
| RESEARCH ARTICLE

Elements of Online Advertisements: Its Impact on Late Generation Z's Purchase Intention

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| ABSTRACT

Online advertising is considered as one of the most popular forms of communication in persuading consumers to purchase a product. It asks the question of how an advertisement becomes well-written or well-processed. Correspondingly, many factors contribute to making an online advertisement a successful process. In this light, the researchers aim to determine the influence of the different elements of online advertisements on Late Generation Z's purchase intention. To be more particular, the researchers focused on several factors, such as (1) advertising appeals, (2) visual and verbal elements, and (3) social media platforms. The methods utilized in gathering the data in this study were through Google Forms as there were constraints to physical contact due to the COVID-19 pandemic. After assessing the necessary data for this study, the researchers have found that some elements of online advertisements are always significant to Late Generation Z. To be more specific, some of these elements are as follows: (1) the brand logo's overall style and background meaning, (2) the informativeness and credibility of an advertisement, (3) the authenticity of an advertisement, and lastly, (4) the credibility of social media platforms in terms of purchasing products and services. The study intends to fill the gap in this domain to help advertising companies, businesses, marketers, and researchers fully maximize the potential of online advertisements.

| KEYWORDS

Online Advertisements, Advertising Appeals, Visual and Verbal Elements, Social Media, Purchase Intention

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1. Introduction

Advertising is considered the most popular form of communication that can persuade consumers to purchase products or services (Huang et al., 2012). However, resulting from the recent development in people's lifestyles and the introduction of new products and services by various firms, organizations are looking for new ways to stand out. According to Fruchter et al. (2011), the way that the advertising message is produced has become more significant than the message itself. One of the most utilized mediums nowadays is online advertisements. However, despite its convenience, abundance, and utility, the challenge begins in crafting the most suitable message. According to Brookins (2019), consumers are used to seeing an advertisement that they have developed an aversion to advertising. Ipso facto, there is a need to create an ideal content and transform it into something that looks or sounds new.

Moreover, people nowadays look around, research, and rationalize before making a purchase - and most of the time, they do this on the internet. However, the internet offers a wide range of websites on which companies can place advertisements. With so many options, it can be overwhelming, especially for small business owners, to narrow down the choices to the platforms that will attract the most potential customers and sales. Choosing the best advertising platform for a business will include numerous tests before obtaining the right one. It can be complicated, but it is a must to decide whether marketers or advertisers will place their advertisements on Facebook, Instagram, YouTube, or other social media platforms. Sometimes it could be a combination of two

or three platforms that bring in the most customers. However, there is limited knowledge of the effectiveness of these platforms as advertising channels (Johnston et al., 2018).

2. Theoretical Background

2.1. Theoretical Framework

The Theory of Planned Behavior is an extension of an existing theory called the Theory of Reasoned Action (TRA), in which both ideas are somewhat similar. However, the Theory of Reasoned Action is limited to the considered factors for the intention. The structure is also limited to where the behavior of an individual is in control or can be controlled (Ajzen, 1991). Correspondingly, here is where the intention or behavior is solely dependent on the beliefs and influences of an individual.

On the other hand, the Theory of Planned Behavior structures to be independent concerning the factors that will affect the intention or behavior of an individual. The objective of the Theory of Planned Behavior is to understand human behavior in specific contexts (Promotosh & Sajedul, 2011). Giving the results or intention of an individual is dependent on those factors.

In correlation to the study, the theory links in a way that the advertising appeals, social media platforms used, and visual and verbal elements are the contextual factors. These elements that were used in social media advertisements will have a correlational effect on the purchase intention of a customer or consumer.

2.2. Literature Review

2.2.1. The Process of Creating an Advertisement

Altstiel and Grow (2017) mentioned the process of creating an advertisement that catches the attention of consumers. They made mention of the term AIDA, which stands for attention, interest, desire, and action. Applying AIDA in the advertising creation process will benefit advertisers for the ad to be effective. Generally, an advertisement must catch the attention of the target audience. For consumers to buy the product, it must be of interest to them, which would later lead to desire and action to purchase it. Campbell and Pearson (2018) also stated that audiences often view video advertisements without sound, which affects their effectiveness and meaning. Their study draws on advertising and screen-media research and analyzes advertisements illustrated from articles and an agency dataset. It also includes interviews with advertising professionals experienced with soundless video to build a novel understanding of the phenomenon of soundless advertising.

Moreover, Hibbard (2012) encloses the proper usage of pictures in advertisements. According to him, it must: (1) use an appropriate image for the message, (2) use the most attractive image possible to tell the story, (3) let the image do its work, (4) select images that align with the audience, and (5) stick to a visual style and being consistent. Gardner et al. (2013) also conceptualize involvements as a state variable with two components: intensity and direction. Intensity is associated with the amount of attention devoted to an advertisement, and direction is the type of strategy used to process the information. Smith (2011) surveyed 571 Millennials which indicated that they prefer online coupons and side-panel ads; Millennials do not like pop-up advertising. Graphics are highly effective in grabbing their attention. Millennials will repeatedly visit a website with competitive prices and reasonable shipping rates. If given an incentive, such as a discount or reward, Millennials will write an online product review.

Research from Media Dynamics, Inc. declared that the number of ads that adults get exposed to is about 360 ads per day, but no one can process the total exposure they get during the day. Only around 150 ads are retrieved, and fewer make a massive impact on consumers to be able to recall the advertisement while purchasing.

2.2.2. Growth and Maturity of Online Advertising

Online advertising is currently evolving due to the development of computers and the accessibility of the internet. In 2017, global online advertising spending reached \$209 billion and accounted for 41% of all advertising spending (Kafka & Molla 2017). Consequently, the evolution of technology has paved the way to enhance advertising industries - from merely banners, flyers, and posters. Online advertising has expanded what advertising is and has given new heights and opportunities in the field - with advertisements now reaching more people and leading to the invention of different formats that will help cater to their targeted market more efficiently and effectively. Currently, it has become vital in integrated marketing communications programs. When used as a direct marketing tool, online advertising banners and pop-up advertisements work effectively for particular brands and products.

According to the study by Anusha (2016), online advertising started way back in 1999, and now it is the fastest and most effective medium in advertising. It allows interaction between the producer and consumer. Nowadays, banner advertisements are already losing their fame because of the convenience found in online advertising. It requires more time consumption, effort, and budget. Social media advertising is making its way to popularity because it will be easier to communicate and disseminate information through social media. In her study, it shows that her respondents prefer television advertisements more rather than online.

