



## THE INFLUENCE OF FOOD ADVERTISING ON UITM DUNGUN STUDENTS' PURCHASING BEHAVIOR

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### Article Info:

#### Article history:

Received date: 27.07.2026

Revised date: 13.08.2026

Accepted date: 30.08.2026

Published date: 17.09.2026

#### To cite this document:

Ezahar, S. N. A. T. S. A.,  
Manshoor, A., Idris, N. A.,  
Mohamad, N. H., Azeman, A. S.,  
& Sulong, S. N. (2026). The  
Influence of Food Advertising on  
UiTM Dungun Students'  
Purchasing Behavior. *Journal of  
Tourism Hospitality and*

### Abstract:

This study examines the influence of food advertising on the purchasing behaviour of students at Universiti Teknologi MARA (UiTM) Dungun. Specifically, the research explores three primary advertising media: social media, broadcast, and print, to determine their impact on student consumption habits. In the current digital landscape, food products have become integral to the self-identification of young consumers, often being associated with specific lifestyle factors. A quantitative methodology was employed, utilising a structured questionnaire to collect data from UiTM Dungun students. The data were analysed using SPSS Version 28, employing descriptive statistics, correlation tests, and multiple regression analysis to examine the relationships between advertising media and purchasing behaviour. The findings indicate that social media advertising exerts the most significant influence on purchasing behaviour compared to broadcast and print media. This research provides marketers, food vendors, and policymakers with actionable insights to develop effective and health-conscious marketing strategies tailored to the university demographic.

DOI:10.35631/JTHER.1145024 **Keyword:**

Broadcast Advertising, Food Advertising, Print Advertising,  
Purchasing Behaviour, Media Social Advertising, University  
Students



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## Introduction

Advertising, in all its forms, has had a significant impact on the food and beverages (F&B) industry. Therefore, it is vital to understand how advertising, marketing, and consumer behaviour evolve rapidly. Consumer behaviour plays a varied role in the decisions consumers make, including what they buy, why, when, how frequently, and how they evaluate their consumption process after making a purchase (Mishra et al., 2023). Advertising has historically played a significant role in developing the F&B industry because the origins of advertising began to develop the traditional way of advertising in print by way of newspapers and magazines, which helped brands showcase their products for the consumer to develop their decision-making process for the purchases they were making. Technology created a whole new avenue of advertising by adding broadcast media to reach vast audiences, and each medium serves as an instrument for developing brand awareness. Print media offered detailed information about the product and educated consumers; broadcast media provided advertising that served as a persuasive instrument for target audiences (Domazet et al., 2017).

Research on consumer behaviour has a multidisciplinary theoretical underpinning, drawing on psychology, sociology, and economics. Individual variables such as age, occupation, income, and lifestyle impact a consumer's choice. In addition, cultural norms, social class, and psychological motivations inform consumer behaviour. For example, factors such as age and life stage affect consumer preferences, and individual financial situations influence consumer behaviour (Rahman, 2019). Digital marketing is a relatively recent development in matching advertising to food and beverage consumption. There are over 30 million social media users across many markets, and social media channels have become an essential marketing channel for food brands, particularly among younger consumers.

Theoretically, this research contributes to a deeper understanding of how advertising shapes young consumers' decision-making in a Malaysian university context. Practically, the findings will benefit marketers, campus food vendors, and policymakers who aim to design ethical and effective marketing campaigns. For instance, if social media advertising is found to have the strongest influence, marketers can focus on creating healthier, more responsible digital campaigns rather than relying on manipulative or overly persuasive content.

Existing studies often focus on social media advertising alone, with limited comparative investigation of social media advertising, broadcast advertising, and print advertising within a single research framework. Consequently, the relative influence of each advertising medium on students' purchasing behaviour remains insufficiently explored. Moreover, most Malaysian studies are conducted in urban university settings, leaving semi-urban campuses such as UiTM Dungun underrepresented, despite potential differences in students' media exposure and food purchasing patterns. In addition, many prior studies emphasise purchase intention rather than actual purchasing behaviour, creating a gap in understanding real consumption decisions among university students. (Hee & Yen, 2018).

To resolve these conceptual ambiguities, the objectives of this study are aligned directly with the proposed hypotheses. Specifically, this study aims to examine the relationship between social media advertising and UiTM Dungun students' purchasing behaviour (H1), to examine the relationship between broadcast advertising and UiTM Dungun students' purchasing behaviour (H2), and to examine the relationship between print advertising and UiTM Dungun students' purchasing behaviour (H3). By addressing these objectives, the study provides a structured, comparative analysis of how different advertising media influence students' food purchasing behaviour, thereby strengthening the research's theoretical and empirical foundations.

## Literature Review

### *Consumer Behaviour*

When examining university students, consumer behaviour is influenced by psychological, social, and economic factors that shape how individuals evaluate and respond to food-related information. Psychological factors such as motivation, perception, and learning influence how students interpret advertising messages and develop preferences toward certain food products. Previous studies indicate that university students may associate food choices with lifestyle expression and personal identity, particularly when exposed to visually appealing food content on digital platforms (Muniady et al., 2014; Shien et al., 2023). Therefore, advertising does not merely provide product information but also influences students' perceptions and attitudes toward food products, which may subsequently affect their purchasing behaviour.

Consumer behaviours are also influenced by sociological and media factors that have a significant impact. When students engage in shared campus environments, we know peer norms and cultural expectations can lead to behaviours in which students often eat together as a group. Economically, students are often influenced by price and therefore tend to engage in impulse-driven economic behaviours, favouring promotions or combo meals that represent better value. Media, specifically social media, amplify these as they relate to food products by providing messaging that appeals to both logic and emotions associated with judgment. TikTok and Instagram often feature trending foods and food trends through short videos and influencer

endorsements that reach people emotionally, induce a desire for the promoted product, and ultimately increase its desirability. (Mahmud et al., 2024)

### ***Purchasing Behaviour***

Purchasing behaviour reflects the real decisions and actions students take when they buy food products, influenced by their psychological responses, consumption habits, and price elasticity of demand. Psychologically, students are primarily motivated to purchase food by novelty and ease, particularly when the provided service can positively influence them through advertising that aligns with their mood or current appetite. Discounts, coupons, or value meals tend to significantly impact student purchases when their budgets are tight or when they perceive value. In terms of habitual buying, students may find themselves repeatedly buying from the same brands or outlets because they are confident in the quality, taste, and/or portion size. with quality, taste, and/or portion size. Students may find themselves repeatedly buying from the same brands or outlets due to confidence in their satisfaction with quality, taste, and portion size. Previous research has highlighted that food purchasing decisions among university students are influenced by psychological, social, and contextual factors (Muniandy et al., 2014).

