

Immersive Social Media Advertising Tools and Consumer Purchase Intentions: Basis for Marketing Strategies

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ABSTRACT

This study examines the effects of immersive social media advertising tools on the consumer purchase intentions of e-shoppers in Manila, the Philippines. These tools include advertising content, social media platforms, consumer awareness, consumer engagement, trust and credibility, augmented reality (AR), and virtual reality (VR). Using a quantitative-descriptive design, SPSS was used to analyze the data from 205 respondents using multiple regression, ANOVA, and descriptive statistics. The findings highlighted the significance of customized and reliable advertising by showing that consumer purchase intentions were highly predicted by consumer awareness, platform adaptation, trust and credibility. Although the direct effects of AR and VR were very minimal, they were found to be effective strategies for enhancing engagement. Platform-specific differences (e.g., Facebook, Instagram, TikTok, YouTube, and X) affected viewers perceptions of brand innovation and quality, highlighting the need for platform-specific initiatives. According to the study's conclusions, marketers should give priority to emotionally charged, platform-optimized content and progressively include immersive technologies like AR and VR to enhance the consumer awareness experience. These findings contribute to localized insights on the efficacy of digital advertising in Southeast Asia and provide useful recommendations for adaptable, innovative, and sustainable marketing tactics in a rapidly evolving digital economy.

Keywords: immersive advertising, purchase intention, augmented reality, virtual reality, social media platforms.

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Traditional media becoming more irrelevant when the rise of internet, accessibility of internet enhanced the popularity of social media sites such as Facebook, Instagram, You Tube, Tiktok and X. All over the world millions of E-shoppers rely on social media, once it got renown it was primarily served as a mean of socializing and communicating all over the world. However, as its users grew, companies started to recognize its commercial potential, and social media advertising also seems more cost-effective and convenient as compared to traditional advertising (K et al., 2021). E-commerce describes the process of electronic business activities that perform transactions through internet connectivity. The purchasing and selling, and exchanging of goods and services along with information take place electronically through E-commerce between consumers and businesses, and digital professionals. The digital transformation has

made E-commerce emerge as a fundamental component that guides how consumers purchase products while affecting entrepreneurs running their business operations and the customer relationships they maintain with companies. E-shoppers today have unlimited freedom to conduct purchases whenever and wherever they choose outside traditional store boundaries (Purnomo, 2023).

Today, the retail landscape is changing rapidly, supported by the digitalization that occurs with the advancement of technology and the usage of social media platforms as a lead marketing and consumer engagement channel. In Manila urban hubs, there is a sophisticated, diverse demographic that consumes premium retail spaces. Such consumers are the highly tech-savvy, pragmatic, and tend to have a high expectation of innovative experiences, and are a key market segment for which businesses compete in a highly dynamic environment.

According to Statista, (2023) by 2029, more than 95 million Filipinos are predicted to utilize social media sites, which emphasizes the importance of social media among Philippine's 119 million internet users. The Philippines, considered as the world's social media capital, has an average daily usage time of three hours, via Facebook, TikTok, and Instagram being the most popular platforms. The Philippines internet network requires expansion due to its seven thousand islands, making it difficult for the government to offer basic access to the internet. Despite advancements, 56% of Filipinos still lack internet connection, necessitating swift action (Social Media Users in the Philippines 2029| Statista, 2023). Social media advertising, contributing for 59% of total media ads spending in 2023, is a very effective way to promote items and reach a larger audience. Social media has surpassed traditional media in the Philippines, with Filipinos spending more than eight hours per day browsing the internet, using social media, and watching television. With the Philippines 99 million internet users in 2029, social media advertising may be more effective for B2C E-commerce due to the increasing number of digital buyers discovering products online (Statista, 2024). Recent research from Rakuten Insight showed that the majority of Filipinos of all ages used e-commerce websites within the last three months (Statista, 2022), with some popular websites being Shopee, Lazada, Zalora, among others.

Social media platforms allow for unprecedented opportunities for businesses to engage with consumers using targeted advertising, influencer partnerships, and interactive content. But, traditional strategies are becoming ineffective as digital advertisement becomes more and more crowded. Repetitive messages from marketing messages overwhelm consumers; they are suffering from “ad fatigue” and falling off engagement, reducing the return on advertising investments. Thus, emerging as the promising solution to address this challenge are the immersive advertising tools using the augmented reality (AR) and virtual reality (VR) technologies. The first set of innovative approaches adds multisensory and interactive experiences to increase the emotional connections between the brands and consumers. Although these strategies have great promise and are relatively inexpensive, there is very little examination of their application in a localized context, like Manila, and this leaves businesses unsure as to whether such an investment would be worthwhile.

Social Media Advertising has become an integral part of any modern marketing, but due to saturation, their business returns have decreased dramatically. Manila, and other

business hubs are extremely competitive and have a demanding consumer base that is seeking novelty, quality and personalized interactions. New and more engaging and innovative advertising strategies are therefore needed, which fail to fulfil these expectations with the current strategies. Possibly, there is a solution to the problem of advertising: Immersive advertising that can provide the possibility of creating

memorable interactive experiences. But empirical research on its effectiveness, especially in Southeast Asia, constrains its adoption and incorporation into mainstream marketing practice.

This gap in knowledge presents an opportunity to explore the role of immersive social media advertising tools in influencing consumer purchase intentions. By addressing this gap, the research provides practical solutions for businesses and contributes to broader goals of sustainable economic growth and innovation. The focus of this study is to examine the ways in which immersive social media advertising tools work to influence the E-shoppers purchase intention in Manila, Philippines. The attainment of these objectives is in tune with a number of United Nations Sustainable Development Goals (UNSDGs). For instance, it contributes to the realization of Goal 8: Decent Work jobs and economic growth by supporting businesses to enhance marketing capability, induce an increase in consumer spending, and promote the growth of the local economy. Using cutting-edge technologies in the Ads by business is promoted by this research, which also leads to Goal 9: Industry, Innovation, and Infrastructure. On the other hand, Goal 12: Responsible Consumption and Production concerns responsible and meaningful engagement of the consumer base, which gel well with the objective of the company in the context of handling the production side as well as the consumption side of the marketing process.

There are several reasons why this research is important. As a contribution from an academic perspective, it fills a particularly under researched area of the literature, by proposing the under researched domain of immersive advertising in a Southeast Asian context. While there has been a lot of research on developed markets to date, the questions of cultural and demographic nuances frustrate. It contributes to global literature on digital marketing and consumer engagement by offering novel insights on how emerging economy customers make purchase intentions with the aid of immersive technologies.

In practice, the study provides businesses with practical ways of using immersive advertising to help them achieve marketing objectives based on evidence. In Manila and similar urban hubs, data-driven recommendations that improve consumer engagement, brand loyalty, and increase sales stand to benefit retailers. This also inspires businesses to do innovative and sustainable things to enable the wider purpose of urban development and economic resilience laid out in Goal 11: Sustainable Cities and Communities. The research also has societal benefits beyond academia and business. This offers the chance for brands to provide more engaging, more personal, more informative experiences to their consumers, in turn improving the quality of interaction between a brand and an audience. Focusing on meaningful consumer engagement aligns with Goal 4: Quality Education, which serves as an interactive and educational advertising scheme where consumers are prompted to make educated choices when purchasing products. In addition, the study facilitates experts, businesses, and technology providers to work together to promote Goal 17: Partnerships for the Goals through knowledge sharing and innovation.

This research contributes to knowledge and practice at various dimensions. Therefore, it contributes to the academic field, enriching its body of knowledge by giving localized insights into the effectiveness of digital advertising made in the immersive environment, challenging the conventional approach to measuring the effectiveness of advertising, and inventing new ways. It is an invaluable roadmap for businesses that are looking to leverage and measure the value of new advertising technologies. Apart from that, the research highlights the possibility of immersive advertising to offer consumers more enjoyable, ethical, and sustainable shopping experiences. This research supports the integration of innovation, sustainability, and consumer empowerment in marketing practices, in line with the UN SDGs. It shows that organizations can thrive on the edge of economic development through their involvement, driving positive changes for consumer satisfaction, and developing an equitable and ethical digital economy.

This research attempts to fill in a gap and explore the effects of immersive social media advertising tools in affecting consumer purchase intention in Manila, Philippine. The study narrows the knowledge and practice gaps and the failure of marketing strategies; it enriches and transforms the consumer experiences, and it contributes to the global goals of sustainability, innovation and economic development. The promise of its findings is to benefit academia, business and society generally as it progresses the discussion of responsible and effective advertising in a fast evolving digital landscape.

1.2 Statement of the Problem

This research explored the effect of immersive social media advertising tools on consumer purchase intentions. Specifically, it sought answer to the following questions:

1. What are the demographic profile of respondents in terms of age and social media platform used?
2. What is the level of effectiveness of immersive social media advertising tools in terms of:
 - 2.1 Advertising content;
 - 2.2 Social media platforms;
 - 2.3 Consumer awareness;
 - 2.4 Consumer engagement;
 - 2.5 Trust and credibility;
 - 2.6 Augmented reality; and
 - 2.7 Virtual reality?
3. Are there significant difference in the level of effectiveness of immersive social media advertising tools when grouped according to age and social media platforms used?
4. What are the respondents level of purchasing intentions with regards to:
 - 4.1 Brand quality;
 - 4.2 Brand innovation; and
 - 4.3 Brand trust?
5. What is the relationship between immersive social media advertising tools and consumer's purchase intentions?
6. From the study results, what marketing strategies can be proposed?

1.3 Hypotheses:

H1: There is no significant difference in the level of effectiveness on immersive social media advertising tools when grouped according to age and social media platforms used.

H2: There is no relationship between immersive social media advertising tools and consumer's purchase intentions.

1.4 Significance of the Study

This research aims to contribute to expand the knowledge of how immersive social media advertising tools effect on consumer purchase intention, specifically focus on E-shoppers of Lazada, Shopee and Zalora in Manila, Philippine. Since brands progressively use social media platforms to interact with consumers, it is vital to understand how advertising content, platform selection, consumer awareness, consumer engagement, trust & credibility, augmented reality (AR) and virtual reality (VR) impact their purchase decisions.

Businesses and Retailers. The findings of this research are helpful to businesses and stores in Manila and other metropolitan cities. The subject views advertisement content on such platforms as Facebook, Instagram, YouTube, TikTok, and X may help businesses develop innovative advertisement strategies

concerning what makes up the factors of trust and credibility. This helps businesses better optimize their advertising spend, increase consumer engagement, and, ultimately, achieve better conversion rates.

Social Media Platforms. The study is beneficial to social media companies by offering recommendations on how consumers view their advertising strategies. This shapes the design of advertising tools and features that better meet consumer demands, resulting in increased engagement and satisfaction for E-shoppers.

Future Researchers. This study may be utilized as a reference for future research focusing on the relationship of immersive social media advertising tools and consumer purchase intention. It adds to the existing literature by digging deeper into the special peculiarities of the behavior of e-shoppers in rapidly urbanizing destination, as it can bring local perspective, which helps it to be more extended or compared with other places.

Consumers. The study shed light on the way consumers relate and react to immersive social media advertising, so that we can recommend more open, dynamic and credible advertising instruments. This leads to better customized advertisements that correlate with consumer needs and preferences and thus make their E-shopping experience better.

Associations. Business associations, specifically marketing and advertising benefit from this study on successful immersive social media advertising tools. Findings can assist employees to develop optimal strategies for advertising, allowing business to increase consumer trust and engagement. Furthermore, consumer insights about awareness and trust help associations stand for ethical advertising tools, which improves the business's reputation.

Government. Policymakers are concerned with advertising standards or consumer protection, determining how social media advertising effect consumer purchase intention is very significant for government agencies. This study findings can help to shape advertising policies, specifically related to regulating content reliability and transparency. Recognizing how various social media platforms influence consumer credibility and engagement may help governments to counter disinformation and unethical advertising tools, ensuring a secure online environment for consumers.

Investors. Assessing the effect of social media advertising on purchase intentions is essential for investors. Insights on which platforms or types of content influence consumer purchase intention may help shape strategies for investment, guiding them to businesses or platforms that are compatible with consumer engagement trends. Furthermore, evaluating advertising tools that increase purchase intention enables investors to assess the potential ROI of companies with effective immersive social media advertising tools.

Academia. This study contributes to the digital advertisement literature by delivering theoretical and empirical insights into consumer purchase intention and social media influence. It explores advertisement content, platform differences, and advertising-purchase intention relationships, providing the foundation for future study and learning.

1.5 Scope and Limitations

This study focused on e-shoppers of business graduate studies professionals of five different universities (such as, Adamson University, Emilio Aguinaldo College, Philippine Woman's University, Technological University of the Philippines and Centro Escolar University) in Manila, in the Philippine, who frequently utilized e-commerce platforms including Lazada, Shopee, and Zalora. The study was carried out from February to April 2025. The study examined the immersive social media advertising tools of five key social media platforms: Facebook, Instagram, YouTube, TikTok, and X. The research explored several aspects of consumer purchase intentions, such as advertisement content, social media platforms,

consumer engagement, consumer awareness, trust and credibility, augmented reality (AR) and virtual reality (VR). The scope was limited to e-shoppers who purchased online through Lazada, Shopee, or Zalora.

The study was limited to Manila, business graduate studies professionals of five different universities (such as Adamson University, Emilio Aguinaldo College, Philippine Woman's University, Technological University of the Philippines, and Centro Escolar University), which might have limited its relevance to other regions or e-shoppers in various locales. The data gathering period was restricted to three months (February-April, 2025). Consumer purchase intentions might have differed outside of this time frame, particularly during distinct periods or sales occasions. The study was limited to the platforms selected (Lazada, Shopee, and Zalora) and might not have accurately represented E-shoppers purchasing intention or consumer behavior on other e-commerce platforms. Data were collected through a survey questionnaire from e-shoppers might have included biases such as social desirability, which causes respondents to submit responses that they feel are more acceptable or beneficial than their genuine thoughts. The study emphasized solely social media advertising and excluded other types of digital or offline advertising (e.g., email marketing, search engine advertisements) that may influence customer purchase intention. Rapid shifts in social media algorithms, e-commerce platforms, and market trends during or following the study period might have an impact on the findings.

1.6 Definition of Terms

The following terms were defined operationally in order to understand the context of these terms utilized in the study.

Advertising Content is a creation of high-quality content for paid advertising channels like pay-per-click, paid social ads, and commercials is known as content advertising. Content marketing, which prioritizes organic growth, is not the same as content advertising.

Augmented reality (AR) is a technology that combines fictional and real objects to allow for interaction by the user experience. AR can contain visual elements, audio and other sensory elements.

Brand quality is an assessment of a brand's actual and perceived worth. It includes the design, quality of manufacturing, customer support experience, and general reputation of the business.

Brand innovation is an organizational strategy that entails transforming how a brand provides value to its customers, rather than just making casual changes.

Brand trust is a consumer's belief in your brand's potential to fulfil its obligations.

Consumer Awareness is the process of ensuring that the purchaser or buyer is aware of the facts and information about the goods, products, services, and buyer rights. Consumer awareness is essential in order for buyers to make the most effective choice and make the best decision.

Consumer Trust and Credibility relate to how consumers consider advertising messages to be credible and how much they trust the source of the advertisement.

Consumer Engagement encompasses the experiences that consumers have with the brands while engaging with them throughout the day, such as online purchasing, internet streaming, browsing the social media among others. Brands need to focus on getting consumer engagement so that they are able to communicate with the right consumers at the right time with the right message.

Consumer Purchase Intention is a customer's intention to purchase definite product or service. Purchase intention is a stimulated variable that depends on content of advertisement, Platforms (e.g. Facebook, Instagram, You tube, Tiktok and X.), consumer awareness, consumer engagement or trust & credibility. Purchase intentions indicate the desire of a consumer to buy a product or to use a service.