Advertisements online can be floating advertisements, e-mail advertisements, pop-up advertisements, and video advertisements. Online advertising increased the awareness of the companies and the consumers through easy information distribution. It can be easier to connect with the target respondents and has cheaper costs. However, not all online advertisements are reliable. Some advertisers use the web to trick people using catchy advertisements.

Moreover, there are various ways to advertise media online, such as online video, social media, search engines, and display banners. According to Liberali et al. (2016), online video advertising is consistently stronger than social media, banners, and search - and the relative strength of social media increases the further the consumer is from purchasing. This study discussed the online advertising effectiveness on the purchase funnel and several fundamental issues related to measuring ad effectiveness in online media advertising. The results showed that social media advertising is most effective the further the consumer is from purchasing, and it showed that the use of online videos produced better effectiveness overall.

With the rise of a steadily upward industry also comes the enhancement or development of academic research and studies to improve the field. Researchers make discoveries due to the difference in factors which only leads to more studies. Whether those factors are in which platforms and locale of online advertising are being produced.

2.2.3. Social Networking Use

Social network use is a global phenomenon. Approximately a third of the world's population used a social network at least once a month in 2017 (eMarketer, 2017). Facebook alone had 2.23 billion monthly users as of 2018 (Statista, 2018). Thus, it is reasonable to insinuate that Facebook is the world's leading social network service (SNS) and a medium that has become an integrated part of consumers' lives.

Social media presents immense marketing opportunities (Fink et al., 2020). Social media advertising is one such opportunity that is becoming an increasingly attractive way of improving advertising effectiveness (Lee & Hong, 2016). Social network services grant opportunities for brands to advertise in a more targeted and personalized manner. Unsurprisingly, therefore, brands are allocating more and more of their advertising expenditure to social media (Knoll, 2016; Okazaki & Taylors, 2013). Despite intrusive advertisements being all over the internet, it does not guarantee that it gets the attention of their target consumers. On social media, the consumer can either like or follow the advertisement, and it is one technique to allow the consumer to choose whether to be exposed. To leverage this new means of advertising, advertisers and brands must learn what leads social media users to engage in positive behavior toward brands and their marketing messages on different social media platforms. These sites include Facebook, YouTube, Twitter, TikTok, and Instagram. It offers various brands and groups the opportunity to talk to people through advertisements. Several brands also gain more fans when people relate to what a brand or group is doing in their social space (Landa, 2010).

In line with this, social media can be the most effective advertising medium through relevance, authenticity, value, and appeal. According to Landa (2010), relevance means that the advertisement understands its target audience - based on insights into the audience, brand, or group, along with the product, service, or group category. On the other hand, authenticity means that it lives up to the brand essence, claims, and values and does not lie or offer half-truths. Furthermore, value means that it offers new knowledge to its audience, which in turn helps the brand or group to grow. Lastly, being appealing or enticing enunciates something with an "edge" or uniqueness and something that cannot be simply purchased elsewhere.

Furthermore, in a comprehensive review by Knoll of SNS advertising research, he identified several existing gaps. In particular, research on Facebook is still in its early stages in developing countries (Rahman & Rashid, 2018). Moreover, researchers should first focus on the effect of advertising on consumers' perceptions, attitudes, and behaviors, especially behavior other than word-of-mouth (Wiese et al., 2020). Also, study the possible associations between social media and traditional media, and measure actual behavior instead of just behavioral intentions. Furthermore, despite the growth and popularity of social media, there is limited knowledge (both theoretical and empirical) of the effectiveness of these platforms as advertising channels and of the influence of social networking advertisements on consumer behavior (Johnston, Khalil, Le, & Cheng, 2018). As identified by Johnston et al. (2018), Jung et al., Knoll, Stephen (2016), and (Alalwan, Rana, Dwivedi, & Algharabat, 2017), there is insufficient empirical research, leaving unanswered questions.

2.2.4. Attitudes and Behavior toward Facebook Advertising

According to Pollay & Mittal (1993) and Yang (2003), as cited in Wiese et al. (2020), attitudes toward an advertisement are described as the tendency to positively or negatively respond to a particular advertising stimulus during an exposure occasion. Attitudes toward advertising influence consumers' responses, which affect their purchasing behavior (Mitchell & Olson). Boateng and Okoe (2015) also confirmed a positive correlation between attitudes toward social media advertising and behavior. However, there is little evidence of how social media marketing messages influence their behavior toward a brand.

A Facebook advertisement is a stimulus designed to encourage engagement with a brand or product. A measurement to determine its effectiveness is usually in terms of a conversation or click-through rates. The behavioral action toward online advertising is also typically determined by clicking on an advertisement or purchase behavior (Wang & Sun, 2010), as cited in Wiese et al. (2020). Thus, a behavior toward SNS advertising can take on various forms. First, it can be advertising-related behavior such as viewing or liking advertisements. Second, it can be firm-related behavior that drives visits to a Facebook page and purchases of its offering.

Brands thus use their social media marketing strategy to form part of online networks such as Facebook. Social media have affected, altered, and disrupted traditional marketing efforts and, because of their attractiveness, have altered marketing practices such as advertising (Hannah, Rohm, & Crittenden, 2011; Venkatesh & Jayasingh, 2017). While empowering the general public, SN platforms present innovative opportunities for markets to communicate with their consumers (Sriramachandramurthy, Hodis, & Sashittal, 2015).

However, despite the excitement and interest regarding SNSs like Facebook, few studies have sought to comprehend the distinctive characteristics of SNA and their resulting effectiveness (Johnston et al., 2018). Consequently, this study will determine the effectiveness of online advertising concerning Late Generation Z - to fill this gap.

According to Bannister, Kiefer, & Nellums (2013), their findings suggest that Facebook advertisements had neither a positive nor negative effect on their respondents, who were college students, which is quite similar to this study but also changes the factor of race. Correspondingly, it concludes that people or respondents from that age group were more attracted to Facebook advertisements as long as it is relevant to their times. Moreover, although Facebook is relevant to them in terms of social media, the advertisements found on the platform were not really of help in increasing their purchasing behavior.

2.2.5. Analysis for Effective Advertisements on YouTube

According to Lodish et al. (1995), as cited in Vedula et al. (2017), advertisements had no prominent effect on sales or had no significant impact at all. Danaher et al. (2020) also stated that email and catalogs from a focal retailer-brand have a negative influence on other retailer-brands in the category. Meanwhile, paid-search influences only the focal retailer-brand. They also remarked that they segment customers by retailer-brand and channel usage, revealing a sizable group of customers who shop across multiple retailer-brands and purchase channels. Moreover, this segment is the most responsive to multimedia advertising.