Previous studies have shown that advertising exposure can influence both purchase intention and actual purchasing actions; however, the strength of this influence may vary depending on the advertising medium used. While digital advertisements provide interactive engagement and personalised content, traditional advertising channels such as television and print media may influence purchasing through familiarity and repeated exposure. This suggests that comparing different advertising media is important to determine which communication channel has the strongest relationship with students' purchasing behaviour.

Purchase behaviour is influenced by both social and media-oriented dynamics. When deciding whether to buy, students often rely on peer recommendations, online reviews, or influencer endorsements. From a sociological perspective, group behaviour is strongest during moments of social reflection, such as when students go out for a meal, order takeout, or participate in an on-campus event (Wen et al., 2025). When it comes to the media, social media facilitates the process of shopping by providing a more interactive process for students, along with devices such as QR codes, short-form videos showcasing recipes, and promotional food content embedded in the "What I Eat in a Day" vlog genre (Shien et al., 2023). The effect of saw positive peer engagement (likes, shares, comments).

### ***Social Media Advertising***

Social media marketing includes paid and organic promotional content posted on apps such as Instagram, Facebook, TikTok, and YouTube. Most students at institutions like UiTM Dungun primarily see food-related advertisements on social media due to their visual appeal, frequent posting, and peer influence. As students increase their engagement with digital platforms in their daily lives, they become inundated with food promotions in curated pantry posts, influencer promotions, and pixelated ads tailored to their lifestyles and personal interests (Jalis et al., 2023). Shien et al. (2023) indicate that social media content shared by others (influencers and peers) influences Malaysian university students' buying decisions; social media platforms reach as far and wide as word-of-mouth. Some food offerings, such as new beverage launches, limited-time fast-food promotions, and seasonal snack launches, move more quickly through

virality than others. Short-form videos of delicious-looking food items that showcase the life of a university student on TikTok trends or YouTube Shorts amplify the experience. Students, primarily Gen Z, make impulse purchases to satisfy their cravings, often because of how interactive and immersive social media is (Shi et al., 2023).

Although previous research generally reports a positive relationship between social media advertising and consumer responses, the effectiveness of social media advertising depends on factors such as credibility, engagement level, and perceived relevance of the content. For university students, influencer recommendations and peer-generated content may strengthen trust toward advertised products. However, excessive promotional content may reduce advertising effectiveness when consumers perceive the message as less authentic. Therefore, the influence of social media advertising should be examined empirically rather than assumed to have the strongest effect.

Shien et. al. (2023) points out that engagement, represented by likes, shares, comments and saves, is an important mediator present between exposure to advertising and ultimately purchase intention. Students view these expressions of engagement as social signals from their peers that increase trust in the advertised product. Trust is further enhanced when the material they view is shared or promoted through student influencers or within their social circles. Hence, the more engagement, the more the intended ad will lead to real purchasing behaviour among university students. Brands use advertising strategies to appeal to students by leveraging their psychology and ongoing digital trends. Influencer marketing is widely touted as highly effective, with micro-influencers embedding food promotions into their informal content, such as vlogs or “what I eat in a day” weekend recipes. Brands have also adapted to TikTok, with extension hashtag challenges and viral trends that ask users to replicate and participate, creating additional visibility and user engagement with advertising content. Many companies seek to create urgency through limited-time offers or time- or location-based promotions on digital platforms like Instagram Stories or WhatsApp Status, targeting students at locations like UiTM Dungun.

**H1:** There is a significant relationship between social media advertising and UiTM Dungun students’ purchasing behaviour.

### ***Broadcast Advertising***

Broadcast advertising, through conventional media such as television and radio, will continue to be part of Malaysian food marketing. Despite the increased prevalence of digital media, television and radio can offer a broad reach and emotional draw when advertising food during festive occasions and in family viewing. For University students, specifically UiTM Dungun students, broadcast media can shape food decision-making in family-based occasions or cultural-context traditions. The nostalgic and emotional tones of advertisements build brand familiarity through brand recall and indicate that festive or Ramadan advertising during occasions like Hari Raya or Merdeka improves brand recall for Malaysian youth, including University students. Festive ads are typically story-based, featuring local cultural elements or celebrities. For example, Marrybrown and KFC create TV ads for festive occasions that promote family gatherings and cultural sharing. The intent of ads appeals to students by evoking personal and nostalgic memories and aspects of culture (value). An emotional connection often develops between consumers and their families and the brand through trip advertising, which influences future food purchase intentions (Hee & Yen, 2018).

Compared with social media advertising, broadcast advertising provides limited interaction between consumers and brands. University students, particularly younger consumers, increasingly engage with digital platforms where advertisements can be personalised and immediately linked to purchasing decisions. Therefore, although broadcast advertising may continue to influence brand awareness through emotional storytelling and repeated exposure, its direct influence on students' purchasing behaviour may differ from that of interactive digital advertising.

To enhance distribution and relevance in modern broadcast advertising, cross-platform repurposing has become a common practice, allowing the airing of full-length TV advertising spots and the sharing of shortened versions on social media platforms such as YouTube and Facebook. We have found that this allows us to maintain an ongoing brand presence while also providing some comfort to students who view content across multiple media platforms... Furthermore, localized advertising using regional dialects and culturally relevant descriptions that were more relatable for East Coast students, including those from Dungun. The strategic placements were also noted. If they were aired during high-watched schedules, such as the evening schedule or during high-profile public events, they would receive time-limited promotions, which would increase engagement and enhance brand recall (Sama, R., 2019; Li et al., 2019)

**H2:** There is a significant relationship between broadcast advertising and Dungun campus-based UiTM students' purchasing behaviour.

