| RESEARCH ARTICLE

The Impact of Online Advertisement on Building a Brand and on Purchase Intention

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| ABSTRACT

In the modern era of technology, online advertising is the most common tool used by firms to promote certain products or brands. This study examines the impact of online advertisements on building a brand and on purchase intention. The study sample consists of 389 respondents from different regions in the Philippines. A descriptive correlation was used to analyze and interpret the data. As concluded, online communities and electronic word-of-mouth affect the purchase intentions and brand loyalty of customers. Additionally, the results of the study indicate that online advertising has a significant influence on purchase decisions. By these mentioned factors, the study evidently proposes significant positive effects on purchase intention and brand loyalty of consumers.

| KEYWORDS

Online Advertising, Online Communities, Electronic Word-of-mouth, Purchase Intention, Brand Loyalty.

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1. Introduction

Throughout the years, technology has improved the lives of various generations. One of the beneficial technology innovations in today's generation is social media. Social media began as a way for friends and family to communicate, but it was later adopted by businesses looking to capitalize on a popular new communication method to reach out to customers (Dollarhide, 2020). Social media helps people in many ways, but this study focuses more on the impact of online advertisement on building a brand and on purchase intention. Social media can help start-up businesses through online advertising. Online advertising is much less expensive and reaches a much wider audience, and will probably give you more profit than traditional advertising (Deshwal, 2016). The benefits of online advertising are the following: no rigorous payment, easy result management, more targeted audiences, speed, and informative. First, it has no rigorous payment. As said by Dr. Parul Deshwal (2016), digital marketing requires just paying for eligible clicks, prospects, or impressions, but traditional advertising requires paying the entire sum to the advertising company. The second benefit is that they are simple to operate. In online advertising, you can find a lot of effective tools to measure the results of online advertising. These tools can help a small business to know what to do and what not to do in their following campaigns. Third, there are more targeted audiences. Compared to traditional advertising, online advertising can help a company easily reach their target audience. Fourth is speed. With online advertising, it is faster to spread an advertisement, and the moment a small business starts its campaign, it is likely to reach a wider audience. Lastly, online advertising is informative. At a nominal expense, the advertiser can provide extra information about the advertisement to the viewers. The majority of online advertising campaigns include a clickable link to a specific landing page where users may learn more about the product advertised.

In 2020, when the pandemic begins, many people lose their jobs, and businesses are experiencing bankruptcy in the Philippines, which causes them to shut down (ILO, 2020). One of the alternatives that they can do to survive is by having start-up businesses on social media, but some are still struggling with how they will promote their business to gain more customers. In today's business environment, social media has evolved into a new marketing tool that is available to all businesses and allows them to instantly develop relationships with potential customers. Start-ups can use social media to break into new markets, reach out to customers,

and build relationships in a more personal and direct way, which can catapult their brand and raise their awareness just as effectively as any large business. (Oxborrow, 2012).

As per Datareportal, the Philippines had 89 million web users in January 2021, which is comparable to 80.7 percent of the country's overall population. This high percent of numbers shows that using social media can increase the sales of start-up businesses. Founders of brand communities may supervise data flow as a method of creating product or brand knowledge, as shown by Kozinets (2007). Schröder and Hölzle (2010) noticed that corporations could readily comprehend customers through collective exchanges of ideas. Recently, it has been discovered that, despite the fact that many product names are developed for the same or comparable purposes, they are frequently undifferentiated from the customer's perspective (Hansen, Kupfer, & Hennig-Thurau, 2018). Brand recognition for customer engagement has become increasingly difficult due to the proliferation of identical goods in the mass market, particularly among Small and Midsized Enterprises (SMEs). Muniz and O'guinn (2007), Kozinets (2007) (2001), and Gong (2018) mentioned that the use of social media platforms enhances the marketing communication and advertising strategy for new or existing products/brands.

This research aims to answer the main objective, "How great is the impact of social media advertising in helping start-up businesses to build their brand? " It also aims to answer the following sub-objectives:

1. How do online communities affect the purchase intention and brand loyalty of customers in start-up businesses?

2. How does electronic word-of-mouth affect the purchase intention and brand loyalty of customers in start-up businesses?