Li and Lo (2015) stated that increased cognition of the advertised product later improved brand recognition. Likewise, how informative a brand is in its advertisements is correlated to brand recognition. Furthermore, a study by Karadeniz and Kocamaz (2019) stated that hedonic motivation, trustworthiness, and economic benefit follow informativeness, respectively. With this, companies should value these variables, prioritizing informativeness.

Aziza and Astuti (2018) also stated that the use of YouTube advertising to communicate with customers is increasing nowadays, along with the increasing amount of YouTube audiences. Correspondingly, their study found that the more entertaining and informative the YouTube advertisement is, the higher its YouTube advertising value. Moreover, Rodriguez (2017) also stated that advertising effectiveness is accomplished if it achieves any engagement or reaction to the said advertisement. This engagement is what guides the consumer to purchase the product or service.

According to Dehghani et al. (2016), the results of their study show that entertainment, informativeness, and customization are the most substantial and positive drivers, while irritation is negatively related to YouTube advertising. On the other hand, advertising value through YouTube affects brand awareness and purchase intention accordingly. Pashkevich et al. (2012) also articulated that data from randomized experiments showed a strong implied viewer preference for the skippable advertisements. Taken together, it suggests that formats like TrueView in-stream advertisements can improve the viewing experience for users without sacrificing advertising value for advertisers or content owners.

2.2.6. Advertising Appeals and Its Proper Usage

The impact of advertising appeals on consumer response was varied for each individual because of the complex conditions of information load, the perception of the level of involvement, age, and market pressure (Rhee & Jung, 2019). Advertising appeals serve as the general tone and message strategies marketers use to grab attention and entice consumers' willingness to buy (Teichert et al., 2018).

Advertising appeals are employed to motivate viewers to buy the advertised product. These appeals surround all advertising mediums – online, print, or broadcast – and even the promotion of non-products or services. Examples of advertising appeals include satire, parody, irony, passion, lust, desire, triumph, pathos and compassion, fear, shock, changing expectations, and association. Landa (2010) provides a brief description of the said appeals: satire is a literary or artistic form exposing absurdity and foolishness, while parodies are works that imitate or mock the style of another person for comedic effect. Passion, lust, and desire

correlate to Freud, the proponent of the infamous psychosexual theory; when advertisements contain these aspects, viewers are easily attracted but using these appeals must be with caution. Triumph appeal is for sharing a moment of glory and feeling good about the advertised brand or social cause. Respect and value appeal is for advertisements that give importance to different aspects of life such as personal character, country, or achievements. Using pathos and compassion can move viewers to feel pity or sympathy, or sorrow; nonprofit agencies commonly use this appeal or charities to motivate people to take action. The fear approach also urges people to take action, particularly if it is concerned with social causes. One example of this appeal is demonstrating a fear of leaving families behind prompts people to carry life insurance. Another appeal is a shock appeal, which banks on the viewer's expectation and defies it to lead to a dramatic form of communication. Lastly, the association is an advertising appeal that advertisers invest in due to people's tendency to form mental connections between brands and memories. Henceforth, encouraging emotional bonds between the consumer and brand.

Perhaps two of the most common advertising execution strategies would be informational and transformational or emotional appeals. In a simple sense, rational advertising informs consumers clearly and logically by providing factual and relevant data ("the reason why") about the brand's benefit (Pashna et al., 2019). Belch & Belch (2013), as cited in Juniarti et al. (2020), added that informational advertising tries to persuade consumers that their products or services have particular attributes that meet consumer needs. This certain appeal is geared more towards the attraction or gaining and attracting new customers with the use of factual information in their advertisement. Prajogo & Purwanto (2020) also stated that consumers tend to create a buzz voluntarily after exposure to informative advertising. On the other hand, emotional appeals aim to evoke consumer feelings and emotions (Dens & De Pelsmacker, 2010), as cited in Juniarti et al. (2020). Emotional appeals are geared more toward brand loyalty giving off a sense of community or belongingness and relevance from a brand to the consumers. Correspondingly, successful firms that employed this appeal have proven to satisfy customers that viewed their advertisements.

Another appeal to entertain the viewers is humor. However, using humor must be used with caution and still be ethical – it must be audience-appropriate. Some things may be funny to one person, age group, sex, or other demographic segments may not be funny to another; humor based on race, sex, age, weight, ethnicity, or religion is not amusing (Landa, 2010). Equally, this humor can get in the way of an advertising message unless the proposition and the brand are carefully integrated into the joke. Some jokes are not acceptable to the people that will see your advertising, and the advertisement will not be effective at all even though it has a sense of humor. Another appeal that advertisers could apply would be offering the consumers authentic benefits. Mostly, a company will tell consumers all the pleasing effects of a product, not the negative part. In advertising, it is imperative to be honest.

All of the stated appeals have been used by different firms and have provided satisfying results, yet no study has proven which is a more effective approach. Nevertheless, there are still gaps. While there are studies that are focused on the outcomes, there have been only several studies that have tackled the effect of these advertising appeals on consumer behavior.

2.2.7. Visual and Verbal Elements

The purpose of advertisements is not just to promote a product but also to promote the brand itself. There are many ways in which branding can come into play within an advertisement. One can use texts, logos, symbols, taglines, and designs. According to Amanze et al. (2013), these elements come concurrently with advertising appeals. It brings creativity and branding together, giving consumers visual elements that reflect their feelings about a company or brand. These attributes are not only for creative purposes. It also provides instant recognition to some brands, and many combinations can be used depending on the type of advertisement a brand will be producing.

Since consumers deem brand elements to be creative rather than noticeable, advertisers often use brand names in favor of brand elements. According to Hartnett et al. (2016), pictures or logos were more effective in increasing brand recall rather than the use of text elements.

Moreover, Wang et al. (2016) stated that it is worth noting that the video commercials with a single exposure of the branding products would be indicators of attention. These findings suggest that narrative structure in video commercials has a critical impact on the preference for branding products. (Lee & Lee, 2011) also stated that the attitude toward watching online video ads, the subjective norm, and prior frequency of watching online video ads influence the intention to watch online video ads. Additionally, beliefs about entertainment and information outcomes from watching online video ads and subjective norms influence attitudes toward watching these ads.

2.2.8. Online Advertising Platforms

According to Edosomwan et al. (2011), social media has impacted many aspects of human communication, thereby impacting business. Social networking has become a daily practice in some users' lives. They also described the features and the evolution of

social media, including major social networking sites that came into existence during the 21st century, such as Facebook, YouTube, Twitter, MySpace, CyWorld, and LunarStorm.

