





THE EFFECT OF DIGITAL ADVERTISING OF REAL ESTATE FIRMS ON CONSUMERS' BUYING DECISION IN TAGBILARAN CITY, BOHOL

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ABSTRACT

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This study focuses on the effect of digital advertising of real estate firms on consumers' buying decisions. Two hundred potential residential real estate buyers in Tagbilaran City, Bohol, were randomly chosen using the Cochran sampling method. To gather the needed data, the researchers used a quantitative survey method, in which they distributed the modified survey questionnaires to the respondents in the said area. The method is appropriate to determine the Effect of Digital Advertising of Real Estate Firms on Consumers' Buying Decision in Tagbilaran City, Bohol. The study revealed that the digital advertising of real estate firms has positively and significantly influenced consumers' buying decisions towards buying products.



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Real estate companies effectively utilize the source, message, and channel factors in advertising and significantly and positively impact consumers' buying decisions. While other demographic characteristics do not significantly alter the effectiveness of digital advertising, the source of income does, indicating the need for targeted strategies based on financial stability and income sources. The researchers recommend that real estate firms continue investing in digital advertising, leveraging multiple channels, and tailoring messages to maximize impact while considering the diversity in income sources of potential buyers when designing and targeting their digital marketing campaigns

INTRODUCTION

With internet usage increasing both globally and locally, digital advertising has emerged as a vital tool for real estate firms in Tagbilaran City to effectively engage potential buyers. As consumers spend more time online, real estate companies have leveraged digital advertising platforms to enhance brand awareness, engage their target audience, and influence purchasing decisions. In the Philippines, the real estate sector contributed a record 536 billion pesos to the economy in 2022, signaling rapid growth. Despite this, many real estate firms in Tagbilaran City continue to face challenges in fully adopting new digital technologies to boost their visibility and reach.

This study aimed to examine the impact of digital advertising by real estate firms on consumer buying decisions in Tagbilaran City, Bohol. While digital advertising is recognized as a powerful marketing tool, there is a significant gap in understanding how various demographic and socioeconomic factors—particularly income sources—affect consumer responses to such advertisements. Preliminary findings of this study suggest that while demographic factors like age and gender may not significantly influence buying decisions, the source of income appears to play a crucial role, indicating that real estate firms should consider customizing their digital marketing strategies accordingly. This study is based on the premise that digital advertising serves as an influencing factor in consumers' buying decisions. The framework investigated the direct relationship between the exposure to digital advertising and the likelihood of a consumer making a purchase decision. It also explored how external factors—such as income sources—moderate this relationship, with a particular focus on how different demographic groups respond to digital ads.

The purpose of this research was to address the lack of empirical evidence regarding the relationship between the effectiveness of digital advertising and consumer buying behavior in the real estate sector. By doing so, the study aims to contribute to more informed and effective marketing strategies within the industry.

Digital advertising is reshaping consumer behavior by providing vast, interactive, and targeted advertising opportunities. In the Philippines, the real estate sector is a significant economic driver, generating considerable revenue,

and Tagbilaran City's real estate market is experiencing similar growth trends. Local consumers increasingly rely on digital platforms, such as social media and search engines, to gather information on properties. This shift aligns with global trends, as evidenced by reports like the National Association of Realtors' Generational Trends Report, which highlights that a significant percentage of buyers cross-check digital ads for credibility, reflecting growing consumer skepticism regarding online information accuracy.

This study aimed to understand how different aspects of digital advertising—such as the source of the ad, the message content, and the delivery channel—affect consumer buying decisions. By analyzing these factors, the study seeks to bridge the knowledge gap on digital advertising's effectiveness for real estate in Tagbilaran City, offering insights into how real estate firms can tailor their strategies to align better with consumer needs and build trust. The results of this study are anticipated to benefit real estate firms by refining their marketing approaches to be more effective and relevant to their audience, contributing to a fairer and more consumer-oriented real estate market in the city.

