

The Effect of Video Advertisement on Purchase Intentions among Senior High School Students

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ABSTRACT

The credibility of video advertisements influences consumers' purchase intentions, particularly in the context of social media, online shopping, and perceived risk. This study aimed to examine the relationship between video advertisement characteristics and purchase intentions among Senior High School Accountancy, Business, and Management (ABM) students. Employing a descriptive-correlational research design, data were collected from 300 respondents using validated questionnaires. Results indicated a weak but significant positive relationship between well-designed video advertisements and purchase intention, highlighting the importance of engagement, message clarity, and emotional appeal. These findings suggest that marketers should refine video advertisement strategies by focusing on compelling content, strategic placement, and audience engagement. Future studies should adopt a mixed-method approach to gain deeper insights into consumer perceptions and motivations behind purchase decisions.

Keywords: video advertisement, purchase intention, senior high school students

THE PROBLEM AND ITS SCOPE

The increasing influence of social media on consumer behavior, particularly among senior high school students, raises concerns about impulsive buying tendencies and financial literacy. This study examines the credibility aspects of social media influencers—mainly their attractiveness, trustworthiness, and expertise—and how these factors influence consumer purchasing intentions and brand attitudes (Singco et al., 2023). In today's digital age, service quality plays a critical role in shaping online buying behavior, with perceived shipping risks, purchase behavior, and consumer trust emerging as significant determinants (Kalia et al., 2016; Lazaroiu et al., 2020).

Globally, several countries face challenges related to the effects of online platforms on purchase intentions. In Indonesia, widespread e-commerce access and aggressive digital marketing strategies have contributed to a rise in impulsive buying, particularly among senior high school students, often exacerbated by inadequate financial literacy (Wibisono & Fachira, 2021). Similarly, in the United States, the expansion of online shopping malls has led to heightened concerns about data privacy and identity theft risks among young consumers (Tandon & Kaur, 2018). Meanwhile, in South Korea, the convenience of online shopping has contributed to an increase in compulsive buying behaviors, placing financial strain on students and their families (Duranni et al., 2023).

In the Philippine context, consumer purchase intentions are influenced by perceived risks and social interactions. Filipino senior high school students tend to rely on Word-of-Mouth (WOM) recommendations and peer behaviors when making purchasing decisions (Catedrilla, 2019). However, limited studies have specifically examined how these factors affect their purchase intentions in the context of social media-driven consumer behavior. This research gap highlights the need to explore the decision-making processes and financial awareness of senior high school students in the online shopping landscape.

This study aims to investigate the purchasing behaviors of senior high school students, focusing on their decision-making patterns and susceptibility to online shopping addiction. Many students engage in impulsive spending without considering the long-term financial consequences. By examining these behaviors, the study seeks to identify strategies to enhance students' financial literacy and responsible purchasing decisions, ultimately equipping them with the skills necessary for sound financial management.

Significance of the Study

The researchers believe that video advertisements and purchase intentions play a crucial role in helping businesses attract and persuade consumers, particularly students. Social media platforms frequently display advertisements that appear directly on the screen when videos are played. The findings of this study will benefit the following stakeholders:

Department of Trade and Industry (DTI). As the agency responsible for supervising the promotion and development of electronic commerce in the country, the DTI can use the study's findings to better protect consumer rights and interests. Additionally, businesses can leverage this information to enhance their advertising strategies and increase consumer engagement.

Social Media. These platforms can use the study's insights to refine their advertising methods, ensuring that advertisements effectively capture consumers' attention. Understanding how digital media influences society—particularly in terms of idea sharing, cultural exchange, economics, technology, and social interactions—will provide valuable guidance for improving online advertisements.

Commercial Directors. This study may benefit commercial directors by offering insights into effective advertising strategies. Improved advertisements can lead to financial gains, creative opportunities, industry recognition, and career advancement in advertising and other media-related fields. The study aims to develop more concise and attention-grabbing advertisements that effectively communicate key messages.

Students. As the primary respondents of this study, students may benefit from video advertisements that provide a more engaging and informative experience compared to traditional advertising formats.

Future Researchers. This study serves as a reference for future research on video advertisements and purchase intentions. It will provide valuable information for exploring innovative advertising strategies aimed at improving purchase intentions among senior high school students.

Statement of the Problem

This study aimed to determine the significant relationship between video advertisement and purchase intentions among senior high school students. Specifically, it sought to answer the following questions:

1. What is the level of video advertisement among senior high school students in terms of:

1.1 ad length;

1.2 ad placement; and

1.3 ad content?

2. What is the level of purchase intentions among senior high school students in terms of:

2.1 informational intent;

2.2 investigative intent;

2.3 navigational intent; and

2.4 transactional intent?