E-commerce could be buying and selling of products or services via the internet, money and data transfer to carry out the sales. Sometimes it is also known as electronic commerce or online commerce.

E-shoppers are individuals who buy products or services using electronic means such as websites or mobile applications.

Immersive Social Media Advertising is an advertising strategy that engages potential consumers through sensory-rich, highly personalized and engaging content designed to grab attention or encourage more profound emotional or cognitive engagement.

Marketing Strategy is a comprehensive plan of actions that a business has developed to accomplish its medium and long-term marketing and business objectives while incorporating digital and distribution strategies.

Social Media Platforms is a kind of digital marketing technique that delivers sponsored advertising to your target audience through these platforms (e.g., Facebook, Instagram, YouTube, TikTok and X.).

Virtual reality is a computer-generated environment that resembles reality and allows users to immerse themselves in a three-dimensional world.

1.7 Related Literature

1.7.1 Immersive social media advertising tools. Immersive technologies take users to another world, and immersion can be described as the extent to which an individual becomes interested in VR, to the point where the virtual environment dominates users thoughts and ideas. This next-generation brand experience will require advertisers must adapt their strategies to a more driven and immersive approach (Frechette et al., 2023). To compete in this multidimensional world, the creative processes of advertising and storytelling must become more dynamic. Immersive advertising, which allows for product contextualization inside the user experience, is becoming more popular. Consumers can interact virtually with businesses and integrated products through such advertising, which are often delivered via augmented or virtual reality (Sands et al., 2024).

1.7.1.1 Advertising content. Previous research suggests that advertisement content is a major determinant of advertising effectiveness, it consequently has a direct effect on actual consumer behavior, especially sales. So far, the two most widely researched content aspects are emotionality and informativeness (Guitart & Stremersch, 2020). Management use promotional content to influence consumers by appealing with logic. It aligns with past studies, it describes that informative advertising ads that convey true information about a product, including its qualities, price, and utility. Advertisement score high on informativeness, which emphasizes the cognitive motivations for purchasing the brand. For example, Cillit Bang advertisement highlights the benefits of one of their home sprays, including its ability to remove stains (Bruce et al., 2020); (Guitart & Stremersch, 2020).

In contrary, marketing managers employ emotional content to convince consumers with feelings. It describes emotional advertisements as ads which try to provoke positive sentiments, create an emotional response towards the product, and emphasize on value-expressive and pleasurable benefits of having or utilizing the product. Ads with a high emotionality score emphasize empathetic motivations to acquire the brand. Past study distinguishes between low and high arousal emotions, with arousal indicating the strength of the provoked feeling. Examples of low-arousal psychological content indicators involves: love, affection and nostalgia, whereas high-arousal psychological content indicators involves: sexual orientation, practice, and humor while low-arousal content attracts consumers with appealing content, high-arousal content uses engaging, attention-grabbing information. An advertisement for Merci chocolate

contains an instance of emotional content that has low arousal levels. The advertisement depicts numerous emotional scenarios among two people, in one of them praises the other using Merci chocolate. A Coca-Cola Zero advertisement features a thrilling, emotionally charged sequence in which a boy dressed as a movie hero escapes his girlfriend's parents using a helicopter (Becker & Gijsenberg, 2023).

Aside from informativeness and high-/low-arousal sentimentality, another content component is creativity. As defined by professionals are undoubtedly the most essential driver of advertising success. We describe creativity as diverse thinking. Creative advertisements are those that are unique, innovative, unusual, or distinctive content. A number of studies have looked at the effect of various content aspects on ad effectiveness. Nevertheless, to extent of our knowledge, no study has examined the effects of advertisement content on behavioral objectives such as sales has examined possible time-based effects (the brands advertising content with time i.e., continuity) or competitive effects (the brands content contrasted with competitor content i.e., similarity), regardless of the degree to which marketers remain consistent within their own brand advertising and how they position themselves with regard to advertising content from adversaries should have an effect on brand performance (Guitart & Stremersch, 2020).

1.7.1.2 Social media platforms (e.g., Facebook, Instagram, You tube, Tiktok and X). Facebook dominates global social media advertising revenues. Initially launched as a platform for friends to connect, stay in touch, and share updates about their lives, Facebook has evolved significantly, fueled by the rapid daily growth in active users. Social media advertising refers to a broad category that encompasses all types of promotions delivered via social networking platforms, including direct forms like banner ads and commercial videos, as well as indirect methods such as fan pages or brand-related tweets. Facebook provides two types of advertisements: premium advertising or marketplace advertising. Premium advertisings are displayed in the newsfeed, at the right side of the screen, on the cell phone newsfeed, alongside the logout page. Marketplace advertisings are also displayed on the right side of the screen. All premium Facebook advertisements start with content published on a brand page (Yassin, 2021).

Instagram has evolved into an electronic store where advertisers can spread promotional messages and encourage interactions between sellers or consumers when selling products. Considering the significance of Instagram ads between retail brands or the significance of these engagements on consumer responses, a deeper knowledge of the influence of its interactive capability may provide a competitive edge to these brand. Two separate Instagram advertisements formats representing two levels of involvement (i.e., Story format versus standard ad format) were analyzed to examine the influence of engagement from an advertisement on Instagram on shaping beneficial brand outcomes (Kim et al., 2022). Apparel brands significantly using Instagram advertising, considering it is critical for these brands to market products with amazing visual content, because its popularity and visually appealing nature (Casaló et al., 2020).

YouTube has increased its significance, with a rising number of specialized video vloggers creating valuable content. Marketers utilize YouTube as a video platform and experiment with numerous strategies for promotion and advertising on it. The insights of YouTube viewers concerning advertising were studied through their narratives, resulting in the establishment of two primary themes: subjective distress or entertaining information. Repetitive ads, advertising placed in adverse scenarios, and advertising which last excessively long all create subjective dissatisfaction. The entertaining and informative parts of a YouTube advertising arise when the goods are displayed for its debut or are presented in a unique or creative manner. When advertising are regarded to be useful or interesting, viewers are more likely to watch them many times, which may lead to purchasing decisions (Sebastian et al., 2021).

TikTok is nowadays frequently utilized as an advertising medium because the platform creates unique and appealing effects; that is due to TikTok accurate targeting to reach the exact consumers (Meliawati et al., 2023). TikTok has a significant advertising presence. The majority of individuals encouraged ad campaigns on TikTok, which exceeds the population who choose to watch the advertisements on various platforms (Han, 2020).

According to this study, between the numerous social media platforms, twitter (X) has become the most prominent with regards to online traffic. In addition, twitter (X) ranks among commercial websites or most popular channels that individuals utilize to Comment on and seek information on Brands products and services (Fariska et al., 2021). Twitter (X) enables users to Publish, comment and share posts are short phrases, twitter (X) is viewed as a social publishing platform, which implies brands can utilize it to interact directly with the desired demographic. Twitter's (X) tweets are often used to convey messages to specific audiences containing content include current events, occasions, consumer goods and services, the information, advertisements, and attractive offers (Sari et al., 2022).

1.7.1.3 Consumer awareness. In consumer thoughts, brand awareness serves as a brand strength. The two aspects of brand awareness are memory and recognition. Advertising on social media is frequently contrasted with brand awareness. If consumers are exposed to a variety of advertisements, they will become aware of many of them when they appear. The more consumers experience advertising for a brand, the more aware they are of its presence. Consumer capacity to recall brands as components of a product category is the measure of brand awareness ease. Social media advertising campaigns used in digital marketing frequently increase brand exposure. In addition, the factor of consumer purchasing intent must be taken into account in digital marketing. (Prayoga et al., 2023).

Awareness plays a strong role in dictating consumer tastes; consumer understanding of a brand starts with awareness. Brand awareness has always been one of the most significant variables of marketing and has been playing a crucial role in the long-term connection between a brand and its consumers. Brand recognition has been facilitated a lot through digitalization in marketing, as it has made it much easier to market a brand through several digital platforms. Social media marketing aids this process by allowing businesses to access thousands of potential customers and provide relevant messages to them. When a business focuses on market penetration, diversification into new markets, or expansion in existing ones, consumer awareness is essential. There are several social media networks via which a business may be promoted, particularly "Facebook," one of the most prominent channels with a large online audience that offers a variety of possibilities to change unaware consumers to aware consumers (Tchelidze, 2023).

1.7.1.4 Consumer engagement. Engagement includes several kinds of actions such as relating with a brand as well as looking for and sharing brand advertising content. In modern consumer-centric marketplace, brand engagement allows consumers to form informed purchase decisions (Cheung et al., 2020). As a result, marketers attempt to engage consumers utilizing social media advertising, including the social media platform, in order to improve the relationship between, both parties or eventually, boost business profitability. Social network monitoring tools use different kinds of follower engagement (likes, comments, or shares) to determine engagement levels. These engagements allow us to assess user involvement and draw comparisons between other social networks (Cuevas-Molano et al., 2021).

Consumer engagement through social media advertising is the representation of consumer conceptual and emotional attitudes towards brand engagement behaviors on social media. Consumer initiatives towards brand products, or services are referred to as social media engagement. Sponsored posts are published to social media platforms in advertising, so consumers engage with the brand by like or commenting on

posts. True engagement happens when consumers are motivated adequately to take action or engage, with click the like button and commenting indicating genuine engagement (Gross & Von Wangenheim, 2022). The findings of this study support the purpose and significance of brand engagement through social media platforms, which has had a significant beneficial influence on brand equity with indirect enhanced purchase intention in favor of the brand. Brand engagement on the social media sites possesses a direct beneficial influence on two aspects of brand equity: awareness of the brand or association with the brand. Furthermore, brand engagement possesses an indirect beneficial influence on purchase intention as a result of brand awareness. The research findings indicate that social brand engagement plays an essential role in the correlation between brand awareness as well as purchase intention (Minh et al., 2022).

1.7.1.5 Trust and credibility. This is described as the credibility of a brand's product details in order to persuade consumers of its competence or knowledge, as well as its desire or trustworthiness to consistently deliver on its promises (Ramadania et al., 2023). Brand credibility assures product quality in order to build consumer trust to improve purchase intention. Furthermore, this concept impacts consumer willingness to pay a premium price has a positive correlation with brand quality perception (Mandler et al., 2020).

This study investigated the relation between initial trust or purchase intention in online purchasing, emphasizing on risk, credibility, or convenience. The findings indicated an important connection among trust or purchase intention, with increased trust levels decreasing perceived risk and boosting purchase intention. Trust also improved perceived credibility, which ultimately return increases purchasing intention. Furthermore, higher trust levels are connected with greater perceived convenience, which increases purchasing intention. The study suggested that trust and its mediating aspects play an important role in shaping consumer purchase intentions in online purchasing, with developing trust, reducing risks, establishing credibility, or improving convenience all positively affecting consumer behavior (Kathiarayan, 2023).

1.7.1.6 Augmented reality. AR advertising is becoming more prevalent in sales and advertising strategies. This technology enables brands to offer unique experiences for consumers on mobile devices. Augmented reality advertising is the deliberate application of AR experiences, either alone or in tandem with other media or brand-related cues, to accomplish broader advertising objectives by producing value for the brand, its customers, and the public as a whole, while keeping ethical considerations in account. A concept of social media advertising has emerged as a result of the substantial advancements made in a variety of disciplines by digital information and communication technologies (ICTs), including marketing research. In order to jointly create, convey, deliver, and sustain value for all stakeholders, businesses work with collaborators and consumers through an adaptable, technology-enabled process. When it comes to advertising on AR mobile apps, it increases the effectiveness of advertising by enhancing consumer escapism through psychological processes of mental imaging such as narrative transportation and spatial immersion (Sung et al., 2021).

Comparing the effectiveness of AR in the context of advertising show that augmented reality advertisements are more entertaining and informative than conventional advertisements. This theme is that AR advertising not only grab consumers attention and offer a more engaging experience, but also stimulate deeper cognitive processes, resulting in enhanced response to the promoted products (Uribe et al., 2021). Additionally, two advantages of an AR-based platform for e-commerce are viewed as augmented realism and technological fluidity, have a good impact on the consumers flow experience (control, focus, attention, and curiosity), which has a major influence on the brands cognitive, emotive, and behavioral reactions (Chen & Lin, 2022). In the context of consumer hedonic motives and purchase

intention, augmented reality characteristics (such as novelty, amazement, and inspiration) are beneficial to e-commerce (Arghashi, 2022). Nevertheless, this study findings also highlighted how AR features might have detrimental effects on consumer hedonic motives and purchase intentions, such as distraction and information overload.

1.7.1.7 Virtual reality. Consumers can virtually experience a simulated product or service using VR technology, virtual reality advertising are a powerful tool for influencing consumer attitudes. In virtual reality advertising, the relationship between inspiration and credible sources proved to be a means of innovation and a strategy towards attracting with wider audience. Several persuasive theories propose that when people have limited ability or motivation to digest a message, the legitimacy of the source and the quality of the arguments have a higher influence on persuasion. But this effect is thought to occur regardless of the consumers pre-existing sentiments, potentially limiting improvements in consumers cognitive brand impressions. According to recent research, source credibility and argument quality based inspiration occurred only when participants lacked past attitudes and were unable to establish a new attitude based on the message content. According to recent research, source credibility and argument quality based inspiration occurred only when participants lacked past attitudes and were unable to establish a new attitude based on the message content (Verma et al., 2021).

Promotion will be a key growing area in VR advertising. The entertainment industry is expected to promote this trend, with all new film releases using 360-degree video teasers by the end of 2016. The 360-degree video channels on Facebook and YouTube have advanced this trend significantly. For example, Disney's Steam VR app provided a promotional strategy for important brands, most recently Star Wars. Ford started adopting virtual reality for vehicle design and production in 1999, following the release of the first VR games in the early 1990s. According to academics, virtual reality has never been a widely used consumer product (Jayawardena et al., 2023).

When addressing the 3D video advertising category, the study discovered that 3D drivers not only render the advertising viewing experience more entertaining, but also decreased ad-skipping attitude (Wu et al., 2022). 3D animated drivers inspire emotions of anthropomorphism, presence, vividness, and novelty, increasing the satisfaction of the ad-viewing experience. In addition, promotes positive emotional reactions (e.g., favorable brand attitudes), cognitive results (e.g., improved brand recognition), and purchase intention. Moreover, in destination advertising studies, VR ads with strong virtual reality increase visitor (re)visit intentions, while this influence is enhanced by affection (i.e., amusement, aesthetically pleasing) and cognition (i.e., learning) (Ying et al., 2021). Furthermore, VR ad appeals boost charitable contribution behavior among individuals by providing a vivid sensory experience (visual and audio) in a non-profit marketing context (Kristofferson et al., 2022).

1.7.2 Consumer purchase intention. Purchase intention reveals an individual's anticipation of purchasing a product and is regarded the primary indicator of actual behavior. This entails that comprehending purchase intention is essential in forecasting consumer purchase behavior. Nowadays, an increasing percentage of consumers share their thoughts on social media, and electronic Word of Mouth has a substantial impact on consumer purchasing intentions (Ngo et al., 2024).

According to the findings, attention-grabbing characteristics have a substantial influence on purchase intention or demonstrate a positive relationship. It is demonstrated from the fact that, in today's digital era, when the number of items available to the consumer is enormous, the inclusion of features such as discount prices distinguishes one product from the others. Features with a positive shock value may encourage the consumer to bypass several of the decision-making processes and generate a purchase intention quickly.

Some instances of such features include limited stock announcements and price declines. Celebrity endorsement has a tremendous impact on purchase intention since celebrities are often idolized and adored by the majority of the public. Their presence makes advertising to stand out on social media, and people often get a personal attachment to them, which urges them to crave to obtain their approval. Celebrities also have an indirect influence on purchasing intentions by word of mouth.

