agreed with the study of Howe (2024), who found no significant differences in social media advertising effectiveness across different levels of social media usage. Similarly, Lee et al. (2021) reported similar findings in their research. However, the generalizability of the results was limited by the specific location of the study. Future research had this study replicated in diverse settings to confirm the broader applicability of the findings. Moreover, future studies may took into account other factors such as the types of social media platforms used, the content of social media advertisements, and the specific products or services being advertised to gained a more comprehensive understanding of how social media advertisements influenced consumer behavior.

3.3.5.6 Fast-Food Frequently Watch Ads and Purchase Intention

Hypothesis Statement: There was no significant difference between demographic profile and purchase intention.

*Decision: **Ho3 Accepted** on terms of Fast-Food Frequently Watch Ads*

The results indicated that there was no significant difference between social media users who recently watched fast-food ads for Jollibee, Chowking, Greenwich, McDonald's, and Mang Inasal in Poblacion, Valencia City, Bukidnon, in terms of how social media advertisements influenced their purchase decisions. These results suggested that the specific fast-food brand recently viewed did not significantly impact the effectiveness of social media advertising.

In line with the hypothesis, this result agreed with the study of Alshaibani (2024), the study concluded that there was a positive impact of VHA on customer relationships in fast-food restaurants and no statistical differences in the customer relationships according to the demographics. No statistically significant differences were found in the relatived availability of fast-food. Similarly, Zhong and Moon (2020) found that there was no significant difference between fast-foods restaurant in terms of how consumer purchasing decision. Furthermore, Ong et al. (2022) studies had shown that the impact of advertising was influenced by a variety of factors, including the content of the ads, the target audience, and the media channel. However, the generalizability of the results was limited by the specific location of the study. Future research had this study replicated in diversed settings to confirmed the broader applicability of the findings. Additionally, future studies may explored the specific factors that influenced the effectiveness of social media advertising, such as the used of humor, celebrity endorsements, and emotional appeals.

3.3.5.7 Type of Social Media Use in a Day and Purchase Intention

Hypothesis Statement: There was no significant difference between demographic profile and purchase intention.

*Decision: **Ho3 Accepted** in terms of Type of Social Media Used in a Day*

The results indicated that there was no significant difference between social media users who frequently used TV, Smart TV, Facebook, Instagram, TikTok, or YouTube in Poblacion, Valencia City, Bukidnon, in terms of how social media advertisements influenced their purchased decisions. These results suggested that the specific social media platform frequently used did not significantly impact the effectiveness of social media advertising. This implied that marketers could used similar strategies to target different segments of social media users, regardless of their primary social media platform.

In line with the hypothesis, this result was suppoerted by the study of Thanushree et al., (2020), which explained that online ads on social media sites such as Facebook, Instagram, TikTok, YouTube, and others significantly impact consumers' purchase intention. Similarly, K et al. (2020), reported similar findings in their research. However, the generalizability of the results was limited by the specific location of the study. Additionally, future studies may took into account other factors such as the types of social media platforms used, the content of social media advertisements, and the specific products or services being advertised to gained a more comprehensive understanding of how social media advertisements influenced consumer behavior.