3. Is there a significant relationship between video advertisement and the purchase intentions among senior high school students?

Hypotheses

This study was tested at a 0.05 level of significance.

H_0 : There is no significant relationship between video advertisement and purchase intention among senior high school students.

H_a : There is a significant relationship between video advertisement and purchase intention among senior high school students.

REVIEW OF RELATED LITERATURE

This section presents a review of relevant literature, including empirical studies that provide insights into video advertisements, purchase intentions, and their relationship.

Video Advertisement

Mat Hussin et al. (2021) stated that video advertising is an effective means of communicating messages to various consumers. Additionally, Goodrich et al. (2015) emphasized the importance of pretesting video advertisements to achieve optimal marketing outcomes. Similarly, Wang et al. (2020) found that viewers tend to focus more on key elements of advertisements rather than their overall content.

Ad length. Ad length, placement, and context have been shown to impact brand name recall in online video advertisements (Li & Lo, 2015). Yoo & Whang (2020) found that co-viewers amplify empathic responses, particularly under conditions of high emotional intensity.

Ad placement. Van den Broeck et al. (2018) found that ad placement influences avoidance intentions, with factors such as product involvement and user motivations serving as moderators. Nguyen et al. (2020) suggested that reducing viewer annoyances while maintaining message effectiveness is critical. Similarly, Christy et al. (2023) argued that while platforms like YouTube have gained popularity, many users dislike intrusive advertisements that interrupt their viewing experience.

Ad content. The content of video advertisements significantly affects viewer engagement. Sahni et al. (2018) suggested that personalized video ads can enhance purchase intentions among high school students. Wilbur (2016) highlighted that the nature of video advertisements—whether entertaining, informative, or emotionally appealing—can influence consumer behavior. Lee et al. (2018) further suggested that video ads targeting high school students should adopt an emotional and entertaining approach to enhance engagement and purchase intentions.

Purchase Intentions

Lee & Hong (2016) found that video advertisements effectively influence young consumers due to their strong visual and narrative appeal. Kotler & Keller (2016) emphasized that video ads carry persuasive messages that evoke emotional responses from viewers.

Informational Intent. Online consumer reviews offer an unprecedented amount of information for consumers to evaluate services before purchase (Fileri et al., 2018). According to the Chen et al., (2016), they discovered that online brand-related information from these three sources (eWOM; electronic word-of-mouth, neutral/third part, and manufacturer/retailer) has a positive influence on consumer attitude toward the brand and purchase intention for that brand. According to the study of Liu et al., (2024), they confirm that the combination of social-oriented text with concrete images as well as task-oriented text with abstract images

yield higher congruence since verbal and visual product information presentation are under the same construable level.

Investigative Intent. Depending on their purchasing habits and if they view this product/service as a luxury item or a need, the prospect may take a long time to investigate at this point (Threet, 2023). According to Cuofano (2024), today's consumers spend more time investigating items than any other purpose, due to the wide variety of options available to them. Bhasin (2023) stated that the purchaser will consider a range of attributes and advantages of every product prior to selecting the best one.

Navigational Intent. Study of user search intentions is an emerging topic in information retrieval since understanding why a user is searching for a content is crucial for satisfying the user's need. (Soleymani et al., (2017). According to Carrucio (2015) some approaches to user behavior analysis focus on user interactions with web pages to infer clues on their interest and satisfaction with respect to the visited contents. Diamantaros et al., (2021) stated that it is useful to predict each user's purchase intent and understand their navigation behavior.

Transactional Intent. If you want to target transactional keywords, then you need to create content that is focused on selling a product or service and in the process satisfying the commercial intent of the searcher (Schultz, 2020). According to Tooten (2024), lots of people buy stuff online and browse the web to find the best purchase. People are searching with transactional intent when their purpose is to buy something at that moment. Baker (2024) stated that transactional keywords are the keywords that show the strongest intent to buy or take imminent action.

Relationship between Video Advertisement and Purchase Intentions

Since digital marketing has a great influence on senior high school students, it is crucially important to study the relationship between video advertisement and purchase intention in that age group. Interesting films can lead one to make a purchasing decision easily. For instance, research into Dou & Zhang (2023) demonstrate how video in short form is able to organize an audience into action provided they witness their favorite influencer who will support such an event. Further similar results were concluded; for example, research done by Tuan et al., (2023), wherein he appraised the factor effects on various dimensions of purchasing intention developed from informativeness, entertainment, credibility, social interaction, incentives, and irritation in short-form video ads.

Regarding purchase intention, for example, Saxena et al., (2018) established that while intrusiveness/ irritation feelings do not make a difference in viewers' perception of the value of the ad, they do influence attitudes toward the ads. Evidence on how the contemporary video advertising tactics shape customer behavior was provided by Mat Hussin et al., (2021) by considering some aspects such as memorability, persuasiveness and appeal of the ads. The narrative driven ads further enhances brand memory.