The study was anchored upon four theories. **Hierarchy of Effects Theory:** This model suggests that consumers move through sequential stages—awareness, interest, desire, and action—in response to advertising, which helps in analyzing how digital ads may influence the real estate buying decision process. **Consumer Decision Journey Model:** This cyclical model emphasizes the impact of brand interactions on consumer decision-making and loyalty. It highlights how consumers engage with digital ads at various stages of their decision-making, from initial awareness to post-purchase, guiding firms in maintaining ongoing relationships with buyers. **Source Message Channel Receiver (SMCR) Model:** This communication model underscores the importance of clear and relevant messaging, considering the roles of the source, message, channel, and receiver. For this study, it allows an examination of how real estate firms communicate through digital media and how this influences consumer perception. **And Elaboration Likelihood Model (ELM):** The ELM distinguishes between central and peripheral routes to persuasion. It suggests that consumers may process digital ads either by focusing on detailed information (central route) or superficial cues (peripheral route). Understanding these routes helps real estate firms design ads that appeal to different consumer processing styles.

Advertising effectiveness is influenced by how well the message resonates with consumers, which involves clarity, credibility, and the channel used. Soni (2023) discusses how technology has transformed communication, making it easier for consumers to interact with ads, which has shifted consumer expectations of brand messaging. This emphasis on usability and message relevance aligns with the study's theoretical framework, particularly Berlo's SMCR (Source, Message, Channel, Receiver) model, which underscores the importance of message clarity and channel selection in influencing consumer

perceptions.

Studies highlight that digital advertising has become an essential tool for engaging consumers by leveraging online platforms, where consumers spend a significant amount of time. According to Statista Research Department (2023), digital advertising has transformed traditional marketing methods by integrating interactive features and personalization, allowing brands to establish stronger connections with consumers. Furthermore, the rise of internet penetration and consumer reliance on digital platforms creates new opportunities for real estate firms to influence buyer decisions through targeted ads. Sule, Olley, and Akpor (2023) studied how digital advertising on platforms like Facebook, Instagram, and Twitter influences consumer engagement, finding that targeted campaigns drive higher interaction and trust, ultimately impacting buying behavior. This study is relevant for understanding the influence of digital advertising on real estate buyers in Tagbilaran City, as it highlights the importance of personalized content and interactive features that build consumer confidence in advertised properties. Madhuyella and Daniel (2022) examined the impact of digital marketing on consumer purchasing behavior in residential real estate. They found that consumers are increasingly reliant on digital channels for information about properties, making it vital for real estate firms to maintain an active digital presence. This aligns with the study's objective of assessing how digital advertising by real estate firms affects purchasing decisions, emphasizing the role of online visibility and consumer awareness. McPhillips (2018) categorizes digital ads into formats such as search engine ads, social media-promoted ads, and streaming TV ads, which have proven effective for real estate marketing. Search advertising, for example, aligns with potential buyers' intent by presenting ads based on their keyword searches, while social media ads use the popularity of platforms like Facebook and Instagram to attract prospective buyers. Streaming ads have gained relevance as viewers increasingly consume media through streaming services, providing a way for real estate firms to reach engaged audiences.

METHODOLOGY

In addressing the study's Statement of the Problem, which examines the impact of digital advertising by real estate firms on consumers' buying decisions in Tagbilaran City, research employed a structured, quantitative approach to capture consumers' perceptions across demographic, socioeconomic, and digital engagement factors. The study used a modified survey adapted from Abebaw's research (2021), focusing on the Source-Message-Channel-Receiver (SMCR) Model. This model helped categorize the data into specific elements of advertising—source credibility, message clarity and appeal, and channel effectiveness—to align directly with each research question.

To interpret the responses in relation to the Statement of the Problem, statistical tools were applied, such as weighted mean analysis and Chi-

square tests, to measure associations between respondents' profiles and their perceptions of digital advertising. This process allowed the identification of trends and significant factors influencing buying decisions, specifically highlighting income source as a significant factor, while other demographic variables like age, gender, and property type preferences were less impactful. These analytical steps aimed to distill specific insights from the data to inform real estate firms about how to tailor their digital marketing strategies effectively based on consumers' financial backgrounds.

