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The Impact of Online Advertising Exposure on Buying Decisions in Facebook Marketplace among Postgraduate Students: A Case Study of UiTM's Mass Communication Students

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Abstract: Online advertising is becoming more important in marketing due to platforms like Facebook Marketplace that facilitate interaction between businesses and customers. Focusing on postgraduate Mass Communication students at Malaysia's Universiti Teknologi MARA (UiTM), this study contributes significant theoretical and practical insights of online advertising on the tendency of customers to make purchases. This study investigates how online advertising may impact the purchase behavior of these students at a time when social media plays an increasingly important role in product discovery and transactions. The study used a quantitative technique and surveyed 170 postgraduate students from UiTM's Shah Alam campus. Ad recall, and attitudes toward online advertisements are important elements affecting purchase decisions. The results show that these parameters are positively correlated with purchase intentions, which means that students' interaction with Facebook Marketplace advertisements greatly influences their purchasing choices. Considering these results, companies and marketers should tailor their online advertising campaigns to appeal to the tastes and habits of tech-savvy youth. Furthermore, Facebook Marketplace can improve its platform to meet the increasing demand for online buying. By zeroing in on a particular audience and medium, our study adds to what is already known and contributes significant theoretical and practical insights on how digital advertising is changing. The study also contributes to theoretical understanding by confirming the AIDA model's relevance in modern digital advertising ecosystems.

Keywords: Facebook; advertising; online advertising; consumer; marketing

Introduction

The proliferation of mobile devices and the quickening pace of internet growth have profoundly altered customer-business interactions (MacRury, 2024). With over five billion people using the internet every day, online advertising has grown in importance as a means for businesses to reach huge demographics. Digital marketers can no longer do without social media sites like Facebook to reach their target audiences (Baines, et al., 2022). With Facebook Marketplace, users can purchase and sell things on one platform, combining social networking with e-commerce. Despite extensive studies on online advertising, few have specifically addressed how postgraduate students in Malaysian universities respond to ads on platforms like Facebook Marketplace. This demographic, being both digitally literate and academically engaged, offers unique insights into emerging consumption patterns. For marketers seeking to influence customer behavior, this dynamic mix has brought both new opportunities and problems (Sterne & J, 2020).

Understanding the elements that influence buying decisions is vital for organizations, especially considering the increasing number of people who shop online, especially younger generations. There has been a lot of study on how internet ads affect consumers in general (Solomon, 2016), but less on how these ads affect niche markets like Facebook Marketplace or specific demographics like postgraduate students. To address this gap, the current study explores how postgraduate Mass Communication students at UiTM respond to online advertisements and how these responses influence their purchasing behavior. The AIDA model guides the investigation, allowing analysis of how attention, interest, desire, and action unfold in digital contexts. This study aims to identify how online advertising influences buying decisions among UiTM postgraduate students, understand the key determinants of those buying decisions, and assess the relationship between ad exposure and actual consumer behavior.

Literature Review
The literature review of this study is divided into four parts as follows:

1. Online Advertising and Consumer Behavior in Malaysia
The quick growth of digital technology has revolutionized advertising, establishing online platforms as the major route for consumer contact (Poniatowski, 2023). Online advertising helps enterprises to efficiently reach customers via social media, search engines, and display networks (UNCTAD, 2021). In contrast to conventional media like television or printed media, online advertising delivers more concentrated marketing guided by user behavior, preferences, and demographic information. Prior research stated that education and training significantly influence entrepreneurial adaptability and success in dynamic business settings (Mgoduka, et al., 2024). Entrepreneurs with stronger educational backgrounds are more likely to adjust to market shifts and sustain business growth. In contrast, limited business and managerial skills especially among small business owners have been identified as a critical barrier to performance and scalability.

