

Facebook Advertising's Impact on College Of Business Administration Students' Intention-To-Purchase and Purchase Behavior of PUP-Manila

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ABSTRACT

Facebook advertising, becoming the new phenomena of the digital generation enable businesses to create online advertisements and more strategic ways to interact and reach the users as the campaigns made through the said online medium trigger the need awareness of the desired target market. The study focuses to the Impact of the Facebook Advertising on Intention-to-purchase and Purchase Decision of College of Business Administration students in PUP-Manila, 2019-2020

The study was conducted in Polytechnic University of the Philippines-Manila. College of Business Administration students from different department: Marketing Management, Human Resources Management, Entrepreneurship and Office Administration are the main respondents for this research. 337 out of 2, 702 students enrolled in College of Business Administration in PUP-Manila, AY 2019-2020. Respondents were chosen using the Simple Random Sampling wherein everyone was given a chance to be selected regardless of their gender and age. Moreover, a self-administered survey questionnaire has been used to stimulate responses and help to answer the hypotheses. To test the reliability and validity of the gathered data, researcher gets the frequency, percentage, mean, standard deviation and Pearson Correlation was used with the help of SPSS software.

The positive outcome of the research clearly proved that advertising on Facebook is effective and attractive to the buying behaviour of the youth in the current generation becoming responsive with the endorsements made on Facebook resulting to a successful interaction between the business and the target reach of user. The implications of the investigation is stated on the succeeding section of the entire research paper

Keywords: Facebook, Social media, Advertising, CBA Students, Influence, Purchase Decision, Intention-to-Purchase

INTRODUCTION

Advertisements are all over exposed on TV, cinemas, online papers, podcasts, streets, in stores, and more, continuously fighting to get the market's attention (Leung, Bai, Stahura 2013.) Technological innovation is part of the discipline which conceives and produces a new solution, particularly maintaining and enhancing the competitiveness of the growing innovative activities of the enterprises. (University of Pretoria) Today, digital and social media marketing is rampant, becoming a medium for online advertising, using the Internet others. Moreover, the social networking website which allows users to post pictures, update statuses, and react to brand and company pages wherein there are approximately one billion users logging on to monthly and on a daily basis is Facebook (Cheng, 2012.) Since the information

and consumer's preference and need become accessible for the businesses through the social media, afterwards used to reach the market's interest and promote to the population of virtual community. Advertising is growing together with technology, establishing more ways to introduce and market products and business. Facebook advertising, becoming the new phenomena of the digital generation created strategies and more ways to engage and interact to the people online, read and view the messages conveyed to the interest and need awareness of the target market. (Curran, Graham, Temple 2011.)

Researches made related in identifying the effect of Facebook Advertising on intention-to-purchase. First, the concept of Aad (Attitude-Toward-the-Ad), wherein the study focuses on the effects of persuasive advertising on attitude formation which made to become an essential concept in marketing and advertising research, was first introduced by Mitchell and Olson (1981) and Shimp (1981). Numerous studies have tested that Aad has a mediating influence on brand attitudes and purchase intentions (Lutz, Mackenzie, & Belch, 1983; MacKenzie et al., 1986; Mitchell & Olson, 1981; Shimp, 1981). The Aad describes possible sequences of exposure to a persuasive advertisement and generally posits that a recipient of an advertising message develop an Aad, which, in turn, exerts an influence on subsequent measures of advertising effectiveness such as brand attitude and purchase intentions (Lutz et al., 1983).

Next is the Exploratory study of College Students' Perceptions of and Behaviors Regarding Facebook Advertising made by Bannister, Alexandra; Kiefer, Joelle; and Nellums, Jessica (2013) states that the blast of social media give marketers new opportunities to advertise to a targeted demographic, specifically, tech-savvy young adults and students. The study examined the perceptions of and attitudes toward advertisements on Facebook. The result of the exploratory study show that while most college students are active Facebook users, they are unlikely to click on Facebook advertising or engage in purchase behaviors. The concluded findings overall states that the respondents confirms that Facebook advertisements made for events, movies or television programs or games are more likely to be viewed but generally said that some Ads seen are irrelevant, uninformative and not of interest nevertheless of the positive attitude with Facebook does not relate into advertising or purchase behavior.

