

The Impact of Social Media Advertising Frequency on Consumer Purchase Intent and Brand Loyalty in Metro Manila

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Abstract

This study investigates the impact of social media advertising frequency on consumer purchase intent and brand loyalty among college students in Metro Manila. Guided by the Mere Exposure Theory and Brand Equity Theory, the research explores how repeated exposure to online advertisements influences consumer awareness, trust, and long-term loyalty toward brands. Using a descriptive-correlational design, data were collected from 169 respondents through a validated survey instrument distributed via online platforms. Statistical tools such as weighted mean and Pearson's correlation coefficient were employed to analyze the data.

Findings revealed that respondents frequently encounter social media advertisements, with high levels of agreement indicating that repeated exposure enhances brand recall, trust, and purchasing consideration. Results also showed a strong positive relationship between advertising frequency and both purchase intent and brand loyalty. Furthermore, purchase intent and brand loyalty were significantly correlated, suggesting that frequent exposure not only encourages immediate buying decisions but also fosters lasting emotional attachment to brands.

The study concludes that optimized advertising frequency can effectively increase both purchase intent and brand loyalty among young consumers. However, excessive repetition may lead to decreased engagement, highlighting the need for balanced ad scheduling. The results provide practical insights for marketers, entrepreneurs, and educators on leveraging social media advertising strategies to build stronger brand-consumer relationships in the digital marketplace.

INTRODUCTION

Social media has evolved into a main way for brands to interact with consumers, particularly given an increasing role of involvement with the brand while measuring the form of influence. In that sense, advertising frequency on social media can, in a direct way, influence consumer behavior. Increased ads exhibit brand familiarity which breeds interest toward purchase behavior, commitment over time and ultimately brand loyalty. Digital-natives, like college students interact with ads online through social media sites like, Facebook, Instagram and Tik Tok, and has high rates of ad exposure because they scheduled at length in the social media platform daily.

The relationship with ad frequency exposure and consumer response has focused on in the literature. Chan (2025) studies social media exposure and emphasizes social media exposure as a role of influencer consumer trust and future purchase actions, and supporting more ad frequency is predictive of outcomes relative to purchase behavior. ACM researchers (2023) emphasize that social media advertising engages behavior not only toward purchase but drives loyalties in behaviors when there is competition. Preprints.org (2024) argues frequency of real engagement with the brand on social media enhances perception of the brand, along with the perception of brand trust based on prior experience with the brand, and both ultimately foster commitment of brand engagement in the consumer continuum, bolstering both ability to freight the line between false needs and intentions, while focusing on brand communication becoming normal.

In the Philippines, Villanueva and Santos (2022) reported that Filipino college students had a higher purchasing intention for fashion and food products after repeated exposure to ads online. De Guzman (2023) indicated that repeated exposure to brands on social media positively affected customer loyalty in the local retail context. Reyes and Bautista (2024) confirmed that repeated ad exposure increased the perception of credibility in Filipino consumers due to a culture of peer influence and verbal endorsement. At the international level, Keller's Brand Equity Model (1993) supports the proposition that repeated advertising exposes consumers to the brand, allowing for brand recognition and positive associations to develop leading to loyalty. Smith and Anderson (2021) found that frequent ad exposures through Instagram affected both short-term purchasing and long-term brand relationships among young consumers. Finally, Li and Park (2022) discovered in South Korea, that ad exposure led to increased trust, engagement, and eventually brand loyalty.

While existing literature shows the impact ad frequency can have on purchasing behavior and brand loyalty, very few studies focus on college students specifically as a demographic group. Additionally, most studies explore either immediate purchasing behavior or long-term purchasing decisions in terms of brand loyalty, but do not study how immediate purchase behavior transforms into brand loyalty over time. Further, while this study's findings are relevant globally, the body of literature specific to Southeast Asia is quite scant and, specifically in the context of the Philippines, is rare, especially related to the unique digital behavior and cultural differences of Filipino youth.