Moreover, Greenwood et al. (2016) stated that a national survey of 1,520 adults conducted from March 7-April 4, 2016, finds that Facebook continues to be America's most popular social networking platform by a substantial margin: Nearly eight-in-ten online Americans (79%) now use Facebook, more than double the share that uses Twitter (24%), Pinterest (31%), Instagram (32%) or LinkedIn (29%). On a total population basis (accounting for Americans who do not use the internet), 68% of all U.S. adults are Facebook users, while 28% use Instagram, 26% use Pinterest, 25% use LinkedIn, and 21% use Twitter.

Jimenez & Antonio (2020) also stated that online advertising is the pillar of free content on the Web since it is commonly the funding source of websites. Furthermore, delivering personalized ads has turned advertising into a valuable service for users who receive ads tailored to their interests. Given its success in getting paying customers, online advertising fuels a billionaire industry. Given their millions of users, it is natural that there is a lot of interest in marketing and advertising on these platforms, as attested by the introduced advertising platforms on Twitter and Facebook.

2.3. Hypothesis

The purchase intention of consumers may be influenced due to their exposure to different elements of online advertisements. Consequently, before proceeding to the analytical framework of this study, this section reveals the numerous expectations and suppositions regarding the relationship of the variables related to this study.

The researchers have inferred the listed hypothesis from the studies presented in the Review of Related Literature. Furthermore, according to Lodish et al. (1995), as cited in Vedula et al. (2017), advertisements had no enormous impact on sales. Hence, this segment will use wise predictions to disclose the connection behind such apparent judgment.

Moreover, the impact of advertising appeals is different for each individual (Rhee & Jung, 2019). Additionally, according to Amanze et al. (2013), elements such as texts, logos, symbols, and taglines go along with different advertising appeals. Consequently, the researchers came up with hypothetical guesses regarding particular advertising appeals, visual and verbal elements, social media platforms, and their impact on consumers' purchasing intention.

- H1: Social media platforms use, and reliability have a direct impact on Late Generation Z purchase intention.*
- H2: There is a positive influence of advertising appeals to the purchase intention of Late Generation Z.*
- H3: There is a positive influence of visual and verbal elements of advertisements on the purchase intention of Late Generation Z.*

2.4. Conceptual Framework

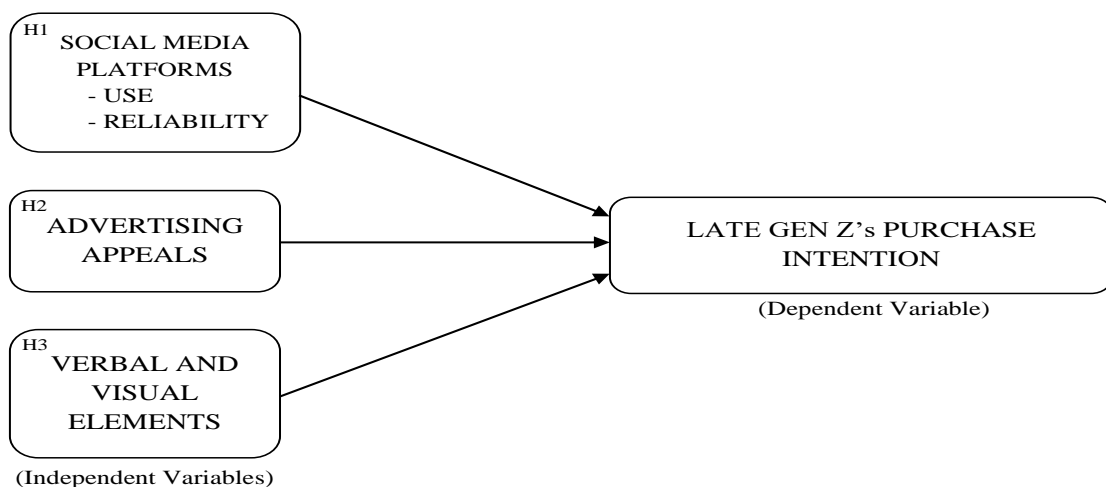


Figure 1

In this study, the independent variables are (1) social media platforms, (2) advertising appeals, and (3) visual and verbal elements. As for the dependent variable, it is the Late Generation Z's purchase intention, which forms a direct relationship with the independent variables.

Table 1. Dimensions of the Selected Variables

<i>Independent Variables</i>	<i>Dimensions/Parameters</i>
Social Media Platforms	YouTube Facebook Instagram Twitter TikTok
Advertising Appeals	Humor Emotional/Empathy Informational Social Statistics Natural/Authenticity Fear Adventure Brand Popularity Status
Visual and Verbal Elements	Texts Logos Symbols Taglines Narrative
<i>Dependent Variable</i>	<i>Dimensions/Parameters</i>
Late Generation Z's Purchasing Intention	Entertaining Informative Engagement Reactions

2.5. Description of Variables

Table 1 illustrates the dimensions of the variables chosen in this study. For the independent variables: first, the social media platforms. Wei et al. (2010) stated that pictures and multimedia effectively relate to the intended message of a product or service advertisement. It then generates a positive influence on purchase intention. Second, the advertising appeals - wherein Prajogo & Purwanto (2020) stated that informative advertising tends to influence consumers to create a buzz voluntarily, while emotional appeals aim to evoke consumer feelings (Dens & De Pelsmacker, 2010). Landa (2010) also stated that humor appeal could entertain viewers. Third, the visual and verbal elements - where Amanze et al. (2013) remarked that texts, logos, symbols, and taglines concur with advertising appeals. On the other hand, the Late Generation Z's Purchase Intention serves as the dependent variable of this study.

3. Research Methods

3.1. Research Design

The researchers used the quantitative approach for the study entitled, Elements of Online Advertisements: Its Impact on Late Generation Z's Purchase Intention. This study involved the use of the descriptive correlational research design. The researchers wanted to know thoroughly if the different elements of advertisements have specific impacts on Late Gen Z's purchasing intention. A quantitative approach best served the questions and answers relevant to the study.

Convenience sampling, together with snowball sampling, was used because these are the suitable sampling methods in this research. Convenience sampling is a non-probability sampling method where the researchers are not required to select participants in the study (Stratton, 2021). Correspondingly, snowball sampling or also known as the chain referral sampling, is wherein respondents from the convenience sampling are asked to refer the study questionnaire to those with similar characteristics needed by the study for them to participate as well creating a chain of respondents in accomplishing the survey questionnaire (Health Knowledge Org, 2018). The researchers chose this method because it was more helpful and convenient to execute due to the COVID-19 pandemic. Consequently, the respondents came from the researchers and referrals who were eligible for the criteria.