Lastly, According to the Study of Factors of Social Network Media Affecting Attitude towards Brand Advertising and Purchase Intention A Case Study of Facebook in Bangkok Area (Pharuepon Manomayangkul, 2012) the research resulted that a positive relationship existed between credibility, product information, social role, image, hedonism, pleasure, good for economy and attitude towards brand advertising of Facebook users. Also, the study showed that the positive attitude by the consumers to Facebook's brand advertising more likely high to have purchase intention to the advertised products on Facebook. The result of the research indicated that there were positive relationships between credibility, product information, social role/image, hedonism/pleasure, good for economy and attitude towards brand advertising of Facebook users. Moreover, this study also showed that consumers created positive attitude towards brand advertising of Facebook, the purchase intention to advertise products on Facebook will more highly to happen as well.

Facebook is the largest and one of the most widely used social networking site in the world. Indeed, the success of the site encouraged developing more and making available to all and this move has produced a big leap in the number of the user (Eldon E.2008) including the students who are primarily known as the young people. (Oliver R. 2010) The main function of Facebook enable users to socialize and communicate, likewise using purposely for information gathering and discussion of collaborative work with peers, the said social media site also make the students actively and conveniently

participate online activities and experience connectedness and happiness, helping the students increase each other's well-being. (Akakandelwa, Walubita 2018.) According to Kelly, Kerr, and Drennan (2010), a consumer's attitude and trust to the content and information perceived by the media and advertisements offers credibility and attention. The relevance of the internet advertisements become an important element to the targeted users which captures more attention. (Zeng, 2009) However, the information about what attitudes college students have towards ads is minimal (Gangadharbatla, 2008).

Social media blasted in opening new opportunities to advertise to the targeted demographic but still needs researches relative to the influence of social media to college students as the young adults of the digital generation in order to gain more insight and knowledge by exploring the attitudes perceived to the effectiveness and relevance of Facebook advertising. Bannister, Alexandra; Kiefer, Joelle; and Nellums, Jessica (2013) The study focuses to the Impact of the Facebook Advertising on Intention-to-purchase and Purchase Decision of the Facebook users in the College of Business Administration Students in the PUP-Manila (2019-2020). The Students are expected as digitally literate, able to use and describe written or symbolic representation mediated by new technology, recognizes online texts and written communications (Merchant, 2007). This study aims to identify the effect of intention to purchase and the impact of Facebook advertising to the purchase decision of the respondents considering the influence of usage variable, characteristics and demographic variables of the CBA students in PUP-Manila, as well as determining the relationship between Facebook Advertising's influence to the intention to purchase and purchase decision.

Hypothesis

There are three hypotheses constructed in this research paper to determine the relationship between Facebook advertising (independent variable) and intention to purchase and purchase decision of CBA students of PUP-Manila (dependent variable).

H1: The Facebook Advertising has influence on the intention-to-purchase of College of Business Administration students in PUP-Manila.

H2: The Facebook Advertising has influence on the purchase decision of College of Business Administration students in PUP-Manila.

H3: The Facebook Advertising has positive influence on the intention-to-purchase and purchase decision of College of Business Administration students in PUP-Manila.

LITERATURE REVIEW

According to Perrin, A. (2015), social media has huge implications for how individuals impart and team up. Researchers have a lot to pick up from drawing in with social media in different parts of their work. This guide will furnish you with data to settle on an educated choice about utilizing online life and empower you to choose wisely from the immense scope of instruments that are accessible. According to Yusuf, N. et al. (2013), the media fill in as the channels used to convey data or research information for any reason. With media and innovation joined, if today an individual is sitting in one corner of the world, the person in question can send learning and words to an incredible number of individuals unafraid of being hindered or contended with.