The study provided compelling empirical support for a theoretical framework grounded in the AIDA model, complemented by insight from the Theory of Planned Behavior and the Unified Theory of Acceptance and Use of Technology. The findings revealed a cleared alignment between the demographic characteristics of the respondents and the anticipated target audience—namely, young, urban individuals who were active and highly engaged users of social media. This alignment reinforced the foundational principles of the AIDA model, which emphasized the stages of capturing attention, generating interest, and fostering desire among consumers. One of the standout revelations of the study was the significant positive correlation between social media advertisements and the intention to made purchased. This correlation was particularly pronounced when advertisements incorporated engaging elements such as attention-grabbing details, emotional appeals, creative visuals, and endorsements by celebrities. Such findings vividly illustrated the AIDA model's focused on the importance of captivating an audience and sparking their interest, ultimately guiding them toward a desired to purchased. Additionally, the influenced of celebrity endorsements emerged as a powerful factor that aligned with the social influenced aspects discussed in the Theory of Planned Behavior. As shoppers navigated the complexities of their buying decisions, the perceived ease of used and usefulness of social media platforms—key tenets of the UTAUT model—become integral to their willingness to adopted these channels. The study highlighted, that a seamless user experienced contributed significantly to increased exposured to advertising content and, consequently, to heightened purchased intentions. However, the research also uncovered intriguing nuanced. While attention-grabbing details did correlated positively with purchased intentions, their effect was revealed to be less potent when compared to other influential elements, such as emotional appeal and creative characteristics. This observation suggested that simply capturing consumer attention may not sufficed to drove them toward making a purchased. Furthermore, an analysis of demographic variations showed no significant differences in how different groups responded to social media advertisements, with the notable exception of retired individuals. This finding indicated that existing models, including the AIDA framework, may be required further refinement to better capture the unique preferences and behaviors exhibited by specific demographic segments. In summary, this research emphasized the crucial role of crafting visually engaging, emotionally resonant, and persuasive social media advertisements to effectively influenced consumer behavior, served to impact consumers' purchased intentions.

4. SUMMARY OF FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS

This chapter presented a comprehensive overview of the research findings and concluded the data analysis. It discussed the study's implications and offers recommendations for future research and practical applications.

4.1 Summary of Findings

The study investigated the relationship between social media advertisements and purchased intention among social media users in Poblacion, Valencia City, Bukidnon. The research hypothesized no significant relationship and influenced between these variables and no significant difference in purchased intention across demographic groups. However, the results revealed a significant positived correlation between social media advertisements and purchased intention, particularly those incorporating attention-grabbing details, emotional appeal, creative characteristics, and celebrity endorsements. While there were no significant differences based on gender, aged, residence, or social media usage habits, retired people has different preferences for social media

advertisements than other occupational groups. These findings suggested that social media advertising was effective across various demographic groups and platforms, but tailored strategies were necessary to cater to specific segments, such as retired individuals.

4.2 Conclusions

The study found that most respondents were young adults, primarily students and working professionals in urban areas. The study also revealed that respondents frequently use social media was exposed to various advertisements. These findings highlighted the potential impact of social media advertising on this target demographic. The study's findings supported the AIDA model by demonstrating the influenced of attention-grabbing details, emotional appeal, and creative characteristics on purchase intention. These elements capture user attention and evoke interest, creating a desire for the product or service. In addition, the significant impact of celebrity endorsements aligned with the concept of social influence and its role in shaping consumer behavior. The results also supported the Theory of Planned Behavior (TPB) by highlighting the role of attitude, subjective norms, and perceived behavioral control in influencing purchased intention. The study found that celebrity endorsements and emotional appeals could positively influenced attitudes toward a product or service, increasing the likelihood of purchased intention. Future research could delved deeper into the specific mechanisms through which these factors influenced purchased intention and explored the moderating effects of individual differences and contextual factors.

4.3 Recommendations

The study's findings suggested that social media advertisements significantly influenced purchased intentions, particularly when they incorporated attention-grabbing details, emotional appeals, creative characteristics, and celebrity endorsements. Marketers may leverage these elements to create impactful advertisements. However, the impact of social media advertising may vary across different demographic groups, with retired individuals exhibiting unique preferences. Future research may delved deeper into the role of perceived behavioral control and explored the long-term effects of social media advertising. Based on the study findings, a key recommendation for fast-food businesses and advertisers was implementing a comprehensive social media marketing plan. This planned may had incorporated several key elements: Thorough research was conducted to identify target demographics and their specific preferences. Advertising messaged and campaigned were tailored to resonate with each segment, such as offering senior discounts, emphasizing healthy options for health-conscious individuals, and highlighting convenience for busy professionals. Additionally, engaging and high-quality content was developed to aligned with the target audience's interests. A mix of formats, including short-form videos, interactive polls, and user-generated content, were utilized. Moreover, the most appropriate social media platforms were selected for each target audience. For instance, visually-driven platforms liked Instagram and TikTok were focused on for younger demographics, while Facebook was leveraged for broader reach and targeted advertising options. Furthermore, campaigned performance was monitored using relevant metrics, such as engagement, website traffic, and conversion rates. The data was analyzed to identify areas for improvement and necessary adjustments were made to the marketing strategy. In general, social media advertising significantly influenced purchased decisions, especially when ads grab attention, evoked emotions, were creatively designed, and feature celebrity endorsements. Marketers may used these elements but also understand that different aged groups respond differently, particularly retired individuals. A strong social media marketing plan was key, starting with detailed research to understand each target audience's preferences. Use the right platforms: Instagram and TikTok for younger audiences, Facebook for wider reach and targeted ads. Track campaigned performance (engagement, traffic, conversions) to found areas for improvement and adjust the strategy. This study stands as a dedicated resource, a beacon illuminating the path for marketers, businesses, entrepreneurs, and advertisers as they forge the future of digital marketing. It was the researchers' sincere hope that the insights gleaned from the vibrant community of Poblacion, Valencia City, Bukidnon, and the broader exploration of social media's influence, would not only inspire innovation, but also cultivated a deep commitment to ethical engagement. May this work served as a catalyst for responsible and impactful digital strategies, fostering a future where technology empowers, connects, and enriches communities both near and far.