Although the current research does not fully indicate how such advertisements may affect the purchasing intention of a consumer, Gao & Wu (2024) established that such ads can affect customers' purchasing intentions. Put together, these studies show the complex ways video ads affect how senior high school students make purchasing decisions.

Synthesis

This kind of literature consists of the following topics: *video advertisement*, *purchase intentions*, and the *relationship between video advertisement*, *purchase intentions*. The *video advertisement* of the social media which consisted of the following indicators: *ad length*, *ad placement*, *ad content* were first discussed. The succeeding topic introduced and discussed was about *video ads and purchase intentions of students* which consisted of the following indicators: *informational intent*, *investigative intent*, *navigational intent*, and *transactional intent*. Lastly, different literature and studies were introduced relating to *video advertisement and purchase intentions*.

Conceptual Framework

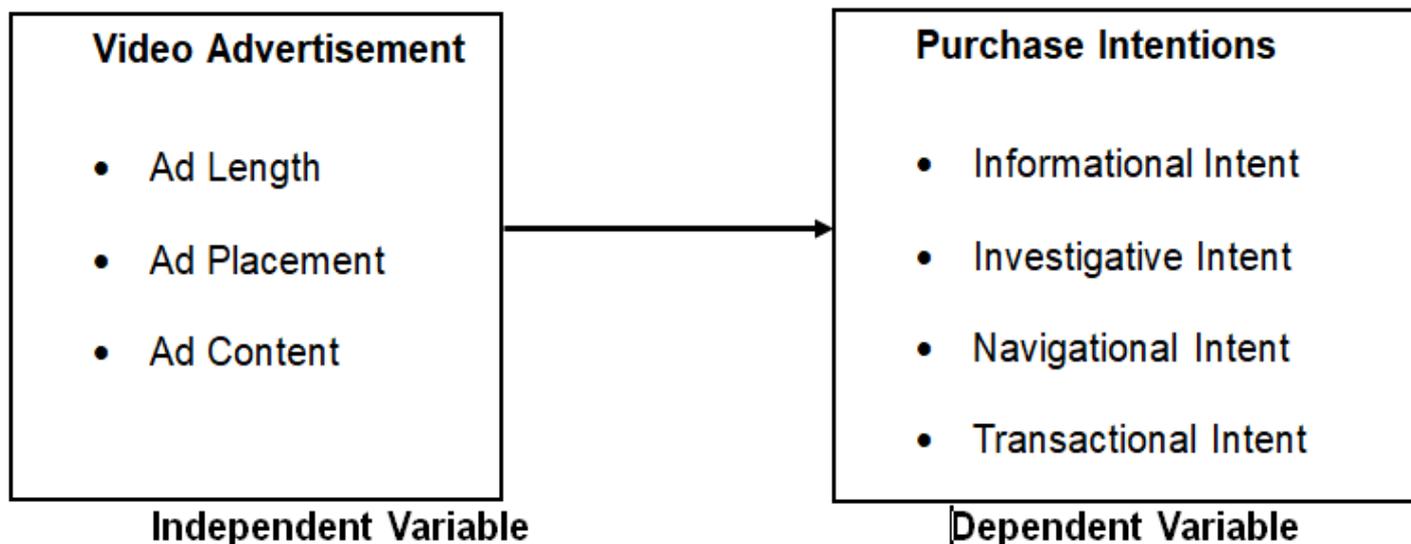


Figure 1: Conceptual Framework of the Study

The independent variable is video advertisement which will be measured in terms of ad length, ad placement, and ad content. Video advertisement refer to a short, informative video that aims to help promote a product or service (Biyani, 2024), theoretically; *ad length* refers to the duration of an advertisement, typically measured in seconds or minutes (Alos & Ong,2022). *Ad placement* refer to the group of ad units where advertisers can place ads; roughly speaking, these are certain locations where you put ads (Krokhmal, 2024). *Ad content* refer to the process of producing content with the intention of promoting the product through paid distribution channels (Shewan, 2023).

The dependent variable is purchase intentions which include the following indicators: informational intent, investigative intent, Navigational intent, and transactional intent. *Purchase intentions* can be defined as a pattern which are followed by the costumer in his behavior to search, purchase, use, or evaluate goods, services, and ideas that are expected to satisfy his desires and needs (Takaya, 2019). *Informational intent* refers to the recommendation persuasiveness and completeness positively influence consumers purchase intentions (Yang, 2020). *Investigative intent* refers to the users seeking detailed information or researching before making a decision (Ellis, 2024). *Navigational intent* refers to the purpose of searching for a specific website or online destination, where users typically enter queries with the aim of quickly reaching a particular page (Yelton, 2021). *Transactional intent* refers to the searches where users are ready to take an action, often completing a purchase or a subscription (Ahamed, 2023).