Social media serves as the cheapest employee of every company. Facebook, for an example, will in general do what is being directed; getting inputs, reaching online clients and promoting with a desire for having extraordinary potential outcomes of focusing on are the ones basic. Facebook makes our lives a

lot simpler, particularly to the organizations and associations. Interchanges and exchanges are a single tick away with the assistance of internet-based life stages. Vejaãka, M. (2012) In fact, utilizing online networking is successful and proficient for time management. Notwithstanding, the test confronting numerous organizations is that despite the fact that they perceive what they should be dynamic in social media, they don't really see how to do it successfully, what execution markers they ought to gauge, and how they should quantify them. Hanna, R., et al. (2011).

According to Smith, K. T., et al., there is developing corporate enthusiasm for utilizing social media to make online client networks. Organizations have been using social media as a type of exchanges and a wellspring of impact. With a plenitude of social media stages accessible, advertisers are utilizing different informal communication locales to arrive at their constituents. Companies that contributed ahead of schedule to tackle the power of social media guarantee returns as high as 20 to 1, with considerably more prominent increases anticipated to be on the way. Bhanot, S. (2019).

According to Schivinski and Dabrowski (2015), both firm-made and client created social media brand correspondence impact brand awareness/affiliations; while client produced social media brand correspondence positively affected brand loyalty and perceived brand quality. Furthermore, there are critical contrasts between the ventures being researched. Subsequently, after the worldwide downturn firms have searched for the best promoting technique with least cost. Social media has turned into the ideal decision which serves to this system. Since it can arrive at a great number of individuals with the most elevated speed and it can spread out immediately, at that point firms want to utilize social media even in substitution for customary media instruments. Kirtiş and Karahan (2011)

According to Frandsen, M., Thow, M., Ferguson, S.G. (2016), while social media advertising might be compelling in producing enthusiasm from potential members, this current strategy's capacity to pull in loyal enlisted people is progressively faulty. Researchers thinking about utilizing on the online resources (e.g., social media advertising, network codes) ought to consider including pre-screening inquiries to advance change rates. At last, analysts looking to augment the recruitment budget ought to think about utilizing a blend of advertising strategies. Social media advertising is a compelling and easy to use enlistment procedure for arriving at an enormous example at a nearly lower cost than traditional media recruitment strategies. Be that as it may, researchers must know that samples enrolled exclusively through social media might be demographically slanted.

In the long haul, social media-recruited participants may not be as illustrative of the objective population or as honest as members selected by means of traditional media. The digital age offers phenomenal chances to reach and draw in with youth, for whom social media use has turned into a standard day by day movement. The capacity to target youth, and to make content that urges them to connect with and offer battle materials, carries another measurement to crusades planned for improving the strength of teenagers and youthful grown-ups. Simultaneously, the huge advertising budget of global commercial brands enable them to explore different ways regarding new and energizing approaches to tempt youth to consider, share data about, and attempt items which are negative to their wellbeing. Satisfactory and compelling guideline of social media advertising that may negatively affect youngsters, while potential, presents numerous difficulties. Without powerful guidelines, it is significant that youngsters and their folks are instructed about the degree and nature of marketing on social media so teenagers can form into media-literate consumers. Dunlop, Freeman and Jones (2016)

Millennial respondents demonstrate essentially higher use of intelligent media contrasted with both generation X and boomers crosswise over 14 applications. Models shows that millennial utilize intelligent

innovations for utilitarian/data social occasion purposes just as for diversion. Notwithstanding, they are more averse to buy online compared with their older partners. Moore (2012) Millennials are more comfortable with these digital organizations and have more buying force than other generation gatherings. Along these lines, Millennials' purchasing behavior, on social networking sites, must be viewed as when picking the type of advertising. Pate and Adams (2013)

Besides in general, mobile users consider mobile advertising disturbing and make negative demeanor towards the equivalent however here in mobile advertisement are not viewed as aggravating and doesn't assume essential job to influence frame of mind adversely. The conceivable explanation might be, the current examination is led on millennial and as they see themselves as techno savvy, they are maybe mentally arranged for the equivalent and think mobile advertisement as part and partial of it. Joshi and Jatniwala (2019). On the off chance that people remain solely dependent upon the social network for the fulfillment of media needs, at that point the organization is probably going to proceed with its fruitful development and market strength. Be that as it may, if clients begin to lose trust in the service (which could occur because of further information/security spills for instance) at that point the long-term future for Facebook may not be so ruddy, Munns (2018).