3. Does online advertising have a significant influence on customer loyalty in start-up businesses?

4. Does online advertising have a significant influence on purchase decisions in start-up businesses?

The study seeks to analyze the impact of online advertisement on building a brand and on purchase intention. The role of the researchers is to show the dimensions of brand awareness and how big the impact of social media is as an advertising tool. The purpose of our gap is by helping a start-up business to know the proper timing, where, and what they should post to increase their brand's engagement and awareness. This paper mainly focuses on the impact of online advertisement on building a brand and on purchase intention since when the pandemic started in 2020, mostly started their online businesses through the use of social media platforms.

The scope of the study only covers the customers to help start-up businesses that use specific social media platforms such as Facebook, Twitter, and Instagram as a tool in building their business brands since these social media platforms are used by most businesses online. The researchers have chosen customers to show start-up businesses the effect of social media advertising that started during this pandemic. The limitation of this research will only cover customers. The researchers will conduct an online survey of the customers to help business owners have knowledge of how it affects their business both positively and negatively and how these businesses continuously cope with the new normal of online selling despite the crisis that we are still encountering today. The researchers decided to have respondents from ages 18 to 50 years old since they have observed that these ages have the most number of online buyers nowadays. The researchers believed that this study and the results of this study could help businessmen to be aware of the factors and the impact of social media on their businesses and on their customers.

2. Theoretical Background
2.1 Theoretical Framework
The design, implementation, and control of programs calculated to impact the acceptance of social ideas, including product planning, marketing, communication, distribution, and marketing research, are all part of the Social Marketing Theory. (French, 2011). The theory is managerial in nature, with the end goal that it tries to diagram a system that can be used to implement the designs and to make the target audience recognize based on the information needed. This theory helps to identify different social and psychological barriers that inhibit the flow of information through the mass media. As mentioned, the theory, by its feature, can be used in this study as it is vital to understand the marketing in finding the right audiences for businesses to build.

According to the study of Karanges et al. (2018), brand understanding has an impact on the brand promise that ensures customer satisfaction and loyalty, with the effect occurring on brand competence and profitableness. Additionally, brand understanding is also a medium for the brand promise, which raises the significance of the employee's understanding of the brand to fulfill the

promise. This suggests that brand understanding plays a role in interpreting the brand building in considering the consumer's benefit and also for the business builder's success aspirations.

The Domestication Theory examined the interplay between technological affordances, individual preferences, and the temporal, geographical, economic, and social dynamics of family life, focusing especially on the uptake of new technologies inside the domestic realm — the household. (Watulak & Whitfield, 2017) It suggests that it covers analyses and descriptions of processes on how technology is accepted, used, or rejected by people. In relation to this study, it is used and considered to grasp the realm of understanding the new technology and challenges it encompasses.

The research builds up the interconnection of Social Marketing Theory and Domestication Theory, which in particular addresses the aims of the study to analyze the impacts of Online advertisements on building brands and on their purchase intention. Eventually, the Social Marketing theory's key task is to define the goals of the business that it is trying to achieve with the people that could benefit and generate success from it. (French et al., 2010) Moreover, the Social Marketing Theory interplays in analyzing the principles that underlie conceptualizing a brand, building business, and even marketing. Additionally, in accordance with the study of Hynes & Richardson (2009), domestication theory is building up essential usage of technology in everyday life. Furthermore, this suggests that Domestication Theory applies to examine the impacts of Online advertisement, technological preferences, and the individual status of the consumer.

2.2 Literature Review
2.2.1 Social Media Advertising and Starting up Businesses' Brand
Digital networks, in accordance with Lexico.com, are platforms and programs that enable users to access, connect, and participate in social networking. They are in an ever-growing online network of those who discuss, comment, participate, and create (Si 2016). One of the findings of the study identifies relevant social media-specific resources and capacities (i.e., social media strategy, social media employee activities, social media measurement, and social media budget) that are required to increase a firm's social media performance and brand perceptions (Marchand, Hennig-Thura, Flemming, 2019) that an examination of the field study shows a positive connection between the applied work and the independent venture. The implementation of the social media strategy leads to the growth of start-up businesses (Eltayib, Bhimani, Gandhi, and Kamdar 2018).