Table 2. *Likert-type 4-point Scale*

Legend	Descriptive Value	Meaning	Scale
4	Strongly Agree (SA)	Indicates very high agreement with the statement regarding the impact of digital advertising by real estate firms on consumers' buying decisions.	3.25-4.00
3	Agree (A)	Indicates high agreement with the statement regarding the impact of digital advertising by real estate firms on consumers' buying decisions.	2.50-3.24
2	Disagree (D)	Indicates high disagreement with the statement regarding the impact of digital advertising by real estate firms on consumers' buying decisions.	1.75-2.49
1	Strongly Disagree (SD)	Indicates very high disagreement with the statement regarding the impact of digital advertising by real estate firms on consumers' buying decisions.	1.00-1.74

As shown in Table 2 this 4-point Likert scale was used to measure respondents' level of agreement with statements regarding the impact of digital advertising by real estate firms on consumers' buying decisions. The scale ranges from "Strongly Agree" to "Strongly Disagree," providing a clear indication of the strength of respondents' opinions, with higher scores reflecting stronger agreement.

To ensure the reliability and validity of the data collection instrument, the researchers conducted a pilot test with ten individuals representative of the study's target population. This initial testing phase allowed for refinement of the questionnaire, ensuring that the questions were clear, relevant, and effectively captured the intended data. Following the pilot test, Cronbach's Alpha was employed to measure the internal consistency of the questionnaire, yielding a high reliability score of 0.842. This score confirms that the instrument is both reliable and valid, providing a dependable basis for analyzing responses.

The data collection process was meticulously planned and executed to ensure accuracy and ethical compliance. First, the researchers submitted formal requests for permission to the Dean of the College of Business and Accountancy, Mr. Cesario O. Edulan, CPA, MSBA, and to the City Mayor,

Hon. Jane Yap. These approvals enabled access to the study's target population and facilitated the distribution of the questionnaires. To further support ethical standards, informed consent letters were provided to all respondents. These letters explained the purpose of the study, assured respondents of their confidentiality, and detailed the voluntary nature of participation. This transparent approach not only promoted informed participation but also contributed to higher response rates, thus enhancing the overall credibility and integrity of the data collection process.

RESULTS AND DISCUSSIONS

Demographic Profile of the Respondents. The demographic profile reveals insights into gender and age segments interested in real estate. For instance, the data confirms that female respondents, who constitute 58.5% of the sample, are more influenced by digital advertising, a trend mirrored in prior studies such as Parvathi & Dev (2022). This demographic detail highlights a potential target market segment for real estate advertisers aiming to enhance engagement and drive decision-making among female buyers.

In terms of age, respondents aged 18-30 represented 42.5%, followed by those aged 31-45 at 40%, 46-60 at 15.5%, and those over 60 at 2%. Younger individuals (18-30) appear more receptive to digital marketing, as Madhuyella & Daniel (2022) suggest, due to their engagement with digital platforms, which influences real estate decisions through social media, reviews, and ads.

The findings strongly suggests that income source is a key determinant in consumer decision-making, with a majority of respondents reporting an annual income below P250,000. This insight signals a demand for affordable housing options, a trend supported by Lee & Ong (2020). Digital advertising strategies targeting this income segment should emphasize cost-efficiency, availability of financing options, and accessible locations.

The Effect Digital Advertising of Real Estate Firms in terms of:

Table 3.1 *Source Factor of Digital Advertising*

Source Factor			
Items	Weighted Mean	Descriptive Value	Rank
1. The real estate advertised person is trustworthy.	2.9800	Agree	5
2. The real estate advertising source person is attractive.	3.0550	Agree	2
3. The real estate advertising is more visible than the source person.	3.0500	Agree	3
4. The real estate advertising source person is less exposed.	2.9850	Agree	4
5. I believe the endorser of the real estate has congruence (fit) with the brand.	3.1200	Agree	1
COMPOSITE MEAN	3.0380	AGREE	

The responses of the respondents on the digital advertising of real estate firms on consumers’ buying decision in Tagbilaran City, Bohol, in terms of the Source Factor revealed in Table 3.1, showed that five items were rated **AGREE**, with a composite mean of (3.0380) that most of the potential residential real estate buyers agreed with the statements about the influence of source factor of digital real estate advertising on customers’ buying behavior.