According to Hutter, Hautz, Dennhardt and Füller (2013) commitment with a Facebook fan page has positive effects buyers' brand awareness, WOM exercises and purchase intentions. Results further demonstrate that disturbance with the fan page prompts negative impacts in regard to the general commitment to and involvement with the fan page and WOM. The researchers' examination shows that online networking exercises in reality influence the purchase decision-making process. According to Duffett and Wakeham (2016), this examination uncovered that social media marketing communications significantly affected the majority of the hierarchy response attitude stages, however on a declining scale, which is consistent with the correspondences impacts pyramid model hypothesis.

Moreover, various utilization and demographic characteristics impact on the hierarchy response model stages, a few of which had not been considered in earlier social media research in South Africa and around the world, which were likewise found to have varying impacts on Millennials' attitudinal reactions. The most perceptible of which were the positive impact of expanded sign in periods (2 hours or increasingly), visit (day by day) profile update occurrence and Black Millennial South Africans' attitudinal reactions, over a larger part of the hierarchy response model stages, towards social media marketing communications.

Generations speaks to a worthwhile market to focus in SA, terms of their developing purchasing power, yet in addition as far as the impact that they have on their families in regards to significant purchase decision. Duffett (2017). Simultaneously, the sentiments our respondents associate with introduction to commercials are quite blended, including both happiness and offense. Most, additionally express doubt of advertising. Shavitta, Lowrey and Haefner (1998)

METHODS & MATERIALS

Research Design

This study is a quantitative form of research. The research was conducted by means of survey questionnaires among 337 College of Business Administrations' students in the Polytechnic University of the Philippines-Manila. The study was taken in PUP-Manila since this is a state university, it has a wide range of students from different provinces and regions, has different perception, culture and values which can help this study have an accurate result.

Sampling

The total respondents are 337 out of 2,702 students enrolled in the Academic Year 2019-2020. Under the College of Business Administration, there are 4 Departments which includes the Marketing Management, Human Resources Development Management, Office Administration and Entrepreneurship. They are divided equally based on the total populations of every department. **Simple random sampling** has been used to get the respondents, *"it is the basic sampling technique where we select a group of subjects for study from a larger group. Each chosen entirely by chance and each member of the population has an equal chance of being included in the sample."* (Easton V. et.al...). The researchers roam around the College of Business Administration and ask the chosen respondents to participate with the survey. The researchers get permission first with the chosen respondents if they want to participate or not, so they have the choice to take the survey or not to. The researcher doesn't want to make respondents feel that they are obliged to participate, they should willingly answer it.

Questionnaire & Procedure

A self-administered survey instrument, which has the benefits of eliminating the interviewer bias and attain acceptable response rate was used for this research. It was adopted from Professor Duffet in his study entitled "Facebook advertising's influence on intention-to-purchase and purchase amongst Millennials." The survey questionnaire has two parts. First, it is all about the respondent's demographics and second part was divided into two sub-parts: intention-to-purchase and purchase decision related questions. The researcher sent an email first to Professor Duffet to get a permission to make his research a basis for this research. There is no time limit in answering the questionnaires, the respondents have all the time to answer it, so they will not be pressured, and they can able to read and understand clearly every question. This is a face-to-face setting with the respondents that's why there's a high chance that they participate more and answer the survey honestly. The information and answers of the respondents were handled confidentially.

Data Collection

A survey questionnaire was used to gather information amongst 337 respondents from the College of Business of Administration of PUP-Manila. The respondents age ranges from 16 years old to 22 years old, 1st year college up to 3rd year college students, both male and female. The researcher put a disclaimer to answer all the necessary questions honestly. The researchers will use the data collected to answer research questions/objectives.