It is the contention of framework that video advertisement may have a significant relationship to the purchase intentions of the senior high school students. Purchase intention can be impulsive to the consumer who does not think before they purchase the content or the brand on the advertisement. Consumers with an impatient attitude is in trouble with video ad length and differentiate between the longer and shorter ads. Moreover, video ad length can help consumers to understand the content of the advertisement. Consumer can gain better control over purchasing behavior reducing the impulse buying and time pressure.

METHOD

This chapter presents the method of the study which includes research design, respondents of the study, sampling design, research instrument, data gathering procedure, data analysis, and ethical considerations.

Research Design

This study utilized a non-experimental quantitative research method to gather relevant data and information. According to Wiese (2022), non-experimental research is a type of research that lacks an independent variable;

instead, the researcher observes the context in which the phenomenon occurs and analyzes it to obtain information. Dee-Price (2020) stated that in many cases, it is not feasible or ethical to manipulate the independent variable or to randomly assign participants to conditions. In such instances, non-experimental research is more appropriate and often necessary.

This study employed a descriptive-correlational quantitative research design. According to Curtis et al., (2016), the purpose of a correlational study is to discuss important issues and considerations in correlation research and to suggest ways to prevent potential problems during the preparation and application of the design. Additionally, Fleetwood (2023) explained that correlation is a statistical measure that expresses the extent to which two variables are linearly related. Moreover, correlational research involves measuring two or more relevant variables and assessing the relationship between or among those variables. For instance, the variables of height and weight are systematically related because taller individuals generally weigh more than shorter individuals (Wiese, 2022).

Research Locale

This study was conducted at Carlos P. Garcia Senior High School, under the Division of Davao Region XI. The students of Carlos P. Garcia Senior High School served as the respondents since the school is one of the accessible institutions in the community that offers quality education, particularly in the field of Accountancy, Business, and Management (ABM). Carlos P. Garcia Senior High School was chosen as the study location due to the presence of students enrolled in the ABM strand, who are expected to have a background in financial management, business management, corporate operations, and accounting.

Research Respondents

The respondents of this study were 300 Senior High School students from the Accountancy, Business, and Management (ABM) strand at Carlos P. Garcia Senior High School, Davao City. The researchers selected this strand because ABM students are more exposed to social media marketing and need to be aware of their level of purchase intentions.

Sampling Design

This study employed the complete enumeration sampling design, in which all members of the population were included. According to Gautam (2020), complete enumeration sampling is a method in which data is collected from every unit of the entire population. In this selection method, all members of the population participated in the research study.

Research Instrument

The two variables in this study were measured using two instruments: the video advertisement questionnaire, which consisted of three (3) domains—ad length, ad placement, and ad content; and the purchase intentions questionnaire, which consisted of four (4) domains—informational intent, investigative intent, navigational intent, and transactional intent.

For validation, the survey questionnaire was reviewed by experts. A validation rating was assigned by three (3) experts to assess the questionnaire. All expert opinions and recommendations were incorporated. Following the validity test, the survey questionnaire was piloted among fifteen (15) Senior High School students under the ABM strand. Cronbach's alpha was used to assess reliability. According to Frost (2024), Cronbach's alpha measures the internal consistency or reliability of a set of survey items on a standardized scale from 0 to 1, with higher values indicating greater agreement between items.

Video advertisement. The items for video ads were researchers made with 4-point Likert scale that focuses on detailed evaluation of the construct of video ads in terms of ad length, ad placement, and ad content. The rating scale for this attribute is as follows:

Range of Mean	Description	Interpretations
3.26 – 4.00	Very High	This means that the video advertisement among Senior High School are always demonstrated.
2.51 – 3.25	High	This means that the video advertisement among Senior High School are sometimes demonstrated.
1.76 – 2.50	Low	This means that the video advertisement among Senior High School are rarely demonstrated
1.00 – 1.75	Very Low	The means that the video advertisement among Senior High School are never demonstrated.

Purchase intentions. The items for Purchase Intentions were researchers made with 4-point Likert scale that focuses on detailed evaluation of the construct of Purchase intentions in terms of as informational intent, investigative intent, navigational intent, and transactional intent. The following is the rating scale that was used with this variable.

Range of Mean	Description	Interpretations
3.26 – 4.00	Very High	This means that the purchase intentions among Senior High School students are always demonstrated.
2.51 – 3.25	High	This means that the purchase intentions among Senior High School are sometimes demonstrated.
1.76 – 2.50	Low	This means that the purchase intentions among Senior High School are rarely demonstrated
1.00 – 1.75	Very Low	The means that the purchase intentions among Senior High School are never demonstrated.

