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## Assessing the Effectiveness of Brand Promotion Among College Universities

Tan, Edelfin\*, Cruz, Alessia Kirsten C.<sup>1</sup>, Jacob, Claire Ann P.<sup>1</sup>, Sapul, Shania Jade C.<sup>1</sup>, Velasco, Charlotte C.<sup>1</sup>

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*Brand Engagement, Brand Impact,  
Brand Promotion, Customer  
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### ABSTRACT

Brand promotion plays a vital role in the business field for the brand to be known. In today's generation, brands see students as their long-term customers. The study entitled "Assessing the Effectiveness of Brand Promotion Among College Universities" was conducted to determine the effectiveness of brand promotion among college universities. It also aimed to understand the impact of brand promotion in terms of student engagement, product sales, and customer loyalty. The researchers utilized a descriptive research design that was conducted among twenty-four (24) students in Pamantasan ng Lungsod ng Marikina (PLMAR), and another forty-five (45) students in Marikina Polytechnic College, while the other thirty-one (31) students are in FEU Roosevelt Marikina. By focusing on students in Marikina-based universities, this research will help to understand how specific locations respond to brand promotions. As this research is relatively new and there is limited primary data, it is better to start with a smaller and specific area like Marikina City to gather useful information. The data needed was obtained from the respondents through the Google Form survey, which was used to gather data on the effectiveness of brand promotions. The survey was distributed via email and social media to reach the selected students. Thereafter, the completed questionnaire was collected. The survey included self-made questionnaires using a 5-point Likert scale to assess the effectiveness of brand promotions among college universities. In accordance with the findings of the study, it shows that brand promotion highly affects college students. Therefore, the researchers suggested conducting further studies with a broader respondent, not just universities in Marikina City, and also to know other types of promotions to understand which work best for students nowadays.

### INTRODUCTION

This study aims to assess the effectiveness of brand promotion among college universities, such as brand engagement, sales, and customer loyalty. Promoting a business's product greatly helps in marketing since it captures the attention of the targeted customers and creates relationships with consumers. College students are the main focus during events or partnerships that help promote the brands through campaigns and establish brand familiarity among students. These promotions are valued and relevant, as today's college students represent an emerging and highly influential consumer segment.

This study aims to fill that gap by focusing on three Marikina-based institutions, including FEU Roosevelt, Marikina Polytechnic College, and Pamantasan ng Lungsod ng Marikina. As an efficient center for education, Marikina maintains a diverse population of students who are gradually becoming more familiar with local and national advertising strategies. Studying perception and responses around this area will greatly help businesses that intend to work with Gen Z consumers.

Furthermore, these findings will benefit marketers as well as business owners and academic researchers by providing them with evidence regarding the impact of brand promotions on student behavior in a specific region. Based on this information, this research has sought to enrich the strategies developed by marketers, enabling them to better respond to students demands

while improving the development of literature focused on consumer behavior related to location-based marketing.

### Statement of The Problem

What are the impacts of Brand promotion to college students?

What is the effectiveness of brand promotion in different universities? In terms of:

1. Brand Engagement
2. Sales
3. Customer Loyalty

What influence does brand promotion have on college students' purchasing decisions?

### LITERATURE REVIEW

**What are the impacts of Brand promotion to college students?**

Brand promotion is the key to business success. There is a positive effect of image and promotion on purchase decisions of consumers. In the study of Rudi Yacub (2022), it shows that brand image is important to have a good brand promotion. It assists consumers in making decisions regarding their purchases. The findings show that brand promotion has a significant effect on purchase decisions of customers. Additionally, a good brand image with effective promotion will affect customers in their decision making regarding purchases.

Companies whose target market is college students can

<sup>1</sup> FEU Roosevelt Marikina, Marikina, Philippines

\* Corresponding author's e-mail: [etan@feuroosevelt.edu.ph](mailto:etan@feuroosevelt.edu.ph)

benefit and be ahead to competitors.