Social media advertising has acquired prominence thanks to its interactivity and user-generated content. Platforms such as Facebook Marketplace link e-commerce with social networking, boosting marketing efficacy through targeted suggestions and peer influence (Lammenett, 2019). Kotler (2020), suggests that younger consumers have a better receptiveness to online marketing due to their regular contact with digital information. Social media platforms have emerged as some of the most impactful tools within the broader realm of Information and Communication Technology (ICT), playing a pivotal role in shaping modern business operations. ICT enhances communication, improves operational efficiency, fosters innovation, and strengthens customer engagement (Ibrahim et al., 2023). Specifically, in the context of online platforms such as Facebook Marketplace, ICT empowers businesses to reach targeted audiences more effectively, personalize advertising strategies, and streamline interactions between buyers and sellers, thereby increasing overall marketing effectiveness and customer satisfaction.

Nonetheless, clients' impressions of online ads vary. Some see them as instructional and fascinating, while others consider them invasive (Bülent & Çağrı, 2024). The Technology adoption Model (TAM) developed by Davis in 1989 suggested that consumers' adoption of online advertising is governed by its perceived usefulness and user-friendliness (Alhalaybeh & Althunibat, 2023). For postgraduate students, aspects such as relevance, trustworthiness, and engagement are significant in determining online ads' success in driving purchase decisions.

2. Online Advertising Exposure and Buying Intentions
Exposure to online advertisements does not always lead to purchase decisions. It is dependent on a number of things that people react to advertisements. According to Einstein (2017), engagement is increased when an advertisement is relevant to the requirements or interests of the customer. Moreover, Yanich (2020), repeated exposure to an advertisement can help strengthen brand identification, but it also has the potential to generate advertising weariness.

Behavior Regarding Click-Through: According to Harrigan (2021), a low click-through rate (CTR) is often an indication that consumers do not believe the advertisement to be engaging or convincing. Eye-tracking and brain activity monitoring are two examples of the neuroscience techniques that were used in the

research conducted by Guixeres (2017). The findings of this study indicate that consumers pay greater attention to advertisements that are both visually appealing and emotionally engaging. This is especially important to keep in mind in social media contexts, where advertisements and organic material are competing for attention.

At the same time as it functions as a platform for commerce, Facebook Marketplace also acts as a source of information for postgraduate students. The efficacy of social media advertising is maximized when it is integrated into organic content in a seamless manner, rather than presenting as obtrusive sponsored advertisements (Tanha, 2020). According to research conducted by Alshehri (2021), studies have shown that customers who interact with online advertisements on a regular basis are more likely to create a desire to make a purchase. Concerns about privacy, distrust, or previous poor experiences are some of the reasons why some people choose not to click on advertisements.

Exposure to online advertisements does not invariably lead to consumer purchases. People's reactions to commercials rely on several factors. Significance of the Advertisement is heightened when an advertising aligns with the needs or interests of the consumer. Celebi (2015) posits that continuous exposure to an advertisement can enhance brand identification, although it may also lead to advertising fatigue. Simultaneously serving as a commercial platform, Facebook Marketplace also provides information for postgraduate students. Research by Choi (2020), indicates that the effectiveness of social media advertising is optimized when it is seamlessly blended into organic content, rather than appearing as intrusive sponsored commercials. Buyers who often engage with online advertisements such as by clicking, sharing, or commenting exhibit a heightened propensity to develop a purchasing intent. Concerns over privacy, skepticism, or prior negative experiences are among the reasons individuals may opt not to engage with adverts (Budiman, 2021).

3. The Role of Trust and Social Proof in Online Advertising

Trust significantly impacts online purchasing decisions. Consumers are more likely to engage with ads they perceive as credible (Bhagat, 2022). Social proof, such as reviews and peer recommendations, also enhances trust (Nikhashemi, 2013). Facebook Marketplace sellers with verified profiles and positive feedback tend to perform better (Deepak, 2020). Trust plays a central role in shaping responses, especially in platforms like Facebook Marketplace where peer reviews and seller credibility significantly influence consumer trust.