Social media platforms have become one of the easiest platforms to use when it comes to business as a marketing tool, even though that traditional word of mouth still has more influence on customer response than those that come from the social media platforms (Alalwan, Algharabat, Rana, and Tarhini 2016). The stepping tool of commitment has shown the ways to deal with connecting to the clients. The study has also revealed that to utilize digital marketing effectively, companies are required to design an effective platform (Ibrahim and Ganeshbabu 2018). Social media should emphasize a lot in providing social benefits to the consumers by providing them more opportunities for member-to-member interactions on the companies' social media profile pages in order to give them a sense of belonging among peers who share their interests. (Ahmad and Irshad 2019).

Advertisements are ways to communicate to the consumers through social media, tv commercials, signs, brochures, commercials, billboards and other advertising materials (Pamera and Khanna 2019). A current study found a predominant influence of perceived relevance on consumers' responses to social media ads (Jung 2017). The commitment to social media promoting itself is key in clarifying how web-based media commitment is identified with publicizing assessments. (Bronner, Muntinga, Noort, and Bronner 2018). Social media marketing communications are directly related to brand trust and brand effects, the two main determinants of brand loyalty (Orzan, Platon, and Stefanescu 2016). SNS (Social Networking Service) is an additional medium through which information can be disseminated because it encourages two-way communication between customers and firms (Farook and Abeysekara 2016). According to the study, millennial consumers expect brands to engage with them through two-way communication in the form of social media outreach (Brown 2016).

2.2.2 Small Medium Enterprises and the Effect of Social Media advertising on Brand Image
During this time of the pandemic, people started to build their own start-up businesses as an alternative because many businesses were forced to close, which led to an increase in the unemployment rate in the Philippines and in other countries. Social media represents a potential vehicle and has a positive effect on strategically assisting SMEs' performance in creating better brand awareness, better relationships with customers, and increased sales (Karami and Tajvidi 2017; Ahmad, Abdul, Rahim, and Bakar 2018). Other researchers also mentioned that depending on whether an SME developed its Social Media presence on a variety of channels or only on a couple of them, the SME benefits can vary in terms of value and volume (Presnaj and Rugova 2016).
Social media branding is one of the most important tools when it comes to business. It makes it simple for a business to attract more customers and increase the brand awareness of its target market. There is also a study that mentioned that an improved purchase intention of consumers is found because of the brand image: brand image has a significant mediating role in the relationships between interaction and consumers' purchase intention (Abdul, Anjuman, Rafijul, and Tusher 2020). However,

depending on the target market group, there can be major variations. The results show that the demographics and social media usage show a significant correlation with consumers' perceptions of the impact of social media on the brand image (Jokinen 2016). The low similarity between users and their social connections likely results in the negative effect of social endorsement (Agarwal, Lee, and Whinston 2017). The impact of social media brand association via social media brand engagements is more grounded than the impact of social media brand communication (Gómez, Lopez, and Molina, 2019). Making content on social media is crucial because every content should be unified in mind. It can affect the mindset of your customers about your product or services, especially nowadays that every brand should think and post carefully because, on social media, one wrong post can affect your entire business. Any form of media that engages multiple senses did a better job of getting a brand's message across to the consumer than other mediums. For this reason, it is more important for brands to establish a prominent social media presence where they not only exist on social media but also make an effort to actively engage with their followers and interact with them through these platforms. User-generated content creates a marketing strategy that motivates consumers to build relationships with their products and the brand (2016). Harun and Husin also mentioned that three social media marketing dimensions, namely online communities, entertainment, and perceived trust, had significant effects on the Millennials' online purchasing behavior of low involvement products (2019). According to the discussion and results conducted by Kamalasena and Sirisena (2021), people commonly turn to online communities to gain a complete understanding of the product or service they intend to purchase by reading other people's recommendations. Consumers are more likely to acquire a product or service if brand trust is built through online communities.