Ethical Consideration

Ethical considerations play an important role in ensuring the honesty and validity of research, particularly when dealing with sensitive topics such as buying behaviors among students. This study focuses to ethical guidelines lead by four essential elements.

Social Value. The research aims to contribute to the social understanding of video advertisement and purchase intentions among senior high school students. By investing these factors, the study seeks the impact of video advertisements on consumers purchase intention. Students can benefit by providing positive community and connection with others who share identities, abilities, and interests.

Informed Consent. Prior to data collection, informed consent will be acquired from all respondents. Respondent will be provided with clear information about the study's purpose, procedures, potential risks and benefits, confidentially measures, and the right to withdraw at any time without consequences. Only those who provide voluntary consent will participate in the survey questionnaire, ensuring right guidelines of voluntary participation and respect for personal space.

Risks, Benefits, and Safety. The study acknowledges potential risks such as discomfort or privacy concerns associated with discussing students purchase intention. To mitigate these risks, confidentiality measures will be strictly maintained, to ensure that respondent identities and responses remain anonymous and protected. The safety of respondents is a priority; therefore, any distress or discomfort will be addressed instantly. Benefits include provide insight on how video advertisement impact the purchase intentions of Accountancy Business and Management (ABM) students, which is important for Businesses, to have a more effective marketing strategy.

Privacy and Confidentiality of Information. This study adheres to Data Privacy Act 2012 protection of individual rights with regard to handling personal information. The data collected shall be secured at all times, and access shall be allowed only to the authorized researcher involved. Privacy will be ensured while conducting the research, and results are reported as a whole to ensure that no individual student would be identified.

Data Gathering Procedure

The following steps will be strictly followed in the conduct of the study:

Permission to Conduct the Study. To begin the process, the researcher will address a letter of approval to the School Principal of Carlos P. Garcia Senior High School, informing them about the study, the respondents, and the objective of the study. Afterwards, the researchers will inform the class advisers about conducting the study in their respective sections.

Distribution and Retrieval of Informed Consent. The researchers will provide the responders with the questionnaire upon distribution and retrieval of the request letter. The researchers will go over the study's summary and the significance of the respondents' participation and questionnaire responses with them during their initial encounter. The researchers will personally watch the respondents fill out the surveys to make sure they are completed correctly. The participants will be ensured and stay unknown during the study and informed that their participation is optional. In addition, the participants will complete the survey by evaluating the items that correspond to their intent to purchase and buying behavior on a scale of 1 for never, 2 for rarely, 3 for sometimes, and 4 for always.

Collation and Statistical Treatment of the Study. After all the responses are retrieved and the data are collected, the researchers will encode them in the Windows Excel application. The data will be statistically organized and interpreted according to the domains of this study.

Data Analysis

The researcher will use several statistical tools to analyze the respondents' response, including the mean, and Pearson product-moment correlation coefficient. Each tool will provide unique insights into the data and help interpret the relationship among the study variables comprehensively.

Mean. This was used to determine the sum of all the values in the dataset divided by the number of values. Specifically, it was used to assess the levels of video advertisements and purchase intentions among students. By calculating the mean, the researcher gauged the central tendency of the dataset, offering valuable insights into the overall buying behaviors and intention levels of students.

Pearsons' Correlation. This was used to measure the strength of the association between two variables, specifically the relationship between video advertisements and purchase intentions among students. This statistical measure helped the researcher understand the degree of relationship between these variables.

RESULTS AND DISCUSSION

This chapter presents the findings and discussion based on the data gathered. The presentation is organized based on the sequence of the problem statement in the first chapter.

Level of Video Advertisement

Presented in Table 1 is the level of video advertisement in terms of ad length, ad placement, and ad content.

Table 1. Level of Video Advertisement

Domains of Video Advertisement	SD	Mean	Descriptive Level
Ad Length	.711	3.48	Very High
Ad Placement	.765	3.33	Very High
Ad Content	.603	3.55	Very High
OVERALL	.693	3.49	Very High

The table 1 reveals that the overall mean value of video advertisement is 3.49, with the standard deviation of .693, which is described as very high. This means that the video advertisement of the students is always manifested. This finding suggests that Senior High School Accountancy Business and Management (ABM)

students exhibit a very high level of engagement with video advertisements. The mean score indicates that these students are highly influenced by the content, placement, and length of video ads. The ability to evaluate and respond to advertisements is an important skill in the business and marketing sectors, as it shows their awareness of how marketing strategies can affect purchasing behavior. Understanding the effectiveness of video ads provides valuable insights for businesses aiming to target young.

