

The Level of Influence of Online Advertising to Purchasing Intentions of a Higher Education Institution in Bacolod City

Johnny Rico Cabahug¹, Emmanuel Kim Alojipan¹, Angel Mae Gelogo¹, Mark Jason Macapal¹, Roche Ann Romy¹, Juvy Ann Ruelo¹, Eayezza Shayne Vicera¹, and Sarah Monica Agana¹

¹ College of Accountancy, Business Administration, and Computer Studies, University of Negros Occidental-Recoletos, Incorporated, Bacolod City, Philippines

ABSTRACT

The Level of Influence of Online Advertising on Purchasing Intentions of a Higher Education Institution in Bacolod City is a marketing research study conducted during phase 2, 1st semester of A.Y 2021-2022. This study aimed to determine and perceive the influence of online advertising on their purchasing intentions. Also, the study assists advertisers in understanding the advantages of online advertising. For study analysis, online advertising is constructed to inspire businesses or marketers to create the best advertisement strategies for attracting customers. Advertising has a significant impact on consumers' buying trends and behaviors. It is concluded that advertising has a positive impact on consumers. Also, this marketing study can be helpful for marketers or agencies to expand their market share, improve their brand image, and recognize the factors that influence a customer's decision to buy. Companies can identify which aspects of advertising work best and which have less of an effect. The study's respondents are the students from the College of Accountancy, Business, and Computer Studies (CABACS), enrolled in the academic year 2021-2022, as participants to assess the Level of Influence of Online advertising on purchasing intentions. To address the objectives of this study, participants were expected to be familiar with, knowledgeable, or engaged in online advertisements. The primary goal of this research is to raise awareness and promote products. The measure of how much online advertising attracts customers is debatable. The present research reported that online advertisement significantly impacts consumers' purchasing decisions.

Keywords

online advertising, purchasing intentions, influence of advertising, brand awareness, marketing strategies, consumer behavior

INTRODUCTION

Advertising's primary goal is to raise awareness and promote products. Whether assessing the amount of advertising that draws in customers

is fundamentally a promotional mixing tool is debatable. The main topic of the study is the impact of online advertising on consumer purchase behavior, which raises consumers' product intents and purchasing habits. The respondents' purchasing

behavior is strongly influenced by the product's image, built by the advertisers (Ambedkar, 2018). The unexpected increase in people staying indoors has caused customers' lifestyles to change, with them spending more time browsing online. Consumers are more available online during the pandemic, and this is something that marketers need to work on to enhance their skills. Online activity and shopping may shift to the middle of the day when activity is typically low. Companies have been lured to target their consumers by advertising through the most regularly utilized mediums due to the remarkable rise of social media sites; consequently, advertisers must construct the ads and then test their impact carefully. Online advertising is much more appealing to consumers because it uses various methods to promote concepts, most notably with the rising number of social media users, making it easy to obtain the targeted market. The study assists advertisers in understanding the advantages of online advertising. This study emphasizes how important it is for businesses to know exactly what characteristics to include in their social media ads to successfully attract the attention of the large user base and turn them into customers (Peterson, 2020).

New digital technologies have significantly altered how businesses interact and establish connections with customers through digital media. (Lee & Cho, 2019). Life in the twenty-first century has been profoundly and unexpectedly impacted by the emergence of the internet and the spread of digital media, both as a technology and a medium. Everyone anticipated that digital technology would speed things up, but few anticipated the societal impact that digital media and online connectivity would have. The shift to digital marketing has had far-reaching effects. These days, digital media's more precise measurements and interactive features have opened up completely new marketing avenues (Digital Marketing Institute, 2018).

The shift to digital marketing has had far-reaching effects. These days, digital media's more precise measurements and interactive features have opened up completely new marketing avenues. For many marketers and business owners, the last year was characterized by a significant shift to digital. We could argue that we were already going in that direction. However, the COVID-19 pandemic forced most consumers to use Internet channels, which sped up the adoption of technology-driven marketing by a few years. (COVID-19 Is Transforming Commercial Use of Digital Technology, 2020). The sudden shift in consumers' lifestyles affects their daily lives and buying behavior as they move from brick-and-mortar stores to online stores.