A result from a study shows that social media interaction has a positive effect on Brand Relationship Quality and other marketing outcomes (Huang, Hudson, Madden, and Roth 2016), which can lead to Brand Loyalty. Many consumers nowadays enjoy rewards and memberships when they purchase a product. This is a way of marketing geared toward brand loyalty and to make them come back. The practice of social media marketing in firms for the purposes of correspondence, advancement, and deals have the most impact on prevailing with social media (Marzouk 2016). It was mentioned by Bilgin (2018); Khan, Fatima, and Matloob (2019) that Social media marketing activities have been found as effective factors in brand image and brand loyalty, and it helps marketers to understand customer revisit intention, brand consciousness and value consciousness. Social media marketing leads to purchase intention and brand loyalty because it has a strong role in predicting the customers' trust, which, in turn, positively reflects on brand loyalty. (Alalwan, Rana, Dwivedi, Algharabat 2017; Laksamana 2018). Customer commitment is also the loyalty of your customers. The Experience Factor and the Information Factor both have an important and beneficial impact on purchasing decisions. Therefore, the higher the customer commitment to social media, the higher is the purchase decision (Balaji, Jagadeesan, and Shantharam, 2019).

2.2.3 Online Advertisement and Purchase Intention

Social media is one of the key areas where social media advertising appears. Since Internet connection is widely available, social media advertising has become a powerful way of commercial communication. Clients add significant value to consumers and businesses by looking at and purchasing the company's products that are advertised on social media (Yeo et al., 2020). According to Latif and Calicioglu's (2020) findings, social media marketing components such as perceptual and rational advertisement appeals have a beneficial impact on client purchase intentions and boost the effectiveness of advertisement appeals on customers. Perceptual advertising refers to a customer's impression of a product or service that may or may not be factual. It includes entertainment, interaction quality, interpersonal influence, and function in the study. Rational advertising, on the other hand, is based on product features. It is composed of two parts in the investigation: trustworthiness and degree of study engagement. According to the overall findings of the study, there is a direct association between social media marketing and purchase intentions, with brand attitude acting as a moderator.

However, there are also different strategies that companies can use in advertising their products and services online. Firms can use different social media marketing practices such as online classified advertising, display advertising, web banner ads, mobile advertising, centerfold ads, text ads, pop-ups/pop-under advertising, floating ad, expanding ads, trick banners, news feed ads, email advertising, and HTML ads, have been found to be the dominant media for companies to market products and services via the Internet (Yeo et al. 2020). The strategies that the companies will use depend on the products and services that they offer. According to Maria, Pusriadi, Hakim, and Darma (2019), Ads that are made as attractive as possible can generate interest in the brand image brought by the ad; thus there is the motivation and desire to make a purchase and try to use the product.
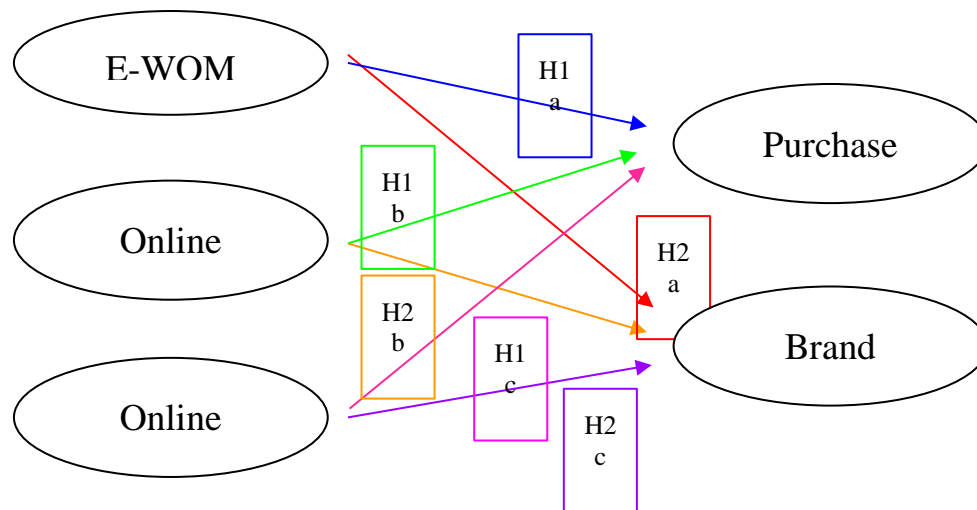
2.3 Conceptual Framework