The findings of this study indicated that emotional appeal had a major impact on purchase intention. Integrating emotional content into an advertisement may frequently result in a positive connection with the individual. Brands have used themes such as nationalism or family love on several occasions, with remarkable success. The emergence of purchasing online has raised awareness of a diverse variety of products and services, resulting in rising competition between brands. It may lead to people prioritizing product price, quality, or details above creative features in advertisements. Although advertisements can be fascinating, if they possess purpose that promotes the product, their efforts may be ineffective and divert attention away from the product itself. As a result, creative features may not necessarily lead to purchasing intention (K et al., 2021).

1.7.2.1 Brand quality. Consumer perceptions determine brand quality in terms of packing size, quality provided, and attractive design. Brand quality is one of the features that classify a product based on its pricing and specifications. Brand quality relates to a product's features that depend on its willingness to meet consumer expectations and must be revealed or contained within it. Brand quality encompasses attributes inherent to the product, such as its design and packaging, which serve to attract consumers and can also influence their purchase intention. Attractive packaging, including powerful visuals and labels, can influence consumer impressions of brand quality. Brand quality, advertising appeal, and pricing discounts effect consumer's purchase intention (Meliawati et al., 2023).

Though objective criteria established by professionals determine brand quality, perceived quality is subjective and impacted by personal experiences and knowledge. Such things as demographics, personality traits, as well as cognitive ability may all influence quality perception. Additionally, factors like marketing campaigns and trends that exist in the society could affect the perception of consumers as to the quality of a product. Brand quality is very important in the enhancement of consumer satisfaction, perceived value and purchase intention. It can also help to reduce perceived hazards. Finally, a strong brand with high-quality products is an effective predictor of the consumer purchasing decisions (Suhud et al., 2022).

1.7.2.2 Brand innovation. An innovation is a creative idea, product, or service which consumers regard as novel. Brand innovativeness encompasses the distinct qualities of a product or service, such as the product, packaging, and creative marketing tactics that provide consumer perceived value and meet consumer requirements. Consumers will positively appraise and boost their purchase intention if they see the innovativeness of established brands (Bu et al., 2023).

To maintain their competitive advantages and existing market shares, brands constantly aim to develop or establish something innovative and creative. Brands typically use two distinct approaches to innovation; radical innovation and incremental innovation to accomplish these goals. A new product that varies substantially from the current product and provides more significant benefits is radical brand innovation. Large-scale, drastic changes are not the goal of incremental innovation. Brands that use existing technology and concentrate on improving the cost or features of their current products whose performances have been improved or upgraded are more likely to innovate incrementally. An innovative

new product is a kind of incremental innovation that adds value to the brand's current products and is innovative to both consumers and the brand itself (An et al., 2021).

1.7.2.3 Brand trust. Brand trust arises from earlier experiences and interactions that occur during the growth phase of the consumer brand journey, and is represented as the consumers experienced process of grasping and perceiving gradually. Brand trust is the whole sum of information and experience a consumer has with a brand, that comes from direct usage of the brand and experiences that may result in favorable and unfavorable situations. Consumer experiences with brand trust tend to be the actual consuming experience, as it is closely related to brand consumption or brand experience, it can promote the brands credibility and relevance (Husain et al., 2022).

Brand trust develops through a series of past experiences and interactions that occur throughout the consumer-brand journey. It is shaped by the consumer's ongoing process of learning and forming perceptions over time. Brand trust reflects the overall knowledge and experiences a consumer has accumulated with a brand through direct usage and interactions, which can lead to either positive or negative impressions. The actual consumption experience is the most important stage of the consumer journey in terms of brand trust. This stage is inseparable to brand usage and experience, which can either enhance or lessen the brand's relevance and legitimacy. Building beneficial consumer relationships is critical for brands, since it has a cumulative influence on E-shoppers brand perception or loyalty, which has been related to brand value (Husain, Paul, et al., 2022).

1.8 Synthesis

Immersive technologies like augmented and virtual reality are redefining the advertising industry with dynamic narrations and brand interaction. As discussed by Frechette et al. (2023), these technologies have revolutionary potential, and promoters need to adopt more immersive methods of attracting the attention of consumers in a virtual-dominant environment. Sands et al. (2024) emphasize on immersive advertising's potential to contextualize products inside user experiences, hence increasing consumer engagement. They both agree on the significance of immersion in modern advertising; however, Frechette et al. (2023) focus on adapting innovative strategies, whereas Sands et al. (2024) emphasize interaction with consumers with incorporated products.

The research on social media advertising content emphasizes its importance for shaping consumer intention, including emotionality, informational value, and creativity identified as major variables determining advertising efficiency. Guitart and Stremersch (2020) and Bruce et al. (2020) argue that informational content relates to consumer rationality by offering accurate details about product qualities, utility, and pricing, which leads to cognitive intentions for purchase. In contrast, (Becker and Gijzenberg, 2023) believe that emotional content, which stimulates positive sentiments and values, engages consumers emotionally. They distinguish between low-arousal emotions (e.g., love, nostalgia) and high-arousal emotions (e.g., humor, gender identity), with each serving a particular role in consumer engagement, as demonstrated by advertisements for Merci chocolate and Coca-Cola Zero. Guitart and Stremersch (2020) broaden the topic by emphasizing the significance of creativity, describing it as diversified, innovative thinking that distinguishes advertisements.

The research on social media platforms emphasizes their unique advertising features, engagement with users, and impact on brand leads across platforms. Facebook is mainly utilized for maintaining relationships, with ads (premium and marketplace) incorporated into user feeds to promote brand posts (Yassin, 2021). In contrast, Instagram advertising is visually centered, promoting brand

engagement through formats such as stories and regular advertisements, which have a substantial influence on consumer responses, particularly for fashion brands (Kim et al., 2022; Casaló et al., 2020). YouTube, which focusses on video content, provides marketers with a dual experience in which ads can cause emotional distress due to repetition or give entertainment through creative presentations which impact consumer purchasing (Sebastian et al., 2021). TikTok visual appeal derives from its unique and engaging impacts, with highly targeted advertising resulting in higher ads campaign engagement than other platforms (Meliawati et al., 2023; Han, 2020). Twitter (X) is a major medium for relationships with brands via short-form content, allowing for personal engagement with consumers in brand-related conversations (Fariska et al., 2021; Sari et al., 2022). whereas all platforms prioritize user engagement, the distinctions are in content format (e.g., visual on Instagram vs. short text on X), consumer engagement format, and brand influence potential, with Twitter (X) being a more swift platform for real-time brand conversation and Facebook concentrating more on social relationship management.

Consumer awareness is an important factor in determining brand strength, which is driven by recognition and recall, with social media advertising playing a vital part. Prayoga et al. (2023) emphasize that regular exposure to advertising raises consumer awareness and retention, which is essential for brand recognition. This is proven by Tchelidze (2023), which illustrates the significance of digitalization to promoting brands through platforms like Facebook, which empower businesses to access broad audiences. Both authors believe that brand recognition is crucial for consumer perception or long-term engagement, however Prayoga et al. (2023) emphasize consumer purchase intention as an essential component in digital advertising, whereas Tchelidze (2023) overlooks. Although both analyze social media efficiency in brand promotion, Prayoga et al. (2023) emphasize the need of frequent exposure, despite Tchelidze (2023) emphasizes the diversity of platforms such as Facebook in engaging unaware consumers. Such a difference indicates the variety of study approaches, where Prayoga et al. (2023) draws attention to the frequency of advertisement whereas Tchelidze (2023) relies on tactic-specific approaches associated with awareness evolution on definite platforms.

Consumer engagement on social media is important in this competitive world, as consumers are active in finding and sharing brand information that impacts their purchase intentions. Cheung et al. (2020) reveal that through social media, consumers become better informed about their choices, while businesses, in turn, use such platforms to build connections and improve profits. Likes, comments, and shares are used to assess user engagement (Cuevas-Molano et al., 2021). Gross and Von Wangenheim (2022) describe consumer engagement as simultaneously conceptual and emotional, with actual engagement occurring when consumers take significant actions, such as like or commenting on sponsored content and proceed on arguing that real engagement is dependent on consumers having effectively motivated. The research emphasizes the beneficial impact of social media engagement on brand recognition, with Minh et al. (2022) revealing an initial impact on brand awareness and a secondary impact on purchase intentions. These studies share a common theme: the importance of social media engagement in creating brand success. While Cheung et al. (2020) and Cuevas-Molano et al. (2021) measure engagement through user actions, Gross and Von Wangenheim (2022) and Minh et al. (2022) explore deeper into the psychological motivations behind these actions, recognizing the significance of consumer intention and its relationship with brand loyalty.

The research emphasizes the significance of trust and credibility which impacts consumer purchase intentions, especially with regard to E-shoppers. According to Ramadania et al. (2023), brand credibility is a crucial factor in ensuring product quality, building trust, and increasing

consumer willingness to pay higher prices. Similarly, Mandler et al. (2020) demonstrate that credibility increases purchasing intention. Kathiarayan (2023) explores the effect of trust in lowering perceived risk, increasing credibility, and boosting convenience, all of these highly influence purchasing intention. Although all studies agree on the significance of trust and credibility, Kathiarayan (2023) study differs by emphasizing the mediating impacts of convenience and risk reduction, providing a more comprehensive understanding of trust impact on consumer purchase intention.

Augmented reality (AR) is transforming the world of advertising by providing immersive and interactive experiences, improving the experience of consumer-brand communications. Sung et al. (2021) describe the potential of AR to enhance advertising effectiveness by use of escapism, narrative transportation, spatial immersion, and enhancing consumer engagement. Uribe et al. (2021) agree, emphasizing AR's capacity to entertain, inform, and stimulate deeper cognitive responses compared to conventional advertisements. Chen and Lin (2022) extend this perspective, identifying augmented realism and technological fluidity as critical factors enhancing consumer flow experiences and influencing emotional and behavioral responses. Arghashi (2022) supports these findings, linking AR's novelty and amazement to positive hedonic motives and purchase intentions but also noting potential drawbacks, such as distraction and information overload. While all authors highlight AR's transformative role in advertising, Sung et al.

(2021) focus on psychological immersion processes, whereas Chen and Lin (2022) emphasize e-commerce-specific advantages. Arghashi (2022), in contrast, balances positive outcomes with potential risks.

Virtual reality (VR) advertising is a revolutionary means to change consumer attitudes by offering immersive experience and engaging deeper emotions. However, according to Verma et al. (2021), source credibility and argument quality were said to inspire consumers' particularly with no prior attitudes which presents limitations in enhancing cognitive brand impressions. Jayawardena et al. trace VR's evolution, where it has been finding more application in promotion, such as the 360-degree video campaigns by brands such as Disney while noting its low uptake as a mainstream consumer product (Jayawardena et al., 2023). Wu et al. (2022) examine the effect of 3D drivers – their success in controlling the ad-skipping behavior, promoting emotional engagement, and increasing brand recognition. Ying et al. (2021) and Kristofferson et al. (2022) extend VR's influence to specific contexts, such as destination advertising, where strong VR features improve revisit intentions, and non-profit marketing, where vivid sensory experiences boost charitable contributions. While Verma et al. (2021) focus on persuasion theory and cognitive limitations, Wu et al. (2022) examine entertainment and emotional drivers, and Ying et al. (2021) consider the experiential appeal of VR in tourism.

The research on purchase intention identifies several elements that influence consumer purchasing habits, including social media effects, emotional appeal, and advertising characteristics. Ngo et al. (2024) highlight the significance of electronic word-of-mouth and social media, arguing that consumer shared views have a substantial impact on purchase intention. Ngo et al. (2024) indicate how attention-grabbing aspects such as discounts and celebrity endorsements have a significant impact on purchasing intention. In contrast, K et al. (2021b) argue that innovative advertisements might capture attention, they may not necessarily result in a purchase if they lack content or relation to the product. Both authors believe on the significance of emotional appeal in influencing consumer purchase intention, but their emphasis differs: Ngo et al. (2024) emphasize the swiftness of digital implications, whereas K et al. (2021b) highlight the possible hazards of relying too much

on creativity in advertising that lack product focus. This difference in methods reflects divergent priorities in understanding purchase intention. Ngo et al. (2024) focus on social media and E-WOM as primary factors, whereas K et al. (2021b) emphasize product features and advertising efficiency.

Brand quality may include objective characteristics like packaging, design, product specifications, as well as subjective components related to personal experience, demographic makeup, and outside influences including marketing tactics that are pivotal in shaping consumer perceptions. Meliawati et al. (2023) highlight the importance of aesthetics of packaging, advertising appeal, and discounted pricing in affecting consumer's purchase intentions. Suhud et al. (2022) explain that the quality of a brand not only influences consumer satisfaction and perceived value but also decreases perceived risks and is a significant predictor of purchasing decisions. Both studies agree that brand quality matters to consumer behavior but differ in the most salient point of the discussion; Meliawati et al. (2023) focus on tangible features and marketing tactics, while Suhud et al. (2022) highlight the wider subjective and psychological factors.

According to Bu et al. (2023) brand innovation is defined as the development of novel ideas, goods, or services that have specific value to the consumer in terms of increasing their purchase intention. This idea includes the product characteristics, the packaging, and the creative marketing strategies meet consumer needs. To maintain competitive advantages and achieve market shares, brands follow radical or incremental innovation strategies. An et al. (2021) explain that radical innovation produces radically new products that deliver considerable gains over current offerings, whereas incremental innovation builds on existing products by enhancing performance or reducing costs. While both studies concur on the significance of innovation for retaining brand relevance, Bu et al. (2023) stress consumer perception and purchase decision, while An et al. (2021) explore the specific methods, comparing radical and incremental innovations in terms of their reach and impact.

Brand trust is the accumulation of past experiences and interactions in the consumer-brand journey. It develops as consumers are exposed and experience a brand directly through usage and consumption over time. Husain et al. (2022) and Husain, Paul, et al. (2022) highlight that brand trust is the result of good and bad experiences, which affect brand credibility and brand relevance. Despite the consensus on consumption experience being a crucial stage to shape brand trust, the two studies disagree in the focus: Husain et al. (2022) showcases narrative-building over time, while Husain, Paul et al. (2022) emphasize the enduring contribution of trust to a brand's worth and E-shoppers loyalty.