Table 3.1 revealed that the statement “I believe the endorser of the real estate has congruence (fit) with the brand” ranked first with the weighted mean of 3.1200 and was interpreted as Agree. Meanwhile, the statement “The real estate advertised person is trustworthy” ranked last with a weighted mean of 2.9800 and was interpreted as Agree.

The findings implied that potential residential real estate buyers in Tagbilaran City, Bohol, agreed with the statements regarding the influence of source factors in digital real estate advertising on their buying behavior. The highest-ranked statement, indicating that buyers believe the endorser of the real estate has congruence (fit) with the brand, underscores the importance of aligning the brand with the endorsed person to enhance credibility and appeal. Additionally, the agreement with statements regarding the attractiveness and visibility of the advertising source person highlights the significance of using visually appealing and prominent endorsers to attract potential buyers’ attention. The agreement with statements regarding the trustworthiness and exposure of the advertising source person further emphasizes the importance of building trust and credibility in digital advertising campaigns. These findings imply that real estate firms in Tagbilaran City should prioritize selecting endorsers who fit well with their brand image, are visually appealing, and have high credibility to effectively influence potential buyers’ purchasing

decisions in the digital advertising landscape.

These findings align with Abebaw's 2021 study, which explored similar themes concerning the impact of advertising sources on consumer behavior within the real estate industry, albeit in a different geographical setting. Just as potential buyers in Tagbilaran City, Bohol, place importance on the credibility, attractiveness, and alignment of advertising sources, Abebaw's study revealed that consumers in Ethiopia also consider these factors crucial when making purchasing decisions in the real estate market.

Table 3.2 *Message Factor of Digital Advertising*

Message Factor			
Items	Weighted Mean	Descriptive Value	Rank
1. In my opinion, the real estate advertising message is clear.	3.1450	Agree	5
2. The real estate advertising message is rationally appealing by attempting to communicate information regarding the product features and the benefits of owning or using it.	3.2700	Strongly Agree	2
3. The real estate advertising message is emotionally appealing by highlighting the emotional factors of the product.	3.1800	Agree	3
4. The visual message of real estate advertising (social media, content, email) is attractive.	3.3650	Strongly Agree	1
5. The verbal message of the real estate advertising is attractive.	3.1450	Agree	4
6. I can say that the message of the real estate advertising is credible.	3.0250	Agree	7
7. In my opinion, the real estate advertising message is not vague.	3.0450	Agree	6
COMPOSITE MEAN	3.1679	AGREE	

The responses of the respondents on the digital advertising of real estate firms on consumers' buying decision in Tagbilaran City, Bohol, in terms of the Message Factor revealed in Table 3.2, showed that seven items were rated **AGREE**, with a composite mean of (3.1679) that most of the potential residential real estate buyers agree with the statements about the influence of message factor of digital real estate advertising on customers' buying behavior.

Table 3.2 revealed that the statement "The visual message of real estate advertising (social media, content, email) is attractive" ranked first with a weighted mean of 3.3650 and was interpreted as Strongly Agree. On the other hand, statement number seven, "In my opinion, the real estate advertising message is not vague," ranked last with a weighted mean of 3.0450 and was interpreted as Agree.

These findings suggested that potential residential real estate buyers in Tagbilaran City, Bohol, positively agree with the statements regarding the influence of message factors in digital real estate advertising on their buying behavior. The highest-ranked statement, indicating that the visual message of real estate advertising is attractive, underscores the importance of visual appeal in capturing audience attention and engagement. Additionally, the strong agreement with statements regarding advertising messages' rational and emotional appeal highlights the significance of conveying product features, benefits, and emotional factors to persuade potential buyers. The agreement with statements regarding the attractiveness, clarity, and lack of vagueness in advertising messages further emphasizes the importance of delivering clear, compelling, and credible messages to influence purchasing decisions.