### *Print Advertising*

Print advertising refers to static promotional materials such as posters, flyers, and banners. While its influence has waned in favour of digital media, it still plays a supportive role on campus. Posters in cafeterias or hostel entrances often inform students about meal promotions, food combos, or loyalty cards (Chaudhry et al., 2023). According to Shien et. al. (2023), print ads continue to be perceived as trustworthy and informative, especially when placed in strategic, high-visibility areas. He observed how repetition and visual memory in print advertising contributed to habitual purchasing, especially within their typical everyday environmental (buying) habits. Chakraborty and Jain (2022) observed that students responded most positively to hybrid campaigns in which print ads fostered a trust disposition and digital platforms enabled active engagement. For example, if an ad for a "Buy 1 Free 1" Zus Coffee promotion featured a scannable QR code linking to the ShopeePay app, we would further bridge the gap between awareness, action and transaction.

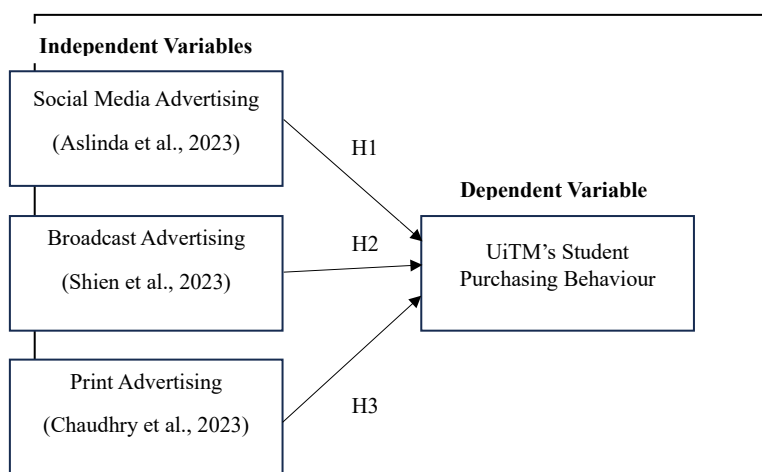
Furthermore, print advertising can sometimes take seasonal and academic calendars into account, such as bright and active designs at the beginning of a semester or even meal promotions that relieve stress during examinations. Most print advertising related to fast food takes the form of coupons, as students are just looking for a small discount, a free add-on to "try," and then, hopefully, "repeat". Students were generally very favourable to using printed coupons offering an RM 1–RM 2 discount on combo meals or for loyalty. Physical print advertising makes for a more "sticky" impression on the prospective customer than broadcast or online/digital advertising because it has a physical presence and is therefore more lasting (Poisson, 2018).

Despite the increasing dominance of digital advertising, print advertising may still influence purchasing decisions through physical visibility and repeated exposure in specific environments such as university cafeterias and campus notice areas. However, compared with social media advertising, print advertising provides less opportunity for immediate interaction, personalisation, and consumer engagement. Therefore, its influence may depend more on contextual factors such as advertisement placement, promotional attractiveness, and consumers' existing awareness of the brand.

**H3:** There is a significant relationship between print advertising and UiTM Dungun students' purchasing behaviour.

### *Conceptual Framework and Hypothesis Development*

This framework identifies three independent variables. It represents different advertising media and one dependent variable which is students' purchasing behaviour. Each medium is hypothesized to have a distinct influence on students' choices, perceptions, and buying decisions.



**Figure 1: Conceptual Framework**

### **Methodology**

#### *Research Design*

This research is correlational in nature, meaning it seeks to identify connections between independent variables (social media, broadcast, and print advertising) and a dependent variable (purchasing behaviour), but does not experimentally manipulate them. It is also concerned only with quantitative measurements captured through surveys. The survey used closed-ended questions and Likert scales so students could indicate their level of agreement with each statement. The data can thus be subjected to statistical analysis to test how the three forms of advertising relate to student purchasing behaviour.

The study uses a cross-sectional design, meaning data is collected at a single point in time. This design is appropriate for exploring current trends in advertising exposure and purchasing behaviour amongst students during the active academic semester. A cross-sectional study is also more practical in this environment, as time and access are limited on a university campus.

### ***Population and Sample Size***

The population of interest in this study include all diploma and degree-enrolled students at Universiti Teknologi MARA Dungun. This group of people comes from diverse backgrounds, including different areas of study, and is usually between 18 and 25 years old. They were chosen as subjects for the study because they are actively consuming food products. They also get to engage with diverse advertising media from both online platforms and their respective university. Because of the convenience and simplicity of covering many students in a short period, the non-probability sampling method of convenience sampling or snowballing was used. This took the form of sending a few students at UiTM Dungun a link to the study and encouraging them to share it with their fellow students. Although this helped ensure rapid data collection, it induced sampling bias and limited the findings. Consequently, the findings should be interpreted within the context of UiTM Dungun students and should not be generalized to all university students in Malaysia. Future studies may consider probability sampling approaches involving multiple universities to improve population representativeness and external validity. This snowball sampling method has practical advantages for reaching a specified group of students through peer networks. This method is ideal for accessing individuals who may be hard to identify using formal sampling frames, since it relies on personal referrals for sample recruitment. This can lead to higher response rates and lower recruitment time and costs by leveraging social connections, thus making it suitable for resource-poor settings or those in which other sampling methods may not be feasible (Ting et al., 2025).

This strategy will involve the researcher posting the link to an online questionnaire created using Google Forms. The study originally aimed for a minimum of 120 respondents, based on prior research with university student samples and the need for adequate observations for correlation and regression analysis. Ultimately, 150 valid responses were gathered and included in the final analysis. This larger sample improved the reliability of the statistical findings and provided a more comprehensive representation of UiTM Dungun students' responses.

### ***Instrument Development***

Questions such as age, gender, faculty and year of study. Next, section B measure dependent variable, which is students' purchasing behaviour, using six items adapted by Ahmad (2024) In section C social media advertising (IV1) using five items adapted from Aslinda (2023) section D measures broadcast advertising (IV2) by using five items from Shien et. al. (2023) and section E evaluates print advertising (IV3) with four items adapted from Chaudhry (2023) All items will be rated using a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

Prior to the main data collection, the questionnaire items were reviewed to confirm their relevance and alignment with the research objectives. Content validity was achieved by adapting measurement items from previously validated studies on advertising and consumer

behavior. Each item was carefully examined to verify that it accurately represented its intended construct within the context of UiTM Dungun students.

