

Cultural, personal, psychological, and social influences of advertisement and purchasing decision-making of Senior High School students

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Abstract: This survey-correlational research design was conducted to determine cultural, personal, psychological, and social influences of advertisement and purchasing decision-making of senior high school students at Mambusao East National High School, Mambusao Capiz for the school year 2024-2025. The respondents were 161 out of 191 senior high school students, with 30 senior high school students serving as respondents for the pilot testing. To gather a non-biased result, the researcher used census sampling. Data were collected using a research-made questionnaire for all of the administered questionnaires: Purchasing Decision-Making Questionnaire, Cultural Influences of Advertisement Questionnaire, Psychological Influences of Advertisement Questionnaire, Personal Influences of Advertisement Questionnaire, and Social Influences of Advertisement Questionnaire. The independent variables of this study are Cultural Influences of Advertisement, Personal Influences of Advertisement, Psychological Influences of Advertisement, and Social Influences of Advertisement. The dependent variable is Purchasing Decision-Making. The statistical tools employed to analyze the gathered data included frequency counts, percentages, means, standard deviations, and Pearson's *r*. The level of significance was set at 0.05. The findings of the study revealed a high level of influence in both independent and dependent variables. Also, a significant relationship was noted among cultural influences of advertisements, personal influences of advertisements, psychological influences of advertisements, social influences of advertisements, and purchasing decision-making.

Keywords: Advertising Influence, Purchasing Decision-Making, Senior High School Students

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INTRODUCTION

In today's competitive market, businesses must develop a marketing strategy to attract consumers. Advertisement serves as one of the powerful tools that influence a consumer's decision-making. Haider and Shakib (2018) defined advertising as a form of communication between producers and consumers aimed at influencing consumers' purchase decision-making. In the journal published by Rai and Dewangan (2015), they stated that firms create advertisements to persuade consumers that they need the products being advertised. It is a tool used to persuade consumers that purchasing a specific product will improve their lives. Additionally, Jemal and Melese (2025) coined in their paper that advertising is a significant tactic for a company to continue having a profit and to maximize its sales (Jobber, 2002).

We cannot deny that advertisements can be seen in various media platforms, such as newspapers, magazines, television, and the Internet, which influence consumers' behavior by making these consumers aware and shaping their attitude toward the product being advertised (Kumar & Raju, 2013; Fan, 2022). According to Dewi (2016), consumers' decision-making is affected by advertising, which creates a positive attitude and confidence towards a product. Consumers' decision-making can be explained by models such as the Engel, Blackwell, and Miniard (EBM) Model, which outlines a structured process that individuals experience when

deciding on a purchase. Several factors can affect decision-making, especially for young consumers, such as exposure, information processing, and advertising effectiveness (Sachdeva, 2020). In addition to that, Fan (2022) stated that the impact of advertising varies among different demographic groups, such as age, education level, and gender. In the Philippine setting, Linga (2024) noted in his article that Filipino advertisements are not just about telling the consumer to buy, but also telling a story that often reflects cultural values and shows family unity or community spirit. Obuyes et al. (2024) found that one factor affecting a consumer's buying behavior is their emotions. In the rapidly evolving industry, marketers need to know these factors in order to develop effective marketing strategies and maintain client loyalty (Fan, 2022; Sachdeva, 2020).

To help us better understand how psychological, personal, social, and cultural factors influence the purchasing decisions of senior high school students in response to advertisements, this research paper is anchored to the Engel, Blackwell and Miniard (EBM) Model, also known as the Consumer Decision-Making Process Model (Blackwell et al., 2001). Olabanji et. Al (2021) referenced in their paper the EBM Model, stating that the model is structured around a seven-point decision process: need recognition followed by a search of information both internally and externally, the evaluation of alternatives, purchase, post-purchase reflection, and finally, divestment. This model identified two main factors that affect consumers' decision-making: previous experiences and external variables. The external variable is broken down into environmental influences, including culture, social and personal influences, family and situation, and individual influences. To better understand consumer behavior, it's important to focus on several constructive elements: consumer resources, motivation, and engagement levels. Additionally, we should examine knowledge, attitudes, personality, values, and lifestyle choices. By analyzing these factors, we can gain valuable insights that inform effective strategies for meeting consumer needs and enhancing their experiences.