The popularity of social media and the internet has altered how businesses operate and how consumers behave. Organizations can greatly benefit from social and digital marketing in terms of reduced expenses, more brand recognition, and higher sales (Reimherr, 2020). Adopting a change in business advertisements will also increase the business's profit and engagement.

The advertising fundamentals have stayed the same: communicating the story to the appropriate audience at the appropriate time. However, every one of those concepts has fundamentally changed with the digital era (Gotter, 2024). Advertising is introducing your product and the story of that product that will influence consumer purchasing intentions.

According to Sriram (2021), a new type of business advertising, social media advertising, has emerged due to the sharp increase in social media users. Social media advertising has enhanced the type of promotion in today's generation, affecting consumers' purchasing intentions.

One of the finest ways to promote your business is through social networking. This tactic involves using social media platforms like Facebook, Instagram, and Twitter to generate awareness about goods

and services offered by companies. Facebook continues to dominate social media. With more than 1 billion daily active users, it is an excellent tool for companies. (Fang, 2020). Facebook is the most used social media platform. It is also a great tool for your business because you can create your own page and a business page to sell and post information about your product. It is also a great platform to show your target audience your product; by this, you can also get comments/feedback from your customers about your product to help you improve/enhance your product by the help of your customers.

In the current digital advertising era, every firm can effectively and efficiently spread its message to help change the situation. However, there are several considerations to ensure marketers can achieve their overall objectives regardless of the business. (Fuxman et al., 2014). You use several internet platforms, such as Facebook, YouTube, and other media platforms, to promote and reach your target audience. This circumstance highlights the necessity of researching the key elements that can persuade customers in developing nations to embrace e-commerce to gain the same economic and social rewards as wealthy nations enjoy (Peña-García et al., 2020).

According to Edwar, Diansari, and Winawati (2018), regarding the factors that influence online shopping, it can be concluded that buying online is influenced by three core factors: confidence, which comprises trust, security, e-service quality, and convenience. The price factor comprises price and web quality factors, while the time factor comprises time and convenience. Furthermore, the most dominant factors affecting online shopping decisions are trust, price, and time factors.

Higher education institutions should realize how online advertisements influence our purchasing intentions and adopt these sudden changes that will also change their buying behavior. This study will delve deeply into these themes to help consumers

and marketers navigate the intricacies of Internet advertising in higher education. Higher education institutions must understand how these changes affect customer behavior and purchasing intentions.

This study may benefit both consumers and business owners; it seeks to provide consumers with knowledge on how effective online advertisements are and will help consumers understand how ads influence their purchasing intentions. This will also guide businesses and marketers. The findings of this study will provide enough information on which aspect of online advertisement is practical and understand what will influence consumers, such as the clarity of the ads, visual appeal, and celebrity/influencer endorsement. This helps the business improve its marketing strategies; improving the effectiveness of its advertisements can increase brand awareness and customer engagement, leading to higher market share and profitable business. Additionally, this will help facilitate target advertising to analyze various demographics' distinct marketing efforts; the study contributes to broader marketing knowledge on online advertisements to the changing habits, especially in the digital era.

METHODOLOGY

This section explains the procedures for creating an instrument, collecting and analyzing data, and completing the research study. It also provides the research design, a brief explanation of the research instrument, the protocols, the participants, and the study's locale, and a discussion of the instrument's reliability and validity.

This research was conducted at the University of Negros Occidental-Recoletos (UNO-R), a higher education institution located at Lizares Street in Bacolod City. In order to examine the influence of online advertisement on purchasing intention, the researchers chose students enrolled in CABACS as

respondents. The researchers specifically chose the College of Accountancy, Business, and Computer Studies (CABACS) students enrolled in the academic year 2021-2022 as participants to assess the Level of Influence of Online advertising on purchasing intentions. To address the research objectives, participants were expected to be familiar with, knowledgeable, or engaged in online advertisements. To determine the number of respondents in this study, the researchers used probability sampling, precisely the convenience sampling technique, to ensure that the researchers represented the overall population and the critical subgroups of the population. The convenience sampling technique was employed to identify the sample size of the participants based on the total population. Slovin's formula was used with a 5% margin of error. The researchers conducted an online survey via Google Forms to 292 participants from a population of 1,211.