This is supported by Jain et al.'s study (2018) stated that it provides detailed models to marketers providing knowledge of different factors impacting consumer purchase intention after watching online video advertisement. However, despite the increasing popularity of mobile video advertisements, few studies have used visual attention to observe consumer cognition and purchase intention (Huang et al., 2022). Additionally, the literature considers that through social networks, consumers can collect information and make content about their experiences and perceptions available to other users (Arica et al., 2022).

Moreover, it shows that the domain ad content obtained the highest mean value among the three domains, gaining a mean score of 3.55, with the standard deviation of .603, which is described as very high; that is, ad content is always manifested in Senior High School students. This suggests that the content of video advertisements plays a very important role in engaging the students, particularly in how they perceive and respond to ads. The strong emphasis on content resonates with their interests and preferences, influencing their decision-making processes. These results indicate that businesses aiming to target younger consumers should prioritize engaging and relevant ad content to effectively capture their attention and increase purchase intention.

This is supported by Meng et al. (2024) indicates that trustworthiness, expertise, and attractiveness boosted purchase behavior, while extremes in authenticity and brand heritage reduced their effectiveness. However, Han & Du (2023) Brands can push advertisements of the same product from different sources to consumers in a targeted manner.

This is followed by the domain ad length with a mean value of 3.48, with the standard deviation of .711, descriptively interpreted as very high; that is, ad length is always manifested. This indicates that Senior High School students are highly attentive to the duration of video ads, suggesting that the length of the advertisements effectively captures their interest. The results imply that students are more likely to engage with ads that are appropriately timed, not too short or too long, ensuring that the message is effectively communicated without losing their attention. Advertisers should consider the optimal ad length to maintain viewer engagement and enhance the overall impact of the advertisement on purchase intention.

Raditya et al., (2020) revealed that the length of an online video ad has a direct effect on consumers' ad irritation and intention of skipping. Additionally, strong evidence was stated by Kim et al., (2022) to indicate that advertising companies can provide customized advertisement lengths to meet consumer characteristics, reducing consumer avoidance behavior and improving the efficiency of advertisements.

However, the domain ad placement had the lowest mean value among the three indicators, at 3.33, with the standard deviation of .765, which is still described as very high. This implies that while Senior High School students generally possess strong engagement with ad content, their confidence in ad placement is relatively lower than their actual capabilities. The result suggests that while students are receptive to video ads in general, they may not always fully trust or notice the strategic positioning of ads within their viewing experience. This indicates a potential area for improvement in how advertisements are positioned to ensure they capture attention more effectively. Marketers may consider enhancing the placement of ads to increase their visibility and impact, especially by focusing on the most optimal spots for engaging the audience, such as before or after key content moments.

Studies have indicated that such traditional message delivery is losing the efficacy to directly communicate with target consumers; consumers have appeared zapping behaviors as they are fed up with traditional advertisement (Yao & Huang, 2017). To mitigate this, advertising researchers do not understand fully the impact different advertisement placement and delivery vehicles have on the mobile user's experience (Clark et al., 2018).

Level of Purchase Intentions

Presented in Table 2 is the level of purchase intentions in terms of informational intent, investigative intent, navigational intent, and transactional intent.

Table 2. Level of Purchase Intentions

Domains of Purchase Intentions	SD	Mean	Descriptive Level
Informational Intent	.783	3.34	Very High
Investigative Intent	.612	3.62	Very High
Navigational Intent	.656	3.56	Very High
Transactional Intent	.786	3.29	Very High
OVERALL	.693	3.49	Very High

The table 2 reveals that the overall mean value of purchase intentions is 3.49, with the standard deviation of .693, which is described as very high. This means that the purchase intentions of the learners are always manifested. This finding suggests that Senior High School Accountancy Business and Management (ABM) students demonstrate very strong purchase intentions, which is important for understanding consumer behavior and decision making in the field of business and marketing. The mean score indicates that these students possess the ability to evaluate products, consider relevant information, and make informed purchasing decisions. Strong purchase intentions are crucial for succeeding in business environments, which often require a deep understanding of consumer trends, analytical thinking, and strategic planning.

This is supported by Li et al.'s study (2022). indicates that higher perceived benefits enhance purchase intentions, particularly when consumers feel a strong cognitive legitimacy regarding the brand or product. However, social influences and media exposure significantly shape these intentions by affecting consumer attitudes and perceptions (Shastry & Anupama, 2021). Understanding these dynamics aids marketers in crafting strategies that resonate with target audiences (Roy, 2022).