*Figure 1: The Impact of Online Advertisement
on Building a Brand and on Purchase Intention*

H1: Social Media Marketing Mediums have a positive significant impact on purchase intention.
H1a: Electronic word of mouth has a positive impact on purchase intention.
H1b: Online Communities have a positive impact on purchase intention.
H1c: Online Advertisement has a positive impact on purchase intention.
H2: Social Media Marketing Mediums have a positive significant impact on brand loyalty.
H2a: Electronic word of mouth has a positive impact on brand loyalty.
H2b: Online Communities have a positive impact on brand loyalty.
H2c: Online Advertisement has a positive impact on brand loyalty.

Dependent variables: Purchase intention and brand loyalty

Independent variables: Electronic word-of-mouth, Online communities, Online advertisement

Figure 1 shows the interrelationship of purchase intention and brand loyalty among independent variables, as mentioned as the Electronic word-of-mouth, Online communities, Online advertisement. Electronic word-of-mouth significantly influences purchase intention and brand loyalty as it constructively gives background to the particular product that consumers possibly review, Followed by the Online communities as impactful by the interaction occurring among consumers. Finally, online advertising is a persuading technique that affects the decision of consumers on purchase.

3. Method

3.1 Subjects and Study Sites

The 389 respondents of this study were males and females, ages 18-50 years old, from the different regions of the Philippines. The subject of this study would only be customers who use social media by means of convenience sampling. By this, the researchers can understand their knowledge about social media advertising and how it can affect their purchase decisions.

3.2 Research Design

3.2.1 Descriptive Correlational

Descriptive research aims to provide a Snapchat of the current situation, while Correlational aims to uncover associations between variables and forecast future events based on the current knowledge. The descriptive Correlational main goal is to describe relationships between variables. This helps the researchers in determining the relationship of the variables in their study.

3.3 Ethical Considerations

In every research paper, ethical considerations are a need and a requirement. In this study, the following criteria will be strictly followed:

1. Studies by other authors and/or researchers were cited properly by the researchers.
2. The respondents' answers were fully secured and respected.
3. All personal information of the respondents was kept at the highest level of confidentiality. Sharing information about the respondent/s is strictly prohibited. The researchers acted as the guideline imposed from RA No. 10173, also known as the Data Privacy Act.
4. When the researchers ask a person if he/she is willing to participate in our study, he/she has the free will to decide if he/she will accept the researchers' request or not.
5. The researchers did not deceive any results of the survey and would show full honesty.

3.4 Data Gathering Procedure
The researchers adapted an online survey. In this method, the researchers asked the right questions that the researchers needed to know about their research. The sample size used in this study is 389 respondents. The researchers used a Raosoft Sample size calculator to determine the sample size of the respondents that needed to participate. Succeeding that, researchers had an online session with their statistician to conduct a validity and reliability test before the researchers distributed the said questionnaires.

3.5 Mathematical or Statistical Treatment of Data
3.5.1 Mean and Standard Deviation
Standard Deviation indicates how often individual answers to a question differ or "deviate" from the mean. Standard Deviation would help the researchers to tell the distance between individual data value and the mean value.