While social media advertising has become a dominant marketing strategy, many businesses still struggle to determine how often advertisements should appear to effectively influence consumer behavior. Some studies suggest that frequent exposure increases brand recall and purchase intention, while others warn that excessive repetition can cause annoyance and reduce engagement. In the Philippines, limited research has been conducted to examine how advertising frequency specifically affects the purchase intent and brand loyalty of college students, who represent one of the most active groups of social media users. This lack of localized data creates a gap in understanding how repeated exposure to advertisements impacts both short-term buying decisions and long-term brand attachment. Therefore, this study seeks to explore how the frequency of social media advertising influences the purchasing intent and brand loyalty of college students in Metro Manila.

This study seeks to examine the relationship between the frequency of social media advertising that impacts the purchase intent and brand loyalty for college students in the Philippines. The study explored the impact of frequency as students are repeatedly exposed to social media ads, which leads to the immediate purchasing behavior turning into a form of loyalty to a brand. More specifically, this research aims to provide a practical concept for marketers from this generation about how often they should

advertise to intervene in consumer behavior, while generating a strong brand attachment that equally focus on effective sales strategies and brand experiences as the digital marketplace continues to develop. Finally, given the growing influence of social media in shaping consumer behavior, it is essential to understand how the frequency of online advertisements affects both immediate purchasing decisions and long-term brand loyalty among college students. While existing studies confirm that repeated exposure increases familiarity and trust, there is still limited research focused on determining the right balance of ad frequency that maintains engagement without causing fatigue, especially among Filipino youth. To address this, the present study seeks to analyze the relationship between social media advertising frequency, purchase intent, and brand loyalty. Through this research, an action plan will be developed to guide marketers and business owners in optimizing advertising frequency on various social media platforms. This plan aims to help them design more effective and engaging promotional strategies that can strengthen consumer trust, enhance purchase intent, and build lasting brand loyalty in today's competitive digital marketplace.

METHODS

This study on the impact of social media advertising frequency on consumer purchase intent and brand loyalty will utilize the descriptive-correlational design. Descriptive research tends to observe, describe, and document aspects of a situation as it naturally occurs. Descriptive research is a methodological approach that focuses on systematically observing and measuring characteristics of a population or phenomenon without manipulating any variables. This type of research is primarily concerned with providing a detailed account of the subject under investigation, allowing researchers to answer fundamental questions such as what, where, when, and how. By capturing the essence of the subject matter, descriptive research serves as a foundation for further analysis and exploration, making it an essential tool in various fields, including social sciences, market research, and health studies (Misa 2025). It was used to identify problems with the current practice, make judgments, or justify current practices. This study specifically focuses on the level of social media advertising frequency, level of purchase intent in relation to social media advertising, and level of brand loyalty. Consequently, correlational research Correlational design is a study design for examining the relationships between or among two or more variables in a single group, which can occur at several levels. It is a type of non-experimental design that examines the relationship between two or more variables. It should be remembered that the researcher is not testing the cause-and-effect relationship. A correlational research design investigates relationships between variables without the researcher controlling or manipulating any of them. (Devi, Lepcha & Basnet 2023). Further, the study proved the significance of relationship, through correlation, between social media advertising frequency and the purchase intent, social media advertising frequency and brand loyalty, and consumer purchase intent and brand loyalty among college students.

The purpose of this descriptive-correlational study is to examine and describe the relationship between the frequency of social media advertising and its effects on consumer purchase intent and brand loyalty among college students. Specifically, this study aims to provide a clear understanding of how varying levels of exposure to online advertisements correlate with immediate purchasing decisions and long-term brand loyalty. By employing a descriptive-correlational design, the research seeks to identify patterns, trends, and associations between variables without manipulating them, allowing for an accurate depiction of existing behaviors and relationships among the target respondents.

RESULTS AND DISCUSSION

This chapter deals with the gathered data that were analyzed and interpreted for better understanding of the study. The framework of the analysis and interpretation was guided by the problems stated in chapter 1.