4. Theoretical Framework: The AIDA Model

This study employs the AIDA model to examine the influence of online advertising on consumer behavior: the AIDA model (Attention, Interest, Desire, and Action). The AIDA model, established by E. St. Elmo Lewis in 1898, delineates the four stages through which advertising affects consumer behavior. Attention, Interest, Desire, and Action are the components that are represented by the acronym AIDA. Attention is related to attitude variables. Higher attitude certainty and stability had no effects on attention but led to more attitude-consistent choices (Gwinn & Krajbich, 2020). While Interest and Desire are related to ability to recall. Ferguson, Van Den Broek and Van Oostendorp (2020) found that perceived interest is positively related to later recall of the item. Lastly, frequency of clicking is an act of action.

Table 1. AIDA Model

AIDA Stage	Measurement Dimension	Sample Questionnaire Items
Attention	Attitude toward ads	*'Online advertising is essential nowadays'*
Interest	Ad recall	*'Advertisements on Facebook marketplace attract my attention to certain brands'*
Desire	Perceived usefulness	*'Buying on Facebook Marketplace doesn't waste time'*
Action	Click frequency and purchase	*'It is easy to choose and compare products while buying on Facebook Marketplace'*

Therefore, the present study attempts to address the aforementioned gap in the literature by proposing the following research objectives:

RO1: To identify the use of online advertising towards buying decisions among UiTM's Mass Communication postgraduate students.

RO2: To identify the buying decisions among UiTM's Mass Communication postgraduate students.

RO3: To identify the relationship between online advertising and buying decisions of UiTM's Mass Communication postgraduate students.

While building upon the valuable insights of previous studies such as Guixeres (2017) and Budiman (2021), this study offers a complementary perspective by exploring how consumer responses may be understood through the distinct stages of the AIDA model. Rather than solely focusing on attention and engagement, it seeks to extend the discussion by examining how elements like ad recall, trust, and click behavior may relate to the progression from Attention to Action. In doing so, the study aims to contribute modestly to the broader theoretical conversation in digital marketing, particularly by applying the AIDA framework within the context of Malaysian postgraduate students.

Methodology

A quantitative survey design was employed. The instrument comprised four sections: (i) demographics, (ii) attitudes toward online advertising, (iii) ad recall, and (iv) buying decisions. Items were measured on a 5-point Likert scale (1 = Strongly Disagree; 5 = Strongly Agree). To ensure content validity and clarity, the draft questionnaire underwent an expert review by three faculty members specializing in media studies and research methodology. Subsequently, a pilot test was administered to 30 postgraduate students from the same faculty to assess comprehension, relevance, and wording. Based on feedback, minor revisions were made. Given that the survey aims primarily at descriptive and correlational analysis rather than confirmatory measurement modelling, internal consistency coefficients were not computed; this approach is acknowledged as a limitation.

The data were collected via Google Forms, distributed through programme WhatsApp groups and email. Participation was voluntary and anonymous; informed consent was obtained. Ethical procedures followed UiTM guidelines. Purposive sampling was used to recruit 170 postgraduate students with active experience using Facebook Marketplace. This non-probability approach ensured respondents possessed the characteristics necessary to address the research objectives. We acknowledge the reduced generalizability associated with purposive sampling and recommend probability sampling in future studies to improve external validity. Analyses were conducted in SPSS. The researcher reports descriptive statistics (means, standard deviations) for all constructs and use Pearson correlation and linear regression to test relationships between online advertising variables (attitude, recall, clicks) and buying decisions. Statistical significance was set at $p < .05$.

Ethical considerations were integral to the design and execution of the study. Respondents' anonymity was guaranteed, and participation was voluntary. No personally identifiable information was collected, and all data was securely stored to protect respondents' privacy. The study adhered to the ethical guidelines set by UiTM, and the findings were presented in aggregate form, ensuring individual participants could not be identified.

The Findings and Discussion

1. Demographic Profile of Respondents

The results of the statistical analyses are discussed in relation to the research objectives and hypotheses. The findings reveal important insights into how respondents engage with online advertisements on Facebook Marketplace and how this engagement influences their purchase behavior. A purposive sample of 170 postgraduate students from Faculty of Mass Communication and Media Studies at UiTM's Shah Alam campus was selected based on their frequent usage of Facebook Marketplace. The sample size was deemed sufficient for exploratory quantitative analysis.