The influence of message factors in digital real estate advertising resonated with Damtew's study in 2020. The study may find similar trends in the mobile phone market in Addis Ababa. Both studies emphasized crafting visually appealing, emotionally resonant, and clear advertising messages to effectively engage potential buyers and drive purchasing behavior. The significance of conveying product features, benefits, and emotional factors in persuading consumers was highlighted in both contexts, suggesting a universal principle in digital advertising strategies across different industries and locations. These insights implied the importance of real estate firms in Tagbilaran City prioritizing message factors in their digital advertising campaigns to influence potential buyers effectively and remain competitive in the digital advertising landscape.

Table 3.3 *Channel Factor of Digital Advertising*

Channel Factor			
Items	Weighted Mean	Descriptive Value	Rank
1. From the medium of advertising that real estate companies use, social media marketing (Facebook, Instagram, Twitter) influenced me to consider the product.	3.4150	Strongly Agree	1
2. From the medium of real estate advertising, content marketing (blogs, infographics, news stories, videos) influenced me to consider the product.	3.3550	Strongly Agree	2
3. From the medium of advertising the real estate uses, email marketing (newsletters, promotional emails, triggered emails) influenced me to consider the product.	2.9400	Agree	6
4. The social media marketing content the real estate uses for advertising is attractive.	3.3050	Strongly Agree	4

5. The marketing content that real estate companies use for advertising is attractive.	3.3150	Strongly Agree	3
6. The email marketing content that the real estate company uses for advertising is attractive.	3.0050	Agree	5
COMPOSITE MEAN	3.2225	AGREE	

The responses of the respondents on the digital advertising of real estate firms on consumers' buying decision in Tagbilaran City, Bohol, in terms of the Channel Factor revealed in Table 3.3, showed that six items were rated **AGREE**, with a composite mean of (3.2225) that most of the potential residential real estate buyers agree with the statements about the influence of channel factor of digital real estate advertising on customers' buying behavior.

Table 3.3 revealed that the statement "From the medium of advertising that real estate companies use, social media marketing (Facebook, Instagram, Twitter) influenced me to consider the product" ranked first with a weighted mean of 3.4150 and interpreted as Strongly Agree. Meanwhile, the statement "From the medium of advertising the real estate uses, email marketing (newsletters, promotional emails, triggered emails) influenced me to consider the product" ranked last with a weighted mean of 2.9400 and interpreted as Agree.

This showed that the highest-ranked statements, indicating that social media marketing and content marketing strongly influenced buyers to consider products, underscored the significant impact of these digital marketing channels in engaging potential buyers. The agreement with statements regarding the attractiveness of marketing content used by real estate companies, specifically in social media, content, and email marketing further emphasized the importance of crafting visually appealing and compelling content to capture audience attention and interest.

It aligned with the study conducted by Sule, Olley, and Akpor in 2023 titled "Digital Advertising Platforms' Effects on Consumers' Buying Behavior," which emphasizes the attractiveness and effectiveness of digital advertising platforms. These platforms demonstrated a significant impact on engaging consumers and influencing their buying behavior. This highlighted the importance of businesses leveraging digital advertising platforms with compelling and attractive content in the past. By doing so, they could have effectively engaged consumers and driven purchasing decisions.

Table 4. *The Effect of Digital Advertising of Real Estate Firms on Consumers' Buying Decision*

Consumers' Buying Decision			
Items	Weighted Mean	Descriptive Value	Rank
1. I prefer the real estate because the source person influenced me.	3.1250	Agree	6
2. I prefer the real estate because I was influenced by the message in the advertisement.	3.1100	Agree	7
3. I prefer the real estate because I was influenced by the medium that the real estate chose for advertising.	3.1300	Agree	5
4. The real estate digital advertisements influenced me to choose the brand in the future.	3.1650	Agree	3
5. The real estate digital advertisements recognize your needs, leading to product buying.	3.2300	Agree	2
6. You can gather relevant information through digital advertisements of the real estate.	3.3500	Strongly Agree	1
7. The digital advertisement helps you choose this real estate as the best option from the various available alternatives.	3.1400	Agree	4
COMPOSITE MEAN	3.1786	AGREE	

The responses of the respondents regarding the impact of digital advertising by real estate firms on consumer buying decisions in Tagbilaran City, Bohol, as shown in Table 4, indicate that seven items were rated "Agree," with a composite mean of 3.1786. This suggests that most potential residential real estate buyers agree on the influence of digital advertising on their purchasing decisions.