The research was conducted through an online survey to collect data from the questionnaires. It was most effective and efficient due to the global pandemic. The researchers saved more time in gathering the data. In this way, the respondents had an easier way of answering the questionnaire since it was available via Google Form provided by the researchers. With the collected data from the online survey, the researchers used the weighted mean to indicate the level of agreement of the respondents to the questions.

3.2. Subjects and Study Site

The researchers focused on Late Generation Z - persons aged 18 through 24. The reason being is that previous studies have all centered on an elderly age group, and this factor might have a huge difference. Moreover, the researchers would have had complications using the entire Generation Z age range due to federal regulations. It states that for a minor to participate in research, the researcher must acquire parental consent. This would have been challenging for the researchers, especially since the Philippines is under a pandemic. Furthermore, as of January 2021, about 31.7% of social media advertising audiences were aged 18 to 24 (Statista Research Development, 2021). Correspondingly, this imparted that Late Generation Z is the most extensive viewer of social media advertisements. People within this age bracket are likewise more exposed to social media advertisements as they are more in touch with technological advancements.

The sample size for this study was 385. It was already enough to maximize the confidence level that was needed. With this sample size, the results were more reliable as they contained a lower margin of error of 0.05. Since the number of participants was more extensive, the margin of error was also lower. Lastly, the researchers aimed to achieve a 95% confidence level. The confidence level determined how the actual population percentage lies within the margin of error. Overall, the study had a sample size of 385 with a margin of error of 0.05 and a 95% confidence level to achieve a definite and reliable result.

3.3. Research Instruments

The researchers designed a survey questionnaire for the respondents to answer. The survey questionnaire was constructed on a four-point Likert scale. The adapted, modified survey questionnaire included questions related to the area under study; the main goal was to discover how different online advertisement elements impact Late Gen Z's purchase intention.

The survey questionnaire was made available through Google Forms for accessibility. The instrument was a structured questionnaire to facilitate more straightforward data gathering since it would be standardized. Moreover, it contained closed-ended questions to limit the results of the study. It also allowed the respondents to answer the survey in a shorter time.

The survey questionnaire included five parts: First, the researchers explained the survey and reassured the respondents that all information was confidential. Second, demographic profiling included age, gender, and location. It also consisted of screening questions about their background of the topic, such as internet usage and exposure to advertisements. If the respondents were eligible to participate in the survey, they could proceed to the third part of the questionnaire, which is the questions related to social media. Fourthly, it concentrated on questions about advertising appeals. Lastly, the respondents finished the questionnaire by answering questions regarding visual and verbal elements. In the primary parts of the survey questionnaire, the respondents answered through a Likert Scale. Using the Likert scale helped assess their opinions based on their behaviors and attitudes (Bhandari, 2021). Therefore, the researchers were able to identify the traits and perceptions of the respondents.

3.4. Data Gathering Procedure

The global pandemic was still going on. Vaccines were still distributed in different parts of the country, especially the locations with high numbers of active cases, specifically NCR. Meanwhile, with the strict lockdown implementation, the movements were limited, and social gatherings were prohibited. Therefore, the researchers used Google Forms to gather data from the participants. The technique used is a web-based design for designing questionnaires. In this method, there was a generated URL for the survey, as per Harinarayana & Raju (2016). The researchers provided the survey form link to the participants. After the respondents had taken the survey questionnaires, it was also easier to facilitate the retrieval of answers. The forms were tallied according to the similarities of respondents' preferences and were analyzed using statistical methods.

3.5. Ethical Considerations

The researchers provided relevant information to the respondents before answering the questionnaire. The researchers also asked for full consent before moving forward with anything. The identities or any information given by the respondents of this research was kept confidential following the Republic Act No. 10173 or more known as the Data Privacy Act - which seeks to protect all forms of information, whether private, personal, or sensitive. No manipulation of any given data had happened. Respondents were not subjected to any harm concerning the questionnaire. Lastly, all information gathered from the study was not interpreted in a biased way.

3.6. Data Validity and Reliability

The survey instrument was subjected to a validity and reliability test. For the validity instrument, three experts validated the questionnaire. As for the instrument's reliability, the study used a Cronbach alpha computation, wherein the proposed questionnaire was pilot tested on at least 20 respondents where the reliability was established.

3.7. Data Analysis

This study involved a descriptive correlational research design, in which the researchers aimed to know the relationship between the variables. For the descriptive part, frequency and percentages were computed for the categorical variables in the demographic profile of the respondents. Correspondingly, the researchers utilized descriptive summaries like mean and standard deviation to illustrate the level of perception of the respondents.

The inferential statistics were also performed using multiple linear regression. Multiple linear regression was utilized to establish the causal relationship between the independent variable and the dependent variable.

Upon collecting the data, the researchers started with Microsoft Excel. After being compiled, the researchers then proceeded to analyze the analysis of data and started looking for similarities in the results of the literature included in the paper. Afterward, they input the results and findings of the study with the supporting data necessary. With this, the said descriptive correlational research design was also able to ascertain the natural relationship between the independent and the dependent variable.

4. Results

4.1. Presentation and Analysis of Data

Table 2. Profile of Respondents According to Age

Age	Frequency	Percent
18	23	6.0
19	37	9.6
20	55	14.3
21	120	31.2
22	92	23.9
23	31	8.1
24	27	7.0
Total	385	100.0
	Mean	Std. Deviation
	21.10	1.501

Table 2 illustrates the division of the respondents according to their age. With this, the 21-year-olds acquire the highest percentage, which gauges up to 31.2% of the total sample size. Moreover, the 22-year-olds acquire the second-highest percentage, constituting 23.9%, with 92 respondents out of the 385. Consequently, most respondents are aged 21 and 22, while the computed mean is 21.10.

Table 3. Profile of Respondents According to Gender

Gender	Frequency	Percent
Male	179	46.5
Female	206	53.5

Table 3 shows the division of the respondents according to their gender. As shown above, most of the respondents are female, wherein they cover 53.5% or 206 out of the 385 total respondents, while the male respondents cover 46.5% or 179 out of the 385 total respondents.

4.2. Screening Questions

Table 4. The Frequency of The Respondents Concerning Their Respective Internet Usage.

How often do you use the internet?	Frequency	Percent
Always	366	95.1
Often	19	4.9
Total	385	100.0

The table above illustrates the frequency of the respondents concerning their respective internet usage. Of the 385 total respondents, 366 always use the internet. Meanwhile, the remaining 19 respondents answered often. With this given, 100% of the total sample size are familiar and use the internet.

Table 5. The Result As To How Often The Respondents See Online Advertisements.