The survey instrument gathered data from 170 respondents. Table 1 presents the demographic profile of the respondents analyzed by gender, age, race, and occupation among postgraduate students. The respondents' backgrounds are crucial to identify, and the findings indicate that there are 90 female respondents, constituting 52.9%, compared to 80 male respondents, representing 47.1%.

Table 2. Summary of Demographic Profile

Profile Characteristics	Frequency	Percentage
Gender		
Male	80	47.1%
Female	90	52.9%
Age		
20 to 29	72	42.4%
30 to 39	69	40.6%
40 to 49	15	8.8%
50 and over	14	8.2%
Race		
Malay	167	98.2%
Others	3	0.8%
Occupation		
Government sector	36	21.2%
Private sector	53	31.2%
Self-employed	4	2.4%
Student	70	41.2%
Unemployed	7	4.1%

The respondents' age is highly distributed at the age range between 20 to 29 (42.4%), between 30 to 39 (40.6%), between 40 to 49 (8.8%) and between 50 and over (8.2%). Majority of the respondents are Malay (98.2%), followed by others at 0.8%. In terms of the respondents' job profile, most of them are students (41.2%) working in the private sector (31.2%), government sector (21.2%), unemployed (4.1%) and self-employed (2.4%). These demographics align with previous findings by Kotler (2020), emphasizing that younger, tech-savvy individuals are the most engaged with digital platforms.

2. Perceptions of Digital Advertising

A ten-item questionnaire was used to assess UiTM Mass Communication post-graduate students' attitudes about online advertising. The attitude was tested by asking the questions listed. The result shows the mean and standard deviation of UiTM Mass Communication postgraduate students' attitudes regarding online advertising. The findings of the descriptive analysis suggest that "Online advertising is essential nowadays" is what majority of the postgraduate students felt about online advertising, with a mean value of 3.18, followed by '*Online advertising provides information about the advertised product*' (Mean=3.14*), '*Online advertising provides information about the advertised service*' (Mean=3.11), 'Online advertising convinces users to buy something' (Mean=3.09).

Meanwhile, '*Online advertising gives a lot of goodness to users*' and 'Online advertising makes it easier for users to track previous purchases' have the same mean value = 3.05. Furthermore, 'Advertisements on Facebook marketplace are effective in creating awareness of brands' has the mean value of 3.04, followed by '*Online advertising is liked by users*' (Mean=3.01) and lastly, 'Online advertising makes consumers more loyal to a brand' and '*Advertisements on Facebook marketplace attract my attention to certain brands*' are sharing at the last place with the mean value of 2.97. Descriptive statistics for attitude revealed an overall mean score 3.0606 (SD = .69413). This shows a positive perception of attitude towards online advertising among UiTM's postgraduate students. 'Online advertising is essential nowadays' had the highest mean value, indicating that online advertising has its impacts towards the users. This aligns with the AIDA model: Attention and Interest are well-captured, but transitioning to Desire and Action may require more trust-

oriented messaging. These results imply that while digital literacy is high, students may critically filter ad content, only engaging further if ads demonstrate value or trustworthiness.

Respondents' overall attitude toward online advertising was moderately positive (M = 3.06, SD = 0.69). The statement "Online advertising is essential nowadays" received the highest mean (M = 3.18), followed by items highlighting the informational and persuasive functions of ads. This finding reflects the Attention and Interest stages of the AIDA model—students are aware of and attentive to online ads because these messages align with their lifestyle and constant social-media engagement.

From a theoretical standpoint, these findings are consistent with Guixeres et al. (2017), who demonstrated that visually engaging and emotionally resonant ads enhance cognitive attention and recall. Similarly, Bülent and Çağrı (2024) emphasized that perceived informativeness and relevance strengthen positive attitudes toward online advertising. Among postgraduate students, this suggests that ad effectiveness depends not only on exposure but also on relevance and message quality. While attitudes were favorable, lower mean values on brand-loyalty items (≈2.97) indicate that postgraduate consumers maintain a critical lens and are not easily persuaded to switch brands without clear value propositions. This pattern aligns with Celebi (2015), who found that younger users approach online ads with curiosity but skepticism, engaging primarily with messages that align with their current needs or interests.