4. Result
Table 1. Regression Analysis Summary for Purchase Intention

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.159	.157		7.362	.000
E_Word_of_Mouth	.207	.042	.242	4.879	.000
Online_Comm	.169	.045	.185	3.772	.000
Online_Adv	.301	.046	.321	6.605	.000

Dependent Variable: Purchase Intention

Note: , (N = 389, p = 0.00)

Multiple regression was calculated in predicting purchase intention using various factors such as electronic word of mouth, online communities, and online advertisement. A significant regression equation was found (F(3, 385) = 77.305, p < 0.00), with adjusted R^2 of 0.370. The respondents' predicted purchase intention is equal to 1.159 + 0.207EWOM + 0.169OC + 0.301OA, where EWOM is the electronic word of mouth, OC is online communities, and OA is an online advertisement. All factors were found to have a significant positive effect on purchase intention. This means that the respondents' predicted purchase intention increases by 0.207 for every one unit increase in electronic word of mouth. Similarly, the respondents' predicted purchase intention increases by 0.169 for every one unit increase in online communities and 0.301 for every one unit increase in online advertisement.

Table 2. Regression Analysis Summary for Brand Loyalty

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	.845	.169		5.011	.000
E_Word_of_Mouth	.234	.045	.251	5.143	.000
Online_Comm	.163	.048	.163	3.382	.001
Online_Adv	.356	.049	.350	7.301	.000

Dependent Variable: Brand Loyalty

Note: , (N = 389, p = 0.00)

Multiple regression was calculated to predict brand loyalty using various factors such as electronic word of mouth, online communities, and online advertisement. A significant regression equation was found (F(3, 385) = 83.721, p < 0.00), with adjusted R^2 of 0.390. The respondents' predicted brand loyalty is equal to .845 + 0.234EWOM + 0.163OC + 0.356OA, where EWOM is the electronic word of mouth, OC is online communities, and OA is an online advertisement. All factors were found to have a significant positive effect on branding loyalty. This means that the respondents' predicted brand loyalty increases by 0.234 for every one unit increase in electronic word of mouth. Similarly, the respondents' predicted brand loyalty increases by 0.163 for every one unit increase in online communities and 0.356 for every one unit increase in online advertisement.

Table 3. Descriptive Statistics

	Mean	Std. Deviation
Purchase Intention	3.529	.3829
Brand Loyalty	3.486	.4168
E. Word-of-Mouth	3.426	.4479
Online Community	3.347	.4169
Online Advertisement	3.631	.4088

Legend:

Strongly Disagree = 1 – 1.74   **Agree =** 2.5 – 3.24

Disagree = 1.75 – 2.49   **Strongly Agree =** 3.25 – 4.0

Table 3 explains the level of agreement of the respondents on each variable. The result shows the impact of Online Advertisements on Purchase Intentions is 3.529. The mean for Brand Loyalty is 3.486. For Electronic Word-of-Mouth, the mean is 3.426. Online Community has a total mean of 3.347, and Online advertisement has a mean score of 3.631. The result shows that the mean of all variables is more than 3.25, which means the answer of the respondents on each variable is Strongly Agree.

Table 4. Age Profile of Respondents

Age	f	%
18-26	363	93.32%
27-34	6	1.59%
35-42	12	3.17%
43-50	8	2.12%
Total	**389**	100%

Table 4 shows the age profile of the respondents. The results showed that most of the respondents are from 18-26 years old, with a percentage of 93.32%. Followed by 35-42 years old with a percentage of 3.17%, 43-50 years old with a percentage of 2.12%, and lastly, 27-34 years old with a percentage of 1.59%.

5. Discussion

The impact of online advertisement on building a brand and on purchase intention is examined in this study. As a result, online advertising is critical for businesses in this regard. Customers' purchasing intentions are influenced by electronic word-of-mouth and online networks, based on the findings. Customers' online views, whether positive or negative, are referred to as electronic word-of-mouth. In a study conducted by Balakrishnan, Dahnil, and Yi (2014), the result indicated that online marketing communications, specifically EWOM, online communities, and online advertisements, are effective in promoting brand loyalty and product purchase intention through the company website and social media platforms. Favourable electronic word of mouth (eWOM) has a higher impact on customers than negative eWOM, congruent with Abir et al. (2020) since it reinforces buyers' positive opinions of businesses and goods. When customers hear that a product or brand is exceptional from others, it persuades another potential buyer to purchase it. On the other hand, online communities have an impact on customers' buying intentions. On the internet, an online community is a group of people who have common interests. The emergence of these online communities enables areas for online consumers to interact and discuss ideas, viewpoints, and product/service-related facts, as stated by Kamalasena and Sirisena (2021). The findings reveal that online communities and electronic word-of-mouth are linked to customers' purchase intent since each customer's perspective on a brand can influence other members of the online community. The study's other finding is that consumers' loyalty and purchase decisions are heavily influenced by online advertisements. The outcome of the study suggests that trust is greatly influenced by internet advertising. The study recommends for online businesses use online advertising to promote their products or businesses because, in a study conducted by Budiman (2021), an excellent marketing method for targeting an ad to the proper demographic is to use online advertising (Feifer, 2018). Remarketing/retargeting is the most effective online advertising when it comes to a person's brand loyalty. Remarketing/retargeting is the most effective technique to reach customers who are already familiar with or have purchased the company's products (Janssen & Janssen, 2018). Customers who have purchased products from the brand will be even more loyal