How often do you see advertisements online?	Frequency	Percent
Always	330	85.7
Often	55	14.3
Total	385	100.0

The table above shows the result as to how often the respondents see online advertisements. Of the 385 total respondents, 330 always witness an advertisement online. It accumulates 85.7% of the sample size. Meanwhile, the remaining 55 respondents answered often. Consequently, every respondent has seen and is familiar with online advertisements.

4.3. Social Media Platforms

Table 6. Descriptive Statistics of The Respondents' Usage Of Social Media

Questions	Mean	Standard Deviation	Verbal Interpretation
1) I am familiar with social media advertisements	3.849	0.425	Always
2) I often encounter advertisements on social media platforms	3.808	0.444	Always
3) I immediately click skip when online advertisements pop up on my social media accounts	3.488	0.638	Always
USAGE AVERAGE	3.715	0.333	Always

Legend: "(1.00-1.75) Never", "(1.76-2.50) Sometimes", "(2.51-3.25) Often", "(3.26-4.00) Always"

The table above represents the respondents' feedback regarding social media usage. Correspondingly, the highest weighted mean for this section is the statement "I am familiar with social media advertisements" (3.849). As for the average mean, it is 3.715 with the verbal interpretation of always. With this, it can be concluded that the respondents are familiar with and utilize social media. Furthermore, these respondents are "always" well-aware of the advertisements present on these platforms.

Table 7. Respondents' Perception of Social Media Reliability

Questions	Mean	Standard Deviation	Verbal Interpretation
1) Social media is a dependable platform to advertise	3.649	0.577	Always
2) Social media provides the information needed when looking into buying a product	3.525	0.650	Always
3) I find advertising in social media reliable	3.262	0.719	Always
4) I look for product reviews on social media	3.748	0.541	Always
5) Product reviews on social media affect my purchase intention	3.709	0.553	Always
6) My knowledge about products is increased and enhanced because of social media	3.683	0.553	Always
RELIABILITY AVERAGE	3.596	0.431	Always

Legend: "(1.00-1.75) Never", "(1.76-2.50) Sometimes", "(2.51-3.25) Often", "(3.26-4.00) Always"

The table above represents the respondents' view that social media is a reliable source of information for them when it comes to products. Correspondingly, the highest weighted mean for this section is the statement "I look for product reviews in social media" (3.748). As for the average mean, it is 3.596 with the verbal interpretation of always. Hence, social media platforms are always utilized by the respondents. It is also a credible source of information concerning purchasing products and services.

Table 8. Online Advertisements' Effect on the Purchase Intention of Late Generation Z

Question	Mean	Standard Deviation	Verbal Interpretation
1) I am likely to purchase a product because of its online advertisement	3.086	0.804	Often
2) I do not intend to acquire products that are promoted on social media	2.208	0.909	Sometimes
3) I will make an effort to buy a product that has a great advertisement	3.135	0.867	Often
4) I am likely to purchase a product because of its online advertisement	3.086	0.804	Often
5) I do not intend to acquire products that are promoted on social media	2.208	0.909	Sometimes
6) I will make an effort to buy a product that has a great advertisement	3.135	0.867	Often
7) I buy products that are promoted on social media	3.083	0.786	Often
8) I desire to buy products that are advertised on social media	3.034	0.827	Often
PURCHASE INTENTION AVERAGE	2.909	0.585	Often

Legend: "(1.00-1.75) Never", "(1.76-2.50) Sometimes", "(2.51-3.25) Often", "(3.26-4.00) Always"

The table above illustrates the respondents' intentions to purchase an advertised product on social media. The highest weighted mean for this section is the statement "I will make an effort to buy a product that has a great advertisement" (3.135), while the lowest weighted mean is "I do not intend to acquire products that are promoted on social media" (2.208). Overall, the mean for the dimension of Purchase Intention concerning Social Media Platforms is 2.909 with the verbal interpretation of "Often" - that is, online advertisements often affect the purchase intention of Late Generation Z respondents; yet, there is still a prevalence of intention to purchase.

4.4. Advertising Appeals

Table 9. Impact of the Different Advertising Appeals on the Respondents' Purchase Intention

Question	Mean	Standard Deviation	Verbal Interpretation
1) I am motivated to buy a product when the advertisement affects my emotions	3.086	0.893	Often
2) I am motivated to buy a product when the advertisement shows statistics on consumer usage	3.177	0.816	Often
3) I am motivated to buy a product when the advertisement contains humor and jokes	2.805	0.919	Often

4) I am motivated to buy a product when the advertisement uses fear or strong visuals	2.647	1.003	Often
5) I am motivated to buy a product when the advertisement is informative or based on research	3.566	0.626	Always
6) I am motivated to buy a product that showcases authenticity or is natural in their advertisement	3.610	0.657	Always
7) I am motivated to buy a product when its advertisements involve a sense of adventure	3.049	0.823	Often
8) I am motivated to buy a product when it showcases the level of status in their advertisement	3.042	0.892	Often
ADVERTISING APPEALS AVERAGE	3.123	0.588	Often

Legend: "(1.00-1.75) Never", "(1.76-2.50) Sometimes", "(2.51-3.25) Often", "(3.26-4.00) Always"

As shown in Table 9, the statement with the highest weighted mean is "I am motivated to buy a product that showcases authenticity or being natural in their advertisement". On the other hand, "I am motivated to buy a product when the advertisement uses fear or strong visuals" obtained the lowest weighted mean. Furthermore, "I am motivated to buy a product when the advertisement is informative or based on research" also accumulated an interpretation of always. Ipso facto, the Late Generation Z people prefer brands and products that build their advertisements around honesty. The respondents likewise appreciate facts and information while sharing disapproval if advertisements utilize strong visuals. Overall, the mean of the compiled answers is 3.123, which has a verbal interpretation of often. It means that particular Advertising Appeals affect the purchase intention of the Late Gen Z respondents.