3. Buying Decisions and Online Advertising

A structured questionnaire consisting of eighteen items was utilized to assess the buying decisions of postgraduate students in UiTM's Mass Communication program regarding online advertising. The purchasing behavior was evaluated based on a series of questions, with the mean and standard deviation of each response presented in Table 4.2. The descriptive analysis indicates that the statement "Online advertising makes it easy for me to make purchases regardless of time" received the highest agreement among respondents, with a mean value of 3.13. This indicates that flexibility and convenience are key drivers of online purchasing decisions. Additionally, two other statements, "Online advertising makes it easier for me to make purchases from home and abroad" and "Online advertising helps me save time when making purchases", recorded the same mean score of 3.10. These were followed closely by "Online advertising makes it easier for me to make a purchase", which had a mean of 3.09. Meanwhile, "I can buy products at any time, 24 hours a day, while shopping online on Facebook Marketplace" recorded a mean value of 3.05, and "Buying on Facebook Marketplace doesn't waste time" had a mean of 3.03.

The statements "Online advertising encourages me to make a purchase" and "Online advertising influences me in making purchases" both received a mean score of 3.00, suggesting that while advertising plays a role in purchase decisions, its direct impact may vary among individuals. Similarly, two other statements, "It is easy to choose and compare products while buying on Facebook Marketplace" and "I feel that Facebook Marketplace offers a wide variety of products and services", had the same mean value of 2.97. Moreover, the findings show that the statements "Online advertising provides complete information that assists me in decision-making" and "Facebook Marketplace shopping takes less time to complete a purchase" both had mean values of 2.96. The statement "Online advertising motivates me to switch from one brand to another" followed closely, with a mean score of 2.95. Meanwhile, "Detailed information is available while buying on Facebook Marketplace" recorded a mean value of 2.94.

Regarding consumer trust and satisfaction, the results indicate that "I feel safe and secure while buying on Facebook Marketplace" and "I am satisfied with the price listing of products on Facebook Marketplace" both had a mean score of 2.85. Additionally, the statement "I receive on-time delivery when purchasing online through Facebook Marketplace" had a mean value of 2.84, while "Buying online on Facebook Marketplace protects my security" received the lowest mean score, at 2.80.

The overall descriptive analysis of buying decisions resulted in a mean score of 2.9769 (SD = 0.70889), suggesting a generally positive perception of online advertising's influence on purchasing behavior among UiTM's postgraduate students. The statement "Online advertising makes it easy for me to make purchases regardless of time" stood out as the most highly rated, reinforcing the idea that convenience and accessibility are major advantages of online shopping.

This interpretation supports Bhagat (2022) and Nikhashemi et al. (2013), who noted that online purchase intention depends heavily on perceived credibility and peer endorsement. Similarly, Budiman (2021) showed that trust and brand image jointly predict digital loyalty. Therefore, the lower security ratings here suggest that Facebook Marketplace must reinforce social-proof mechanisms to fully activate the Action stage among this user segment.