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Author: John Tyril Cajutol

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Dedication

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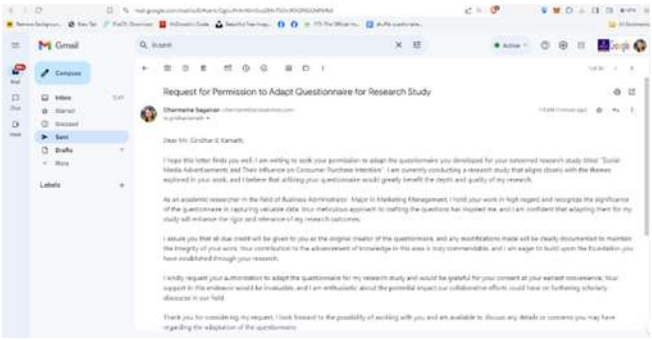
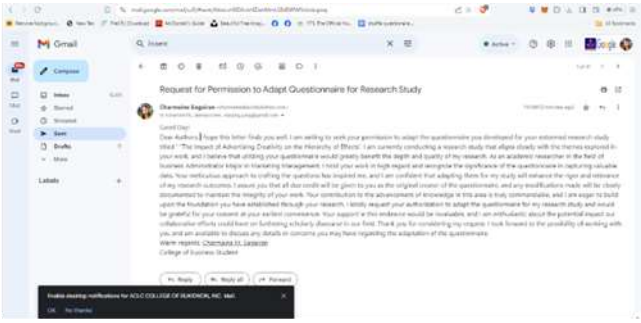
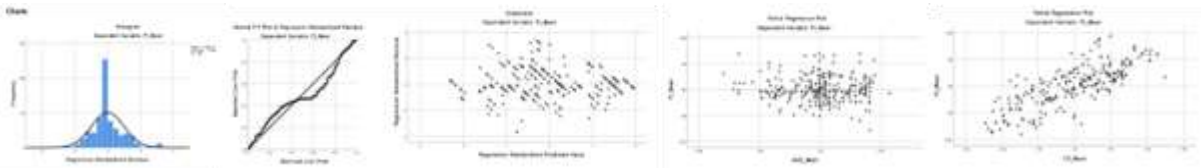
Appendix A. Survey Questionnaire & ata Gathering Letters

Appendix B. Email For The Authors





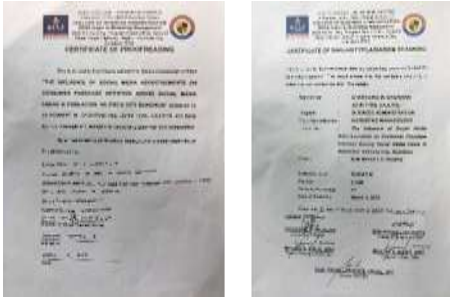
Appendix C. SPSS Sav File



Appendix D. Grammarly Report & Turnitin Report

Appendix E. Documentation

Appendix F. Certificate of Proofreading & Certificate of Similarity Index



Appendix G. Curriculum Vitae

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