The responses from pilot testing will allow the researcher to identify valid but ambiguous or misleading items and revise the questionnaire before distributing it fully. Additionally, the internal consistency reliability of constructs will be assessed using Cronbach's Alpha, with 0.70 or greater indicating acceptable reliability for each variable. It should also be noted that constructions with a value less than 0.70 will be reviewed to reduce items and improve reliability, validity, and accuracy of measurement. The pilot study and reliability testing will provide some assurance that the final questionnaire is valid and appropriate for the target population of UiTM Dungun students. The goal of any social science research is to provide credible data that accurately reflects the behaviour of interest, specifically the patterns of behaviour associated with "advertising media".

### ***Data Collection***

The information was gathered via an online questionnaire shared on WhatsApp with students at UiTM Dungun. The respondents were given a general overview of the research, including its purpose. The ethical issues of the respondents being anonymous, the need for their consent, and the right to withdraw from the research were clearly explained to the respondents (Memon et al., 2020). The students would take approximately 10 minutes to finish the survey. To ensure that the next data collection was conducted ethically and efficiently, the student completed the survey under the researcher's supervision.

### ***Pilot Testing***

A pilot study was conducted to assess the reliability and internal consistency of the research instrument prior to the main data collection. Reliability analysis is essential to ensure that the measurement items consistently represent the constructs under investigation. Cronbach's Alpha coefficient is used to evaluate the reliability of the constructs measuring social media advertising, broadcast advertising, print advertising, and purchasing behaviour.

The social media advertising construct had a Cronbach's alpha of 0.867, indicating good internal consistency among the five items. The broadcast advertising construct achieved a Cronbach's Alpha value of 0.751, which meets the minimum acceptable threshold and indicates acceptable reliability. Similarly, the print advertising construct had a Cronbach's alpha of 0.784, indicating acceptable internal consistency across four items. In addition, the purchasing behaviour construct had a Cronbach's alpha of 0.841 across six items, indicating good reliability. Overall, all constructs achieved Cronbach's Alpha values exceeding the recommended minimum threshold of 0.70.

### ***Data Analysis***

The data analysis plan for this study was designed to produce reliable and valid results. Once the data were collected, the first step was to screen and clean the data to remove incomplete or invalid responses. Second, descriptive statistics in terms of frequency, percentage, mean, and standard deviation were used to describe the respondents in terms of demographics and advertising exposure patterns of different types. The reliability analysis using Cronbach's alpha was conducted to examine the internal consistency of the questionnaire items across all four

constructs: social media advertising, broadcast advertising, print advertising, and purchasing behavior.

Prior to conducting multiple regression analysis, several assumptions were assessed to ensure the suitability of the regression model. Normality testing was conducted to examine whether the data distribution approximated normality. Linearity and homoscedasticity assessments were performed to confirm that the relationships between independent and dependent variables were appropriate for regression analysis. Multicollinearity was also examined using tolerance values and variance inflation factor (VIF) values to ensure that the independent variables did not demonstrate excessive correlation with each other.

The primary inferential method used was regression analysis, performed in SPSS version 28, a widely recognized and robust tool in social science research. As outlined in the proposal, this method was used to examine the relationships between the dependent variable and the three independent variables, and to identify which independent variable most strongly influenced Purchasing Behavior. This approach also identified which of the three independent variables had the strongest influence on purchasing behavior. The analytical strategy aligns with similar studies, such as Shien et al. (2023), which also used SPSS and regression analysis to quantify the effects of advertising on consumer outcomes.

## Finding

### *Demographic Profile*

**Table 1: Respondent Demographic Profile**

| Variable               | Category                          | Percentage (%) |
|------------------------|-----------------------------------|----------------|
| <b>Gender</b>          | Male                              | 34.7           |
|                        | Female                            | 65.3           |
| <b>Age</b>             | 18 – 24                           | 94.7           |
|                        | 25 – 30                           | 4              |
|                        | Above 30                          | 1.3            |
| <b>Marital Status</b>  | Single                            | 98             |
|                        | Married                           | 2              |
| <b>Education Level</b> | Diploma                           | 68.7           |
|                        | Bachelor's Degree                 | 30             |
|                        | Master's Degree                   | -              |
|                        | PhD                               | 1.3            |
| <b>Faculty</b>         | Faculty of Hotel and Tourism      | 56.7           |
|                        | Faculty of Accountancy            | 16.7           |
|                        | Faculty of Electrical Engineering | 8.7            |
|                        | Faculty Business & Management     | 14.7           |
|                        | Academic of Contemporary Islamic  | 3.3            |

Table 1 shows the demographic profile of the 150 respondents. Most respondents were female (65.3%), aged between 18 and 24 years (94.7%), and pursuing diploma-level education (68.7%). The largest group came from the Faculty of Hotel and Tourism Management (56.7%). Overall, the respondents' profile closely matches the characteristics of UiTM Dungun students, reflecting the study's target population.

### *Descriptive Analysis*

#### *Social Media Advertising*

**Table 2: Descriptive Analysis of Social Media Advertising**

| <b>Social Media Advertising</b>                                                                                  | <b>Mean</b> | <b>Std. Deviation</b> | <b>N</b> |
|------------------------------------------------------------------------------------------------------------------|-------------|-----------------------|----------|
| 1. Food ads on social media influence my decision about what food to buy.                                        | 4.15        | .944                  | 150      |
| 2. I often notice advertisements for food products while I browse social media.                                  | 4.17        | .849                  | 150      |
| 3. I think food advertisements on social media are more persuasive than those on TV or posters.                  | 4.03        | .908                  | 150      |
| 4. I tend to buy food products that I see advertised on social media.                                            | 3.85        | .951                  | 150      |
| 5. The presence of engaging content on social media strongly influences my interest in trying new food products. | 4.08        | .886                  | 150      |

Descriptive statistics were computed to determine students' decisions when buying food through social media advertising. Based on the table, the means range from 3.85 to 4.17. This shows that the students believe that social media influences their decision-making. The highest mean score was for the question "While I'm looking through social networks, I often see ads for food products" ( $M = 4.17$ ,  $SD = 0.849$ ), indicating significant exposure to food advertisements while using the media. The next question was "Food advertisement on social media influences what food I will purchase" ( $M = 4.15$ ,  $SD = 0.944$ ).