Table 3. Buying decisions of online advertising

Statement	N	Mean	Standard Deviation
Online advertising makes it easier for me to make a purchase	170	3.09	.813
Online advertising makes it easier for me to make purchases from home and abroad	170	3.10	.804
Online advertising makes it easy for me to make purchases regardless of time	170	3.13	.766
Online advertising helps me to save time when making purchases	170	3.10	.775
Online advertising encourages me to make a purchase	170	3.00	.821
Online advertising influences me in making purchases	170	3.00	.836
Online advertising motivates me to switch from one brand to another	170	2.95	.837
Online advertising provides complete information that assists me in decision-making	170	2.96	.802
I get on-time delivery by buying online on Facebook Marketplace	170	2.84	.824
Detailed information is available while buying online on Facebook Marketplace	170	2.94	.778
I can buy the products anytime 24 hours a day while shopping online on Facebook Marketplace	170	3.05	.805
It is easy to choose and compare products while buying online on Facebook Marketplace	170	2.97	.817
Facebook Marketplace shopping takes less time to purchase	170	2.96	.809
Buying on Facebook Marketplace doesn't waste time	170	3.03	.795
I feel safe and secure while buying on Facebook Marketplace	170	2.85	.857
Buying online on Facebook Marketplace protects my security	170	2.80	.881
I am satisfied with the price listing of products on Facebook Marketplace	170	2.85	.826
I feel that the type of products and services that Facebook Marketplace offers are numerous	170	2.97	.795
BUYING (Overall Mean & Std. Deviation)	170	2.9769	.70889

4. Relationship Between Online Advertising Exposure and Buying Decisions

Guilford's rules of thumb have been used for this study to assess the strength of the relationships between variables. As referred to Table 4, this indicator addresses the third research objective of this study.

Table 4. Guilford's Rules of Thumb

Correlation Coefficient	Strength of relationship
< 0.20	Negligible relationship
< 0.21 – 0.40	Low correlation, weak relationship
< 0.41 – 0.70	Moderate relationship
< 0.71 – 0.90	High correlation, strong relationship
> 0.90	Very strong relationship

Therefore, Table 5 below describes the relationship between the dimensions of online advertising exposure with buying decisions. Earlier hypotheses can be reported as:

H1: There is significant relationship between attitude towards online advertising and UiTM's Mass Communication postgraduate students buying decisions. Pearson product correlation of attitude towards online advertising and buying decisions was found to be very strongly positive and statistically significant (r = .901, p <.000).

H2: There is significant relationship between ability to recall online advertising and UiTM's Mass Communication postgraduate students buying decisions. Pearson product correlation of ability to recall online advertising and buying decisions was found to be very strongly positive and statistically significant (r = .923, p <.000).

H3: There is a significant relationship between frequency of clicking online advertising and UiTM's Mass Communication postgraduate students' buying decisions. Pearson product correlation of frequency of clicking online advertising and buying decisions was found to be strongly positive and statistically significant (r = .894, p <.000).

H4: There is a significant relationship between online advertising and buying decisions of UiTM's Mass Communication postgraduate students. Pearson product correlation of online advertising and buying decisions was found to be very strongly positive and statistically significant (r = .955, p <.000).

Table 5. The Relationship between online advertising exposure and buying decision

		Online Advertising Exposure
Attitude	Pearson Correlation	.901**
	Sig. (2-tailed)	.000
	N	170
Recall	Pearson Correlation	.923**
	Sig. (2-tailed)	.000
	N	170
Click	Pearson Correlation	.894**
	Sig. (2-tailed)	.000
	N	170
Online Advertising	Pearson Correlation	.955**
	Sig. (2-tailed)	.000
	N	170

All four hypotheses (H1–H4) were supported, revealing very strong positive correlations between online advertising exposure and buying decisions. This implies that when students exhibit positive attitudes toward ads, recall advertisements effectively, and interact (click) with them, their purchase intentions significantly increase. These findings affirm the continued relevance of the AIDA model (Attention–Interest–Desire–Action) in the digital context.

Specifically, attitude toward ads ($r = .901$) represents the Attention stage. Students who perceive online advertising as informative and credible are more attentive and receptive to ad messages, echoing findings by Guixeres et al. (2017) and Baines et al. (2022), which demonstrate that visually stimulating and contextually relevant advertisements increase cognitive engagement. Ad recall ($r = .923$) corresponds to the Interest phase, where repeated exposure strengthens memory and curiosity. This supports Choi et al. (2020), who found that integrated, non-intrusive ad formats enhance brand recall and recognition. Click frequency ($r = .894$) marks the Action component, indicating behavioral engagement. High click frequency reflects confidence in the platform and perceived usefulness, reinforcing Budiman (2021) and Bhagat (2022), who highlight interactivity and trust as key drivers of purchase behavior. Overall exposure ($r = .955$) demonstrates a cumulative effect across all AIDA stages, showing that when attention, interest, and trust align, purchase decisions are strongly influenced.