Gender	Counts	% of Total
Female	70	41.40%
Male	99	58.60%
TOTAL	169	100%

Based on the data (n=169), it was found that 99 of the respondents are male which is equivalent to 58.60% of the sample. Whereas 70 female comprises the remaining 41.40% of the total sample.

According to Gopal and Mishra (2022), men and women respond differently to advertising messages. They explained that men are more attracted to advertisements that are factual, direct, and emphasize performance or efficiency, while women are more drawn to emotional and story-based advertisements that create personal connections. Therefore, since most of the respondents in this study are male, advertising strategies that highlight product usefulness and practical benefits may be more effective in influencing their purchase intent and building brand loyalty.

Year Level	Counts	% of Total
1st Year College	34	20.10%
2nd Year College	43	25.40%
3rd Year College	34	20.10%
4th Year College	53	31.40%
College Graduate	5	3%
TOTAL	169	100%

Based on the data (n=169) we can see that 53 respondents are 4th year level which accounts to 31.40% of the total sample. Forty three of the respondents are 2nd year level comprising 25.40% of the total sample. Thirty four 1st year level which is equivalent to 20.10% of the sample and another thirty four respondents are 3rd year level. Five respondents are already college graduate which is equivalent to 3% of the sample. According to Gao (2021), college students' year level can influence their purchase intentions, as students gain different levels of experience, exposure to products, and understanding of marketing strategies throughout their studies. Gao's study examined how students respond to online shopping, including the use of technologies such as virtual reality, and found that familiarity with marketing messages and product information affects purchasing decisions. In this study, respondents come from all year levels, with most being 4th year students, followed by 2nd year, 1st year, 3rd year students, and a few college graduates. This suggests that students at different academic stages may respond differently to social media advertising and develop varying levels of brand loyalty. Considering the year-level composition is therefore important for interpreting differences in consumer behavior, purchase intentions, and brand loyalty.

Table 3. Level of social media advertising frequency experienced by college students

Indicators on level of social media advertising frequency experienced by college students:	WM	SD	VI	Rank
1. The more often I see a brand’s advertisement on social media, the more I remember the brand.	3.53	0.51 3	SA	1
2. Frequent exposure to the same product or brand on social media increases my interest in buying it.	3.42	0.55 2	SA	2
3. I tend to trust brands that I see frequently advertised on social media platforms.	3.38	0.52 3	SA	3
4. When a brand shows up regularly in my feed, I am more likely to consider it over others.	3.31	0.47 8	SA	4
5. Seeing the same ad too often makes me less likely to engage with the brand.	3.05	0.63 4	A	5
TOTAL	3.34	0.54	SA	

Note: 3.25 – 4.00 Strongly Agree(SA); 2.5 – 3.24 Agree (A); 1.75 – 2.49 Disagree (D); 1 – 1.74 Strongly Disagree (SD); WM = Weighted Mean ; SD = Standard Deviation; VI = Verbal Interpretation

All the indicators pertaining to the level of social media advertising frequency experienced by the respondents revealed a strongly agree responses as evident by its computed total weighted mean score of (M=3.34; SD= .54). Indicator number one which states that “The more often I see a brand’s advertisement on social media, the more I remember the brand” got the highest mean score of (M= 3.54; SD= .513). Followed by indicator number two which states that “Frequent exposure to the same product or brand on social media increases my interest in buying it” with a mean score of (M=3.42; SD= .552). It was followed by indicator number 3 which states that “Frequent exposure to the same product or brand on social media increases my interest in buying it” with mean score of (M= 3.38; SD= .523). Indicator number 4 rank 4 which states that “When a brand shows up regularly in my feed, I am more likely to consider it over others” got a mean score (M=3.31; SD= .478). Lastly, indicator number 5 which says “Seeing the same ad too often makes me less likely to engage with the brand” got the lowest mean score of (M=3.5; SD= .634). According to Hutchinson (2020), the frequency of social media advertising can affect how consumers think and behave. Seeing the same ad multiple times can help people remember the brand, increase their interest in buying, and make them trust the brand more. In this study, respondents strongly agreed that frequent ads help them remember the brand, increase their interest in buying it, build trust, and make them more likely to consider the brand over others. However, the statement, “Seeing the same ad too often makes me less likely to engage with the brand,” shows the negative effect of too much advertising. This means that while frequent ads can improve brand recall, interest, and loyalty, too many ads can reduce engagement, so advertising frequency needs to be balanced carefully.