There is a positive impact of brand promotion to college students. “Companies or brands that advertise to students are a step ahead of the rest.” Based on the blog posted by Marketing (2024), college students tend to purchase more as they are turning twenty. In this case, college students take their first steps into adulthood as they begin going through large changes in their life. Also, they begin developing habits that impact their spending patterns for the future. Because of this, brands recognize this purchasing behavior of individuals and through advertising strategies they can market college students that align with their lifestyle changes. Brands can see that college students are a good target market because of their increasing financial independence as they step into adulthood that impact their purchasing decisions and brand preferences.

Additionally, there is a positive impact of brand experience on students’ satisfaction. Mortada claims that brand experience was discovered to be “positively” connected to student satisfaction. (Kubina *et al.*, 2021; Sturrock, 2022). The student satisfaction towards a brand is influenced by several factors, like including the quality of reliability of the brand’s products or services provided by the company and consumer insights play a crucial role for their customers. Meeting expectations will catch the attention because students build better communication skills, and a strong brand earns trust. Customers are now more involved, not just buying but helping shape the brand. Enhancing brand experiences and promoting it can improve student satisfaction. The study of Atidira *et al.* (2019) shows that there is an influence of brand image and promotion in purchasing decisions of their target market. Brand image awareness is the key for influencing their interest in a company’s product. It obtains and retains customers for the brand causing them to purchase more likely than a startup phase in their previous buyers. Including these names of brands that are easy to remember helps to make them famous. Also brand image and promotion have many perspectives why brand image is an important component in building long-term loyalty business.

Also, according to (The American Journal of Economics and Business Innovation (AJEBI) of (2025), there’s a significant difference of impulsive buying behavior when grouped according to the preferred type of online sales promotion among Z Generation consumers. Purchase decisions are significantly influenced by positive social media interactions, and there is clear brand engagement on social media.

Ho1 2.1: There are impacts of brand promotion to college students.

### **On how effective is brand promotion in different universities in terms of: Brand Engagement, Sales and Customer Loyalty**

Brand promotion is effective in different universities. However their success in different terms such as Brand

Engagement, Sales and Customer Loyalty will depend on how effective their brand promotion is.

Brand promotion is important for increasing brand and customer engagement. When brands use effective promotion strategies, they can catch the attention of students. This will make students aware that the products or services of the company are existing. Engaging advertisements can help students feel a stronger connection to the brand. Study of Farhat *et al.* (2020) shows that students are more likely to buy when it matches their interests. It helps make a company’s products and services the top choice for customers. It is also a brand strategy that drives consumer decisions towards purchasing a product under a brand. The findings showed that brand interactivity plays a key role in brand engagement. The study suggests using brand experience and interactivity to boost engagement.

Brand promotion is key to a company’s profit and increase in sales. In study of Bondarenko (2023) it shows that promotional marketing is an important strategy for increasing sales and improving customer loyalty. Modern businesses are highly competitive and saturated markets. It can be aimed to attract new buyers depending not only on the quality of their products, but also on the effectiveness of them. Promotional marketing also helps the production to create higher quality marketing strategies like the other parts of their business in the overall success of a supply chain and helps to keep their customers building brand awareness and recognition. The goal of it is for them to purchase the product in an effective way by understanding their target audience. Effective promotional strategies can catch the students’ attention that will make them aware of the brand and its products. As students engage with the brand through ads or social media, they are more likely to consider purchasing the products. The more a brand promotes itself, the more likely students are to trust and choose it over competitors. Additionally, consistent and appealing brand promotion leads to higher sales by encouraging students to make purchases and repurchases.

In business, brand promotion is important for building customer loyalty. According to the article of Hutley (2024, August 13), university students represent the Gen Z generation that has a strong impact on the trends. Their choices can influence the market and impact future consumer habits of other college students. Also this article contains information to improve marketing to university students. Brands are creating content that connects to their interest because students are more likely to stay loyal to brands that connect with them personally. By consistently engaging students through brand advertisements and promotions, brands can create a strong connection with their target market. This connection encourages students to feel more trust and loyalty toward the brand. It leads to long term customer loyalty and customer and seller relationships.

Ho2 2.2: Brand promotion is important in terms of Brand Engagement, Sales and Customer Loyalty.