4.5. Visual and Verbal Elements

Table 10. Effect Of Visual And Verbal Elements On The Late Generation Z's Purchase Intention

Question	Mean	Standard Deviation	Verbal Interpretation
1) Does the design of the logo influence my decision to buy from the brand when I see an advertisement?	3.236	0.877	Often
2) Does the layout or the combination of all the creative elements of the logo influence my decision to buy from the brand when I see an advertisement?	3.312	0.782	Always

3) Does the colors of the logo's images and texts impact my decision to purchase from the brand when I see the advertisement?	3.281	0.832	Always
4) Is it important for the logo to have proper symbols and symbolism?	3.519	0.700	Always
LOGO AVERAGE	3.337	0.679	Always
1) Relatable and Striking (Is it important for taglines to "hit me in the feels" to persuade me into buying their product?)	3.364	0.782	Always
2) Grammar (Is it important to have proper and correct grammar? Do I get annoyed when I see taglines with incorrect grammar?)	3.639	0.627	Always
3) Use of Appropriate Terms (Is it important to use figures of speech and have proper wording?)	3.603	0.604	Always
4) Typography (Is it important to have proper arrangement of the tagline's font - that is, the size, color, and the arrangement of the various text?)	3.668	0.534	Always
TAGLINE AVERAGE	3.568	0.469	Always
1) Use of Word Play (Is it important for a mix between words in brand names?)	3.184	0.777	Often
2) Catchiness (Is it important for brand names to have catchy taglines? Would it catch my attention when I hear it for the first time?)	3.621	0.605	Always
3) Brevity/Simplicity (Is it important when brand names are short or one-word only? Does it appeal to me when the brand name is only one word?)	3.540	0.653	Always
BRAND NAME AVERAGE	3.448	0.517	Always

As illustrated in Table 10, the three visual and verbal elements have averages of 3.337, 3.568, and 3.448. The said elements are logo, tagline, and brand name, respectively. Correspondingly, these averages all acquire a verbal interpretation of always.

Furthermore, for the average of the logo, most respondents always consider a brand's logo and its aesthetics as a beneficial factor in terms of their purchase intention. As for the tagline section, most respondents always purchase from brands with an emotional

effect on a tagline. Likewise, persuasion to buy is a certainty as long as these brands apply appropriate grammar, terms, and font. Lastly, for the brand name average, the majority of the respondents agree that catchy taglines and simple brand names are always important whenever they see advertisements. As for the use of wordplay, the majority of the respondents agree that it is frequently necessary whenever they see advertisements.

Table 11 Model Fit Index

Model Fit Measure	Estimate	Threshold	Interpretation
Chi-square	21.166	----	----
DF	10	----	----
CMIN/DF	2.117	Between 1 and 3	Excellent
RMSEA	0.054	<0.06	Excellent
GFI	0.985	>0.93	Excellent
NFI	0.977	>0.93	Excellent
CFI	0.988	>0.95	Excellent
PCLOSE	0.376	>0.05	Excellent

Given that it is a statistical significance test, the Chi-square test stands out among the possible fit measures in SEM. The chi-square statistic and the DF or degrees of freedom can be valuable tools for determining model fit, having an interpretation of "Excellent" because of its results within the threshold of between 1 and 3.

According to Byrne (1998), as cited in Coughlan et al. (2007), the RMSEA or Root Mean Square Error of Approximation aims to inform how well the model with unknown but ideal parameters will perform. By having a result of 0.054, it deems this result excellent. And as per MacCallum et al. (1996), as cited in Coughlan et al. (2007), results below 0.08 show a good fit.

The GFI or Goodness-of-Fit statistic is a known alternative to the Chi-square test. Its purpose is to determine the proportion of variance that the estimated population covariance accounts for. Correspondingly, it has a result that fits within the threshold of 0.985.

NFI or Normed-fit Index assesses the model by comparing the Chi-square value of the model to the Chi-square of the null model. This statistic has a range of values between 0 and 1, with Bentler & Bonnet (1980), as cited in Coughlan et al. (2007), integrating that a good match must be of values greater than 0.90. Correspondingly, it has a result of 0.977 and a threshold of >0.93.

Bentler (1990), as cited in Coughlan et al. (2007), stated that CFI or Comparative-fit Index is a modified version of the model NFI. It takes into account or includes the sample size of the research. This statistic has a range between 0.0 and 1.0, in which values or results that are closer to 1.0 deems to be a good results. Correspondingly, it results in 0.988 and a threshold of >0.95.

PCLOSE is a statistic that tests the null hypothesis and that the RMSEA equals 0.05. Considering that all statistical calculations are within the thresholds given, it supports all the results. Furthermore, all are of excellent interpretation concerning the used statistical tools.

Table 12. Regression Weights: Path Analysis

Dependent Variable	Independent Variable	Unstandardized Estimate	Standardized Estimate	P-Value	Significance
Purchase Intention	Social Media Platform	1.112	0.189	0.001	Significant
Purchase Intention	Advertising Appeal	0.553	0.556	<0.001	Significant

Purchase Intention	Verbal and Visual Element	0.07	0.065	0.401	Insignificant

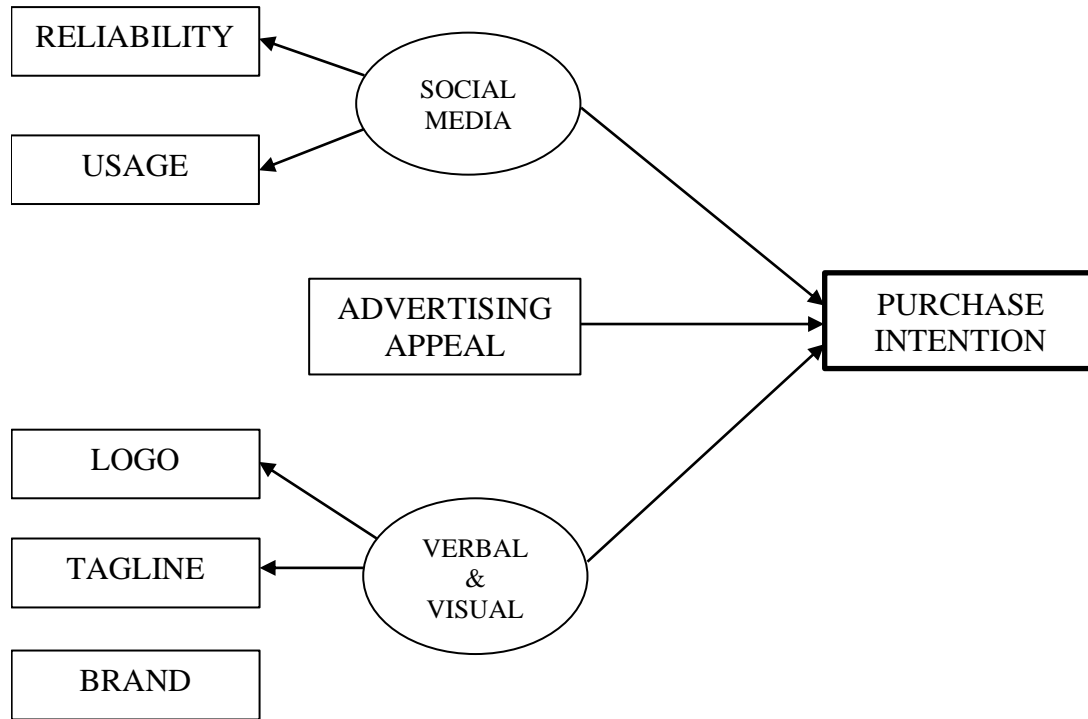


Figure 2

Included in this study are four primary variables. Correspondingly, the study has three independent variables, (1) Social Media Platforms, (2) Advertising Appeals, and (3) Visual and Verbal Elements. The other variable is the Purchase Intention of Late Generation Z respondents - and represents the dependent variable. Under Social Media Platforms, some sub-factors contribute. One is the Reliability of Social Media as a platform when looking at online advertisements. Second is the Usage of such platforms to view and be familiarized with any present brand advertisements. Under Visual and Verbal Elements, the sub-factors are Logo, Tagline, and Brand name. The researchers, through this research, aim to find out if these factors are significant to the Purchase Intention of the Late Generation Z.