Table 4. Level of purchase intent among these students in relation to social media advertising

Indicators on level of purchase intent among these students in relation to social media advertising:	W M	SD	VI	Rank
1. I intend to purchase a product or service I see advertised on social media within the near future.	3.32	0.49 2	SA	4.5

2. When I see a product frequently promoted online, I often consider buying it.	3.4	0.52 6	SA	2
3. I am more likely to buy a product that has positive reviews and engagement (likes, shares, comments) on social media.	3.51	0.50 1	SA	1
4. If a brand offers customized or relatable content on social media, I feel more motivated to purchase from them.	3.32	0.52 7	SA	4.5
5. The more familiar I am with a brand online, the more likely I am to buy its products.	3.36	0.54	SA	3
TOTAL	3.38	0.52	SA	

Note: 3.25 – 4.00 Strongly Agree(SA); 2.5 – 3.24 Agree (A); 1.75 – 2.49 Disagree (D); 1 – 1.74 Strongly Disagree (SD); WM = Weighted Mean ; SD = Standard Deviation; VI = Verbal Interpretation

Table 4 shows the level of purchase intent among the students in relation to social media usage. Based on the results, the respondents strongly agree to all the identified indicators pertaining to their level of purchase intent in relation to social media advertising as evident by its total computed weighted mean score of (M= 3.38; SD= .52). Indicator number 3 which states that “I am more likely to buy a product that has positive reviews and engagement (likes, shares, comments) on social media” got the highest mean score of (M= 3.51; SD= .501). Based on the results the respondents strongly agree to all the identified indicators pertaining to their level of purchase intent in relation to social media advertising as evident by its total computed weighted mean score of (M= 3.38; SD= .52). Indicator number 3 which states that “I am more likely to buy a product that has positive reviews and engagement (likes, shares, comments) on social media” got the highest mean score of (M= 3.51; SD= .501).

The above mentioned findings were supported by Larasati, Wiyadi, Kuswati, and Saputro (2022), w/c stated that social media marketing can strongly influence consumers’ purchase intentions when brands are credible and actively engage with users through likes, shares, comments, and positive reviews. The study shows that frequent and trustworthy promotions increase brand awareness, trust, and the likelihood of buying a product. This is similar to the findings in Table 4, where respondents agreed that positive engagement and frequent promotions make them more likely to consider and purchase a product. These results suggest that students respond best to social media ads that are both reliable and engaging, showing that the effectiveness of social media marketing depends on both exposure and credibility.

Table 5. Level of brand loyalty among these students in relation to social media advertising

Indicators on level of brand loyalty among these students in relation to social media advertising:	W M	SD	VI	Rank
1. I often choose the same brand when I need to repurchase a product I’ve already used.	3.36	0.48 2	SA	4
2. I feel emotionally attached to brands that consistently provide satisfying experiences.	3.44	0.52 2	SA	1.5
3. Even if other brands are available, I prefer to stick with the one I trust.	3.44	0.52 2	SA	1.5
4. I recommend brands I like to my friends and family through social media or in conversations.	3.40	0.51 4	SA	3

5. The more I engage with a brand on social media, the more loyal I feel to it.	3.26	0.46	SA	5
TOTAL	3.38	0.50	SA	

Note: 3.25 – 4.00 Strongly Agree(SA); 2.5 – 3.24 Agree (A); 1.75 – 2.49 Disagree (D); 1 – 1.74 Strongly Disagree (SD); WM = Weighted Mean ; SD = Standard Deviation; VI = Verbal Interpretation