Table 4 highlights that the statement "You can gather relevant information through digital advertisements of real estate" ranked highest, with a weighted mean of 3.3500, interpreted as "Strongly Agree." In contrast, the statement "I prefer the real estate because I was influenced by the message in the advertisement" ranked lowest, with a weighted mean of 3.1100, interpreted as "Agree."

These findings imply that respondents highly value the ability to gather relevant information through digital advertisements, underscoring the importance of digital platforms in providing essential information to potential buyers. Additionally, the agreement with statements related to

recognizing buyer needs, influencing brand choice, and assisting in selecting the best option among alternatives highlights the significant role of digital advertising in guiding purchasing decisions. The preference for real estate options based on the influence of advertising medium, source, and message further emphasizes the effectiveness of digital advertising in shaping buyer preferences and perceptions.

These findings are consistent with Abebaw's (2021) study, which examined similar themes concerning the impact of digital advertising on consumer behavior in the real estate industry. Both studies underscore the significant role of digital advertising in guiding consumer purchasing decisions and shaping their preferences. Therefore, real estate firms should prioritize the source, message, and channel elements of their digital advertising strategies to effectively influence consumer buying behavior and enhance competitiveness in the real estate market.

Table 5. *Respondents' Profile and the Effect of Digital Advertising of Real Estate Firms on Consumers' Buying Decision*

Variables	Chi-Square Tests	P-Value	Result	Test of Hypothesis
Sex and The Effect of Digital Advertising of Estate Firms on Consumers' Buying Decision	.064a	.968	Insignificant	Accepted
Age and The Effect of Digital Advertising of Estate Firms on Consumers' Buying Decision	2.046a	.915	Insignificant	Accepted
Annual Income and The Effect of Digital Advertising of Estate Firms on Consumers' Buying Decision	6.073a	.639	Insignificant	Accepted
Source of Income and The Effect of Digital Advertising of Estate Firms on Consumers' Buying Decision	15.142a	.019	Significant	Rejected
Type of Residential Property Interested and The Effect of Digital Advertising of Estate Firms on Consumers' Buying Decision	7.096a	.716	Insignificant	Accepted
Type of Marketing Sources and The Effect of Digital Advertising of Estate Firms on Consumers' Buying Decision	9.226a	.056	Insignificant	Accepted

The table 5 above aimed to assess whether the demographic variables of the respondents have a significant relationship with the effect of digital

advertising by real estate firms on their purchasing decisions.

For *sex*, the Chi-square value was 0.064 with a p-value of 0.968. At a significance level of 0.05, this indicates that the association between sex and the effect of digital advertising on purchasing decisions is statistically insignificant, leading to the acceptance of the null hypothesis.

For *age*, the Chi-square value was 2.046 with a p-value of 0.915. Similarly, this result shows no significant association between age and the effect of digital advertising on purchasing decisions, resulting in the acceptance of the null hypothesis.

For *annual income*, the Chi-square value was 6.073 with a p-value of 0.639. Again, this suggests that the relationship between annual income and the effect of digital advertising is statistically insignificant, and the null hypothesis is accepted.

Regarding *source of income*, the Chi-square value was 15.142 with a p-value of 0.019. At the 0.05 significance level, this association is statistically significant, leading to the rejection of the null hypothesis. This implies that source of income is a meaningful factor influencing the effect of digital advertising on purchasing decisions.

For *type of residential property of interest*, the Chi-square value was 7.096 with a p-value of 0.716, indicating no significant association. Thus, the null hypothesis is accepted.

For *type of marketing sources*, the Chi-square value was 9.226 with a p-value of 0.056. Although this is close to the significance threshold, it is not statistically significant at the 0.05 level, so the null hypothesis is accepted.