The researchers used a survey questionnaire as the study instrument and distributed it to the participants online via Google Forms on Facebook and Messenger.

The questionnaire was divided into two sections. Part I included the participant's profile, and Part II included the questions. Part II was divided into three sections: Section A covers the first five questions about CABACS students' internet availability, Section B covers the following five questions about easy-to-access websites, and Section C covers the last five questions about customers' purchasing preferences.

The researchers presented three copies of the questionnaire to professionals, particularly professionals in the academy with Master's and doctorate degrees, to validate the research instrument, who evaluated it using Good and Scates' criteria. Validity testing was conducted to establish the research instrument's veracity and reputable nature and obtain results with fewer errors. The calculated mean for the questionnaire in the study was 3.54, which is interpreted as very good.

To examine the reliability of this instrument, the researchers considered 30 CABACS participants. The CABACS participants were chosen for the reliability testing to know their perspective on the effectiveness of the online advertisement. Also, the researchers used a convenience sampling tool to test the instrument's reliability. These respondents were chosen for reliability testing since they have also been affected by the pandemic. The reliability testing was conducted to establish the reliability of the research instrument. The reliability process was Cronbach's Alpha for scale responses. The reliability test result was 0.864, which is interpreted as Good. The instrument was considered reliable. The researchers invested time, cooperation, and effort in developing their questionnaire to serve its intended participants. The survey was created using relevant questions modified from related research studies and individual questions formed by the researchers, which were reviewed and approved by the research professor.

The researcher used Google Forms, which were distributed online for data gathering. The participants were given informed consent outlining the research's purpose and a questionnaire allowing them to make an informed decision about their participation.

Participants' privacy, right to confidentiality, safety, consent, and voluntary participation were extensively considered in this research. Any misleading information, as well as a biased representation of primary data findings, was avoided. The dignity of research participants was prioritized. To fulfill the criteria for ethical considerations, the researchers secured consent from the participants and were able to inform them of the study's objectives. The researchers did not compel anyone to complete the questionnaire. It was also emphasized that participation in the study is optional and that the participants had the freedom to withdraw if they were uncomfortable disclosing personal information. They were also assured of complete anonymity and

secrecy. No one else has access to the information acquired and saved by the researchers after using the document or information needed from participants; we will delete it. Moreover, all the papers used will be shredded and disposed of properly.

After the participants confirmed their willingness, we sent the survey form through messenger or email, and they answered the questionnaire. The data was collected from online survey questionnaires. We organized the raw data for statistical analysis and interpretation with the help of our statistician. When the researchers gathered the online survey questionnaires, they examined the data using statistical tools. A statistician assisted them in making tables.

For the first statement of the problem, which aimed to know the demographic profile of the CABACS students, the researchers used mean and standard deviation to examine the result. For the second statement of the problem, which sought to assess the level of influence of online advertising on the purchasing intentions of a higher education institution in Bacolod in terms of Internet availability, Advertisement information, and Customer purchase intention, the researchers used mean and standard deviation to examine the result. For the third statement of the problem, which aimed to see if there is a significant difference in the level of influence of online advertisements on CABACS students in purchasing intention when they are grouped according to variables, the researchers used Kruskal Wallis Test and Mann-Whitney to examine the results. To determine how demographics such as age, sex, and monthly income influence CABACS students purchasing intentions.

RESULTS, DISCUSSION, AND IMPLICATIONS

The results show that online advertisement is effective based on various demographics; Online

advertising is currently the most effective form of promotion. Since the Internet serves as the main channel for reaching consumers or shoppers with promotional messages, it is sometimes called Internet advertising. Mobile advertising, email marketing, social media marketing, and display advertising are becoming increasingly common online promotional techniques (Imsa, 2020).

The results show that internet availability is very high among various demographics. CABACS students frequently use mobile devices, which increases exposure to online advertisements. It shows that the availability of the Internet influenced the effectiveness of online advertisement among CABACS students regarding their purchasing intentions.