### On how does brand promotion influence the decision of College Students in purchasing their products

Brand promotion plays a crucial role in shaping consumer behavior, especially among college students. “Advertising has always been deemed essential and a significant contributor to the business.” In this study of Guiogui *et al.* (2023) it showed that students tend to buy more if the brands implement advertisements. Brands should think more on their marketing strategies to promote their product and services. According on their survey, the buying behavior of students is influenced based on the advertisements they encounter. It also supports the study conducted by Chaudhry *et al.* (2017) that reveals that print advertising plays a significant role in creating brand image awareness. In conclusion, this study shows that ads have a positive impact on consumer behavior, specifically students and how they view products or brands.

Additionally, influencer marketing affects college campus purchasing decisions. “College students are highly influential in shaping purchasing behavior” The research of Torossian (2025, February 2) shows that college students are the brand’s target market because they affect the purchase decision of other people for the brand to be known. In this study, brands allow influencers to market their brand on campuses. Also it shows in this study that the influencer marketing on college campuses has great opportunities. Therefore it also has several challenges that brands must consider such as college students expecting honesty from influencers and if influencers are dishonest it can damage the credibility of both the influencer and the brand that will lead to students to never purchase again from that brand.

Brand promotion affects customer retention and market success. The study of Goyal *et al.* (2022), investigates the impact of several components on brand promotions and market performance. This study shows challenges have arisen in the brand causing their brand promotion to be damaged resulting in a decrease in customers. Through the advertisement which is one of the techniques for influencing consumers to purchase will increase market performance. In conclusion, good brand promotion will increase market performance. Brand promotion affects the college students’ purchasing decisions. When the promotions catch the students attention it is considered as effective promotion strategies.

They are more likely to trust and choose that brand. This trust leads them to make purchases and repurchased products or services.

Ho3 2.3: Brand promotion influences the decision of College Students in purchasing their products.

## MATERIALS AND METHODS

### Research Locale

This study was conducted at Pamantasan ng Lungsod ng Marikina (PLMAR), Marikina Polytechnic of College (MPC), and FEU Roosevelt Marikina. The researchers of this study will choose twenty-four (24) students in Pamantasan ng Lungsod ng Marikina (PLMAR), and

another forty-five

(45) students in Marikina Polytechnic College, while the other thirty-one (31) students are in FEU Roosevelt Marikina, to answer a questionnaire with general instructions. The respondents should assure that their responses are true and intended only for the study. After the completion of the questionnaire, each item will be analyzed separately, and the data gathered will be interpreted.

### Conceptual Framework

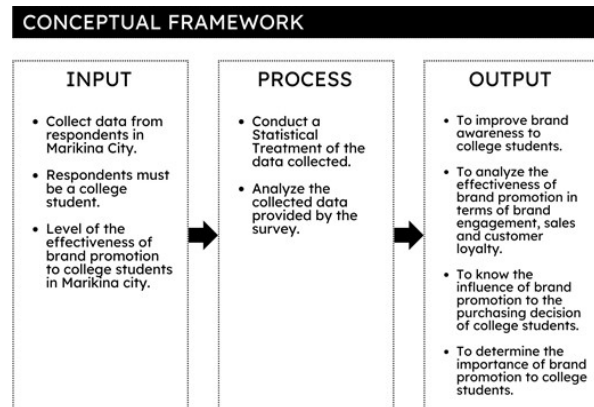


Figure 1: Conceptual Framework

Figure 1 shows the conceptual framework that will assess the effectiveness of brand promotion among college universities. Its input consists of 100 participants from college students of Marikina City, where the level of the effectiveness of brand promotion to the students will be determined by a survey question. The process involves conducting a statistical treatment and analysing the data collected. Lastly, the output will be the goal of the research which will be identifying the effectiveness of brand promotion in terms of brand engagement, sales, customer loyalty and the influence of brand promotion in the purchasing decision of college students.

### Sampling Method

This study utilized a simple random sampling, which is a type of probability sampling technique. According to Noor *et al.* (2022), simple random is used in quantitative studies with survey instruments. Wherein individuals have an equal opportunity to participate in the study, that will provide the data needed to fulfill the research’s objectives. Moreover, this sampling technique will allow the researchers to use the most out of the limited resources available. The participants chosen to fulfill the data needed for this study are students in some universities in Marikina City, who are selected based on their relevance to the research study and discretion of the researchers. Through this sampling method, the researchers were able to gather the data needed to accomplish the research objectives.