Table 5 shows us the level of brand loyalty among these students in relation to social media advertising. Based on the data, indicator number 2 which states that “I feel emotionally attached to brands that consistently provide satisfying experiences” and 3 which states that “Even if other brands are available, I prefer to stick with the one I trust” got the highest rank with the same computed mean score of (M= 3.44; SD= .522). Third in rank is indicator number 4 which states that “I recommend brands I like to my friends and family through social media or in conversations” with a mean score of (M= 3.40; SD= .514). Fourth in rank is indicator number 1 which states that “I often choose the same brand when I need to repurchase a product I’ve already used” with a computed mean score of (M= 3.36; SD= .482). Lastly is indicator number 5 which states that “The more I engage with a brand on social media, the more loyal I feel to it” with a mean score of (M= 3.26; SD= .466). The results only revealed that the respondents strongly agree to all the identified indicators that pertains to their level of brand loyalty in relation to social media advertising.

These findings were supported by Vu (2021), w/c included social media marketing can increase brand loyalty by building consumers’ trust and emotional attachment to brands. The study explains that when brands share credible and engaging content on social media, consumers are more likely to feel connected to the brand and continue buying its products. This relates to the findings in Table 5, where students strongly agreed that they feel emotionally attached to brands that consistently provide satisfying experiences and prefer to stick with brands they trust. These results suggest that social media can effectively strengthen loyalty by fostering trust and emotional bonds between consumers and brands.

Table 6. Significant relationship between social media advertising frequency and the purchase intent of college students

VARIABLES	r	Relationship	p value	Significance
Social Media Advertising Frequency	0.970***	Very high positive relationship	0	Significant
Purchase Intent				

Note. $p < .05$ (Significant), $p < .01$ (Highly Significant); $\pm 0-0.19$ slight, almost none, $0.20-0.39$ low, $0.40-0.69$ moderate; substantial, $0.70-0.90$ high, $0.90-1.00$ very high

Table 6 shows the significant relationship between social media advertising frequency and the purchase intent of College Students. A Pearson correlation was conducted to examine the relationship between social media advertising frequency and the purchase intent of college students. The results revealed a statistically significant, positive, large correlation: $r(167) = .97, p < .001$. This suggests that frequency of social media advertising significantly influences consumers purchase intent that often lead to impulsive buying.

These findings were supported by Susanti and Yulianita (2021), w/c believed that the frequency of advertisements has a strong positive effect on consumers’ purchase intentions. This supports the findings

in Table 6, where a very high positive relationship ($r = 0.970, p < 0.001$) was found between social media advertising frequency and the purchase intent of college students. The results show that seeing a product or brand more often on social media can increase interest, improve brand recall, and make students more likely to consider buying it. Frequent exposure also helps students become familiar with the brand, build trust, and even lead to impulsive purchases. These findings highlight that consistent and repeated social media advertising is very important in influencing students' buying decisions.

Table 7. Significant relationship between social media advertising frequency and the brand loyalty of college students

VARIABLES	r	Relationship	p value	Significance
Social Media Advertising Frequency	0.965***	Very high positive relationship	0	Significant
Brand Loyalty				

Note. $p < .05$ (Significant), $p < .01$ (Highly Significant); $\pm 0-0.19$ slight, almost none, 0.20-.0.39 low, 0.40-0.69 moderate; substantial, 0.70-0.90 high, 0.90-1.00 very high

Table 7 shows the significant relationship between social media advertising frequency and the brand loyalty of College Students. A Pearson correlation was conducted to examine the relationship between social media advertising frequency and brand loyalty of college students. Results of the pearson correlation indicated that there is a significant large positive relationship between Social Media Frequency and Brand Loyalty, ($r(167) = .965, p < .001$). This also suggests that frequency of social media advertising allow the consumers to develop a deeper sense of brand loyalty.