1.9 Theoretical Framework

The Uses and Gratifications Theory (UGT) indicates that as consumers, people consciously look for and utilize social media to fulfill certain needs or desires. As identified by UGT, there are four different kinds of needs that people try to satisfy through the use of social media; cognitive, affective, and personal integrative, and social integrative. Cognitive needs are aligned with consumer awareness and advertisement content, as consumers seek knowledge and information about brands or products. Affective Needs are associated with consumer engagement, as consumers interact with emotionally stimulating or engaging content, such as virtual and augmented reality experiences. Personal Integrative Needs are related to trust and credibility, as social media advertising boosts confidence and coincides with consumer values. Social Integrative Needs relate to the interactive aspect of social media platforms, which encourage connections through comments, likes, and shares while also increasing social engagement. UGT will be utilized to look into how consumers use social media to fulfil their social and communicating needs. Researchers have used UGT to explore how consumers use social media to meet their social

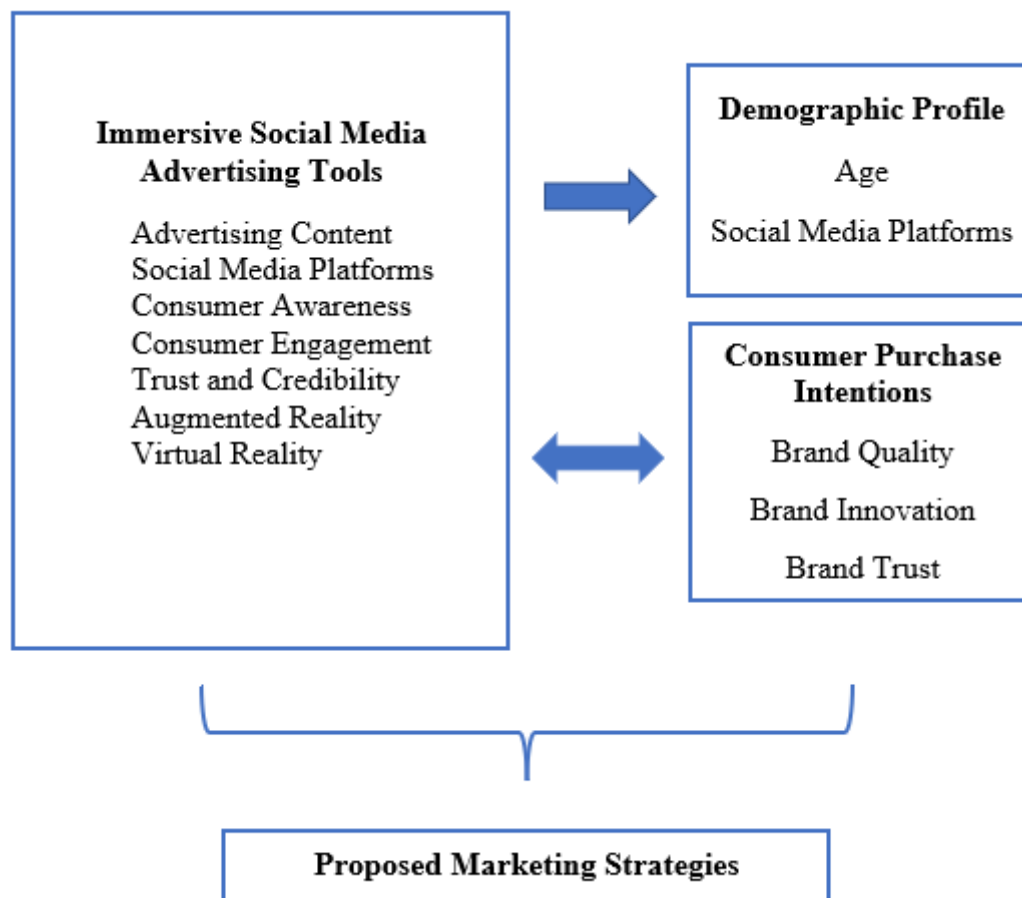
connectivity needs, such as engaging with friends and family, seeking social support, and forming new relationships (Keelson et al., 2024).

Consumer Engagement Theory refers to the degree of interaction and association that is experienced between a consumer or potential user and brands or retailers' product and services. It is normally divided into three categories: Emotional engagement, cognitive engagement, behavioral engagement. Emotional engagement refers to an affective tie that consumers have with a product or a brand. Cognitive engagement refers to the level of attention and thoughtfulness that the consumers dedicate towards the brand or product; behavioral engagement reflects itself in real behavioral engagements between consumers and the product or brands. This theory points out consumer involvement and interaction throughout the purchase of goods or services, particularly giving assessments, feedback, and suggestions of products or services by actions that include likes, shares, and comments. Consumer engagement theory is divided into two categories: Outcomes and Antecedents. In terms of outcomes, consumer engagement theory can predict a level of purchase intention. In terms of antecedents, it looks at how content features, language, as well as nonverbal information influence social media engagement. In this research consumer engagement theory explores the consumer purchase intentions in relations to brand quality, brand innovation, and brand trust are significant variables which determine how consumers interact and evaluate brands, hence shaping their entire purchasing intentions (Xiao et al., 2024).

1.10 Conceptual Framework

The variables discussed in this study originated from trustworthy research publications. This conceptual framework for this study examines the relationship among immersive social media advertising tools such as advertisement content, platforms, consumer awareness, consumer engagement, trust and credibility, augmented reality (AR) and virtual reality (VR) or their influence on consumer purchase intentions. It states that the efficiency of immersive social media advertisements differs among platforms (e.g., Facebook, Instagram, YouTube, TikTok, and X), or demographic profile that consumer perceptions of these aspects influence their purchase intentions. By evaluating the relationships between these variables, the framework hopes to find essential marketing strategies that might boost consumer purchase intentions, consequently advising stakeholders about successful immersive social media advertising tools.

Figure 1
Conceptual Framework



CHAPTER 2 METHODS

This chapter described the methodological framework used in this study to analyze the relationships between immersive social media advertising tools and consumer purchase intentions. This study was conducted in Manila, Philippines. This chapter thoroughly analyzed the different methods used in the research, including the research methodology, data collection techniques, sampling techniques, data analysis approaches and ethical considerations. Additionally, it briefly explained why these methodologies were appropriate for evaluating research questions and hypotheses.

2.1 Research Design

This research served as a quantitative descriptive design, focused specifically on E-commerce platforms like Lazada, Shopee, and Zalora's immersive social media advertising tools and consumer purchase intentions of E-shoppers. The descriptive research design is a methodology that explains characteristics, attitudes, behavior, views, or perceptions of a certain group or population being examined (Hassan, 2023). In addition, major variables like Advertising content, Social media Platform, Consumer awareness, Consumer engagement, Trust & Credibility, Augmented Reality, Virtual reality, Brand quality, Brand trust, and Brand innovation were also incorporated to gather comprehensive quantitative data. It was necessary to mention that absolutely no person-specific information was collected, whereas this research completely adhered to the guidelines given in the Republic Act No. 10173 (also known as the Data Privacy Act of 2012). Moreover, this survey obtained information from the respondents who use

Lazada, Shopee and Zalora to buy products of their need. The collected data were quantitative, therefore, quantitative analysis methods were employed. SPSS statistical software was used to analyze the collected data, Google Forms had been utilized to spread the survey questionnaire to the respondents.

2.2 Data Management

The researcher saved a lot of time and resources by distributing the survey questionnaire through Google Forms. Respondents considered it more convenient to complete the survey questionnaire using their mobile phone or computer devices. The researcher sought consent from respondents before data collection and explained the objective or nature of the study. Afterwards data collection, a note of gratitude was given to the respondents. All collected data were classified by providing each respondent with a unique code to prevent saving or sharing the respondent's personal information to any third parties under the provisions of Data Privacy Act of 2012 (Republic Act No. 10173). Data that were gathered through Google Forms were saved in a password-protected Google Drive account where only the researcher had access. When the study concluded, the data was no longer required, and all electronic records were permanently deleted from Google Drive.

2.3 Sampling Design

The researcher employed a Convenience sampling technique. Convenience sampling is a technique of non-probability sampling in which respondents are chosen from the larger population, specifically those who were E-shoppers of E-commerce platforms like Lazada, Shopee, and Zalora because they were the most convenient for the researcher to access. Participants in the sample were picked due to their accessibility to the researcher or they were the best representation of the overall population, but because they were the most effective for the researcher to gain access. The researcher selected respondents who could easily be reached geographically inside Manila: business graduate studies professionals of five universities (such as, Adamson University, Emilio Aguinaldo College, Philippine Woman's University, Technological University of the Philippines and Centro Escolar University). The execution of this study was influenced by accessibility and convenience, which might have increased convenience for selection owing to geographic location selection. Despite this, respondents were most likely selected at convenience to ensure sample integrity. The dependence on participants from a single locality (Manila) might have created a level of sampling bias. This might have had an impact on the findings generalizability if this sample of E-shoppers differed from the larger E-shopper community in other areas. The ease of having access enabled the researcher to gather data more efficiently, perhaps might have led to increased participation on rates. This sample might have reflected local patterns and consumer purchase intentions unique to Manila, rather than presenting a completely comprehensive perspective of all E-shoppers.

2.3.1 Respondents

The respondents of this research were the E-shoppers who frequently purchased products from Lazada, Shopee and Zalora. The respondents were selected based on the following criteria: Business graduate studies professionals of five universities (such as, Adamson University, Emilio Aguinaldo College, Philippine Woman's University, Technological University of the Philippines and Centro Escolar University) from Manila. The study's participants were not classified as the vulnerable population. They were older than 20 years, graduate-level professionals with a legal right to give informed consent, and sufficiently educated to comprehend the objective and ramifications of the study. It was completely voluntary to take part in this study. Participants retained the right to withdraw from the study at any time without penalty or consequences. The Informed Consent Form (ICF) in the questionnaire outlined the

rights of participants, and any withdrawn data would be permanently deleted to maintain participant autonomy.

Table 1 Population and Sample Size

E-shoppers of affiliated Universities	Population	Population %	Sample Size
Adamson University	72	16.6 %	34
Emilio Aguinaldo College	134	30.7 %	63
Philippine Woman University	139	31.7 %	65
Technological University of the Philippines	58	13.2 %	27
Centro Escolar University	35	7.8 %	16
Total	438	100 %	205

Sample Size Determination

To calculate the sample size in this study with 438 population size, the researcher utilized the Raosoft calculator. The confidence level was 95%, the margin of error was 5%, and the population proportion was 50%. As a result, the sample size was 205, calculated by the Raosoft, Inc. calculator.

**Table 2
Demographic Profile of Gender**

Gender	Frequency	Percentage%
Male	116	56.59%
Female	89	43.41%
Total	205	100%

**Table 3
Demographic Profile of Preferred E-commerce Platforms**

E-commerce Platforms	Frequency	Percentage%
Lazada	68	33.2
Shopee	102	49.7
Zalora	11	5.4
Any Other platform	24	11.7
Total	205	100%

2.3.2 Research Instrument

This study used a structured survey questionnaire designed to evaluate the characteristics of immersive social media advertising tools and consumer purchase intentions. It evolved from the previous research literature. The questionnaire was divided into three sections: demographic profile, immersive social media

advertising tools, and consumer purchase intentions. Based on developed evaluations from referenced studies, each section was modified to suit each aspect of the research.

Demographic profile included gender, age, university affiliation, social media platforms used, and preferred e-commerce platforms, with five closed-ended questions.

Immersive Social Media Advertising Tools section evaluated seven variables, each measured using a 4-point Likert scale (Not Effective at All, Less effective, Moderately Effective and Highly Effective). The variables, indicators, and authors were as follows: Advertising Content (3 items): Adapted from Guitart & Stremersch (2020) and Becker & Gijsenberg (2023), focused on informativeness, emotionality, and creativity. Social Media Platforms (3 items): Adapted from Yassin (2021) and Kim et al. (2022), assessed platform-specific ad formats and engagement. Consumer Awareness (3 items): Based on Prayoga et al. (2023) and Tchelidze (2023), measured brand recognition through frequency and exposure. Consumer Engagement (3 items): Derived from Cheung et al. (2020) and Minh et al. (2022), evaluated interactions such as likes, comments, and shares. Trust & Credibility (3 items): Adapted from Ramadania et al. (2023) and Kathiarayan (2023), focused on perceived brand reliability. Augmented Reality (3 items): Adapted from Sung et al. (2021) and Chen & Lin (2022), assessed immersive experiences. Virtual Reality (3 items): Adapted from Wu et al. (2022) and Ying et al. (2021), measured emotional and cognitive responses.

Consumer Purchase Intentions section evaluated three variables using a 4-point Likert scale (No Intention at All, Less Intention, Moderate Intention and High Intention): Brand Quality (3 items): Adapted from Meliawati et al. (2023) and Suhud et al. (2022), focused on packaging and perceived value. Brand Innovation (3 items): Adapted from Bu et al. (2023) and An et al. (2021), assessed product design and marketing creativity. Brand Trust (3 items): Adapted from Husain et al. (2022), measured past experiences and credibility.

Three professionals validated the questionnaire. Reliability was validated by a pre-test with 30 respondents (Cronbach's $\alpha > 0.70$ for all scales). SPSS was used to analyze the final data to ensure statistical integrity.

2.3.3 Data Gathering Procedure

The researcher constructed a survey questionnaire and validated each question item. To evaluate the adequacy and appropriateness of the instrument, copies were distributed to three professionals. The professional validator's useful insights and ideas were amended, and the questionnaire was adjusted accordingly. A Pre-test with 30 respondents was carried out to assess the instrument's reliability. The Pre-test respondents were the business graduate studies professionals of different universities. The researcher modified some ambiguous items to correspond with the questionnaire's level. The researcher used Google Forms to distribute study instruments to participants completing pre-tests and required revisions. Participants completed this survey form in 10 to 15 minutes to properly read and comprehend each item. After retrieving the questionnaire, the data were collected and calculated. The data served as the foundation for analysis and interpretation. Responses or results were kept strictly confidential. The researcher conducted a data cleaning process to make sure that the data was valid and consistent after identifying errors that were manually deleted or corrected, reducing the data to 205 responses.

Invitations were sent face to face in some universities by using QR code or targeted emails were sent by university portal to the business graduate studies professional at the five universities (such as, Adamson University, Emilio Aguinaldo College, Philippine Woman's University, Technological University of the Philippines and Centro Escolar University) to recruit participants. Additionally, invitations were sent to the social media groups frequently visited by graduate-studies professionals. A link to the Google Forms survey, eligibility requirements, and a brief explanation of the study's goal were all included in the

invitation. The Google Forms survey's first page included the Informed Consent Form (ICF). To verify that they had read and comprehended the ICF, which covered the study's goals, confidentiality procedures, and their right to withdraw, respondents must tick a box. Respondents were not be able to access the questionnaire until they had accepted the ICF.

The ICF made it clear that participation is completely voluntary and that there were no consequences if respondents decide to stop at any time. Participants had access to a phone number (+639777242522) and email address (ahmad.yaseen@adamson.edu.ph) in case they have any questions or concerns before, during, or following the survey. The questionnaire's duration of 10 to 15 minutes could have made participants tired or inconvenient hence a progress bar on the survey had been included to show how much time is left. To make the questions easier to read, questions were be separated into distinct sections (such as demographics, immersive social media advertising tools, and consumer purchase intentions). To ensure ease of use and accessibility, the Google Form was mobile-friendly.

2.4 Statistical Treatment

Pre-survey for 30 respondents to check the questionnaire's reliability.

Frequency Distribution. It is a graph or list that shows the frequency of various results in a particular sample. The frequency distribution provides a summary of all the values or variables in a given sample and the frequency (number of times) they occurred. A frequency distribution can describe the frequency of outcomes using a list, table, or graph.

Ranking. It is the systematic arrangement of items based on specific criteria or preference, often achieved through ordinal numbers or a ranking scale.

Percentage%. This statistical tool is used to determine the proportion of respondents distributed by group.

Mean. It is employed to calculate the average frequency of responses in terms of consumer purchase intentions of E-shoppers with regards to (advertisement content, social media platform, consumer awareness, consumer engagement, trust & credibility, augmented reality and virtual reality).

Standard Deviation. The variability of responses compared to the mean was measured to assess the effect consumer purchase intentions.

Table 4
Likert 4-Point Scale Checklist-Score Range

Option	Range	Verbal Description for SOP 2	Verbal Description for SOP 4
1	1.00 - 1.75	Not Effective at all	No Intention at All
2	1.76 – 2.50	Less Effective	Less Intention
3	2.51 – 3.25	Moderately Effective	Moderate Intention
4	3.26 – 4.00	Highly Effective	High Intention

ANOVA. A statistical procedure called Analysis of Variance is used to examine variations between the means (or averages) of several groups. It is used in a variety of situations to figure out whether the means of various groups differ in any way. One-way ANOVA is used to examine whether there are significant differences in the perceived effectiveness of immersive social media advertising tools when grouped according to age and social media platforms.

Multiple Linear Regression. It is often known as multiple regression, is a statistical technique which uses numerous explanatory variables to forecast the result of a response variable. The purpose of Multiple

linear regression is to simulate the linear relationship between explanatory (independent) and response (dependent) variables such as advertisement content, social media platforms, consumer awareness, consumer engagement, trust & credibility, augmented reality and virtual reality are independent variables while brand quality, brand innovation and brand trust are dependent variable, the goal is to predict the value of variables by using this multiple linear regression technique.