**Proposed Data Gathering Procedure**

The researchers of this study selected 100 respondents: twenty-four (24) students from Pamantasan ng Lungsod ng Marikina (PLMAR), forty-five (45) students from Marikina Polytechnic College, and thirty-one (31) students from FEU Roosevelt Marikina. A Google Form survey was used to gather data on the effectiveness of brand promotions. The survey included self-made questionnaires using a 5-point Likert scale to assess effectiveness of brand promotions among college universities. The survey was distributed via email and social media to reach the selected students. Thereafter, the completed questionnaire was collected. Furthermore, the researchers organize the collected data and prepare it for statistical treatment. Following that, the researchers analyze the results and formulate the interpretation based on the results of the survey.

**Proposed Instrument**

A Likert scale will be the research instruments used by the researchers. The researchers create a checklist as a tool to have a list of students' attitudes towards promotional strategies, and the effectiveness of brand promotion can be assessed across college universities, which they would

verify to determine whether the survey is successful or unsuccessful. By using Google Forms the respondents will express their level of agreement with each statement using a 5-point Likert scale (1-Strongly Disagree, 5 - Strongly Agree). With the use of this tool, the brand engagement, sales, and customer loyalty will be evaluated.

**Proposed Statistical Treatment of Data**

Responses obtained from the questionnaires that were distributed to students in universities in Marikina City were treated statistically for analysis and interpretation of the study. The following formulas were applied for specific question numbers.

The gathered responses will be statistically treated for data interpretation. The weighted mean is used to treat the various data gathered from respondents by the researchers. The weighted mean is calculated using the following formula:

$$WM = \frac{\sum wf}{\sum f}$$

Where:

WM - Weighted Mean

$\sum wf$  - Summation of the weighted frequency

f - Frequency

**Table 1:** Five-point Likert Scale

Item	Score	Meaning	Verbal Description
4.21 -5.00	5	The respondents strongly agree that brand promotions is effective among college universities	Strongly Agree
3.41 -4.20	4	The respondents agree that brand promotions is effective among college universities	Agree
2.61 -3.40	3	The respondents are neutral about whether brand promotions is effective among college universities	Neutral
1.81 -2.60	2	The respondents disagree that brand promotions is effective among college universities	Disagree
1.00 -1.80	1	The respondents strongly disagree that brand promotions is effective among college universities	Strongly Disagree

Table 1 shows a five-point likert scale was used in the study with respective meaning and verbal description to determine the effectiveness of Brand Promotion Among College Universities.

**Scope and Limitations**

The scope of this study is to assess the effectiveness of brand promotion among college universities in Marikina City. The respondents will be composed of one hundred college students to be chosen through random sampling. This study is conducted in the second semester of the school year 2024 - 2025. The brands will go to the chosen universities and will promote their products or services by doing demonstrations and advertisements. The limit of the study is when the college students will not be participating in answering our survey questions. The results of this study will be applicable only to business owners who want to promote their brand to college universities. In addition the participants may not be aware

of the importance of the study in the lack of awareness in this study.

**RESULTS AND DISCUSSIONS**

For quantitative research, the results may be presented with tables and figures. Each table and figures should be labelled and numbered consecutively. For qualitative research, the results may be presented through a narrative or the themes may be presented in tables. For mixed methods, research combine the quantitative and qualitative styles of presentation

**Table 2:**

Schools	Frequency (n)	Percentage (%)
Far Eastern University Roosevelt Marikina (FEURM)	31	31%

Marikina Polytechnic College (MPC)	45	45%
Pamantasan ng Lungsod ng Marikina (PLMar)	24	24%
Total	100	100%

This table shows the great participation from students across Marikina City's key campuses. Leading the way were students from Marikina Polytechnic College (MPC),

making up nearly half of all respondents at 45% (45 students). That's a really strong showing from MPC. Not far behind, Far Eastern University Roosevelt Marikina (FEURM) students also stepped up significantly, contributing 31% (31 students) to the mix. Rounding out the group, we had valuable input from Pamantasan ng Lungsod ng Marikina (PLMar), with 24% (24 students) sharing their perspectives. It's fantastic to see such solid representation from all three major institutions together, they give us a well-rounded picture of the student experience in Marikina.