These findings where supported by Zhao, Butt, Murad, Mirza, and Al-Faryan (2022), w/c believed that seeing advertisements more often has a strong positive effect on brand loyalty because repeated exposure helps consumers develop stronger attachment and preference for a brand. The study explains that when brands consistently present engaging and reliable content, consumers are more likely to identify with the brand, feel confident in their choice, and continue supporting it over other options. These results align with the data presented in Table 7, which shows a very high positive correlation between social media advertising frequency and college students' brand loyalty. The findings suggest that repeated interaction with a brand through social media encourages students to trust it, remain committed, and continue selecting it in the future. Overall, the study highlights that ongoing, well-planned advertising campaigns are essential in creating lasting loyalty and sustaining consumer preference in the digital marketplace.

Table 8. Significant relationship between consumer purchase intent and brand loyalty among college students

VARIABLES	r	Relationship	p value	Significance
Purchasing Intent	0.977***	Very high positive relationship	0	Significant
Brand Loyalty				

Note. $p < .05$ (Significant), $p < .01$ (Highly Significant); $\pm 0-0.19$ slight, almost none, 0.20-.0.39 low, 0.40-0.69 moderate; substantial, 0.70-0.90 high, 0.90-1.00 very high

Table 8 shows the significant relationship between consumer purchase intent and brand loyalty among

College Students. A Pearson correlation was conducted to examine the relationship between consumer purchase intent and brand loyalty of college students. Results of the Pearson correlation indicated that there is a significant large positive relationship between Purchase Intent and Brand Loyalty, ($r(167) = .977, p < .001$). This also suggests that when consumers have deep trust and identification with a brand, their purchase intention significantly increases.

These findings were supported by Yen and Fahlevi (2023), who believed that stronger purchase intentions increase brand loyalty, meaning that consumers who are more likely to buy a product are also more likely to stay committed to the brand. The study explains that when consumers feel confident and connected to a brand, they are more likely to make a purchase, which further strengthens their loyalty. These findings match the results in Table 8, which show a very strong positive relationship between purchase intention and brand loyalty among college students. This suggests that students who are more ready to buy a product are also more likely to continue supporting the brand. Overall, the study highlights that building trust and engagement with consumers is important for encouraging both buying decisions and long-term loyalty.

CONCLUSIONS AND RECOMMENDATIONS

The study concludes that college students experience a high level of social media advertising frequency ($M = 3.34, SD = 0.54$), indicating that advertisements are a regular part of their daily online activities and that repeated exposure increases familiarity, recall, and trust, although excessive repetition may reduce engagement. Students also displayed strong purchase intent ($M = 3.32, SD = 0.56$), showing that appealing and frequent advertisements effectively spark interest and motivate them to consider buying products. Similarly, respondents demonstrated high brand loyalty ($M = 3.28, SD = 0.59$), emphasizing that consistent online visibility reinforces long-term consumer-brand relationships. Significant positive correlations were observed between advertising frequency and purchase intent, as well as between frequency and brand loyalty, affirming that increased exposure enhances both interest in purchasing and emotional attachment to brands, provided it remains balanced. A strong link between purchase intent and brand loyalty was also found, indicating that students who intend to purchase are more likely to remain loyal afterward. Overall, the study concludes that optimized advertising frequency effectively boosts both immediate and long-term consumer responses. Based on these findings, recommendations include encouraging businesses and marketers to strategically manage ad frequency to sustain engagement without causing fatigue, using analytics to adjust posting schedules and refresh ad designs. Entrepreneurs and startups should cultivate authentic, visually appealing online branding to strengthen recall and loyalty through relatable stories and interactive content. Faculty and students are encouraged to integrate advertising frequency and consumer psychology into marketing discussions through case studies and ad analyses. Future researchers should explore additional factors such as ad content quality and influencer credibility to broaden understanding of digital advertising effects. Lastly, consumers should remain mindful of how repeated exposure influences their decisions, practicing critical thinking and intentional purchasing for more responsible consumption.

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