The question that asked students whether the advertisement on the social media platform are more persuasive than the ones on traditional media given ( $M = 4.03$ ,  $SD = 0.908$ ). However, the statement regarding "I usually buy the food products I see advertised on social media" received the lowest mean score ( $M = 3.85$ ,  $SD = 0.951$ ) of all the items measured, although respondents still indicated that they had a positive tendency to buy food products that they had seen advertised on social media.

The results indicate that social media advertising is prevalent, persuasive, and strongly influences the purchasing behaviour of UiTM Dungun students. Therefore, it is an important form of advertising that helps shape students' food purchase choices.

The strong influence of social media advertising can be explained by its interactive and personalised nature. What makes social media platforms different compared to traditional advertising channels is that they allow users to continually engage with food-related content through likes, comments, shares, influencer recommendations, and targeted advertisements. These features may increase product awareness and create stronger emotional connections with advertised food products. This finding is consistent with Shien et. al. (2023), who highlighted that social media engagement and peer-generated content influence Malaysian university students' purchasing decisions. Thus, the results indicate that social media advertising is notably effective among university students because it integrates advertising exposure with everyday digital interactions.

### ***Broadcast Advertising***

**Table 3: Descriptive Analysis of Broadcast Advertising**

| <b>Broadcast Advertising</b>                                                                                                                                        | <b>Mean</b> | <b>Std. Deviation</b> | <b>N</b> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-----------------------|----------|
| 1. Food advertisements on broadcast media influence my food purchasing behaviour.                                                                                   | 3.95        | .862                  | 150      |
| 2. Jingles or catchy slogans in TV or radio ads help me remember food brands.                                                                                       | 3.97        | .827                  | 150      |
| 3. I became interested in food products after seeing their broadcast advertisements. 4. I pay close attention to food commercials broadcast on television or radio. | 3.79        | .830                  | 150      |
| 4. I pay close attention to food commercials broadcast on television or radio.                                                                                      | 3.57        | .965                  | 150      |
| 5. I find that food advertisements on television provide useful information that influences my purchase decisions more than other media.                            | 3.76        | .939                  | 150      |

The data in Table 3 show the relationship between broadcast advertising and food purchases within the sample. The mean of the Item Responses ranged from 3.57 (Lowest Rating) to 3.97 (Highest Rating). Therefore, almost all respondents believed there were at least moderate to high levels of agreement regarding the impact of this type of advertising on their decision to purchase food. The item with the highest mean rating ( $M = 3.97$ ;  $SD = 0.827$ ) supports the idea that music visuals can enhance consumers' recall of brand information. The mean score for the influence of Food Advertisements on broadcast media on purchasing behaviour was 3.95 ( $SD = 0.862$ ), with a statistically significant mean.

In contrast, the item with the lowest mean rating was related to food advertisements on television and radio, which receive participants' attention when deciding what to buy ( $M = 3.57$ ;  $SD = 0.965$ ). This suggested that although the participants in this study were exposed to

television food commercials, their attentiveness was lower than in other locations where food advertisements can be encountered.

The moderate influence of broadcast advertising implies that traditional media is still relevant but may have a weaker effect compared with newer interactive digital platforms. Television and radio advertisements are effective in creating brand awareness through emotional storytelling and repeated exposure. Nevertheless, it provides limited opportunities for direct engagement and swift purchasing decisions. This explains why broadcast advertising showed a lower influence compared with social media advertising among UiTM Dungun students, who are more frequently exposed to digital platforms.

### *Print Advertising*

**Table 4: Descriptive Analysis of Print Advertising**

| Print Advertising                                                                      | Mean | Std. Deviation | N   |
|----------------------------------------------------------------------------------------|------|----------------|-----|
| 1. I visit stalls or cafés after seeing their flyers or posters.                       | 3.65 | .997           | 150 |
| 2. Printed flyers and banners are still effective for promoting campus food stalls.    | 3.76 | .994           | 150 |
| 3. Effective print advertising can motivate consumers to purchase advertised products. | 3.88 | .835           | 150 |
| 4. Print advertising aids in changing students' purchasing attitudes and perceptions.  | 3.79 | .797           | 150 |

Commented [1]: Ni 0.797 kan

The mean item scores ranged from 3.65 to 3.88, suggesting that students are relatively supportive of the statements about the use of print materials in the advertising industry. Print advertising was considered capable of persuading consumers to buy products, as demonstrated by the question "the effectiveness of print advertisements on influencing a consumer's decision to buy" having the highest mean score of 3.88 (Standard Deviation = 0.835).

Students also generally indicated that print advertising helps change students' perceptions of a company's products or services. In addition, students primarily agreed that print advertisements, such as flyers and banners, are effective at promoting campus dining locations, with an average response score of 3.76 (Standard Deviation = 0.994). In contrast, "I have gone to stalls or cafes after seeing their flyers or posters" received the lowest mean score of 3.65 (Standard Deviation = 0.997). Although print advertising can be a motivator, research indicates that it is less likely to have an immediate, direct impact on consumer purchase behaviour than other forms of marketing.

It revealed that students believe that print has some value as an advertising tool for changing attitudes and behaviour. However, print advertising does not strongly generate new consumers but serves as a supportive or informational promotional medium.

The comparatively lower influence of print advertising may be related to the shift in media usage by younger consumers. Even though posters, flyers, and banners can support product awareness, they provide limited interaction and personalised communication compared with digital advertising platforms. University students are incrementally subjected to mobile-based advertising where information can be accessed at once and shared within social networks. Therefore, print advertising may continue to serve as a supporting promotional tool, but its ability to directly influence purchasing behaviour may be lower compared with social media advertising.

### *Purchasing Behaviour*

**Table 5: Descriptive Analysis of Purchasing Behaviour**

| <b>Purchasing behaviour</b>                                                                           | <b>Mean</b> | <b>Std. Deviation</b> | <b>N</b> |
|-------------------------------------------------------------------------------------------------------|-------------|-----------------------|----------|
| 1. Advertising is an important factor influencing my food purchase decisions.                         | 4.06        | .869                  | 150      |
| 2. My decision to purchase food is influenced by sales or discounts.                                  | 4.21        | .830                  | 150      |
| 3. Advertising increases consumers' desire and willingness to buy food products.                      | 4.09        | .797                  | 150      |
| 4. Social media and mobile applications significantly influence consumers' food purchasing behaviors. | 4.09        | .846                  | 150      |
| 5. I prefer to purchase food brands that I often see advertised.                                      | 3.95        | .865                  | 150      |
| 6. Frequent exposure to advertisements enhances purchase likelihood.                                  | 4.15        | .766                  | 150      |

Table 5 shows the results of students' purchasing behaviour. The mean scores of the students' purchasing behaviour range from 3.95 to 4.21. The findings showed the student had a high level of agreement with purchasing behaviour about the influence of advertising. The item "My decision to purchase food is influenced by sales or discounts" had the highest mean score among the purchasing behaviour items ( $M = 4.21$ ,  $SD = .830$ ).