**Table 3:** Evaluation Of Impacts Of Brand Promotion To College Students

Evaluation Of Impacts Of Brand Promotion To College Students	Mean	Standard Deviation	Interpretation
I trust brands that engage with my university.	4.09	0.71	Agree
I believe brand promotions are an effective way for companies to engage with university students.	4.29	0.67	Strongly Agree
I feel that brands that promote themselves at my university understand my needs as a student	4.16	0.76	Agree
University-based brand promotions are a good way for me to discover new products and services.	4.11	0.78	Agree
I think that brand promotions at my university increase my awareness of certain brands.	4.29	0.64	Strongly Agree
Brands that promote themselves at universities are more likely to gain my trust.	4.07	0.79	Agree
Overall Mean	4.17	0.73	Agree (High)

Table 3 shows the evaluation of the impacts of brand promotions on college students. Overall the respondents highly agree that brand promotions are effective to universities with the overall mean of 4.17.

**Table 4:** Evaluation Of The Effectiveness Of Brand Promotion In Different Universities In Terms Of: Brand Engagement, Sales And Customer Loyalty

Evaluation Of The Effectiveness Of Brand Promotion In Different Universities In Terms Of: Brand Engagement, Sales And Customer Loyalty	Mean	Standard Deviation	Interpretation
I believe brand promotions at universities are an effective way to reach students.	4.27	0.75	Strongly Agree
I believe that brands can build stronger relationships with students through promotions held at universities.	4.19	0.79	Agree
I am more likely to notice and remember a brand that is promoted at my university.	4.10	0.82	Agree
I think university brand promotions help brands understand the preferences and needs of the student market.	4.22	0.80	Strongly Agree
I believe brand promotions at universities are more fun and engaging for students than other types of advertising	4.21	0.80	Strongly Agree
Overall Mean	4.20	0.79	Agree (High)

Table 4 shows the evaluation of the effectiveness of Customer Loyalty. The respondents highly agree with the brand promotion in terms of Brand Engagement, Sales, mean of 4.20.

**Table 5:** Brand Engagement

Brand Engagement	Mean	Standard Deviation	Interpretation
I am willing to attend brand promotions at my universities.	3.93	0.93	Agree
Brand promotion affects how I view the products of the brand.	4.06	0.89	Agree

Brand promotions make me more likely to recommend those brands to other people.	4.01	0.88	Agree
I find brand promotions at my university to be exciting and engaging.	3.92	0.88	Agree
When a brand promotes itself at my university, I am more likely to engage with it on social media.	3.95	0.93	Agree
I feel more connected to brands that engage with my university community through promotions.	4.08	0.79	Agree
Overall Mean	3.99	0.88	Agree (High)

Table 5 shows the brand engagement through college students. The overall mean is 3.99, indicating a high level of agreement among students.

**Table 6:** Sales

Sales	Mean	Standard Deviation	Interpretation
Brand promotions at universities help increase the sales of the products they promote.	4.16	0.76	Agree
Brand promotions at my university are an effective way for businesses to increase their sales among students.	4.16	0.75	Agree
Brand promotions at university lead me to make purchases that I might not have made otherwise.	3.95	0.85	Agree
I am more likely to buy a product during a university promotion, especially if there are discounts involved.	4.24	0.85	Strongly Agree
I believe that sales during university promotions reflect the effectiveness of the promotion strategy.	4.12	0.79	Agree
Overall Mean	4.13	0.81	Agree(High)

Table 6 shows the impact of brand promotion in terms of sales within college students. The overall mean score is 4.13 indicating a high level of agreement among students.

**Table 7:** Customer Loyalty

Customer Loyalty	Mean	Standard Deviation	Interpretation
I agree that brand promotion in universities increases customer loyalty.	4.06	0.82	Agree
I'm more likely to remain a customer of a brand that promotes itself at my university.	3.91	0.93	Agree
I believe university brand promotions are a good way for brands to build long-term customer loyalty.	4.03	0.74	Agree
Brands that promote themselves at universities gain more loyal customers among students.	4.04	0.82	Agree
I am more likely to recommend brands that I encounter through university promotions to my friends.	4.01	0.81	Agree
Overall Mean	4.01	0.83	Agree(High)

Table 7 shows the effectiveness of brand promotion in terms of customer loyalty within college students. The overall mean of 4.01, indicating a high level of agreement among students.