Each stage of the model provides a structured framework in relation to this research study. In the need recognition stage, consumers identify the needs that require solutions by appealing to their emotions, desires, and social goals. Psychological factors will help students interpret these advertisements, making them feel the necessity of the product or service. After recognizing what they need, they move to the information search stage; this is where students gather information from peer recommendations or influencer endorsements. This will also include personal influences, such as how they think the source of information is credible.

Next, in the evaluation of alternatives stage, students compare different products based on brand reputation, social influences, and cultural values, helping them recognize if the product is acceptable to their social group. The Purchase Decision stage is where students finalize their choice, often driven by promotional strategies, limited-time offers, or a strong emotional connection to a brand.

After the purchase, individuals go on to the Post-Purchase Behavior stage, where they assess their level of satisfaction with the product. If their expectations match the product's performance, they develop brand loyalty; otherwise, they may experience regret and provide negative feedback. Finally, the Divestment stage involves product disposal or replacement decisions, which might be affected by environmental concerns, changing societal trends, or new commercials promoting upgraded products.

Problem statement

This research aims to determine the psychological, personal, social, and cultural influences on the advertisement and purchasing decision-making of senior high school students at Mambusao East National High School for the school year 2024-2025.

Specifically, this study wanted answers to the following questions:

1. What is the level of cultural influence of advertisements on senior high school students?
2. What is the level of personal influence of advertisements on senior high school students?
3. What is the level of psychological influence of advertisements on senior high school students?
4. What is the level of social influence of advertisements on senior high school students?
5. What is the level of decision-making of senior high school students?
6. Are there significant relationships among the cultural, personal, psychological, and social influences of advertisements and the decision-making of senior high school students?

METHODOLOGY

The survey-correlational research design was used to determine the cultural, personal, psychological, and social influences of advertisement and the purchasing decision-making of senior high school students at Mambusao East National High School, Mambusao Capiz, for the school year 2024-2025.

The respondents were 161 out of 191 senior high school students, with 30 serving as respondents for the pilot testing. The researcher used census sampling to gather a non-biased result.

Data were collected using a research-made questionnaire for all of the administered questionnaires: Purchasing Decision-Making Questionnaire, Cultural Influences of Advertisement Questionnaire, Psychological Influences of Advertisement Questionnaire, Personal Influences of Advertisement Questionnaire, and Social Influences of Advertisement Questionnaire.

The independent variables of this study are Cultural Influences of Advertisement, Personal Influences of Advertisement, Psychological Influences of Advertisement, and Social Influences of Advertisement. The dependent variable is Purchasing Decision-Making.

To analyze the gathered data, the tools gathered were frequency counts, percentages, means, standard deviations, and Pearson's r as statistical tools. The level of significance was set at 0.05.

Level of cultural influence of advertisements on senior high school students

The data showed that the cultural influence of advertisements significantly impacted respondents' purchasing decision-making, with a mean of 3.68 (0.55). The findings showed that the cultural influence of advertisement on purchasing decisions among senior high school students is High. The standard deviation suggests variability in the result, indicating that most respondents agreed on the influence of culture.

This suggests that incorporating cultural elements, such as traditions, values, and cultural norms, into advertisements plays a significant role in the purchasing decision-making process within this demographic. Senior high school students are at a stage where cultural identity influences their preferences and behaviors. Advertisements that reflect familiar cultural symbols, language, and practices resonate more deeply with them, creating a sense of trust, relatability, and emotional connection. This result emphasizes the importance of adopting a culturally relevant marketing strategy, as culturally aligned advertisements are more likely to capture senior high school students' attention, loyalty, and purchasing decisions.

This result supports the research by Liu (2023), who examined the cultural influence on creating an adopted marketing campaign, yielding a positive result. This suggests that a culturally standardized and localized marketing approach can influence consumer behavior.