Multiple linear regression formula and calculations:

$$y_i = \beta_0 + \beta_1 x_{i1} + \beta_2 x_{i2} + \dots + \beta_p x_{ip} + \epsilon$$

where, for $i=n$ observations:

y_i = dependent variable

x_i = explanatory variables

β_0 = y-intercept (constant term)

β_p = slope coefficients for each explanatory variable

ϵ = the models error term

2.5 Ethical Considerations

The researcher acknowledged each respondent rights as well as adhered to UERC and Data Privacy Act of 2012 (Republic Act No. 10173) guidelines throughout the course of the study. During the study, the highest standards of ethics had been followed to ensure the confidentiality and well-being of all respondents.

2.5.1 Conflict of Interest

The researcher revealed no institutional, financial, or personal conflicts of interest that might affect the findings of the study.

2.5.2 Privacy and Confidentiality

Unique codes were used to protect all data; no personally identifiable information collected. The researcher was the only person with access to the password-protected google drive where the responses had been stored. After the completion of the study, data would be permanently deleted.

2.5.3 Informed Consent Process

A digital Informed Consent Form (ICF) that covered the study's objectives, procedures, risks, benefits, and participants' rights was sent to them via Google Forms. Before the participants could access the survey they had to check the box which entailed they are giving their consent freely; and they have read and understood and agreed with the Informed Consent Form. The ICF placed a strong emphasis on measures to ensure confidentiality, voluntary participation, and the right to withdraw without repercussions. For enquiries, contact details of the researcher were provided.

2.5.4 Vulnerability

Business graduate studies professionals are above 20 years old and able to give informed consent are the participants. There were no vulnerable groups (minors, marginalized groups, etc.) included.

2.5.5 Recruitment

Invitations were sent face to face by using QR code or sent by targeted emails to the university portal or social media groups of business graduate professionals from five universities in Manila (such as, Adamson University, Philippine Woman University, Philippine Christian University, De La Salle University and Emilio Aguinaldo College). The recruitment material highlighted that participation was voluntary and furthermore the contact information of the researcher was provided for any questions.

2.5.6 Assent

Before distributing the questionnaire, institutional approval from participating universities were obtain. Through the Informed Consent Form, participants volunteered to participate in the study.

2.5.7 Possible Risks, Discomforts, and Inconveniences

There were no social, psychological, or physical risks. The 10–15 minute survey duration cause minimal inconvenience, mitigated by a progress bar and mobile-friendly design.

2.5.8 Benefits

This research contributes to academic research by identifying effective immersive social media advertising strategies. Findings can guide E-commerce platforms and businesses to enhancing marketing strategies.

2.5.9 Incentives or Compensation

Respondents did not receive any financial rewards or incentives for participating in the survey. Participation was entirely voluntary.

2.5.10 Community Consideration

The researcher ensured no harm occurs to individuals or communities during the study.

2.5.11 Expected Output

The study guarantees the validity of research, the respect for the rights of the respondents and the preservation of scientific integrity. The findings shared to academic institutions for research purposes.

CHAPTER 3

RESULTS

This chapter delved into the data gathered from respondents, highlighting key findings on their demographic profiles, immersive social media advertising tools, and consumer purchase intentions. The following sections present a detailed account of the statistical outcomes, along with relevant interpretations that link these findings to the study's objectives.

3.1 Demographic Profile of Respondents in terms of Age and Social Media Platforms

Table 5 shows the demographic characteristics of the 205 respondents by age and regularly used social media platform. In terms of **age**, the maximum number of respondents was 31–35 years old (31.22%); 26–30 years old (26.83%); 36–40 years old group accounted for (18.54%) of the respondents whereas (15.61%) were 41 years old and above and only (7.80%) fell in the age range of 21–25 years old. For **regularly used social media platforms**, Facebook was used by 82 (40.00%) respondents, 38 (18.54%) respondents used YouTube, Instagram by 37 (18.05%), TikTok by 32 (15.61%), and X by 16 (7.80%).

Table 5

Demographic Profile of Respondents in terms of Age and Social Media Platforms

Demographics	Frequency	Percent (%)
1.1 Age		
21-25 years old	16	7.80
26-30 years old	55	26.83
31-35 years old	64	31.22
36-40 years old	38	18.54
41 years old and above	32	15.61
1.2 Regularly Used Social Media Platforms		

Facebook	82	40.00
Instagram	37	18.05
TikTok	32	15.61
X	16	7.80
YouTube	38	18.54
Total	205	100.00

These results reflect the dominance of Facebook as the primary social media platform among e-shoppers, consistent with Statista's (2023) claim that the Philippines, as the "social media capital of the world," sees extensive use of Facebook, TikTok, and Instagram. The concentration of respondents in the 26–35 age group implies that the subsequent respondents belong to the digitally literate, tech-savvy population in line with Purnomo (2023) who used digital transformation to argue that consumers could shop from anywhere at any time.

These population trends indicate that immersive social media advertising platforms should target Facebook as the first choice for campaign deployment because of its pervasive use. Since a large percentage of the sample falls within 25 to 35 years age range, campaigns also need to take into consideration creating content appropriate to millennials and early Gen X tastes, placing strong emphasis on mobile responsiveness and high-visual-experience appeal. Because advertising on social media is more effective than traditional advertising, with 59% of advertising spend now digital (Statista, 2024), companies are able to leverage these trends in order to capitalize on low-cost and personalized marketing initiatives (K et al., 2021). Additionally, the research confirms the significance of relevance of the platform as well as demographic targeting when designing engaging campaigns (Frechette et al., 2023; Sands et al., 2024).

Marketers need to focus on Facebook-based immersive ad content for targeting Filipino e-shoppers, particularly those aged 26–35 who are the majority in online buying. Additionally, companies targeting this segment need to make advertising strategies mobile-friendly, platform-aligned, and personalized to drive maximum reach and conversion.

3.2 Level of Effectiveness of Immersive Social Media Advertising Tools

Table 6 presents the descriptive statistics on the effectiveness of advertising content, specifically informative, emotional, and creative aspects, on consumer engagement and level of purchasing intentions in immersive social media advertising. The highest mean score was shown for informative advertising content ($M=3.49$, $SD=0.60$) with a highly effective impact on purchasing decisions. Emotional advertising content had a lower mean result ($M = 3.06$, $SD = 0.77$); creative advertising content resulted in moderately effective ($M = 3.16$, $SD = 0.69$) mean scores, both being marked as moderately effective. Overall mean across all items was at 3.24 ($SD = 0.54$), indicating a moderately effective impact on consumer purchase intentions in immersive social media advertising tools through advertising content.

Table 6

Level of effectiveness of Immersive Social Media Advertising Tools in terms of Advertising content

Advertising Content	Mean	Standard Deviation	Verbal Interpretation
1. My purchasing decisions are influenced by informative advertising content such as clear details about product features, pricing, and usefulness.	3.49	0.60	Highly effective
2. My perception of products is influenced by emotional advertising content such as ads that evoke excitement, humor, love, or nostalgia.	3.06	0.77	Moderately effective
3. My engagement with brands is influenced by creative advertising content such as innovative storytelling or interactive campaigns.	3.16	0.69	Moderately effective
Overall	3.24	0.54	Moderately effective

Based on these findings, it can be seen that participants are most influenced by the ads that deliver the product features, benefits, and value; as the results of the study carried out by Bruce et al. (2020) imply, the informative advertisement meets the cognitive needs of the consumers and improves persuasiveness. Emotional and creative content also contributed considerably and bolstered the claim of Guitart and Stremersch (2020) that emotionality and informativeness are the primary drivers of advertisement effectiveness. Becker and Gijzenberg (2023) also posited that emotional content, depending on the arousal level it provokes, has a considerable impact on consumer response anything from brand affinity to purchase intention. In the same vein, the creative aspect in advertisements, such as storytelling or interactivity, finds resonance with K et al. (2021), who highlighted the power of creativity, particularly in combination with product relevance, to elicit purchase intention. Sands et al. (2024) also contribute that immersive marketing tools such as AR and VR can increase interactivity and thereby make creative formats more effective in creating favorable brand experiences.

This suggests that brands seeking to boost engagement and conversion should lead with informative content but supplement this with emotional and creative storytelling. Immersive technologies can then amplify these tactics by increasing realism, interactivity, and emotional engagement (Frechette et al., 2023; Uribe et al., 2021). For advertisers, this implies that mixing factual clarity with emotionally resonant and creatively presented content can make the most successful digital campaigns. In addition, as online ad expenditure in the Philippines keeps growing (Statista, 2024), brands need to create content for multi-dimensional influence, cognitive, affective, and experiential. The application of AR or VR could particularly enhance ads from passively watched to actively felt, furthering brand effect and customer remembrance. Companies need to prioritize informative advertising to drive rational consumer choice while taking advantage of emotional and creative strategies to foster brand love. As interactive advertising continues to develop, incorporating these content strategies into virtual and augmented environments can dramatically increase consumer involvement and buying behavior.

Table 7
Level of Effectiveness of Immersive Social Media Advertising Tools in terms of Social Media Platforms

Social Media Platforms	Mean	Standard Deviation	Verbal Interpretation
1. Premium and marketplace advertisements influence my interactions with brands.	3.11	0.62	Moderately effective
2. Different advertisement formats (e.g., Story ads vs. standard formats) affect my perception of brands.	3.08	0.67	Moderately effective
3. Entertaining or innovative advertisements enhance my likelihood to engage with or purchase products.	3.19	0.66	Moderately effective
Overall	3.13	0.54	Moderately effective

Table 7 shows the descriptive statistics on the effectiveness of different social media platforms features such as ad formats, premium/marketplace advertisements, and entertainment value on consumer interaction, perception, and purchasing intention. Among the items, entertaining or innovative advertisements had the highest mean score ($M = 3.19$, $SD = 0.66$), followed by premium and marketplace advertisements ($M = 3.11$, $SD = 0.62$), and then ad format variations such as Story ads versus standard formats ($M = 3.08$, $SD = 0.67$). All three items received a “Moderately effective” verbal interpretation, indicating that respondents perceive various social media advertising strategies as moderately effective in shaping brand interactions. The overall mean score was 3.13 ($SD = 0.54$), also indicating moderately effective impact on social media platform features on consumer purchase intentions.

These findings highlight the influence of platform-specific advertising on consumer interaction and purchase behavior. Yassin (2021) clarified that Facebook's marketplace and premium ad placements are intended to be non-intrusive and blend into user-feeds, which enhances visibility and drives interactions. Likewise, Kim et al. (2022) indicated that Instagram's Story ads and normal feed ads vary in terms of interactivity, with visually stimulating formats creating more robust brand impressions. The success of fun or creative ads is consistent with Sebastian et al. (2021), who highlighted that on platforms such as YouTube, creativity and timing have a significant impact on user interaction and recall. Meliawati et al. (2023) also pointed out that TikTok's creative effects and customized delivery methods 58 it an emerging force for driving purchase intent.

This discovery underlies the contention that marketers need to make their strategies fit in accordance with the specific affordances of every platform capitalizing on interactivity on Instagram, mass visibility on Facebook, and entertainment on TikTok and YouTube. The considerable influence of platform-level features implies that successful campaigns are not universal in nature but need to be fitted to behaviorally based expectations and styles of engagement unique to each medium. Brands must optimize ad formats and placement types to match the way consumers engage on each platform and increase relevance and response. With highly engaged Filipino consumers on multiple platforms, careful use of format-specific and entertaining content can drive consumer engagement to the highest levels and build brand loyalty.

Table 8
Level of Effectiveness of Immersive Social Media Advertising Tools in terms of Consumer Awareness

Consumer Awareness	Mean	Standard Deviation	Verbal Interpretation
1. Social media advertising campaigns help me recognize new brands.	3.40	0.60	Highly effective
2. Frequent exposure to social media advertisements increases my awareness of brands.	3.36	0.61	Highly effective
3. Advertisements on social media platforms influence my brand awareness.	3.28	0.63	Highly effective
Overall	3.35	0.54	Highly effective

Table 8 shows the descriptive statistics for consumer awareness, which is a result of immersive social media advertising tools. Regarding the indicators, the highest mean was reported for the item “Social media advertising campaigns help me recognize new brands” ($M = 3.40$, $SD = 0.60$), then followed by “Frequent exposure to social media advertisements increases my awareness of brands” ($M = 3.36$, $SD = 0.61$) and “Advertisements on social media platforms influence my brand awareness” ($M = 3.28$, $SD = 0.63$). All the items had “Highly effective” verbal interpretation, and the overall mean (3.35 ; $SD=0.54$) supports a highly effective impact on consumer purchasing intention through consumers awareness. This implies that the respondents have a very high level of realization of the role of social media in shaping and reinforcing brand knowledge.

The results align with Prayoga et al. (2023), who claim that regular exposure to online marketing, especially on social media, improves brand memory by making consumers more familiar with the brand. The transformation of an uninformed audience into knowledgeable consumers and increased sustained brand engagement capability by social media is another method by which Tchelidze (2023) helps to support this claim. Moreover, following Statista’s (2024) findings, 59% of all media ad spending in the Philippines was through social media in the year 2023; an indication of the stronghold of social media in shaping brand awareness and attention of consumers. Brand visibility is extended in the consumer’s posting of content, which highlights the importance of E-WOM or the electronic word of mouth in creating awareness of the brands (Ngo et al, 2024). Cuevas-Molano et al. (2021) support this by pointing out that social media monitoring tools may assess engagement metrics like likes, comments, and shares, all of which are measures of reach and awareness.

Table 9 Level of Effectiveness of Immersive Social Media Advertising Tools in terms of Consumer Engagement

Consumer Engagement	Mean	Standard Deviation	Verbal Interpretation
1. My engagement with social media ads (e.g., likes, comments, shares) impacts my awareness of brands.	3.27	0.68	Highly effective

2. Interacting with sponsored posts influences my intention to purchase products or services.	2.98	0.69	Moderately effective
3. Engaging with a brand's content builds an emotional connection with the brand.	2.86	0.77	Moderately effective
Overall	3.04	0.60	Moderately effective

Table 9 presents the descriptive statistics on consumer engagement as influenced by immersive social media advertising tools. The highest mean score was observed for the item “My engagement with social media ads (e.g., likes, comments, shares) impacts my awareness of brands” ($M = 3.27$, $SD = 0.68$), which was interpreted as highly effective. It was followed by “Interacting with sponsored posts influences my intention to purchase products or services” ($M = 2.98$, $SD = 0.69$) and “Engaging with a brand's content builds an emotional connection with the brand” ($M = 2.86$, $SD = 0.77$), both interpreted as a moderately effective. The overall mean of 3.04 ($SD = 0.60$) implies that consumer engagement based on interactive behaviors has a moderately effective impact on awareness and emotional connectivity, and purchase intentions.

These findings are in accord with Cheung et al. (2020) who stipulated that social media enables consumers to seek as well as give brand insights, thus strengthening brand engagement. Similarly, Gross & Von Wangenheim (2022) and Cuevas-Molano et al. (2021) specify that genuine engagement expressed in likes, comments, and shares is a reliable measurement for gauging consumer interest and reach, especially in brand or influencer-generated content. Minh et al. (2022) continue to posit that social media brand engagement immediately increases awareness and indirectly increases purchase intention, supporting the implicated relationship between engagement and consumer decision-making. Nonetheless, the comparatively low mean for emotional connection suggests that while engagement aids in creating visibility and intent, it might not always translate into profound brand loyalty without more meaningful and engaging interactions (Becker & Gijzenberg, 2023).