The statement "Frequent exposure to advertising enhances purchase likelihood" showed a high mean score ( $M = 4.15$ ,  $SD = .766$ ). This implies that frequent exposure to advertising was likely to increase students' purchasing behaviour. The item "I prefer to purchase food brands that I often see advertised" had the lowest mean score ( $M = 3.95$ ,  $SD = .865$ ). This implied that, although brand familiarity was important in influencing purchase behaviour, advertisements and exposure might have been more prominent in shaping it.

In conclusion, the results of the descriptive study indicated that advertising was an important factor in influencing UiTM Dungun students' food purchase behaviour. The high level of agreement across all items supported the idea that advertising exposure and promotion had significant effects on UiTM Dungun students' purchase behaviour.

### Hypothesis Testing

#### Multiple Regression Analysis

Table 6: Model Summary

| Model | R    | R Square | Adjusted R-Square | Std. Error of the Estimate | R Square Change | F Change | df1 | df2 | Sig. F Change | Durbin – Watson |
|-------|------|----------|-------------------|----------------------------|-----------------|----------|-----|-----|---------------|-----------------|
| 1     | .808 | .654     | .646              | .40131                     | .654            | 91.790   | 3   | 146 | <.001         | 1.979           |

- Predictors: (constant), TotalC, TotalA, TotalB
- Dependent Variable: TotalD

Statistical significance was shown for the regression model. The correlation coefficient ( $R = 0.808$ ) indicates a very strong association between the independent variables and students' purchasing behaviours. The R-squared value indicates that 65.4% of the variance in students' purchasing behaviours is explained by the three advertising variables. Once adjusted for the number of predictors included in the multiple regression analysis, the adjusted R-squared value (0.646) indicates that significant explanatory power is retained when examining the independent variables. The standard error of the estimate is 0.40131, which shows an acceptable level of predictive accuracy. In addition, the Durbin-Watson value is 1.979, indicating that there does not appear to be a serious problem with autocorrelation in the residuals, as the value is very close to 2.0.

#### Anova result

Table 7: ANOVA Result

| Model |            | Sum of Squares | Df  | Mean Square | F      | Sig.  |
|-------|------------|----------------|-----|-------------|--------|-------|
| 1     | Regression | 44.349         | 3   | 14.783      | 91.790 | <.001 |
|       | Residual   | 23.514         | 146 | .161        |        |       |
|       | Total      | 67.863         | 149 |             |        |       |

- Dependent Variable: TotalD
- Predictors: (Constant), TotalC, TotalA, TotalB

The results of the analysis indicate that the regression model is statistically significant. The regression model accounts for a considerable amount of variation in the dependent variable, as shown by the regression sum of squares value of 44.349 and the total sum of squares value of

67.863. The regression model has 3 predictor variables and 146 degrees of freedom. This yields a total of 149 degrees of freedom, suggesting that the data were collected from 150 respondents.

The mean square value of the regression model is 14.783, while the mean square value of the regression model is 0.161. This yields an F-value of 91.790, which is extremely high. The significance level is  $p < .001$ , suggesting that the regression model is statistically significant at the 0.05 level. The results indicate that the independent variables have a considerable impact on the dependent variable. This suggests that the regression model is appropriate and effective in explaining variations in the dependent variable.

### Regression Coefficients

Table 8: Regression Coefficients

| Predictor    | B    | Std. Error | Beta | t     | Sig.  | Lower CI | Upper CI | Collinearity Statistics |       |
|--------------|------|------------|------|-------|-------|----------|----------|-------------------------|-------|
|              |      |            |      |       |       |          |          | Tolerance               | VIF   |
| 1 (Constant) | .725 | .207       |      | 3.505 | <.001 | .316     | 1.134    |                         |       |
| TotalA       | .359 | .062       | .388 | 5.758 | <.001 | .236     | .482     | .522                    | 1.915 |
| TotalB       | .365 | .069       | .380 | 5.294 | <.001 | .229     | .502     | .460                    | 2.172 |
| TotalC       | .138 | .051       | .163 | 2.712 | .007  | .037     | .238     | .661                    | 1.513 |

a. Dependent Variable: TotalD

Table 8 shows the coefficients from the regression analysis used to identify how social media advertising (TotalA), broadcast advertising (TotalB), and print advertising (TotalC) impacted total purchasing behaviour (TotalD) by students. Findings showed a statistically significant positive relationship between students' purchasing behaviour and all predictors used in the analysis. Social media advertising (TotalA), for example, had a non-standardized coefficient of  $B = 0.359$  and a standardized beta of  $\beta = 0.388$ , with  $t = 5.758$  ( $p < .001$ ). This means that, of the three predictors, social media advertising was the most important factor in predicting students' purchasing behaviour.

Similarly, broadcast advertising (TotalB) had a strong positive effect, with a coefficient of  $B = 0.365$ ,  $\beta = 0.380$  and  $t = 5.294$  ( $p < .001$ ). This finding indicated that as a student was exposed to increased broadcast advertising, they also purchased more. Print advertising (TotalC) also had a statistically significant positive influence on students' purchasing behaviour, but the impact was smaller than that of social media and broadcast advertising. The unstandardised coefficient was  $B = 0.138$ , with a standardised beta of  $\beta = 0.163$  and  $t = 2.712$  ( $p = .007$ ), meaning print advertising still has a significant impact on students' purchasing behaviours.

The confidence intervals for all predictors did not include zero, further confirming their statistical significance. In addition, the tolerance values (0.460–0.661) and VIF values (1.513–2.172) were within acceptable limits, indicating that multicollinearity was not a concern in the regression model. Overall, the regression coefficients confirmed that advertising strategies significantly influenced students' purchasing behaviour, with social media advertising exerting the strongest impact, followed by broadcast and print advertising.