To prove the reliability and the validity of the gathered data, the researcher used the following formula, frequency and percentage for getting the respondents' demographic profile. To assess the answers on the second part of the survey, the researcher gathers the weighted mean of the 18 questions. For hypotheses testing, Pearson Correlation was used, whereas it is to be *"a technique for investigating the relationship between two quantitative continuous variables"*. The software that was used by the researcher was SPSS.

RESULTS

1. Respondents Demographics

This will be showing the respondents' demographic profile that we gathered with our survey questionnaires. This will show also, the detailed explanation for the research objectives. The formula used is the frequency and percentage.

COURSE			
		Frequency	Percent
Valid	Entrepreneurship	78	23.1
	Office Administration	56	16.6
	Human Resource Management	101	30.0
	Marketing Management	102	30.3
	Total	337	100.0

Table 1. Division of Respondents every Departments in CBA

The total respondents are 337. Under the college of Business Administration, there are 4 Departments which includes the Marketing Management, Human Resources Development Management, Office Administration and Entrepreneurship. They are divided equally based on the total populations of every department. The total respondents for Marketing Management are *102 students (30.3% of the total respondents)* that are composed of 24 males and 78 females. For Human Resources Development Management, there are *101 respondents (30% of the total respondents)*, 26 are males and 76 are females. Next, for Office Administration, there are *78 total respondents (23.1% of the total respondents)*, 23 males and 55 females. Lastly, the Entrepreneurship has a total of *56 respondents (16.6% of the total respondents)*, 16 males and 40 females.

GENDER			
		Frequency	Percent
Valid	1	90	26.7
	2	247	73.3
	Total	337	100.0

Table 2: Respondents' Gender

In total, the respondents participated in the survey has 90 males and 248 females from the College of Business Administration of PUP-Manila.

AGE			
		Frequency	Percent
Valid	16	1	.3
	17	15	4.5
	18	111	32.9
	19	134	39.8
	20	53	15.7
	21	16	4.7
	22	7	2.1
	Total	337	100.0

Table 3. Age of the Respondents

Table 3 shows the ages of the respondents who participated on the study. Since the respondents are college students from CBA age ranges from 16 yrs. old to 22 yrs. old, from first year to fourth year students. There is 1, *16-year-old male (.3% of the total respondents)*. There are 5 males and 10 females that age *17 years old (4.5% of the total respondents)*. There are 25 males and 86 males that are *18 years old (32.9% of the total respondents)*. There are 34 males and 100 females that are *19 years old (39.8% of the total respondents)*. There are 14 males and 39 females that age *20 years old (15.7% of the total respondents)*.

respondents). There are 7 males and 9 females under 21 years old (4.7% of the total respondent). Lastly, there are 2 males and 5 males that are 22 years old (2.1% of the total respondents).

The researchers considered that the 337 respondents are using Facebook.

Notices Facebook Ad			
		Frequency	Percent
Valid	YES	329	97.3
	NO	10	2.7
	Total	337	100.0

Table 4. Respondents answers with regards to Q1.

This is the first question in the first part of the survey questionnaire. Respondents were asked if they noticed any marketing communications on Facebook, the result shows that out of 337, 329 answered YES (97.3% of the total respondents) and 9 respondents answered NO (2.7% of the total respondents).

How do you mostly access Facebook?			
		Frequency	Percent
Valid	Smartphone	304	90.2
	Feature (IOS)	18	5.3
	PC	6	1.8
	Laptop	6	1.8
	Tablet	3	.9
	Total	337	100.0

Table 5. How respondents access Facebook

Respondents were asked how do they mostly access their Facebook. Table 5 shows that 304 of the respondents are using Smartphones (90.2% of the total respondents). Next, there are 18 respondents who are using Feature/Iphones (5.3% of the total respondents). PC and Laptop has been used by both 6 respondents (1.8% of the total respondents). Lastly, 3 respondents are using Tablet (.9% of the total respondents).