**Table 8:** Evaluation Of How Brand Promotion Influences The Decision Of College Students In Purchasing Their Products

Evaluation Of How Brand Promotion Influences The Decision Of College Students In Purchasing Their Products	Mean	Standard Deviation	Interpretation
Brand promotion at my university influences my purchasing decision.	3.96	0.86	Agree

Discounts and special offers from brand promotions at my university encourage me to make purchases.	4.17	0.78	Agree
Brand promotions at my university influence how I perceive the quality of a brand's products.	4.03	0.86	Agree
University brand promotions make me more likely to choose a brand over a competitor.	3.91	0.88	Agree
Brand promotions at my university make me more likely to try new products or services.	4.15	0.78	Agree
Overall Mean	4.04	0.83	Agree(High)

Table 5 shows the evaluation of how brand promotion influences college students in their purchasing decisions. The overall mean is 4.04, indicating a high level of agreement among students.

**Discussion**

This study aimed to prove the impact of brand promotion among college universities only in the Marikina area. The findings presented in table 2 shows the distribution of respondents based on their school within the City of Marikina with the percentage of 31% from the university of Far Eastern University Roosevelt Marikina (FEURM), followed by 45% Marikina Polytechnic College (MPC), while the rest of 24% of the respondents were from Pamantasan ng Lungsod ng Marikina (PLMar).

**Evaluation of Impacts of Brand Promotion to College Students**

As shown in table 3, the majority of the respondents have agreed on whether the Brand Promotion will impact College Students with the overall mean of 4.17.

The majority of the respondents that have answered the statement “I trust brands that engage with my university” with the weighted mean of (4.09) with the standard deviation of (0.71) in interpretation of they agree that they trust the brand that they engaged with their university, the second column that respondents answered “I believe brand promotions are an effective way for companies to engage with university students” with the mean of (4.29) with standard deviation of (0.67) that interpret with Strongly Agree that they believe that the brand promotion are an effective way for companies to engage with them. Thirdly, with the statement of “I feel that brands that promote themselves at my university understand my needs as a student” in the mean of (4.16) with the standard deviation of (0.76), answered that they agree that brands promoting themselves at their university will understand their needs as a student. The statement “University-based brand promotions are a good way for me to discover new products and services.” have the mean of (4.11) with its standard deviation of (0.78), that they agree that university-based brand promotions are a good way for me to discover new products and services. Statement 5 got the mean of (4.29) with the standard deviation of 0.64 that interprets with they’re Strongly agreed that brand promotions at my university increase my awareness of certain brands. Statement 6 with the

mean of (4.07) and standard deviation is (0.79) agreed that Brands that promote themselves at universities are more likely to gain the respondents trust.

Table 3 shows that there’s an impact between brand promotion and the college students. It’s shown in the statement number one (1), that the brand promotion at the university will increase their awareness of certain brands.

**Evaluation of the Effectiveness of Brand Promotion in Different Universities in Terms of: Brand Engagement, Sales and Customer Loyalty**

Table 4 represents the evaluation of the effectiveness of brand promotion in terms of Brand Engagement, Sales, Customer Loyalty. The respondents highly agree with the mean of 4.20.

With an overall mean of 4.20, it is proven in the statement brands can build stronger relationships with students through promotions held at the university. In addition, brands can create closer and more meaningful connections with students by organizing promotional events or activities directly on university campuses. These in-person promotions help students interact with the brand, making it more memorable and relatable, which can lead to increased trust, loyalty, and long-term engagement with the brand.

**Table 5 Brand Engagement**

Table 5 shows the brand engagement through college students. The overall mean is 3.99, indicating a high level of agreement among students.