The regression findings indicate that social media advertising gives the strongest influence on students' purchasing behaviour compared with broadcast advertising and print advertising. This implies that the accessibility, interactive features, and engagement opportunities provided by social media platforms enhance students' responses toward advertised food products. The findings support previous studies, which identified social media as an influential marketing channel among younger consumers due to its ability to combine information sharing, peer influence, and entertainment elements.

### Summary of Hypothesis Testing

**Table 9: Summary of Hypothesis Testing**

| Hypothesis | Statement                                                                                                                     | Result    |
|------------|-------------------------------------------------------------------------------------------------------------------------------|-----------|
| H1         | There is a significant relationship between social media advertising and UiTM Dungun students' purchasing behaviour.          | Supported |
| H2         | There is a significant relationship between broadcast advertising and Dungun campus-based UiTM students' purchasing behaviour | Supported |
| H3         | There is a significant relationship between print advertising and UiTM Dungun students' purchasing behaviour.                 | Supported |

**Commented [2]:** kenapa not supported kalau ada significant?  
Kalau significant even rendah still supported.

Table 9 summarizes the results of hypothesis testing for the relationships between advertising variables and UiTM Dungun students' purchasing behaviour. The findings showed that social media advertising and broadcast advertising had significant relationships with students' purchasing behaviour; therefore, H1, H2 and H3 were supported.

Although print advertising showed the weakest effect among the three-advertising media, the relationship remained statistically significant ( $\beta = 0.163$ ,  $p = .007$ ). Therefore, H3 was supported. However, its influence was considerably lower than that of social media and broadcast advertising. This could be attributed to the declining consumption of traditional print media among students, who increasingly rely on digital channels for information and entertainment.

### Discussion

Social media advertising was the most influential form of advertising in shaping the food purchase behaviour of UiTM Dungun students. Multiple regression analysis results indicated that social media advertising had the highest beta coefficient, indicating the largest contribution to explaining the variance in university students' food purchasing behaviour. Descriptive analysis also supported this finding, with social media reported to have a high mean for both the frequency of exposure to food advertising and the persuasiveness of social media food advertising. Therefore, it can be concluded that UiTM Dungun students were often exposed to food-related advertising on various social media websites, and that this exposure significantly influences their purchasing decisions.

One of the main reasons for the power of social media advertising is the nature of digital platforms and how they have the ability to reach users in a very visually attractive and interactive way through different formats such as short video ads, influencer advertisements, or content shared by peers, all of which are more likely to capture the attention of students than traditional forms of advertising. This result was similar to that of Shien et. al. (2023), who reported that Malaysian university students were highly influenced by food content found on Instagram and TikTok, especially when the advertising is integrated with lifestyle-related content. The results were also consistent with those of Aslinda et al. (2023), who found that social media advertising increased purchase intentions by appealing to consumers' emotions and perceived relevance. Evidence from international studies further supported the above results. Duffett (2017) for example, found that social media marketing communications had a better impact on young consumers' attitudes and purchase intentions than traditional advertising.

The significant relationship between social media advertising and students' purchasing behaviour shows the important role of digital involvement in forming food consumption decisions among university students. Differ with traditional advertising channels, social media platforms provide interactive communication where students can actively engage with advertisements through comments, shares, likes, and recommendations. These interactive features may increase perceived credibility and product familiarity, which subsequently encourages purchasing decisions. Additionally, food advertisements on platforms such as TikTok and Instagram often combine visual appeal, entertainment, and peer influence, making them more relevant to younger consumers. This finding supports Shien et. al. (2023), who found that social media engagement and peer-generated content influence Malaysian university students' food purchasing decisions. Thus, the strong influence of social media advertising observed in this study may be attributed to its ability to integrate advertising exposure into students' daily online activities.

Broadcast advertising was also found to have a significant positive influence on students' purchasing behaviour, although its effect was slightly weaker than that of social media advertising. The multiple regression analysis confirmed that broadcast advertising remained a meaningful predictor of purchasing behaviour, while the descriptive results showed that students responded positively to jingles, slogans, and food commercials aired on television and radio.

The emotional and cultural nature of broadcast advertising has influenced how consumers perceive it. In Malaysia, TV and radio advertisements still reference family traditions or festivities to help customers feel more personally connected to the advertisements. Sama (2019) states that emotionally based broadcast adverts establish emotional bonds between customers and brands and positively affect brand recall. In an additional study, Shien et. al. (2023) found that festival- or culturally oriented advertising increased brand familiarity among Malaysia's youth.

Moreover, advertising literature worldwide indicates that broadcast advertising still plays an important role in the overall effectiveness of advertising campaigns. Keller (2016) has identified that repeated exposure to "uplifting" emotionally based advertisements increases brand salience and long-term memory, which in turn positively impacts the consumer's decision to purchase. Furthermore, as evidenced by the fact that students at UiTM Dungun are significantly more focused on the digital world than traditional media, broadcast advertising

has aided in their decision-making process. Therefore, this suggests that using broadcast advertising rather than social media advertising to reach and engage students through brand and product promotion is less effective for immediate interaction than social media advertising (Belch & Belch, 2021).

Although broadcast advertising showed a significant relationship with students' purchasing behaviour, its influence was comparatively lower than social media advertising. This difference perhaps can be explained by changes in media usage patterns among younger consumers. Despite television and radio advertisements still being effective in creating brand awareness through emotional storytelling and repeated exposure, they provide fewer opportunities for direct interaction between consumers and brands. University students increasingly rely on digital platforms where advertisements can be personalised and accessed immediately. Nonetheless, the positive influence of broadcast advertising suggests that traditional media continues to contribute to brand recognition, particularly when advertisements contain emotional appeals or culturally relevant messages. This finding is consistent with Hee and Yen (2018), who highlighted the role of advertising exposure in shaping Malaysian consumers' food-related decisions.

The significant but quite weaker influence of print advertising suggests that traditional promotional matter continues to have a supporting role rather than being the primary driver of food purchasing decisions among university students. Although posters, banners, and flyers can improve awareness through repeated visual exposure, they lack the interactive and personalised characteristics offered by digital advertising platforms. The decreased influence of print advertising may reflect the changing media habits of younger consumers, who increasingly depend on mobile devices for information and purchasing decisions. Yet, print advertising remains valuable in specific environments such as university campuses, where physical promotional materials can reinforce existing brand awareness and promotional messages. Consequently, the findings prove that print advertising may complement rather than replace digital advertising strategies.