Length of Usage			
		Frequency	Percent
Valid	< 1 year	5	1.5
	2 years	3	.9
	3 years	5	1.5
	4 years	24	7.1
	> 5 years	300	89.0
	Total	337	100.0

Table 6. Time respondents used Facebook

With the participating respondents, they were asked how long they have used Facebook and 300 of the respondents have been using Facebook for 5 years and more (89.0 % of the total respondents). There are 24 respondents that are using Facebook for 4 years now (7.1% of the total respondents). There are 5 respondents that are using Facebook for 3 years now (1.5% of the total respondents). Then there are 3 respondents that use Facebook for 2 years now (.9% of the total respondents). Lastly, there are 5 respondents that use Facebook for 1 year or less now (1.5% of the total respondents).

Log on Frequency			
		Frequency	Percent
Valid	Several times a day	126	37.4
	Daily	186	55.2
	2-4 a week	13	3.9
	Once a week	5	1.5
	2-4 months	6	1.8
	Once a month	1	.3
	Total	337	100.0

Table 7. How often respondents log on to Facebook

In this table, it shows how often the respondents log on to Facebook. 37.4% (126) of the respondents are using Facebook several times a day. Next, 55.2% (186) of the respondents are using Facebook daily. There are 13 respondents (3.9% of the total respondents) are using Facebook 2-4 a week. Then, there are 5 respondents that use Facebook once a week (1.5% of the total respondents). Next, there are 6 respondents that use Facebook 2-4 months (1.8% of the total respondents). Lastly, there are 1 respondent that are using Facebook once a month (.3% of the total respondents).

Descriptive Statistics: This is the interpretation of every means of each item ranging from 1-5.

Interval Means

Interpretation

1.0 – 1.8	Strongly Disagree
1.81 – 2.6	Disagree
2.61 – 3.4	Neutral
3.41 – 4.2	Agree
4.21 -5.0	Strongly Agree

2. How does Facebook Advertisement influence the intention to purchase and purchase decision of the CBA students in PUP-Manila?

2.1 Respondent's answer when ask on future intent to purchase

Descriptive Statistics			
	Mean	Std. Deviation	Interpretation
I will buy products that are advertised on Facebook in the near future.	3.09	.782	Neutral
I would buy brands that are promoted on Facebook if I had the money	3.21	.914	Neutral
I plan to purchase the products that are placed on Facebook	3.03	.810	Neutral

Table 8. Respondent's answer when ask on future intent to purchase

As shown in Table 8, respondents have neutral perception on having an intention to purchase products with the help of Facebook Advertisement in the future. All were rated as Neutral. The highest is 3.21 wherein respondents will buy promoted products on Facebook if they have money. Followed with 3.09 and 3.03 that say that respondents will buy product that are placed on Facebook

2.2 Respondent's answer when ask on current intent to purchase

Descriptive Statistics			
	Mean	Std. Deviation	Interpretation
I desire to buy products that are featured on Facebook	3.13	.839	Neutral
I intend to acquire products that are featured on Facebook	3.03	.810	Neutral
I am likely to buy some of the brands that are promoted on Facebook	3.08	.814	Neutral

Table 9. *Respondent's answer when ask on current intent to purchase*

As shown in Table 9, most of the respondents have neutral perception on buying products that are featured in Facebook. All were rated Neutral. Facebook Advertisements create desires on respondents to buy the product that is being promoted, 3.13.

2.3 Respondent's response when ask on the influence of Facebook Ad on their intention to Purchase

Descriptive Statistics			
	Mean	Std. Deviation	Interpretation
Marketing communications on Facebook increase purchase intent of featured brands	3.64	.824	Agree
Marketing communications on Facebook have a favorable impact on my purchase decisions	3.26	.897	Neutral
Facebook marketing communications have a positive influence on buying decisions	3.39	.845	Neutral

Table 10. *Respondent's response when ask on influence of Facebook Adv on their intention to purchase*

As shown in the Table 10, respondents agreed (3.64) that their intention to purchase is increasing with the use of Facebook Advertisements. Moreover, respondents have neutral perception (3.39, 3.26) on Facebook Advertisement having a positive influence on the respondents.