to the brand if advertisements appear to them. For our other findings, online advertising has a major impact on purchasing decisions. A study conducted by Akindele, Ayodele, and Tobi (2020), the study concluded that perceived online advertising credibility is a factor that affects internet users' purchase decisions. All credibility factors tested, such as privacy, trust, and data security, influences purchase decisions.

6. Conclusion

As social media become increasingly central to people's everyday lives, it is important to understand the effect of online advertising on their purchase decision and brand loyalty. This study concluded that businesses imply strong online advertisement and favourable eWOM from other consumers for people's loyalty and decision for repurchasing respective products. Clearly, the attractiveness of products is based on the influence of online advertisements. In summary, this study focuses on the impact of online advertisements on building a brand and on purchase intention. Resolving the above-mentioned limitations would be a fruitful endeavor for future research. In today's business environment, all businesses now have access to social media, which helps them rapidly in creating relationships with potential clients. Based on the results we have obtained, we conclude that all of the objectives of this study have been achieved. Electronic word-of-mouth and online communities have an impact on the customers' purchase intentions. Our results also tell us that online advertising has a significant influence on both customer loyalty and purchase decisions. All of the variables were discovered to have a strong beneficial impact on buying intent and have significant positive effects on brand loyalty. Ages 18–26 years old are most likely to be more attracted when buying a product, and it shows a good result because it can help startup businesses in producing more products and hiring more workers that can help many people to get a job. While undertaking the study, the researchers encountered a variety of limitations. The researchers disseminated the questionnaires using online surveys as the researchers are not allowed to give their questionnaires directly to the respondents due to the pandemic catastrophe that we are currently encountering today. Only online communication is permitted between the researchers and their advisers, mentors, and statistician. As a result, the researchers ran into some obstacles when completing the study. The following are the points identified by the researchers for the recommendation and improvement of the study. The concerned persons and groups are hereby addressed:

To the businesses utilizing online advertisements should exercise creativity in promoting the products and services they are offering. Likewise, the entrepreneurs must continue providing high-quality products to customers so as to increase satisfaction and build up customer loyalty. This may also be done by ensuring a good feedback mechanism in the form of e-WOM. Moreover, business owners should make research a habit. This is essential for them to develop new ideas, activities or innovations toward financial sustainability.

To the customer, having a meticulous attitude is very important. They should be responsible enough to weigh and evaluate the claims made by the business. Potential buyers should know how to discern what is real from counterfeit. They must pay close attention to the details of the products they are planning to buy. If these are not provided, they should not hesitate to verify what they see in online ads.

To the government officials, both local and national, no effort should be spared in helping the business, especially those which are struggling as a result of this pandemic. They should be reminded that these businesses serve as the pillars of the Philippine economy. Legislation may be made in support of these businesses. The Department of Trade and Industry, in particular, may direct its efforts on ensuring healthy exchange between buyers and sellers. Fraud detection and scam prevention should be among the advocacies of the department.

Similarly, **Private and Non-governmental Organizations** should likewise lend a helping hand to these businesses. They may provide training and webinar so that businesses and women can enhance their advertising capabilities.

Lastly, **future researchers** should explore other variables related to the topic. A comparative approach to traditional and online advertisements should likewise be conducted.

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