The results supported that advertising significantly influenced UiTM Dungun students' purchasing behaviour, although the effectiveness varied across different media. Between these, social media advertising was identified as the most influential factor, followed by broadcast advertising, while print advertising was identified as a secondary, supportive factor. The multiple regression model accounted for a significant proportion of the variance in students' purchasing behaviour, confirming that advertising exposure was an important factor in influencing food consumption among university students.

Overall, this study contributes to the advertising and consumer behaviour literature by determining that different advertising media do not influence university students' purchasing behaviour equally. The findings suggest that advertising effectiveness depends not only on message exposure but also on the level of consumer interaction, accessibility, and engagement provided by each medium. While social media advertising displays a stronger influence due to its interactional characteristics, broadcast and print advertising remain relevant through brand familiarity and constant exposure. This highlights the importance of considering various advertising channels when examining young consumers' purchasing behaviour.

## Conclusion

The findings showed that advertising played an important role in influencing students' food purchasing decisions. Reliability analysis implied that all measurement constructs were internally consistent, confirming the suitability of the research instrument. The results of a multiple regression analysis showed that the effect of advertising on students' purchasing behaviour varied by the type of media used.

Social media and broadcast advertising were shown to have a greater effect on students' purchasing behaviour, while print advertising also had a positive effect, notwithstanding to a lesser extent. Thus, all three hypotheses (H1, H2, and H3) were confirmed, but the effect of print advertising was less significant compared to the other two advertising media. Among the three predictors, social media advertising was the most important factor influencing students' purchasing behaviour, followed by broadcast advertising. In contrast, print advertising was found to be less significant, indicating that although traditional print media remains important, it is less effective at manipulating the purchasing behaviour of university students who are highly active on digital media.

The results of this study suggested that UiTM Dungun students were more susceptible to advertising media that provided greater exposure, interaction, and visual appeal. Social media advertising shaped purchasing behaviour through interactional content and repeated exposure, while broadcast advertising enhanced brand awareness and recall. Print advertising, although still important for marketing purposes, demonstrated a reasonably weaker influence on students. Overall, students are more likely to respond positively to any advertising that appears on their social media or through broadcast messages, and print advertising continues to contribute to awareness and serves as a supporting tool rather than a primary driver for purchasing behavior.

The findings of this study also express that the efficiency of food advertising depends on the characteristics of each advertising medium. Social media advertising showed the strongest influence because of its interactive nature, continuous exposure, and ability to encourage engagement among students. Meanwhile, broadcast and print advertising remain relevant by supporting brand familiarity and awareness, although their influence may be limited compared with digital platforms. Therefore, an integrated advertising approach that combines digital and traditional media may provide a more effective strategy for reaching university student consumers.

## Implications

F&B brand managers and advertising executives should prioritise social media platforms when targeting university students due to the strong influence identified in this study. Strategies such as short-form videos, influencer collaborations, user-generated content, and interactive promotional campaigns might boost consumer engagement and increase product awareness. However, they should ensure that advertising content remains transparent and responsible by avoiding misleading claims, specifically when promoting food products to young consumers.

University food operators may utilise digital advertising channels such as Instagram, TikTok, and campus-based online platforms to promote menu offerings, discounts, and promotional campaigns. Since students are highly exposed to social media content, food operators can

improve customer engagement by sharing attractive food visuals, limited-time promotions, and student-focused campaigns. Nonetheless, traditional promotional methods such as posters and banners can still be used as supporting tools within campus environments.

Universities and policymakers should consider developing guidelines for responsible food advertising within educational environments. As students are frequently exposed to persuasive food marketing messages, accountable advertising practices can help balance commercial objectives with students' awareness of healthier food choices.

### ***Limitation***

This study has a few limitations that should be considered when interpreting the findings. First, the study utilized convenience and snowball sampling, which may reduce the representativeness of the sample and limit the generalisation of findings beyond UiTM Dungun students. While this sampling approach was practical for gaining access to the target respondents, future studies should consider probability sampling techniques or involve respondents from multiple universities to improve external validity.

Second, this study only focused on three advertising media which are social media advertising, broadcast advertising, and print advertising. Other forms of food marketing, such as influencer marketing, online reviews, mobile applications, and promotional platforms, were left uninvestigated. Future research can incorporate additional advertising scope in providing a more inclusive understanding of food purchasing behaviour.

Third, this research utilized a quantitative cross-sectional design, which means that data were collected at a single point in time. Therefore, the study cannot capture changes in students' purchasing behaviour over different periods or establish underlying relationships between advertising exposure and purchasing decisions.

Future research may extend this study by examining a larger and more diverse sample involving students from different universities, regions, and demographic backgrounds. Researchers may also consider adopting longitudinal approaches to examine how advertising exposure influences purchasing behaviour over time. In addition, future studies could investigate other factors such as advertising credibility, influencer trust, brand loyalty, and perceived healthiness of food products as potential mediating or moderating variables.

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- Acknowledgements:** The authors would like to express their sincere gratitude to Universiti Teknologi MARA Cawangan Terengganu Kampus Dungun for providing the necessary resources and support throughout the course of this research. Special appreciation is extended to colleagues and peers who contributed valuable insights and constructive feedback, which greatly enhanced the quality of this paper.
- Funding Statement:** No Funding
- Conflict of Interest Statement:** The authors agree that this research was conducted in the absence of any self-benefits, commercial or financial conflicts and declare the absence of conflicting interests with the funders.
- Ethics Statement:** This study was conducted in accordance with ethical research standards. Informed consent was obtained from all participants prior to data collection. Participation was voluntary, and respondents were assured of confidentiality and anonymity. The data collected were used solely for academic purposes.
- Author Contribution Statement:** All authors contributed significantly to the development of this manuscript. Amir was responsible for the conceptualization, methodology, and overall supervision of the study. Syarifah handled data collection, analysis, and interpretation of results. Norhaya, Amanina, Ainnin and Siti Nurhanifah contributed to the literature review, drafting, and critical revision of the manuscript. All authors read and approved the final version of the manuscript prior to submission.
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