Theme 2 focused on how varying degrees of exposure (measured through attitudes, recall, and clicks) shape buying intentions. The results confirm that the more users are exposed to relevant and trustworthy ads, the more likely they are to develop a desire to purchase. This supports Celebi (2015), who noted that sustained and positive engagement with online ads correlates with stronger brand preference. However, consistent with Nikhashemi et al. (2013), trust and social proof moderate this relationship — exposure alone is insufficient without perceived credibility. These patterns reflect a broader behavioral insight among postgraduate students: their decision-making is cognitive and evaluative, not impulsive. Despite strong ad exposure, the lower perception of safety and transparency identified earlier suggests that trust acts as a filter between Desire and Action. This aligns with Deepak (2020) and Alshehri et al. (2021), who argue that transparency, peer endorsement, and secure payment systems significantly influence digital purchase confidence.

Thus, while online ads effectively capture attention and interest, the conversion into action depends on perceived platform integrity. The findings contribute to refining the AIDA model by proposing that in social commerce environments like Facebook Marketplace, an additional trust-validation phase exists between Desire and Action.

The correlation results demonstrate that online advertising exposure significantly shapes postgraduate students' purchase behavior. However, unlike the traditional AIDA sequence, where consumer movement is linear, this study finds that external moderators such as trust, transparency, and social proof reshape this pathway. The model's application to social media marketing should therefore emphasize psychological assurance mechanisms—such as verified sellers, authentic reviews, and responsive feedback systems—to facilitate full conversion from interest to action.

By embedding AIDA with these modern behavioral dimensions, this study extends prior research and provides a contextualized understanding of how educated, digitally literate consumers interpret and respond to online advertising in Malaysia's evolving e-commerce landscape.

Conclusion

This study delves at the correlation between online ad exposure and Facebook Marketplace buying behavior among postgraduate students. Results show a robust correlation between intention to buy and hits of online advertisements, as well as ad memory and engagement. Students' interaction with online ads and their subsequent purchasing behavior were influenced by factors such ad relevancy, visual attractiveness, and trustworthiness. The study also reaffirms the utility of the AIDA model in digital advertising research. Attention and Interest stages were well-supported through positive responses to ad appeal and recall.

Advertisers, according to the report, should work on making their advertising more credible and relevant, and they could also use discounts and social proof to get people to buy their products. In addition, the study shows that targeted and tailored advertising is becoming more important in the digital era. Marketers must adapt their messages to the tastes and requirements of their target demographic to compete with the deluge of user-generated digital material. Marketers also can use social proof strategies such as ratings, reviews, and verified sellers to build Desire and foster trust. More engaging and dynamic ad styles might be added to Facebook Marketplace to make it a better advertising platform. This could assist in increasing user engagement and retention.

This research adds a lot to what is already known about how people respond to advertisements on the internet and social media. Given the importance of trust and participation in shaping consumer choices, this finding highlights the necessity for more study in this area. Investigating the long-term effects of exposure to online advertising on brand loyalty and repeat purchases, as well as the psychological aspects that make some commercials more effective than others, might be areas for future research. Marketers and platform developers can use this research to better understand how postgraduate students in Malaysia engage with online marketing on Facebook Marketplace. The findings provide practical recommendations for improving digital advertising strategies and conversion rates. Understanding customer tastes and habits is essential for building effective and compelling advertising campaigns, especially as online advertising continues to grow.

Nevertheless, the study is limited by its cross-sectional design, focusing on a single institution and specific student group.

In conclusion, while Facebook Marketplace effectively attracts student attention and interest, moving from engagement to conversion requires overcoming trust barriers. Understanding these nuanced behaviors can help marketers and platform developers enhance digital advertising strategies in targeted, credible, and user-centered ways.

Informed Consent Statement: Informed consent was obtained from all subjects involved in the study.

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