Table 10

Level of Effectiveness of Immersive Social Media Advertising Tools in terms of Trust and Credibility

Trust and Credibility	Mean	Standard Deviation	Verbal Interpretation
1. The credibility of product information in advertisements influences my trust in a brand.	3.33	0.66	Highly effective
2. Trust in a brand reduces my perceived risks when making online purchases.	3.31	0.62	Highly effective
3. A trustworthy brand increases my willingness to pay premium prices.	3.35	0.64	Highly effective
Overall	3.33	0.55	Highly effective

Table 10 presents the descriptive statistics on trust and credibility as influenced by immersive social media advertising tools. The item “A trustworthy brand increases my willingness to pay premium prices” recorded the highest mean ($M = 3.35$, $SD = 0.64$), followed closely by “The credibility of product

information in advertisements influences my trust in a brand” ($M = 3.33$, $SD = 0.66$), and “Trust in a brand reduces my perceived risks when making online purchases” ($M = 3.31$, $SD = 0.62$). All items received a verbal interpretation of highly effective. The overall mean of 3.33 ($SD = 0.55$) suggests that trust and credibility had highly effective impact on consumer decision-making in the context of immersive advertising.

These findings are also corroborated by Ramadania et al. (2023) and Mandler et al. (2020), who established that brand credibility will directly create consumer trust and justify premium prices through heightened perceptions of quality. Likewise, Kathiarayan (2023) accentuated that trust diminishes perceived risks in online purchases, thus leading to greater purchase intention and brand loyalty. The major contribution of credibility in advertising resonates with Bruce et al. (2020), who reported that informative content creates trust by fulfilling cognitive consumer needs. Furthermore, Husain et al. (2022) posit that brand trust increases from repeated, positive consumer experiences, which not only encourages repeat buying but also enhances long-term brand equity. Such trust is even more paramount in the online marketplace, as shoppers cannot directly view goods and, therefore, base decisions on authentic messaging Husain et al., (2022). Transparency, authenticity and coherence of message must be made priority needs in building confidence. When consumers perceive brands to be trustworthy and credible, they are willing to pay premium prices and also not discouraged by uncertainty or perceived risks in online shopping habitats.

Table 11

Level of Effectiveness of Immersive Social Media Advertising Tools in terms of augmented Reality

Augmented Reality	Mean	Standard Deviation	Verbal Interpretation
1. Augmented Reality (AR) advertisements enhance my engagement through interactive experiences compared to traditional ads	3.07	0.78	Moderately effective
2. Augmented Reality (AR) advertisements improve my sense of immersion and narrative involvement.	3.05	0.75	Moderately effective
3. Augmented Reality (AR)-based platforms positively influence my focus, attention, and reactions to brands.	3.08	0.78	Moderately effective
Overall	3.07	0.72	Moderately effective

Table 11 provides the descriptive statistics in perceived effectiveness of AR in immersive social media advertising. The highest mean score ($M = 3.08$, $SD = 0.78$) was assigned to the statement “Augmented Reality (AR)-based platforms positively influence my focus, attention, and reactions to brands”, very closely followed by “Augmented Reality (AR) advertisements enhance my engagement through interactive experiences compared to traditional ads” ($M = 3.07$, $SD = 0.78$), and “AR advertisements improve my sense of immersion and narrative involvement” ($M = 3.05$, $SD = 0.75$). All items were given a verbal interpretation of moderately effective. The overall mean was 3.07 with SD of 0.72, which implies

that the respondents find AR had a moderately effective impact on their engagement with brands in a digital world.

These results lend support to the research conducted by Sung et al. (2021), that according to which, AR enhances consumer escapism because of spatial storytelling and interactivity, which ensures better mobile advertising. Uribe et.al, (2021) underscored the fact that AR in advertisement is more adhesive and instructive rather than in a static ad thus improving emotional and mental engagement. Besides, Chen and Lin (2022) clarified that the technological fluidity of AR brings about a sense of flow, enhancing consumer concentration and emotional openness toward brands. Yet, Arghashi (2022) warned that although AR provides novelty and interaction, it can also pose the risk of overwhelming users unless well integrated. Even with such risks, the strategic deployment of AR in advertising facilitates experiential brand narratives and is widely accepted as a differentiation and digital innovation tool (Jayawardena et al., 2023). This indicates that AR can be an effective tool in augmenting user-brand interaction and involvement through enhanced sensory experience. For marketers, using AR has the potential to advance digital campaigns, particularly when trying to break through in busy online environments and create more engagement with consumers.

Table 12 shows the descriptive statistics for the perceived effectiveness of virtual reality (VR) in immersive social media advertising. The item “VR advertisements improve my ability to recall and recognize brands” ($M = 3.12$, $SD = 0.81$) had the highest mean score, than “VR advertisements elicit positive emotional responses and shape favorable brands attitudes”, ($M = 3.04$, $SD = 0.85$), and “The credibility of VR advertisements and quality of their messages influence my purchase decisions” ($M = 3.04$, $SD = 0.82$). All items were viewed as moderately effective. The overall mean score of 3.07 ($SD = 0.76$) indicates a moderately effective perception of VR's role in enhancing brand interaction and purchase decisions.

Table 12

Level of Effectiveness of Immersive Social Media Advertising Tools in terms of Virtual Reality

Virtual Reality	Mean	Standard Deviation	Verbal Interpretation
1. VR advertisements elicit positive emotional responses and shape favorable brand attitudes.	3.04	0.85	Moderately effective
2. VR advertisements improve my ability to recall and recognize brands.	3.12	0.81	Moderately effective
3. The credibility of VR advertisements and the quality of their messages influence my purchase decisions.	3.04	0.82	Moderately effective
Overall	3.07	0.76	Moderately effective

The results are consistent with Wu et al. (2022) who infer that properties associated with VR such as 3D graphics and immersive experience enhances emotional engagements and reduces ad-skipping behavior that leads to better brand recall. Similarly, Ying et al (2021) stated that the effects of high-immersion VR advertisements positively contribute to cognitive and emotional involvement of consumers, especially in

destination marketing. Additionally, Verma et al. (2021) documented that source credibility and message quality of VR content play a fundamental role in shaping purchasing decisions when consumers do not hold strong prior attitudes. Kristofferson et al. (2022) also highlighted that the sensory appeal of VR works well in inducing prosocial responses and increasing persuasive power in campaigns. Jayawardena et al. (2023) further confirmed that the growing availability and relevance of VR in digital marketing is also being fast-tracked by the emergence of mainstream popularity of 360-degree and interactive video formats. VR has huge potential for emotionally appealing and memorable advertising. In order to create immersive and meaningful experiences for consumers, the use of VR in marketing processes can promote brand recall, emotional response, and conversion efficacy.

Table 13

Level of Effectiveness of Immersive Social Media Advertising Tools				
Immersive Social Media Advertising Tools	Mean	Standard Deviation	Verbal Interpretation	Rank
Advertising content	3.24	0.54	Moderately effective	3
Social media platforms	3.13	0.54	Moderately effective	4
Consumer awareness	3.35	0.54	Highly effective	1
Consumer engagement	3.04	0.60	Moderately effective	7
Trust and credibility	3.33	0.55	Highly effective	2
Augmented reality	3.07	0.72	Moderately effective	5
Virtual reality	3.07	0.76	Moderately effective	6

Table 13 summarizes the perceived level of effectiveness of immersive social media advertising tools on consumer purchase intentions. Consumer awareness ($M = 3.35$) and trust and credibility ($M = 3.33$) ranked highest, both have highly effective verbal interpretation. Advertising content ($M = 3.24$) followed, while social media platforms, augmented reality, and virtual reality showed moderately effective verbal interpretations. Consumer engagement ($M = 3.04$) had the lowest mean among the variables. Overall, awareness and trust emerged as the strongest drivers, while AR and VR showed emerging potential in influencing consumer behavior.

3.3 Significant differences in the level of effectiveness of Immersive Social Media Advertising Tools when Grouped According to Age and Social Media Platforms

Table 14 shows the results of the one-way ANOVA test for differences in the perceived effectiveness of immersive social media advertising tools when grouped by age. All seven dependent variables did not reach the traditional level of statistical significance ($p > .05$), including advertising content ($F = 0.203$, $p = .937$), social media platforms ($F = 2.006$, $p = .095$), consumer awareness ($F = 1.323$, $p = .263$), consumer engagement ($F = 0.614$, $p = .653$), trust & credibility ($F = 0.621$, $p = .648$), augmented reality ($F = 0.258$, $p = .905$), and virtual reality ($F = 0.538$, $p = .708$).

Table 14

Significant differences in the level of effectiveness of Immersive Social Media Advertising Tools when Grouped According to Age

ANOVA

Dependent Variables		Sum of Squares	df	Mean Square	F	Sig.	Interpretation	Decision
Advertising content	Between Groups	.244	4	.061	.203	.937	Not Significant	Failed to Reject Ho
	Within Groups	60.202	200	.301				
	Total	60.447	204					
Social media platforms	Between Groups	2.314	4	.579	2.006	.095	Not Significant	Failed to Reject Ho
	Within Groups	57.694	200	.288				
	Total	60.009	204					
Consumer awareness	Between Groups	1.525	4	.381	1.323	.263	Not Significant	Failed to Reject Ho
	Within Groups	57.653	200	.288				
	Total	59.178	204					
Consumer engagement	Between Groups	.895	4	.224	.614	.653	Not Significant	Failed to Reject Ho
	Within Groups	72.843	200	.364				
	Total	73.738	204					
Trust & credibility	Between Groups	.759	4	.190	.621	.648	Not Significant	Failed to Reject Ho
	Within Groups	61.129	200	.306				
	Total	61.888	204					
Augmented reality	Between Groups	.535	4	.134	.258	.905	Not Significant	Failed to Reject Ho
	Within Groups	103.907	200	.520				
	Total	104.442	204					
Virtual reality	Between Groups	1.241	4	.310	.538	.708	Not Significant	Failed to Reject Ho
	Within Groups	115.292	200	.576				
	Total	116.533	204					

The closest to significance was the perception of social media platforms ($p = .095$), which may indicate a marginal trend among age groups worth exploring in larger or more segmented samples. The low F-values and high p-values across variables suggest relatively consistent perceptions across age categories. These results suggest that age does not have a strong impact on the way respondents view the impact of immersive social media advertisement tools, suggesting a fairly homogenous consumer reaction by age segments. This may be explained by pervasive digital literacy and similar use of social media across generations in the Philippines, which is frequently described as the "social media capital of the world" (Statista, 2023). The marginal disparity in social media platform effectiveness suggests potential generational differences in liking certain ad types or platforms (e.g., TikTok by younger vs. Facebook by older users), but the data presented here does not achieve significance. It also implies that immersive ads like AR and VR is viewed similarly across age groups, perhaps because of the novelty or limited direct familiarity with such modes.

In addition, the results are consistent with Keelson et al. (2024) and Hassan (2023), who proposed that user gratifications and motivations for using digital platforms cross generational boundaries when the technology is socially embedded. Further, the lack of significant differences in consumer awareness and trust & credibility between age groups features the widespread applicability of informative and credible content, reinforcing arguments by Ramadania et al. (2023) and Tchelidze (2023) that such factors are pan-culture drivers of brand loyalty and engagement. Marketers are hence able to apply generalized immersive advertisement strategies to multiple age groups, particularly in high-connected economies like the Philippines. But marginal trends, especially in platform-specific performance, must be tracked to fine-tune campaign targeting on evolving generational taste.

Table 15 shows the outcomes of one way ANOVA test on the differences in the perceived effectiveness of the immersive social media advertising tools when grouped according to social media platforms used by respondents. Out of the seven variables, augmented reality (AR) ($F = 2.754$, $p = .029$), and virtual reality (VR) ($F = 3.947$, $p = .004$) were statistically different depending on the social media platforms being used, which suggests that different platforms users perceive immersive technologies differently.

Table 15

Significant differences in the level of effectiveness of Immersive Social Media Advertising Tools when Grouped According to Social Media Platforms

ANOVA

Dependent Variables		Sum of Squares	df	Mean Square	F	Sig.	Interpretation	Decision
Advertising content	Between Groups	2.453	4	.613	2.115	.080	Not Significant	Failed to Reject Ho
	Within Groups	57.994	200	.290				
	Total	60.447	204					
Social media platforms	Between Groups	2.048	4	.512	1.767	.137	Not Significant	Reject Ho
	Within Groups	57.960	200	.290				
	Total	60.009	204					

Consumer awareness	Between Groups	1.771	4	.443	1.542	.191	Not Significant	Failed to Reject Ho
	Within Groups	57.408	200	.287				
	Total	59.178	204					
Consumer engagement	Between Groups	1.582	4	.396	1.097	.359	Not Significant	Failed to Reject Ho
	Within Groups	72.155	200	.361				
	Total	73.738	204					
Trust & credibility	Between Groups	.834	4	.209	.683	.604	Not Significant	Failed to Reject Ho
	Within Groups	61.054	200	.305				
	Total	61.888	204					
Augmented reality	Between Groups	5.453	4	1.363	2.754	.029	Significant	Reject Ho
	Within Groups	98.989	200	.495				
	Total	104.442	204					
Virtual reality	Between Groups	8.526	4	2.132	3.947	.004	Significant	Reject Ho
	Within Groups	108.007	200	.540				
	Total	116.533	204					

Meanwhile, advertising content approached marginal significance ($F = 2.115$, $p = .080$), suggesting possible variation in perception that may warrant further study. The remaining variables social media platforms, consumer awareness, consumer engagement, and trust & credibility did not yield significant differences across groups, indicating consistent perceptions regardless of platform used.

The vast differences in AR and VR advertising perceptions show that attributes of the platforms affect the perception of immersive technologies among the users. TikTok and Instagram-like platforms with their visual and interactive nature are likely to provide more immersive advertisement experience as demonstrated by the study of Sung et al. (2021) and Uribe et al. (2021), claiming the possibilities of AR in mobile environments to enhance users' engagement. Similarly, Frechette et al. (2023) and Wu et al. (2022) notice that VR's narrative and sensory components produce more significant effects in video and 3D experience-enhanced platforms, so that the greater mean responses of users in these platforms can be explained by this fact.

The marginal outcome for advertising content supports arguments by Guitart and Stremersch (2020) that the informative and emotional value of content is a decisive factor in the assessment of ads. Users who are regulars on sites such as YouTube, which accommodate longer and more narrative ads, are likely to be more positive to in-depth content compared to users on sites such as X, which encourage conciseness. All the same, no notable variations in consumer awareness, interaction, and trust were established,

suggesting these factors are more affected by message quality and quantity than the platform itself (refer to Prayoga et al., 2023 and Tchelidze, 2023).

The results outline the need for platform specific immersive marketing, especially for AR and VR applications. The marketer has to create immersive content that suits the affordances and user behaviors like those of Instagram, TikTok and YouTube to achieve maximum effectiveness. In addition, the consensus of trustworthiness, engagement, and awareness on all the platforms imply that regardless of the medium, credibility and frequency of messages remain universally influential on social media platforms.

3.4 Respondents Level of Purchasing Intentions

Table 16 shows the descriptive statistics for respondent's level of purchasing intentions of brand quality. As for the three indicators, the highest mean was obtained for the statement "My purchasing intentions are influenced by the perceived quality of a brand's product" ($M = 3.21$, $SD = 0.69$), preceded by "My perception of a product's quality is influenced by its packaging design" ($M = 3.19$, $SD = 0.68$), and "My perception of a brand's quality is influenced by its pricing strategies" ($M = 3.15$, $SD = 0.66$). The overall mean score of 3.18 ($SD = 0.56$) would indicate that brand quality plays a moderate role in consumer purchase intention. These responses reflect a moderate level of purchasing intention for all dimensions of brand quality measured.