2.4 Respondent's when ask current purchase decision

Descriptive Statistics			
	Mean	Std. Deviation	Interpretation
I buy products that are placed on Facebook	2.88	.829	Neutral
I purchase brands that are featured on Facebook	2.90	.850	Neutral
I purchase products that are promoted on Facebook	2.96	.830	Neutral

Table 11. *Respondent's when ask current purchase decision*

As shown in the Table 11, respondents have neutral perceptions when they are asked if they are going to purchase products with the use of Facebook Advertisement. Respondents are willing to purchase the products that are featured in advertisements. All were rated neutral.

2.5 Respondent's when ask on the influence of Facebook Ad on their Purchase decision

Descriptive Statistics

	Mean	Std. Deviation	Interpretation
I use many of the products that are promoted on Facebook	2.77	.888	Neutral
Facebook advertising influences my buying behavior favorably	3.11	.854	Neutral
MC on Facebook impacts my purchase activities positively	3.03	.807	Neutral
Facebook marketing communications affect my buying actions favorably	3.12	.830	Neutral

Table 12. **Respondent's when ask on the influence of Facebook Ad on their Purchase decision**

As shown in the Table 12, respondents have neutral perceptions with regards to Facebook Advertising having an influence on their purchase decision. All were rated neutral. Marketing communications generates their buying behavior when they see advertisements in Facebook based on the highest mean, 3.12.

2.6 Respondents when ask on loyalty generated by Facebook Ad

Descriptive Statistics			
	Mean	Std. Deviation	Interpretation
Facebook marketing communications make me more loyal to brands	2.91	.854	Neutral
MC on Facebook helps make me loyal to the promoted products	2.90	.798	Neutral

Table 13. **Respondent's when ask on loyalty generated by Facebook Ad**

As shown in the Table 13, the respondent has neutral perception with regards to the respondents being loyal with the product with the use of Facebook Advertisements. All items were rated neutral.

Hypotheses Testing

A Pearson Correlation was used with the use of the SPSS software to find out if there's any significance on the dependent and independent variable.

Table 14. Correlation between Facebook advertising and the intention to purchase and purchase decision of CBA Students in PUP-Manila

	Correlation Coefficient	p-value	Decision	Remarks
Facebook Ad vs. Intention-to-Purchase and Purchase Decision of CBA Students	.694**	.000	Reject Ho	Significant

NOTE: If p value is less than the level of significance which is 0.05 reject the null hypothesis otherwise accept. Correlation coefficient values: $\pm 0.76 - \pm 0.99$ Very Strong; $\pm 0.51 - \pm 0.75$ Strong; $\pm 0.26 - \pm 0.50$ Moderate; $\pm 0.11 - \pm 0.25$ Weak; $\pm 0.01 - \pm 0.10$ Very Weak

On the Table 14, there is a significant relationship between the Facebook Advertising and the intention to purchase and purchase decision of CBA Students in PUP-Manila. As seen, the p-value is

.000, it means that the null hypothesis is rejected, and it proves that there is a significance between the respondent's intention to purchase and purchase decision to Facebook Advertising; also the Correlation Coefficient result is Very Strong.

DISCUSSION

Based on the results, the total 337 respondents are using Facebook, 73% are female and 27% are male, 97% of the respondents notice Facebook Advertisement. The 90% of the respondents access Facebook using Smartphones; this outcome of percentage clarifies merely the preferred device for mobile Facebook. Also, 89% of the total respondents have been using Facebook for 5 years and more now and 55% are using it daily. The fact that respondents spent years on using Facebook, also the regular and continuous usage in a day-to-day manner clearly states that the youth are making the Kind of Social Media a part of life and history. The active engagement of the people on Facebook makes businesses gain a winning status for those firms that were well-driven to participate and manage the trend of online advertisements.

As generated by the result most of the answers of the respondents were Neutral. Meaning, that there is an average impact and influence on the intention to purchase and purchase decision of the respondents towards Facebook Advertising. Endorsed products on the internet generate people the desire to buy and purchase nowadays whether now in the case of having money or in the future. In addition of the result that shows the significance of accumulated information. There is a significant relationship between the Facebook Advertisements and on the intention to purchase and purchase behavior of College of Business Administration students from PUP-Manila.