This also aligns with the study by Potic (2022), which found that consumer consumption increases when cultural symbols are present. The study suggests that companies must understand the cultural values of the target consumer, align themes and symbolism in events, and advertise based on consumer cultural preferences.

Level of personal influence of advertisements on senior high school students

The data showed that the personal influence of advertisements significantly impacted respondents' purchasing decision-making, with a mean of 3.79 (0.54).

The findings indicate that the personal influence of advertisement on purchasing decision-making among SHS students is High. Standard Deviation also showed variability, indicating that while most respondents recognize personal influence, some do not.

This suggests that advertisements that appeal to personal factors, such as individual preferences, lifestyle choices, and personal interests, significantly influence consumers' purchasing decisions. Since consumers, particularly senior high school students, seek products and brands that reflect their personal identity and aspirations, marketing strategies that acknowledge and cater to these unique characteristics are more likely to capture their attention and loyalty. Tailoring marketing efforts to align with the consumer's personal experiences and self-image makes the advertisement more persuasive and effective.

This is supported by the idea of Roy and Datta (2022) that a person's choice of lifestyle will have a significant impact on the products they buy.

Level of psychological influence of advertisements on senior high school students

The data showed that the personal influence of advertisements had a significant impact on the purchasing decision-making of respondents, with a mean of 3.63 (0.55).

The findings showed that the psychological influence of advertisement on the purchasing decision-making of senior high school students is High. The high mean score indicates that many of the respondents recognize the influence of psychology on their decision-making. The standard deviation also reflects that most respondents agree that psychological influences advertisement; however, individual differences exist.

This suggests that psychologically driven marketing strategies positively enhance consumer engagement and strengthen brand influence. By tapping into psychological factors such as motivation, perception, learning, beliefs, and attitudes, marketers can create messages that resonate more deeply with consumers' internal thought processes and emotional triggers.

Understanding how psychological influences impact purchasing decision-making enables advertisers to craft more persuasive advertisements that align with consumers' needs, desires, and decision-making patterns.

This is supported by the study of Montijo (2022), which states that the psychology of advertising creates a sense of connection and understanding toward a product or service, making consumers think whether it is a desire or a need.

Level of social influence of advertisements on senior high school students

The data showed that the social influence of advertisements had a significant impact on the purchasing decision-making of respondents, with a mean of 3.66 (0.56).

These findings showed that the social influence of advertisements on the purchasing decision-making of senior high school students is high. The standard deviation suggests moderate variability, meaning that most respondents acknowledged the social influence of advertisements.

This suggests that many respondents perceive social influences as a key factor in purchasing decision-making, reinforcing the idea that individuals are significantly affected by the opinions, behaviors, and expectations of others when making buying choices. Social factors such as peer pressure, family recommendations, social media trends, and group affiliations play a crucial role in shaping consumer attitudes and behaviors. Especially among senior high school students, who are in a developmental stage where social belonging and acceptance are highly valued, the influence of friends, family, and online communities can strongly impact their purchasing decisions. This highlights the importance of incorporating social proof and community-driven marketing strategies to effectively reach and persuade this demographic.

This supports the Social Influence Theory (STI) by Herbert Kelman (1953), explaining how social influence induces attitude or behavior change. It talks about how individuals are more likely to do things because it is what they thought was the norm. It fits into the standard that society demands (Davlembayev & Papagiannidis, 2024).

Level of decision-making of senior high school students

The data showed that the purchasing decision-making had a significant impact on the purchasing decision-making of respondents, with a mean of 3.51 (0.57). These findings showed that the purchasing decision-making of senior high school students is high. The standard deviation suggests moderate variability, meaning that most respondents acknowledged the influence of advertisement, but perceptions varied among respondents.

This suggests that advertising plays a vital role in shaping consumer choices by influencing brand perception, product awareness, and purchase intent. Effective ads capture attention, build brand image, foster emotional connections, and drive purchasing behavior. Aligning advertising strategies with audience needs can boost engagement, increase sales, and support long-term business growth.

This is supported by Alharthey (2015), who found that consumers prefer to purchase products with which they are familiar. This indicates that an effective advertising strategy and integrated marketing are crucial in influencing a consumer's purchasing decision.