With an overall mean of 3.99, the respondents really showed that they are willing to buy based on the brand engagement of the promotions at their university. Based on hypothesis two (2), Engaging advertisements can help students feel a stronger connection to the brand. Students who watch captivating ads may develop a closer bond with the brand advertisements that are engaging or emotionally appealing, they may begin to feel more positively about the brand being advertised. This emotional appeal can make them feel more connected or loyal to the brand, increasing the chances that they will remember it, talk about it, or choose it when making a purchase.

**Table 6 Sales**

Table 6 shows the impact of brand promotion in terms of sales within college students. The overall mean score is

4.3 indicating a high level of agreement among students. With an overall mean of 4.13, students engage with the brand through ads or social media, they are more likely to consider purchasing the products through universities. The more a brand promotes itself, the more likely students are to trust and choose it over competitors—More brand promotion (such as sponsorships, advertising, or social media presence) tends to boost students' familiarity and credibility, which increases their likelihood of trusting the brand and choosing it over competing products. Also, to boost its sales over the next business days competitors will still be considered a good way for brands to build long-term loyalty business with the related actions.

#### **Table 7 Customer Loyalty**

Table 7 shows the effectiveness of brand promotion in terms of customer loyalty within college students. The overall mean of 4.01, indicating a high level of agreement among students.

With an overall mean of 4.01, students believe that brand promotions are a good way for brands to build long-term customer loyalty and brand promotion is important for building customer loyalty. According to the article of Hutley (2024, August 13), university students represent the Gen Z generation that has a strong impact on the trends. Cause they are the one too who's reshaping the industry in such as individualism and self-expression: From microtrends to niche aesthetics (e.g., cottagecore, Y2K), they drive constant trend evolution.

#### **Table 8 Evaluation of How Brand Promotion Influences the Decision of College Students in Purchasing Their Products**

Table 8 shows the evaluation of how brand promotion influences college students in their purchasing decisions. The overall mean is 4.04, indicating a high level of agreement among students.

With an overall mean of 4.04, College students are highly influential in shaping purchasing behavior” The research of Torossian (2025, February 2) shows that college students are the brand's target market because they affect the purchase decision of other people for the brand to be known. Because adopters test the college students that are often among the first to try new products, tech, and apps, helping set trends that influence broader demographics, now that it set brand loyalty influence the purchasing behavior of the buyers and influence the product through peer networks, social media, and campus communities, their choices can rapidly influence the behavior of others.

Conclusion

All the research questions are answered by the study findings, which indicate that brand promotion affects college students' consumers. The first question of how brand promotion affects college students consumers was answered by the study, which specified that most of the respondents (80%) show that promotional activities increase student participation, awareness, and trust. Tables 5, 6, and 7 indicate high mean values (3.99 for

engagement, 4.13 for sales, and 4.01 for loyalty), which prove students react favorably to promotional activities and create stronger brand connections and shape their purchasing decisions and loyalty. Particularly, brand engagement was the main focus among the factors investigated, as seen by its perennial high rating of 3.99 signifies that brand engagement has higher effects on customer loyalty and sales and is crucial in building a strong emotional and psychological connection between companies and students. High interaction levels reveal that the students not only know about the brands but are actually interacting with them, which is so important to brand success in the long term in the college market.

#### **Recommendations**

This study recommends that business and schools should improve their marketing strategies towards college students as it is based on the gathered data. Future studies should look at how brand promotions affect college students over a longer period of time to see if it is still effective. Future researchers could study this research to look at which parts of brand promotions are most effective. Lastly, future researchers could also study college students from different cities to see if the results are the same in other places.

#### **Compliance with Ethical Standards**

The researchers of the study guarantee that all the respondents gave their consent after being completely informed prior to responding to survey questionnaires, and they were aware of the purpose of the study. Assurance was provided to the participants that their participation was completely voluntary and that they could withdraw at any time. This study ensures that no personal information was gathered; it is purely anonymous, and it was maintained throughout the data collection. Compliance with data privacy guaranteed that any data gathered was private and utilized solely for this study. All participants were a priority and had a consideration throughout the whole study. The authors guarantee that there is no conflict of interest in how this study was performed. And also that the study was done ethically without plagiarism and biases when interpreting results objectively. All results were analyzed and given objectively solely for purposes of promoting research and knowledge.

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