Moreover, it shows that the domain investigative intent obtained the highest mean value among the four domains, gaining a mean score of 3.62, with the standard deviation of .612, which is described as very high; that is, investigative intent is always manifested in Senior High School students. This is seen particularly when Senior High School Accountancy Business and Management (ABM) students wants to buy a product and they want to investigate it first like research, reviewing the products if it was good and worth it. The results imply that marketing policies further support and enhance student investigative intent, as these traits are already strongly manifested and can significantly contribute to their marketing success and overall development.

This is supported by (Boyd, 2017) in their study examined the significance of investigative intent in purchase intention is aimed and analyzing the information collected, considering alternate possibilities to establish the way an event occurred and determined if they are reasonable. However, investigative intent is the consideration stage or in the middle of the tunnel, the person may spend a lot of time researching, depending on their buying behavior and whether they consider this product or not (Threet, 2023).

This is followed by the domain navigational intent with a mean value of 3.56, with the standard deviation of .656, descriptively interpreted as very high; that is, navigational intent is always manifested. This is particularly evident in instances where Senior High School students actively engaged with video advertisement, examining the different aspects of ads and carefully considering the information presented. They navigate through the content by analyzing key messages and evaluating various products features to make informed purchase decisions.

The significance is underscored in a study conducted by Wilson et al. (2024). Engaging in reflective practices in decision - making situation in video ad and personal setting, such as enhancing student's understanding to connect new information. Additionally, strong evidence by Huang & & Benyoucef (2017) revealing that factors like usability, functionality, and sociability influence consumer choices at each stage of the purchase process.

Followed by the domain informational intent with a mean value of 3.34, with the standard deviation of .783, which is described as very high; that is, informational intent is always manifested. This study implies that Senior High School Accountancy Business and Management (ABM) students are believable to spend time seeking out information. Their want to learn could be a sign of a strong desire to understand and become knowledgeable about business. This could show their desire to be far-sighted for future studies or careers in business-related fields.

This significance is underscored in a study conducted by Hochuli (2019). It directs the creation of educational materials like articles, how-to manuals, and videos that satisfy consumers' knowledge demands, this type of desire is essential for content creation. Additionally, strong evidence by Silva (2024) Understanding this intent helps marketers optimize their content strategies effectively, ensuring they meet user expectations and enhance engagement.

However, the domain transactional intent had the lowest mean value among the four indicators, at 3.29, with the standard deviation of .786, which is still described as very high. This shows that Senior High School Accountancy Business and Management (ABM) are generally comfortable and confident in making online purchases. This is likely due to the increasing of secure online payment methods, as well as the convenience and accessibility of online shopping. This shows that Senior High School learners have a huge trust and feel secure when making purchase on online platforms.

Studies have indicated that trust plays a crucial role in online purchasing, it is important to identify the antecedents of trust in the context of online purchase intention (Mahliza, 2020). In a study Houcheimi (2024). Secure online payment conditions significantly influence customers' online purchasing intentions, leading to higher online purchases (Islam et al., 2024). To mitigate this, researches explore the factors influencing users' behavioral intentions, attitudes and actual adoption of quick response (QR) mobile payment.

Significance of the Relationship between Video Advertisement And Purchase Intentions

Table 3 presents the relationship between video advertisement, and purchase intentions.

Table 3. Significance of the Relationship between Video advertisement and Purchase Intentions

	Purchase Intentions				
	r	r²	p-value	Decision on Ho @ 0.05 level of significance	Interpretation
Video Advertisement	.385	.148	.000	Reject Ho	Significant

Table 3 reveals a significant relationship between video advertisement and purchase intentions. The analysis obtained a p-value of .000 at a 0.05 level of significance. Thus, the null hypothesis was rejected. Therefore, a significant relationship exists between video advertisement and purchase intentions. The r-value is .385, interpreted as a weak positive correlation. The analysis further reveals that 14.8 percent of the variance ($r^2=.148$) in the purchase intentions among Senior High School learners can be attributed to their video advertisement. This finding suggests that video advertisements can have a positive impact on purchase intentions among Senior High School learners. However, the weak correlation indicates that other factors likely play a significant role in influencing their buying decisions. This suggests that marketers targeting this demographic should not rely solely on video advertisements to drive sales, but should also consider other factors that influence their purchasing decisions.

In comparison, other factors account for the remaining 85.2 percent. From the results, it is inferred that learners would also have very high purchase intentions when video advertisement is very high. This suggests that while video advertisement plays a role, other factors may have a more significant impact on purchase intentions. Further research could explore these other factors in greater detail to gain a more comprehensive understanding of the determinants of purchase intentions among Senior High School students.

The finding aligns with Yu et al. (2024) these factors should be considered when designing short video advertisements to optimize consumers' flow experience and thus increase purchase intentions. Also, Kv et al.