These findings suggest that while demographic factors such as sex, age, income, and property type preference may not strongly influence consumer responses to real estate advertising, the source of income plays a significant role in shaping purchasing decisions. This aligns with the study by Lee & Ong (2020), which found that individuals with different income sources—such as stable employment, business income, or investment earnings—may exhibit distinct preferences and behaviors. This variation could be attributed to differences in financial stability, risk tolerance, or lifestyle choices associated with each income source.

Further understanding the findings with Each SMCR (Source-Message-Channel-Receiver) component provides crucial insights for advertising effectiveness:

- **Source Factor:** Findings reveal that the congruence between endorsers and the brand, as well as their trustworthiness, rank highly in consumer perceptions, with the source person's brand alignment (weighted mean of 3.12) being particularly impactful. This suggests that digital ads should leverage endorsers whose values and lifestyles align with the brand's image to build trust.

- **Message Factor:** Clarity and appeal of the message are shown to resonate with respondents, as indicated by the high ranking of message visual appeal (weighted mean of 3.365). Emotional and rational appeals in messages, as highlighted by respondents, underscore the importance of an appealing narrative that emphasizes the lifestyle and emotional benefits of property ownership, not merely the features.
- **Channel Factor:** Among digital channels, social media and content marketing have the most significant influence on consumer consideration of real estate options (weighted mean of 3.415 and 3.355, respectively). These results suggest that social media should remain a central focus in advertising campaigns, potentially accompanied by targeted content marketing.
- **The Receiver Factor:** It refers to the target audience's ability to interpret and respond to the advertisement. Findings reveal that the demographics and background of the receivers—such as income level, education, and digital literacy—significantly influence their response to digital advertising. For instance, higher engagement levels were noted among younger, tech-savvy consumers with moderate-to-high income, as they are more accustomed to processing information from digital ads. Furthermore, receivers who perceive advertisements as informative and aligned with their needs show a higher likelihood of considering real estate options, underscoring the importance of audience-tailored content. This insight suggests that real estate firms should segment their target audience carefully, focusing on personalized messaging that speaks directly to the preferences and motivations of specific receiver groups.

The analysis shows that digital advertisements significantly help consumers gather relevant information about real estate options, enhancing their ability to make informed decisions. The high agreement levels suggest that ads fulfilling informational and need-based criteria are effective in guiding purchasing decisions. Additionally, consumers' ability to differentiate and select preferred options based on advertised messages further validates the need for real estate firms to adopt data-driven marketing strategies that focus on informative and need-fulfilling content.

The Chi-square tests reveal that, among the demographic and socioeconomic variables, only the source of income has a statistically significant impact on buying decisions (p -value = 0.019), leading to the rejection of the null hypothesis for this variable. This finding emphasizes that while gender, age, and property interest type are less influential, income sources profoundly affect purchasing behavior. It suggests that financial stability, associated with specific income types, may influence consumers' risk tolerance and investment decisions.

CONCLUSIONS

This thesis, titled “The Effect of Digital Advertising of Real Estate Firms on Consumers’ Buying Decision in Tagbilaran City, Bohol,” explored the significant role that digital advertising plays in influencing consumer purchasing decisions. Through detailed analysis, it became clear that understanding the impact of digital advertising on consumer behavior is essential for real estate firms aiming to capture and retain the interest of potential buyers. This conclusion highlights the study’s key findings, their broader implications, and suggestions for future research:

Positive Influence of Digital Advertising on Consumer Buying Behavior: The study revealed a positive relationship between consumers’ buying behavior and the independent variables of digital advertising, specifically the source, message, and channel factors. This validates Berlo’s SMCR (Source, Message, Channel, Receiver) Model, which emphasizes that effective communication relies on these elements. In this context, real estate firms in Tagbilaran City, Bohol, have successfully utilized digital advertising to reach and persuade potential buyers by focusing on these factors.

Ranking of influential Factors in Digital Advertising : Among the factors examined, the channel factor emerged as the most influential, followed by the message, with the source factor ranking last. This aligns with the Hierarchy of Effects Theory, which suggests that digital advertising effectively moves potential buyers through stages of awareness, interest, desire, and action, with the channel playing a crucial role in capturing attention and encouraging purchase decisions. The study underscores the significant impact of digital advertising in influencing consumers’ choices, particularly when firms strategically utilize channels and craft persuasive messages.