Lastly, based on the Table 14, hypothesis has been accepted. There is a significant relation between the Facebook Advertising and the intention to purchase and purchase decision of CBA Students in PUP-Manila. With that, Facebook plays a vital role in the consumers' purchase behaviour. (Richard J. & Guppy S., 2014) Furthermore, the hypothesis of the study clarifies that Facebook Advertising has a positive impact and influence on both intention-to-purchase and purchase decision of the young people in certainty, the CBA students of the PUP-Manila.

The results of this study prove that Facebook advertising has positive influence and or impact on both intention-to-purchase and purchase decision of the College of Business Administration students in the Polytechnic University of the Philippines-Sta. Mesa, Manila. Products that are advertised, featured, promoted and placed in the Facebook intend the respondents to purposely purchase based on the results of the data gathered. In addition, the characteristics, usage and demographic variables of the students influence the purchase decision of the students upon the endorsed advertisement on Facebook. Marketing communications on Facebook also creates brand loyalty between the respondents and the buying behaviour is also affected by the firm. The positive outcome of the study absolutely states that Facebook advertising is effective and attractive to the youth in terms of purchasing. The young users of Facebook are responsive with the selling promotions and endorsements done in the said social media website.

CONCLUSION

Advertising is growing together with technology, establishing more ways to introduce and market products and business (Curran, Graham, Temple 2011.) Facebook, the dominant among all social media, improved from a simple server into an application today, the social network modern-day marketers cannot neglect and one of the strong and potential systems in communicating. Enhancing the brand

image and brand equity all throughout the purchase cycle has a basis in order to progressively determine the interaction and involvement of the target market which includes the features of Facebook advertising such as participation, realization, personalization and feedback. The trust based advertising's aftermath of Facebook from the push-based one change the lead to a successful effectiveness (Dehghani, Tumer 2015.)

Facebook indeed is the greatest invention in the internet, essentially plays a big role in the digital marketing today. Considering the fact that this online medium has a billion of users and accounts which are the young people, particularly college students owned and were part of the Facebook community. Furthermore, most of the businesses and organizations nowadays chose Facebook as the primary platform of media to advertise products and or services. Nonetheless, the misled assumption which is stereotype by the society, saying that Facebook establishes inexpensive and effortless page management which enables an account to endorse contents and expect an increase and gain of sales at the same time. The reality of Facebook Advertising requires a lot of time, competence and education about the fundamentals of Digital marketing in order to build sufficient capability in connecting online with the target users and achieving the objectives of marketing communication strategy as well.

Successful brands which really catch the target market's attention online are the one's possesses uniqueness in content marketing. Creativity becomes an asset that makes a better value offered for the customers. Brand awareness encourages customers to trust and engage with the business. The word-of-mouth marketing happens and undoubtedly leads to loyal relationships. Most importantly, businesses must always be reminded that internet is wealthy of data, connecting with the customers, precise targeting, campaign flexibility and appropriate adaptability to the trends in the internet matters in conveying messages in the social media, especially on Facebook because every post and characters stated shall be sensitive, entertaining and trustworthy at all costs.

RECOMMENDATION

For the businesses and organizations; this study is beneficial as the data given can be a guide in considering the Facebook as a medium to advertise products or service. Endorsements and campaign messages are difficult to manage in the online community and include a lot of tactics that are made to grow one's firm and a group's image if the right approach and desired target needed is found. Attaining the marketing and advertising objectives of a certain business or group and becoming cost-effective at the same time.

For the future researchers; this research proved that Facebook advertising has a positive impact on purchasing and buying behavior of the youth. The findings and ideas made in this study is a contribution to the theory development of the next academe and scholars focusing on social media advertising. Improvements on the knowledge shared by the authors with proper citations will be appreciated.

For the aspiring entrepreneurs; this study is helpful in learning the other side of business difficulty, the advertising. Innovations and changes in the availability and access of introducing an enterprise in this generation happens to become rampant in the internet which affects the buying behavior of the people involved in the online community. Profitability attainment is a triumph for business together with the proper and accurate use of Facebook's leverage benefits; nothing can be a loss of resources and assets.

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