Moreover, advertisement information and customer purchasing intention reported that high CABACS students tend to buy products if the information provided in the online advertisement is concise and easy to understand, and it also influences them if the advertisement is friendly and visually presentable. Consumers buy products if they know what an ad is, so if a celebrity/influencer endorses a product or business, consumers are influenced more by their purchasing intentions.

Consumers are more inclined to select products promoted by celebrities than by non-celebrities, and they do so more quickly. When choosing a product promoted by a celebrity/influencer, viewers' pupil dilation decreased, suggesting they were deciding more quickly and with greater confidence. Moreover, the quick response of the consumer's decision-making if a celebrity/influencer is promoting a product, the consumers may recognize a positive connection to the consumers' mind. As a result, consumers may find themselves attracted to a product endorsed by a celebrity/influencer because they wish to position themselves along with them. Advertising uses celebrity/influencer endorsers as one of the most popular strategies. Celebrities have the power to draw

attention to ads and cut through the crowded market of rival companies. Businesses spend a lot of money trying to attract customers. Moreover, it acquired a competitive position in the market (Hussain et al., 2020). This kind of marketing will probably yield a far higher return than spending thousands of dollars on TV or radio advertising. However, it usually costs less than more conventional approaches (Yasmin et al., 2015).

It also shows that after viewing an advertisement that successfully catches consumers' attention and has various marketing strategies such as relatable scenarios, nice narratives, and compelling visual representations aligned with the target audience, consumers become more interested in buying the products. When consumers find the advertisement effective and catch their attention, they remember the product and their interest in buying it; marketers should focus on enhancing advertisements that will grab their customers emotionally and influence their purchasing decisions.

Overall, it shows that Internet availability has a very high interpretation, which means that most CABACS students have access to the Internet, which can significantly influence their purchasing intention. Customers can have opinions and knowledge about even small businesses and large businesses regarding goods and services (Mishra & Mahalik, 2017). Advertisement information interpretation is high, meaning CABACS students are influenced if the advertisements provide enough information about the product, which also affects their purchasing intention. Customers' purchase intentions are also high, meaning CABACS students are motivated to purchase a product if the advertisement provides enough information to influence them to purchase a product. The effectiveness of online advertisements to CABACS students is high, with a mean of 4.08. Because of the Internet's extensive reach, social media advertising has become an effective medium

of commercial communication. Customers look at and buy things promoted on social media, which adds substantial value for both consumers and businesses (Barysevich, 2020).

Abayi and Khoshtinat (2016) determined that individuals tend to have greater faith in a company when they can communicate with it more effectively. Moreover, a person's mindset affects information seeking, online purchasing incentives, and product and customer satisfaction when shopping online. Apart from the external advantages of time and cost savings, internal expenses such as brand identity and product novelty can also benefit customers' propensity to shop online.

Mishra and Mahalik (2017) stated that age groups have little bearing on how successful internet advertisements are. Everyone is on their own. Any of the elements can influence people without any particular obstacles. The relationship between e-commerce and advertising, as well as the effectiveness of online advertising, will be crucial. The commercial can, therefore, be referred to as infotainment, which is highly compelling, obtainable, realistic, and trustworthy. It creates credibility by being economical and standing up to be trustworthy by avoiding negativity, which may lead to annoyance.

Regarding the effectiveness of online advertisements on CABACS students based on age, participants aged 22 and above have the highest mean of 4.58, which is considered very high. Those aged 21 and below have the lowest mean of 4.31, considered extremely low. Furthermore, based on sex, males have the highest mean of 4.37, which is considered very high, compared to their female counterparts, who have the lowest mean of 4.31, which is considered extremely low. Overall, the results regarding the effectiveness of online advertisements on CABACS students regarding age and sex show that CABACS male and female students aged 22 and above rely on their purchasing intention more than the CABACS

male and female students aged 21 and below. In summary, although the analysis shows patterns in CABACS students' perceptions of efficacy according to age and sex, neither demographic variable showed statistically significant variations in this study. These results emphasize the need for more research into other contributing elements and the complexity of customer behavior in response to online advertising. Marketers hoping to interact successfully with various consumers in a more competitive environment must comprehend these characteristics as digital marketing develops.