Uniform Impact Across Demographic Factors: The socio-demographic profile of respondents (sex, age, type of residential property interest, and type of marketing sources) showed no statistically significant influence on the effect of digital advertising on buying decisions. This finding suggests a uniform impact of digital advertising across demographic groups. This aligns with the Elaboration Likelihood Model, which posits that peripheral cues in advertising, such as visual appeal and accessibility, can influence a broad audience regardless of demographic characteristics.

Significant Impact of Income Source on Buying Decisions: The study found a statistically significant relationship between the source of income and the effect of digital advertising on buying decisions, indicating that individuals’ financial contexts influence how they respond to advertisements. This aligns with the Consumer Decision Journey Model, which stresses the importance of understanding different consumer segments. Real estate firms may need to tailor their digital advertising strategies based on potential buyers’ income sources to better meet their needs and p .

RECOMMENDATIONS

Based on the study's findings, the researchers offer the following targeted recommendations for real estate firms in Tagbilaran City, Bohol, and future researchers interested in the influence of digital advertising on consumer buying decisions:

1. **Enhance Digital Advertising Campaigns with Effective Spokespersons:** Real estate firms should carefully select spokespersons who align with the brand image and resonate with the target audience. The spokesperson, whether a trusted public figure, industry expert, or someone with high credibility, can enhance the persuasive power of digital advertising. Given the study's findings on the varying effectiveness of the source factor, firms should focus on individuals who can build trust and credibility, thereby making the advertisement more relatable and impactful.

2. **Craft Audience-Centered Advertising Messages:** Real estate companies should focus on tailoring the content, tone, and appeal of their digital messages to meet the specific interests and expectations of the local audience in Tagbilaran City. Emphasizing clarity, credibility, and relevance in digital messages can make advertisements more effective in influencing consumer buying decisions. The study's findings highlight that well-crafted message factors are essential, so firms should invest in developing clear, persuasive, and culturally relevant content that aligns with consumer values and preferences.

3. **Leverage the Most Effective Digital Advertising Channels:** With the channel factor emerging as the most influential aspect of digital advertising in this study, real estate firms should prioritize the platforms and channels most widely used by the target audience. Conducting audience surveys can help identify which social media platforms, websites, or email marketing channels have the highest engagement rates. By focusing on the channels that are most popular and trusted by local consumers, firms can optimize their reach and increase the likelihood of engaging potential buyers.

4. **Consider Income-Based Customization of Marketing Strategies:** Given the significant relationship between the source of income and consumer responses to digital advertising, real estate firms should customize their marketing approaches based on the income sources of their target audience. For instance, advertisements aimed at employed individuals may emphasize stability and long-term investment, while ads targeting those with business or investment income may focus on high-value opportunities and return on investment. This income-based targeting can help tailor digital advertising strategies to different financial contexts, making them more relevant and persuasive.

5. **Encourage Informed Decision-Making Among Consumers:** Real estate firms can play a proactive role in helping consumers make informed decisions by incorporating educational elements in their digital campaigns.

Informing buyers about key considerations when purchasing property and offering transparency in advertising can build trust. Additionally, consumers are encouraged to conduct independent research, seek professional advice, and assess properties based on their specific needs rather than solely on marketing messages. This will ensure they make more confident and well-informed purchase decisions.

6. Expand Research Scope in Future Studies: To gain a more comprehensive understanding of digital advertising's impact on consumer behavior in real estate, future researchers should consider exploring new variables that could influence buying behavior or replicating this study in other geographic areas with a more diverse sample. Expanding research to include different regions or larger sample sizes will provide a broader perspective and potentially reveal trends that can inform more effective digital marketing strategies across various consumer demographics.

These conclusions and recommendations, grounded in the study's findings, underscore the importance of strategic digital advertising tailored to consumer profiles, especially income sources and channel preferences. By focusing on relevant messaging, channels, and consumer education, real estate firms can maximize the impact of their digital advertising and more effectively influence consumer buying decisions in Tagbilaran City, Bohol.

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