Table 16

Respondents Level of Purchasing Intentions with regards to Brand quality

Brand Quality	Mean	Standard Deviation	Verbal Interpretation
1. My perception of a product's quality is influenced by its packaging design.	3.19	0.68	Moderate Intention
2. My perception of a brand's quality is influenced by its pricing strategies.	3.15	0.66	Moderate Intention
3. My purchasing intentions are influenced by the perceived quality of a brand's products.	3.21	0.69	Moderate Intention
Overall	3.18	0.56	Moderate Intention

The data is supported by Ramadania et al. (2023), who found that brand credibility, in its quality perceptions, directly correlates with trust and intention to purchase in consumers. Likewise, Mandler et al. (2020) highlighted the fact that high levels of brand credibility increase perceived product quality and thus enable companies to charge premium prices. In the world of pricing, An et al. (2021) observed that brands that employ strategic pricing and innovation can remain competitive and attractive to their consumers. The effect of packaging is corroborated by Bu et al. (2023), who state that innovative characteristics of products and appealing design enhance consumer value perception and purchasing intention. Additionally, Bruce et al. (2020) brought out the fact that cognitive cues like informative content such as price and packaging, are central persuasive elements of purchase behavior. Companies should invest in maintaining high perceived product quality by working on packaging, pricing strategies, and their actual product performance. It can enhance customers' brand perceptions and drive subsequent purchase behavior, there by building their long-term brand loyalty.

Table 17
Respondents Level of Purchasing Intentions with regards to Brand Innovation

Brand Innovation	Mean	Standard Deviation	Verbal Interpretation
1. Innovative product designs influence my intention to purchase.	3.28	0.67	High Intention
2. Creative marketing strategies affect how I perceive a brand's value.	3.17	0.69	Moderate Intention
3. Incremental product improvements increase my preference for a brand over its competitors.	3.06	0.74	Moderate Intention
Overall	3.17	0.59	Moderate Intention

Table 17 presents the descriptive statistics on respondent's perceptions of brand innovation and its effects on their level of purchasing intentions. A high mean was observed for the item, "Innovative product designs influence my intention to purchase" ($M = 3.28$, $SD = 0.67$), which was interpreted as a high intention. This was then followed by "Creative marketing strategies affect how I perceive a brand's value" ($M = 3.17$, $SD = 0.69$), which had a moderate intention and "Incremental product improvements increase my preference for a brand over its competitors" ($M = 3.06$, $SD = 0.74$), which also had a moderate intention. The overall mean of 3.17 with a SD of 0.59 shows that brand innovation is a moderate intention in influencing consumer level of purchasing intentions.

These findings are in line with Bu et al. (2023) argument that brand innovativeness, particularly through new product designs and innovative packaging, increases perceived value and purchase intention. Similarly, An et al. (2021) differentiates between radical and incremental innovations, both of which can maintain competitive advantage based on market demands. The attraction of new or pioneering designs directly corresponds to consumer demands for differentiation, which can influence brand preference. Also, Bruce et al. (2020) highlight that such innovations also operate mentally, providing value-based reasons for buying. Furthermore, Becker & Gijzenberg (2023) maintain that marketing creativity boosts consumer involvement and favorable brand judgments, particularly when combined with emotional triggers.

These findings imply that brands looking to increase consumer purchase intention should invest in ongoing product innovation and creative strategy creation. A balance between radical and incremental improvement can enable companies to stay relevant in the market and build consumer loyalty through ongoing product development.

Table 18
Respondents Level of Purchasing Intentions with regards to Brand Trust

Brand Trust	Mean	Standard Deviation	Verbal Interpretation
1. My past experiences with a brand influence my level of trust in it.	3.45	0.62	High Intention
2. Direct interaction with a brand shape my perception of its credibility.	3.31	0.64	High Intention

3. Positive product experience enhances my trust in a brand.	3.52	0.61	High Intention
Overall	3.43	0.55	High Intention

Table 18 shows the descriptive statistics on the respondent's perceptions of brand trust and its effect on their level of purchasing intentions. The statement "Positive product experiences enhance my trust in a brand" was rated highest in mean scores ($M = 3.52$, $SD = 0.61$) as compared to the other two indicators under consideration. "My past experiences with a brand influence my level of trust in it" ($M = 3.45$, $SD = 0.62$) is closely followed. The item "Direct interaction with a brand shapes my perception of its credibility" also showed a high intention ($M = 3.31$, $SD = 0.64$). The overall mean of 3.43 and standard deviation of 0.55 affirm that brand trust has a high level of consumer purchasing intentions.

These results support Husain et al. (2022) argument that brand trust develops through direct experience and use, pointing to credibility and product dependability as mechanisms for establishing long-term consumer relationships. Husain, Paul, et al. (2022) also stress that trust is what fuels brand loyalty and applicability, both of which are key to ongoing marketplace success. Kathiarayan (2023) further explains that trust suppresses perceived risk in online transactions, increasing confidence in consumers when buying. Also, Mandler et al. (2020) explained that perceived brand credibility increases consumers' intention to pay high prices since stronger beliefs are formed about the quality of products. These overall observations show that a brand is not just analyzed by consumers from promotional messages, but also through consistency in the performance of a product and engagement with a meaningful brand. This highlights the importance of requiring marketers to ensure all points of contact of the brand create a sense of credibility and reliability at all times. In such a way, brands can develop trust which is basic to consumer retention, satisfaction, and long-term profits.

Table 19
Respondents Level of Purchasing Intentions

Purchasing Intentions	Mean	Standard Deviation	Verbal Interpretation	Rank
Brand quality	3.18	0.56	Moderate Intention	2
Brand innovation	3.17	0.59	Moderate Intention	3
Brand trust	3.43	0.55	High Intention	1

Table 19 shows the level of purchasing intention of the respondents in terms of brand factors. Brand trust ($M = 3.43$, $SD = 0.55$) was ranked in the first place with a very high intention, indicating its dominating role in decision-making by consumers. The next Brand quality ($M = 3.18$, $SD = 0.56$), Brand innovation ($M = 3.17$, $SD = 0.59$) were moderate level of intention. These results include that trust is the strongest predictor of purchase intentions, where the quality and innovation also had a decisive effect.

3.5 Relationship between immersive Social Media Advertising Tools and Consumer Purchase intentions

Table 20.a and 20.b provides a multiple linear regression analysis in which the relationship between immersive social media advertising tools and consumer purchase intentions is discussed, regarding brand quality, brand innovation, and brand trust.

For **brand quality**, the regression model showed that social media platforms ($B = 0.286$, $p = .001$), consumer awareness ($B = 0.194$, $p = .016$), and trust & credibility ($B = 0.231$, $p = .006$) significantly had a positive effect, showing that perceived brand quality is highly predicted by these variables. Advertising content, consumer engagement, augmented reality, and virtual reality were not significant predictors ($p > .05$), which implies limited or indirect influence in these aspects.

Table 20.a

Relationship between immersive Social Media Advertising Tools and Consumer Purchase intentions

Multiple Linear Regression

Dependent Variable	Parameter	B	Std. Error	t	Sig.	Interpretation	Decision
Brand Quality	Intercept	.725	.225	3.221	.001	Significant	
	Advertising content	-.003	.084	-.034	.973	Not Significant	Failed to Reject Ho
	Social media platforms	.286	.085	3.381	.001	Significant	Reject Ho
	Consumer awareness	.194	.080	2.418	.016	Significant	Reject Ho
	Consumer engagement	.039	.076	.511	.610	Not Significant	Failed to Reject Ho
	Trust & credibility	.231	.084	2.754	.006	Significant	Reject Ho
	Augmented reality	-.077	.077	-1.005	.316	Not Significant	Failed to Reject Ho
	Virtual reality	.089	.072	1.233	.219	Not Significant	Failed to Reject Ho

In the case of **brand innovation**, social media platforms ($B = 0.272$, $p = .001$), consumer awareness ($B = 0.291$, $p < .001$), and consumer engagement ($B = 0.214$, $p = .005$) had a statistically significant effect, demonstrating their significant influence on how people view brand innovation. Trust and credibility were marginally significant ($B = 0.143$, $p = .087$), hence a possible effect that may become significant in larger samples or alternative situations. Advertising content, augmented reality, and virtual reality were not significant predictors ($p > .05$).

Table 20.b

Relationship between immersive Social Media Advertising Tools and Consumer Purchase intentions

Multiple Linear Regression

Dependent Variable	Parameter	B	Std. Error	t	Sig.	Interpretation	Decision
Brand Innovation	Intercept	.417	.223	1.869	.063	Not Significant	

	Advertising content	.041	.084	.487	.627	Not Significant	Failed to Reject Ho
	Social media platforms	.272	.084	3.240	.001	Significant	Reject Ho
	Consumer awareness	.291	.079	3.663	.000	Significant	Reject Ho
	Consumer engagement	.214	.075	2.855	.005	Significant	Reject Ho
	Trust & credibility	.143	.083	1.719	.087	Not Significant	Failed to Reject Ho
	Augmented reality	-.104	.076	-1.368	.173	Not Significant	Failed to Reject Ho
	Virtual reality	-.004	.071	-.056	.956	Not Significant	Failed to Reject Ho
Brand Trust	Intercept	1.141	.216	5.281	.000	Significant	
	Advertising content	-.057	.081	-.702	.484	Not Significant	Failed to Reject Ho
	Social media platforms	.031	.081	.383	.702	Not Significant	Failed to Reject Ho
	Consumer awareness	.450	.077	5.856	.000	Significant	Reject Ho
	Consumer engagement	-.038	.073	-.524	.601	Not Significant	Failed to Reject Ho
	Trust & credibility	.318	.081	3.946	.000	Significant	Reject Ho
	Augmented reality	-.140	.074	-1.900	.059	Not Significant	Failed to Reject Ho
	Virtual reality	.115	.069	1.660	.098	Not Significant	Failed to Reject Ho

For **brand trust**, the strong predictors would be consumer awareness ($B = 0.450$, $p < .001$) and trust & credibility ($B = 0.318$, $p < .001$), while other variables, advertising content, social media platforms, and consumer engagement, were not significant. Remarkably, augmented reality (-0.140 , $p = .059$) and virtual reality (0.115 , $p = .098$) also came close in significance, pointing to a potential emerging effect on brand trust which requires further attention.

The relevance of consumer awareness in all the dependent variables is represented by an underlying influence of the pursuit of purchase intention. This is consistent with Tchelidze (2023) and Prayoga et al. (2023), who observed that repeated exposure to social media campaigns will allow consumers to perceive and recollect brands, which eventually influences a perception of quality, innovation, and trust. In the same vein, the effect of trust & credibility on brand quality and brand trust are in line with Ramadania et

al. (2023) and Mandler et al. (2020), who state that trusted information and credible brand communications bolster the confidence and purchasing willingness of consumers.

The predictive power of social media platforms to forecast brand quality and innovation can be traced to the fluid formats available through platforms such as Facebook, Instagram, and TikTok each allowing for different ad interactions (Yassin, 2021; Kim et al., 2022; Han, 2020). This implies that the diversity of platforms and variability of formats can influence brand perception more than static content only. In addition, consumer interaction directly impacted brand innovation but not trust or quality, suggesting that though interaction (comments, shares, likes) engenders perceptions of creativity and novelty, it is not necessarily associated with credibility or perceived excellence directly.

While immersive technologies (AR and VR) did not produce significant effects, their marginal importance to brand trust shows their nascent potential. This is in line with Uribe et al. (2021) and Jayawardena et al. (2023), who reported that immersive ad formats support brand storytelling, though with adoption hurdles and potential overstimulation (Arghashi, 2022). Therefore, future consumer-brand relationships will increasingly rely on the strategic convergence of immersive content, especially among digitally native consumers. These results indicate that marketers need to focus on consumer awareness strategies and establish brand credibility through credible content to influence purchase intentions.

CHAPTER 4

DISCUSSIONS

This chapter introduces the key findings from the analysis of results in the last chapter and relates them to the research aims. It also introduces strategic recommendations that can inform businesses on how to maximize immersive social media advertising tools to drive consumer purchase intentions. Lastly, it presents the wider implications of the study for marketing practice, digital engagement strategies, and future research agendas in immersive advertising.

4.1 Conclusions

The result of the 205 respondent's demographic profile shows how age and preferred social media platforms have a big impact on Filipino e-shopper's behavior. According to these findings, Facebook should be given top priority for immersive advertising campaigns by marketers seeking to reach the Filipino e-shopper market because of its extensive usage. Campaigns should focus on mobile-responsive, visually appealing, and personalized content to maximize reach and conversion, as indicated by the high percentage of responders in the 26–35 age group. The efficacy of employing social media platforms for economical, targeted marketing efforts is corroborated by the shift towards digital advertising, which presently constitutes 59% of advertising expenditure (Statista, 2024; K et al., 2021). The results emphasize the importance of demographic targeting and platform relevance in the formulation of effective advertising (Frechette et al., 2023; Sands et al., 2024).

The outcomes emphasize the essential role of consumer awareness, trust and credibility in influencing consumer purchase intentions, consistent with studies that emphasize the significance of regular exposure and credible messaging for brand recognition and loyalty (Prayoga et al., 2023; Ramadania et al., 2023). Social media platforms and advertising content show moderate effectiveness, indicating platform-specific dynamics where customized formats boost engagement (Yassin, 2021; Kim et al., 2022). Although AR and VR show growing potential, their moderate effectiveness indicates rapid adoption, supporting research that emphasizes technical novelty and integration hurdles (Sung et al., 2021; Jayawardena et al., 2023). Low consumer engagement evaluations suggest that superficial encounters may inadequately foster

purpose, requiring a more profound emotional connection. These findings emphasize the need to foster awareness, trust-based storytelling, and content tailored for platforms, while carefully implementing immersive technology to meet the changing demands of consumers in Manila's digital marketplace.

The study of immersive social media advertising tools discovered subtle insights from one-way ANOVA that were consistent with the current academic discussion. Although there were no substantial age-based differences, this uniformity is illustrative of the widespread digital literacy in the Philippines, as noted by Statista (2023), where social media adoption surpasses the generational divide. Studies that emphasize the role of platform affordances (Sung et al., 2021; Frechette et al., 2023) are consistent with platform-specific variations in AR and VR effectiveness. Visually driven platforms such as Instagram and TikTok enhance immersive experiences through interactive formats. These results present a challenge to traditional demographic targeting, encouraging marketers to prioritize platform-aligned strategies over age-centric approaches. Their emerging potential is further demonstrated by the marginal impact of AR/VR, which requires gradual incorporation under consumer habits on high-engagement platforms. The findings support the implementation of adaptive, platform-specific campaigns that utilize immersive technologies while retaining consistent, credible messaging. This approach corresponds with the digitally overcrowded market of Manila and the wider consumer behavior of Southeast Asia.

The research highlights brand trust as the primary factor influencing consumer purchasing intentions, aligning with literature that emphasizes brand trust significance for reducing perceived risks and enhancing loyalty through consistent experiences (Husain et al., 2022; Kathiarayan, 2023). While its limited effect reflects conflicting priorities in digital contexts, brand quality as evaluated through packaging and price is consistent with results indicating consumer assessments are shaped by tangible qualities and value coherence (Meliawati et al., 2023; Suhud et al., 2022). However significant impact of brand innovation represents gradual inclinations over significant shifts, which is consistent with research that suggests making little improvements to meet consumer demands (Bu et al., 2023; An et al., 2021). These findings support the importance of trust and consistency in the immersive advertising experience, and they advise advertisers to put credibility first while carefully balancing quality and innovation to maintain engagement in Manila's ever-changing e-commerce industry.