5. Discussion

This study questions how the different elements of online advertisements influence consumers' purchase intention. After gathering data from 385 respondents, the researchers have obtained the following results:

1. Having a mean of 3.715 in the Social Media Usage section of the survey questionnaire, the results indicate that the respondents are always familiar with social media and are well-aware of the advertisements present on these platforms.
2. With a weighted mean of 3.596 concerning the social media reliability portion, the data suggests that respondents always utilize social media platforms. It is also a credible source of information concerning purchasing products and services.
3. The mean for the dimension of Purchase Intention regarding Social Media Platforms is 2.909 with the verbal interpretation of often. With this, the results indicate that social media frequently has an impact when it comes to the purchase intention of the Late Generation Z respondents.
4. In regards to the Advertising Appeals section, the weighted mean is 3.123. It indicates that advertising appeals often have a significant impact on the purchase intention of the Late Generation Z respondents.

5. As for the Logo section, the data has an average mean of 3.337. It suggests that Late Generation Z's purchase intentions are always greatly influenced by the logo's overall style and background meaning.
6. Concerning the Tagline, it has an average mean of 3.568. It indicates that the purchase intention of the respondents is influenced significantly by the use of various texts, colors, and arrangements on taglines.
7. As for the Visual and Verbal Elements portion, the Logo average is 0.679, the Tagline average is 0.469, and the Brand Name average is 0.517. Consequently, it suggests that the purchase intention of the respondents is influenced significantly by the visual and verbal elements of advertisements.

Correspondingly, one of the findings of this study states that the purchase intentions of Late Generation Z are always greatly affected when it comes to the brand logo's overall style and background meaning. Moreover, the utilization of various texts, colors, and arrangements of the taglines always affects their purchase intention. With this given, the findings affirm Smith (2011), which, according to him, graphics are highly effective in grabbing consumers' attention. Therefore, it is significant to assess the overall placement of illustrations and words in deploying an advertisement.

Furthermore, it was remarked by Belch and Belch (2013), as cited in Juniarti et al. (2020), that informational advertising is geared more towards the attraction or gaining and attracting new customers with the use of factual information in their advertisement. Likewise, Prajogo & Purwanto (2020) stated that consumers manage to create a buzz voluntarily once exposed to informative advertising. Correspondingly, most of the respondents of this study agree that they are always motivated to purchase a product when they see an informative advertisement and based on research. Hence, it is necessary to acknowledge that information is crucial when advertising a product.

Similarly, the researchers have discovered that one of the most noteworthy advertising appeals is when a product showcases authenticity or is natural in its advertisement. With this given, it conforms with Landa's statement - that is, in advertising, marketers need to be honest concerning their products. In doing so, consumers will understand the absolute benefits - resulting in great feedback and increased income for the company.

Eftekhar, Koudas, & Ganjali (2015) also stated that social media and micro-blogging platforms have been successful for communication and information exchange, given the vast numbers of user participation. Correspondingly, the Late Generation Z respondents assent to this statement. According to the researchers' findings, the respondents are always familiar with social media and are well-aware of the advertisements present on these platforms. Also, they view social media platforms as a credible source of information in terms of purchasing products and services. Ipso facto, given the million users of social media, advertising on this platform has proven to be valuable.

6. Conclusion

After gathering data from 385 respondents, the researchers have concluded the following:

First, Late Generation Z is very familiar with social media and is well aware of the advertisements present on these platforms. Second, Late Generation Z always utilizes and views social media platforms as a credible source of information concerning purchasing products and services. Third, a few advertising appeals (emotional, rational, and authenticity) significantly impact the purchase intention of Late Generation Z. Fourth, other advertising appeals (statistics, humor, fear, adventure, and level of status) have an impact but are not that significant. Fifth, the overall style and meaning of a logo significantly affect the purchase intention of Late Generation Z. Sixth, various texts, colors, and arrangement on taglines always affect their purchase intention. Lastly, a catchy tagline and simple brand name are always important whenever Late Generation Z would see advertisements.

The results of this study also support the following hypotheses:

"H1: Social media platforms used and reliability have a direct impact on Late Generation Z purchase intention.

H2: There is a positive influence of advertising appeals to the purchase intention of Late Generation Z."

The researchers have strong evidence that these aforementioned hypotheses are indeed significant. However, this study's third and last hypothesis is:

"H3: There is a positive influence of visual and verbal elements of advertisements on the purchase intention of Late Generation Z."

The researchers do not have enough evidence that this supposition is significant.

6.1 Recommendations

The researchers recommend the following for future related studies and purposes:

1. Businesses can employ the results of this study in terms of what elements of online advertisements they should incorporate with one another in advertising their respective products. They can also use the results of this study at the start of their planning and R&D.
2. Advertising companies could use the study's findings in terms of strategy and targeting Late Generation Z consumers. The reevaluation of their approaches can entail a more decisive impact on the end-users.
3. Future researchers could also do the following when conducting a similar study:
 - a) A research study acquiring relevance to the elements of online advertisements must at least have 385 respondents.
 - b) Future researchers should have a pre-survey of the number of respondents to get the most accurate patterns and profiles.
 - c) A research study relevant to the elements of online advertisements must acquire the following factors: social media usage, social media reliability, purchase intention, advertising appeals, logo, tagline, and brand name; to obtain and analyze data thoroughly.
 - d) The limitations of a certain age group must be specified, whether it may be Generation Z, Millennials, or Generation Y.
 - e) The limitations of the location or residence of the respondents must be in specific areas only.
 - f) The facts that will involve the Elements of Online Advertisements should be brief and concise. Future researchers should choose the most important statements to ask and eliminate the redundant ones.

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