Relationships among the cultural, personal, psychological, and social influences of advertisements and the decision-making of senior high school students

Data revealed a significant relationship between the psychological and Personal Influence of Advertisement with $p < 0.05$ and $r = 0.705$; Psychological and Social Influence of Advertisement with $p < 0.05$ and $r = 0.683$; Psychological and Cultural Influence of Advertisement with $p < 0.05$ and $r = 0.713$; Psychological Influence of Advertisement and Decision-Making with $p < 0.05$ and $r = 0.729$; Personal and Social Influence of Advertisement with $p < 0.05$ and $r = 0.683$; Personal and Cultural Influence of Advertisement with $p < 0.05$ and $r = 0.679$; Personal Influence of Advertisement and Decision-Making with $p < 0.05$ and $r = 0.502$; Social and Cultural Influence of Advertisement with $p < 0.05$ and $r = 0.674$; Social Influence of Advertisement and Decision-Making with $p < 0.05$ and $r = 0.628$; and Cultural Influence of Advertisement and Decision-Making with $p < 0.05$ and $r = 0.615$.

The results show that psychological and personal influences strongly interconnect in shaping consumers' responses to advertisements. This suggests that advertisements that appeal to both internal psychological factors—such as emotions, beliefs, and motivations—alongside personal preferences and individual lifestyles are more effective. The personal relevance of an advertisement strengthens the consumer's psychological engagement, fostering a deeper connection with the brand.

This is supported by Gabelaia and Tracy (2025), who explored how marketing strategies leveraging conditional psychology can reshape consumer desires. Their qualitative study revealed that advertisements triggering specific emotional and cognitive responses can redefine consumers' wants, highlighting the interplay between psychological stimuli and personal preferences in shaping purchasing behavior.

Knoll and Schramm (2015) support this finding by arguing that advertisements that tap into psychological and social factors, such as societal trends or peer recommendations, enhance consumer trust and engagement.

CONCLUSIONS

The study illustrates the significant role that advertisements play in shaping the purchasing decisions of senior high school students, with cultural values, traditions, and societal norms acting as critical elements. Advertisements that are thoughtfully custom-made to align with local themes and cultural identities are likely to resonate more with students, thus making it more convincing. This highlights the necessity for advertisers to consider cultural relevance in their messaging to engage this demographic and maximize their influence effectively.

Advertisements demonstrated a significant personal influence on students' purchasing decisions, suggesting that individual preferences, lifestyle choices, personality traits, and past experiences shape how students interact with advertisements. While personal influence was not the most significant factor, it did have some effect on consumer decision-making, suggesting that ads that appeal to individual interests, such as emphasizing self-expression, personal goals, or specific preferences, may positively impact students' purchasing behavior.

Persuasive messaging, brand storytelling, emotional appeals, and sensory marketing are psychological tactics that influence students' choices. This finding suggests that advertisers

should concentrate on strategies that induce emotions, build brand trust, and enhance consumer engagement to drive purchases. Additionally, psychological influence had the highest correlation with purchasing decisions among all the factors examined.

The study found that advertising has a significant influence on students' purchasing decisions through social factors, such as peer pressure and group norms. Many students decide what to buy based on what their peers or influencers deem cool. Advertisements that utilize social proof, such as user-generated content and celebrity endorsements, can significantly influence these decisions. Therefore, companies targeting young consumers should consider social trends and peer influence in their marketing strategies.

Senior high school students are active consumers who frequently make purchasing decisions influenced by various psychological, social, cultural, and personal factors. Understanding how advertisements influence their preferences and brand loyalty is crucial for businesses targeting this emerging consumer group. Adapting marketing strategies to their unique characteristics and interests can be beneficial.

The study highlighted how cultural, personal, psychological, and social factors in advertisements collectively influence our purchasing decisions. Rather than acting independently, these elements interact to shape our behavior as consumers. This understanding suggests that ads should be created with a wide perception, considering all these different influences to make the advertisement effective. A thoughtfully designed advertisement that connects with our emotions, resonates with our cultural beliefs, and taps into social dynamics is much more likely to drive students to purchase.

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