The results of the study from multiple linear regression support previous research and theoretical frameworks by highlighting the significant relationship between immersive social media advertising tools and consumer purchase intentions. Consumer awareness turned out to be an essential variable supporting the claims made by Prayoga et al. (2023) and Tchelidze (2023) on the benefit of frequent exposure for improving decision-making and brand recall. Like Ramadania et al. (2023) and Mandler et al. (2020), who highlighted credibility as a key component of brand loyalty, trust and credibility were important predictors of the decision to purchase. In line with Kim et al. (2022) and Yassin (2021), social media platforms showed platform-specific effectiveness, emphasizing the necessity of customized content to take advantage of platform features. The marginal impact of AR/VR on brand trust, despite their moderate direct impact, is consistent with Sung et al. (2021) and Jayawardena et al. (2023), who recommend gradual integration to prevent cognitive overload. These insights support an integrated strategy that prioritizes trustworthy, public awareness advertising that is tailored to platform affordances, along with gradual immersive tech adoption to meet changing consumer demands in ever-changing digital marketplaces.

Table 21
Supporting Matrix for Proposed Marketing Strategies

Strategy	Objective	Target Platforms	Tools/Techniques	Expected Outcomes
1. Platform-Specific Immersive Ad Design	Maximize message relevance and engagement	Instagram, TikTok, Facebook	AR filters, short-form VR videos, 360° product tours	Increased emotional and cognitive engagement, higher purchase intent
2. High-Frequency Awareness Campaigns	Enhance brand recognition and recall	Facebook, Instagram, TikTok	Weekly interactive demos, influencer AR lenses, consistent branding	Improved brand salience, conversion of passive audiences to active recognizers
3. Trust-Based Brand Storytelling	Build trust and relatability	YouTube, Instagram, Shopee	Customer testimonials, VR behind-the-scenes, AR product experiences	Stronger consumer trust, reduced perceived risk, higher brand loyalty
4. Immersive Innovation Integration	Generate curiosity and long-term loyalty	Shopee, Lazada, Facebook	Virtual try-ons, AR scavenger hunts, 360° browsing	Enhanced innovation perception, competitive advantage, increased recall
5. Emotionally-Driven Interactive Campaigns	Boost relatability and innovation image	TikTok, Instagram, Facebook	Nostalgic AR filters, interactive polls, live	Higher engagement, improved brand value perception, and indirect purchase intent growth

This matrix is an effective instrument for businesses to synchronize their campaigns with consumer behavior and platform dynamics, guaranteeing effective use of immersive advertising tools to accelerate brand performance.

Proposed Marketing Strategies

According to the findings of the study, it is evident that immersive social media advertising tools have a considerable impact on consumer purchase intentions, especially through the use of social media platforms, consumer awareness, and brand trust. Although technologies such as AR and VR demonstrate emerging potential, more established tools such as informative content and credible messaging are still most effective. These findings underline the importance of platform-specific marketing strategies, interactive, and consumer behavior based marketing strategies. The strategies below are meant to provide businesses with how they can optimize the efficiency of their online campaigns through immersive tools.

1. Platform-Specific Immersive Ad Design

In immersive advertising, platform adaptation maximizes message relevance and user interest. The tactic borrows from media planning and digital segmentation considerations, using the specific affordances of each platform. The results showed that social media sites strongly predict brand quality and innovation, suggesting that users react differently to ad attributes depending on where they receive them. For instance, the advertising formats include Facebook's marketplace ads (Yassin, 2021), Instagram stories (Kim et al., 2022), which permit more intense interaction and emotional connection. By tailoring immersive ad type (e.g., AR filters, short-form VR video) to user behavior on the likes of TikTok or Instagram, companies can achieve cognitive and emotional connectivity in the greatest extent. This premise is reflected by Sands et al. (2024), who emphasized that the immersive advertising enhances the interaction between the users and the brands since it situates the products in native digital spaces.

2. High-Frequency Awareness Campaigns

In order to raise brand recognition, advertisers need to execute high-frequency, visually identical promotions on frequently accessed platforms. Such an approach rests on brand salience and exposure theory that maintains repeated exposures can consolidate memory and recall. The results from the regression tests confirmed that consumer consciousness exhibited a significant positive association with all three aspects of purchasing intention, quality of brand, innovativeness, and confidence. This is in line with Tchelidze (2023) and Prayoga et al. (2023), who established that regular social media campaigns convert passive audiences into active brand-recognizers. To do this is to schedule recurring, branded content drops such as weekly interactive product demonstrations or influencer-type AR lenses to maintain brand presence. This strategy guarantees top-of-mind awareness and works especially well in a market such as the Philippines, where social media usage is concentrated and everyday (Statista, 2024).

3. Trust-Based Brand Storytelling

Considering the high predictive power of trust and credibility (important for brand quality and trust), marketers ought to embrace open and values-based storytelling strategies. Based on relationship marketing and trust establishment paradigms, this strategy emphasizes transparency, consistency, and consumer reviews. Ramadania et al. (2023) emphasized that trust, when rooted in credible product information, has a direct impact on purchasing behavior. Narrative-driven campaigns with authentic customer testimonials, behind-the-scenes footage, or employee profiles can make the brand more relatable and lower perceived risk (Kathiarayan, 2023). These stories, presented through experiential media such as short VR films or AR-led product experiences, can create emotional resonance and convey authenticity. With consumers increasingly using digital signals when physical inspection is not possible (Mandler et al., 2020), trust-driven storytelling emerges as a key differentiator.

4. Immersive Innovation Integration

Although AR and VR applications were not strong predictors within the present model, their marginal significance for brand trust indicates potential on the back burner. This strategy draws on innovation diffusion theory and experiential marketing, where early adoption of new tech may generate curiosity and long-term devotion. By tapping into VR's storytelling power (Verma et al., 2021) and AR's interactivity (Uribe et al., 2021), brands can take consumers incrementally through immersive experiences without overloading them. Starting points might be virtual try-ons, AR-mediated scavenger hunts, or 360° product browsing on Facebook and Shopee. Jayawardena et al. (2023) pointed out that as immersive technology becomes more widespread, early movers will reap competitive advantage and greater brand recall.

5. Emotionally-Driven Interactive Campaigns

Consumer interaction had a significant impact on brand innovation, emphasizing that interactive and emotional aspects create creativity perceptions. This approach is based on experiential engagement and affective consumer behavior theories. Cognitive involvement is developed through interaction with brand content likes, shares, or taking part in interactive events something Becker & Gijzenberg (2023) associated with increased perception of brand value. Campaigns ought therefore to incorporate emotional appeal (e.g., family, nostalgia) and interactivity (e.g., poll, comment-eliciting story) to improve brand relatability and innovation image. Minh et al. (2022) further reasoned that such involvement indirectly increases purchase intent, particularly when combined with informative and eye-catching formats. Running these campaigns sequentially on high-use sites such as Facebook or TikTok guarantees that emotional and logical appeals will complement one another, building a more integrated consumer experience.

4.2 Recommendations

According to the findings of the study, it is evident that social media advertising tools with Immersive features have a significant impact on consumer purchase intentions, especially via usage of social media platforms, consumer awareness, and brand trust. Although technologies such as AR and VR demonstrate emerging capabilities, other established tools such as informative content and credible messaging are most effective. These findings point towards marketing efforts that are platform-focused, interactive, and attuned to consumer behavior. Below are the recommendations that businesses are intended to employ to optimize the efficiency of their online campaigns through immersive advertising tools.

1. Marketers should focus on immersive ads on Facebook to reach Manila's tech-savvy, millennial-dominated e-shopper group. This is because 58.05% of respondents are between the ages of 26 and 35, and 40% of them mostly use Facebook. Campaigns should focus on information that is visually appealing, performs well on mobile devices, and is tailored to the tastes of this group. This content should include both educational and emotional compelling features. To get more people involved, secondary initiatives can focus on Instagram and TikTok and use its interactive features, such Stories and AR effects. Although AR/VR tools demonstrated moderate efficacy, their platform-specific potential (e.g., Instagram's AR try-ons) necessitates its progressive integration to prevent information overload. In order to maintain top-of-mind awareness in Manila's competitive e-commerce landscape, brands should implement high-frequency, trust-driven campaigns on Facebook. These campaigns should be supplemented by localized, platform-aligned content to optimize reach and conversion.

2. Businesses with consistent, credible messaging across platforms such as Facebook (40%) should be prioritized to increase consumer awareness and trust, as indicated by the results. Highlight product features, pricing, and utility by utilizing informative content (highest effectiveness) in accordance with cognitive decision-making. Formulate platform-specific tactics, optimizing Instagram and TikTok for visually captivating formats (e.g., Stories, AR overlays) and Facebook for maximizing reach. To enhance user engagement without causing overwhelm, it is suggested to implement AR/VR gradually (e.g., virtual try-ons), considering their moderate effectiveness. To alleviate perceived risks linked to internet transactions, emphasize high-frequency campaign initiatives that enhance brand recognition and transparency. Create interactive content and creative storytelling to fortify emotional connections. Align innovation, pricing, and packaging with consumer expectations to promote perceived quality and differentiation. Strive to maintain trust in Manila's competitive e-commerce landscape by balancing immersive technology with ethical, user-centric practices.

3. Marketers focus on significant platform-specific variations in the effectiveness of immersive social media advertising tools, such as AR and VR, are disclosed by the study. The engagement and perception of innovation are both improved by the visually interactive formats of platforms like TikTok and Instagram. Platform-tailored strategies should be the primary focus of businesses, which should utilize AR filters on Instagram or short-form VR content on TikTok to correlate with user behavior. Instead of prioritizing age-based segmentation, retailers must optimize campaigns for the distinctive features of each platform, as age did not have a substantial impact on effectiveness. Attain the highest level of emotional resonance and consumer engagement by investing in immersive content that is tailored to the platform. By maintaining ads that are credible, engaging, and consistent with the changing digital landscape, this strategy increases conversion rates in competitive markets such as Manila.

4. It is imperative that businesses and retailers in Manila prioritize the development of brand trust by implementing transparent communication, verified reviews, and consistent product quality, as it has become the most significant factor in determining purchase intentions. Demonstrate true user experiences and ethical practices in advertising to mitigate perceived risks and enhance credibility. Packaging and pricing must be consistent with consumer expectations of value, despite the fact that brand quality is still essential. It is recommended that brand innovation concentrate on incremental enhancements and creative narrative through platforms such as Instagram and TikTok to increase the perceived novelty without overwhelming users. In an effort to enhance engagement, customize campaigns to correspond with platform-specific behaviors (e.g., AR filters on Instagram). In Manila's competitive e-commerce landscape, optimization of consumer loyalty and conversion will be achieved by balancing trust-building with innovative, high-quality offerings.

5. Marketers and businesses should prioritize consumer awareness, trust-building, and platform-specific strategies to stimulate purchase intentions. The strongest predictors of consumer decisions were trust and credibility, underscoring the necessity of transparent, authentic advertising and verified user-generated content. Maximize brand recall by implementing informative, high-frequency campaigns on platforms such as Facebook, which are predominantly used in Manila. AR/VR demonstrate minimal direct impact; however, their potential is to improve engagement through interactive experiences (e.g., virtual try-ons on Instagram or TikTok). Focus on content that is creative and emotionally resonant, and that is specifically designed to fit the dynamics of the platform in order to encourage connections. Retailers should make small improvements to their products (such as better packaging) and stick to competitive prices in order to match the perceived quality. In a competitive digital market, keep consumers loyal by spending money on ethical, locally focused marketing that fits with what Filipino consumers would like new and reliable products.

6. Businesses and retailers ought to prioritize platform-specific immersive advertising tailored for key platforms such as Facebook (for extensive reach), Instagram or TikTok (for visual interactivity), and YouTube (for narrative-driven content) to enhance consumer engagement and purchase intentions. Focus on initiatives which generate frequent awareness and employ uniform branding to improve memory. Foster trust through the use of transparent narratives, user-generated testimonials, and validated assertions to alleviate perceived risks. Add AR/VR tools (such virtual try-ons and 360° product demos) slowly to get people more involved without overwhelming them. Use emotionally charged content, like humor or nostalgia, in interactive formats like polls or live broadcasts to build connections. Make ads more relevant by making sure they fit with the platform's features. For instance, TikTok possesses short-form videos, whereas Instagram incorporates augmented reality modifications. In Manila's competitive digital

landscape, it is essential to prioritize ethical, educated marketing that aligns with consumer demands and fosters enduring brand loyalty.

7. Future studies should include various age groups, populations outside cities, and other Southeast Asia regions to make the results more generalizable. Longitudinal research can assess whether AR/VR are still influencing people's purchases, addressing the fact that their results are so far moderate. Exploring cultural and psychographic factors (e.g., tech-savvy, cultural values) may disclose subtle influences on the effectiveness of immersive advertising. Comparative analyses of e-commerce sites beyond Lazada, Shopee, and Zalora, as well as emerging applications, could serve to validate platform-specific strategies. Integrating mixed-method techniques (qualitative insights with quantitative data) and examining ethical issues, such as the confidentiality of data in AR/VR advertisements, would improve comprehension. Ultimately, examining cross-channel correlations (e.g., email and social media) could improve broad advertising approaches in evolving digital landscapes.

4.3 Implications of the Study

The results of this study significantly influence many areas, such as theoretical, practical, societal, and policy, regarding immersive social media advertising tools and consumer purchasing intentions in the Philippines. It fills an important study gap by presenting empirical evidence on the impact of how immersive social media advertising tools work in Southeast Asia. It challenges Western-centric theories by emphasizing the cultural and demographic differences that are distinctive to Manila's e-shoppers, including the moderate influence of AR/VR and the dominance of Facebook. The study enhances the Uses and Gratifications Theory (UGT) and Consumer Engagement Theory by illustrating how platform-specific content (cognitive, emotional, and interactive) satisfies consumer needs and motivates purchase intentions. Also, it broadens the discussion on the establishment of trust in digital environments, in accordance with concepts of brand credibility and risk mitigation. Although AR/VR demonstrated minimal direct impact, their marginal significance in improving brand trust and engagement points to the necessity of revised theoretical models that consider contextual barriers and incremental adoption in emerging markets.

Businesses should prioritize mobile-optimized, visually engaging ads (e.g., premium placements, interactive Stories) to target Manila's tech-savvy millennials (aged 26–35), as 40% of respondents used Facebook. Short, emotive videos and AR filters should be included on Instagram and TikTok to make their content engaging for users. To reduce the risks consumers feel about online shopping, brands ought to provide clear information, allow user-generated content, and display verified reviews. Regularly running campaigns on Facebook and YouTube can make a brand more recognizable and trusted by people. Businesses should experiment with low-barrier applications (e.g., virtual try-ons on Instagram, 360° product demonstrations) to establish familiarity and emotional engagement without overwhelming users, despite the fact that AR/VR are far from mainstream.

The alignment with the United Nations Sustainable Development Goals (SDGs): SDG 8 (Decent Work and Economic development): Businesses can enhance the development of e-commerce by optimizing digital advertising, thereby generating employment opportunities in the technology and marketing sectors. SDG 9 (Industry Innovation): The research promotes the ethical implementation of immersive technologies, thereby promoting innovation in the digital economies. SDG 12 (Responsible Consumption): Supported by trust, marketing that provides the right information makes it more likely for people to avoid impulse purchases and choose sustainable consumption. Using ethical advertising and online education programs, people can learn to evaluate high-tech commercials as SDG 4 (Quality Education) requires. Governments ought to implement stricter guidelines regarding advertising

transparency, such as the labeling of sponsored content, to mitigate misinformation. Encourage partnerships between technology providers and small to medium-sized enterprises to democratize access to AR/VR tools, promoting inclusive growth (SDG 17: Partnerships for the Goals). The generalizability of the study is restricted by its emphasis on Manila; consequently, future research should investigate rural and other Southeast Asian markets. To evaluate the long-term effects of AR/VR as their adoption increases, longitudinal studies are required. Assess psychographic factors (e.g., cultural values, tech-savvy) to optimize targeting strategies.

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