The results regarding the effectiveness of online advertisements on CABACS students in terms of age and sex show that CABACS male and female students aged 22 and above rely on their purchasing intention more than the CABACS male and female students aged 21 and below. In summary, although the analysis shows patterns in CABACS students' perceptions of efficacy according to age and sex, neither demographic variable showed statistically significant variations in this study. These results emphasize the need for more research into other contributing elements and the complexity of customer behavior in response to online advertising. Marketers hoping to interact successfully with various consumers in a more competitive environment must comprehend these characteristics as digital marketing develops.

There is a significant difference in the effectiveness of online advertisement in purchasing intentions when respondents are grouped according to monthly income/allowance. According to this study, those with higher monthly income view online advertisements as more convincing or relevant to their purchases than those who make less money. In summary, it shows a strong correlation between respondents' perceptions of the efficacy of Internet ads and their monthly income. The apparent differences between lower and higher income groups highlight the need for marketers to use customized approaches that

consider their target audience's various demands and preferences. Brands may improve their advertising efforts and interact more effectively with different market segments by acknowledging these variations and modifying their strategies accordingly, ultimately leading to more significant results from their digital marketing campaigns.

CONCLUSION AND RECOMMENDATIONS

Understanding the influences on CABACS students' purchasing decisions can inspire businesses or marketers to create the best advertisement strategies for attracting customers. This study has created a new dimension for the business sector, particularly in this age of increased competition. Online advertising is a type of advertising and marketing wherein promotional marketing messages are delivered to consumers via the Internet. Online advertising has become a valuable source of business promotion in today's industry. Online advertising refers to any marketing message that appears using the Internet. It can be found on websites, search engines, social media, mobile devices, and email. This study classified the respondents according to age, sex, and income. These findings suggest that business owners should focus on improving their exceptionally informative digital advertising to effectively influence the purchasing intentions of consumers in the digital age.

The study analyzes that there is no significant difference in the effectiveness of online advertisement for CABACS students aged 21 or below and 22 or above.

In terms of sex, the study found that there is no significant difference in the level of online advertisement on purchasing intentions between male and female CABACS students. Moreover, monthly income/allowance shows a significant difference in the effectiveness of online advertisements. When the study examined the outcome of CABACS

students with higher monthly income/allowance, it showed that highly-income people perceived online advertisements as more persuasive and influenced their purchasing intentions than people with lower incomes.

The primary purpose of this research was to determine the level of effectiveness of online advertisements for University of Negros Occidental-Recoletos CABACS students. The goal of advertising is to raise awareness and promote products. The measure of how much online advertising attracts customers is debatable. The present research reported that online advertisement significantly impacts consumers' purchasing decisions.

This research studied The Level of Influence of Online advertising on purchasing intentions, what kind of product/item CABACS students prefer to purchase after viewing advertisements, and which kind of advertisement influences them most in developing buying decisions. For this purpose, the independent variables were considered: internet availability, Advertisement information, Customer purchase intention, and perception of online shopping. The data shows that advertisements have a big influence on the purchasing patterns and habits of customers. The conclusion is that customers benefit from advertising. Marketers and advertising firms may find this study useful in increasing their market share, enhancing their brand image, and determining what influences a customer's buying decision. They can ascertain which aspect of advertising is more successful and which is less so.

For future researchers, they should point to several areas where additional research may be conducted. Because this study aimed to analyze the effectiveness of internet advertising and the corresponding features, the researchers recommend that future researchers consider diverse demographic groups. Aside from internet availability, easy access to websites, and consumers' purchasing preferences,

they should also investigate other elements. They should also do some research to see how these variables are related. Moreover, for the firm owners or marketing department, if they previously built networks physically rather than digitally, it may be time to reconsider new approaches. Their firm's strategy may no longer be applicable, so they should consider replacing it in a digital world, especially since customers are requesting potentially new ways to obtain information and purchase products. For all industries, more digital solutions must be considered.

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