(2021) demonstrated that it is necessary for any organization to have a clear idea of what features need to be incorporated in their social media advertisements so that they can effectively grab the attention of the huge user base and successfully convert them to customers. However, Gao & Wu (2024) found that consumers more favor products with novel content, high cost-effectiveness and good reputation through short-video delivery, and consumers are more willing to pay for publicity; while the over-exaggerated publicity, cliched content and too long time of short-video advertisements will have a negative impact on consumers' willingness to buy. Similarly, Mat Hussin et al. (2021) demonstrated that it can guide a marketer to understand consumer expectations and plan effective strategies to produce a video advertisement and decide what to include in it.

CONCLUSION AND RECOMMENDATIONS

This chapter presents the conclusions that were drawn from the findings of the study. This section further offers recommendations as to how the findings of this study can improve practice.

This study aimed to determine the extent of video advertisement and purchase intentions among Senior High School students in Carlos P. Garcia Senior High School. Specifically, this study sought to determine if a relationship exists between video advertisement and purchase intentions among Senior High School students in Carlos P. Garcia Senior High School, as well as the degree of their relationship.

This study utilized the descriptive-correlation design to determine the extent of video advertisement and purchase intentions and if they are significantly related. The respondents of this study were three hundred (300) Senior High School students of Carlos P. Garcia in Davao City using complete enumeration. The respondents used researchers-made survey questionnaires to collect the necessary information. Data collection involved strict compliance of ethical considerations. Mean and Pearson's r were used to analyze the data that had been collected.

The results of the analysis revealed the following:

The extent of the video advertisement among Senior High School students in Carlos P. Garcia is always manifested. This implies that the video advertisement among Senior High School students in Carlos P. Garcia is always demonstrated.

The extent of the purchase intentions among Senior High School students in Carlos P. Garcia is always manifested. This implies that the purchase intentions among Senior High School students in Carlos P. Garcia is always demonstrated.

The result also shows that there is a significant positive relationship between the video advertisement and purchase intentions among Senior High School students in Carlos P. Garcia. Moreover, the degree of the relationship is very high. This means that when the video advertisement among Senior High School students in Carlos P. Garcia is always observed, they would have very high purchase intentions.

Conclusion

Based on the findings of the study, the following conclusions are drawn by the researchers:

The video advertisement among Senior High School students in Carlos P. Garcia is always manifested. Despite some irritation among Senior High School students, the advertisements effectively reach their target audience, ensuring that students are regularly exposed to the marketing messages.

The purchase intentions among Senior High School students in Carlos P, Garcia is always manifested. Though the Senior High School students can expose to the video advertisement and the likelihood of purchasing the advertised product or service.

The extent of purchase intentions among Senior High School students in Calos P. Garcia would depend on the video advertisement. It is evident that if the video advertisement is very high, it would influence their purchase intentions, which is very important as it is one of the very important for their decision making.

Moreover, it is evident that Senior High School students who have high interest and confident of the advertisement would always manifest having high purchase intentions.

Recommendations

Based on the conclusion, the following recommendations are made:

Advertisers should improve the quality, content, and relevance of video advertisements to effectively capture the attention and interest of Senior High School students. Ad content should align with students' preferences and values to minimize irritation and maximize engagement. Educators may integrate advertising content into learning activities, such as projects, case studies, or presentations, to enhance students' understanding of marketing strategies and consumer behavior. This approach will help students critically analyze advertisements and make informed purchasing decisions. Additionally, marketers should develop student-centered strategies by incorporating engaging and interactive advertisements, such as short-form videos, influencer collaborations, and gamified promotions, to increase positive brand perception and purchase intentions. Schools and stakeholders should also implement financial literacy programs to educate students on responsible consumer behavior, including budgeting, differentiating needs from wants, and recognizing marketing influences, to help them make better purchasing decisions and avoid impulsive spending.

Future researchers are encouraged to adopt a mixed-method research design to gain a deeper understanding of how video advertisements influence students' purchase intentions. Combining quantitative methods, such as surveys, with qualitative approaches, including focus groups, interviews, or content analysis, will provide a more comprehensive analysis of students' attitudes and behaviors toward advertisements. Additionally, future studies may explore the long-term effects of digital marketing on financial habits and examine how different advertising formats impact purchase intentions across various student demographics. Expanding the sample to include diverse demographic groups will provide a broader perspective on advertising influences, while considering moderating or mediating factors such as peer influence or financial literacy may yield deeper insights into students' decision-making processes. Furthermore, a longitudinal study could be conducted to analyze how advertising exposure affects students' consumer behavior over time, offering valuable insights into long-term purchasing patterns and financial habits. These recommendations aim to improve advertising strategies, enhance financial literacy, and provide future researchers with valuable directions for further studies.

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