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Assessing the Relationship Between the “Budol” Phenomenon and Impulse Buying Behavior: Post-Purchase Effects on Consumer

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ABSTRACT

The study examines the link between the “Budol” phenomenon and the impulsive consumption behavior exhibited by young consumers for the purpose of understanding its influence on purchasing decisions. The “Budol” phenomenon, often driven by social media trends, influencer marketing, and promotional content, may encourage unplanned and emotional purchases. This study is conducted to assess the level of exposure of young consumption to the “Budol” phenomenon and to describe its effects on their impulse buying behavior and overall spending patterns. The respondents of this study are young consumers 14-29 years old residing in Marikina City. The selected participants provide a localized context in examining how the “Budol” phenomenon influences the purchasing decisions and spending behavior of youth within the area. Based on the results, exposure to “budol” content influences young Filipino consumers living in Marikina City by increasing their awareness of products, guiding their purchasing decisions, and shaping their online shopping habits, while occasionally causing post-purchase regret.

INTRODUCTION

In the recent past, “Budol” meant scoring a steal on a new pair of kicks, showing your friend group what their new purchase was, and giving feedback that encouraged people to buy it. But the phenomenon of unintended purchases powered by irresistible electronic word-of-mouth is experiencing an interesting shift in the type of purchases involved (Torres, 2024).

The phrase “Budol” is a term in the Philippine context used to denote individuals who find themselves doing things or making an impulsive purchase due to outside influence. (Marañon & Ortega, 2022). The “Budol” phenomenon is commonly associated with digital social networking platforms like TikTok, Facebook, and Instagram, where influencers and content creators promote products through reviews, live selling, and sponsored posts. Online shopping platforms like Shopee and Lazada further intensify this behavior by offering Short-term special offers, savings vouchers, and no-cost shipping deals. Such marketing approaches generate FOMO, encouraging consumers to make impulsive, emotion-driven purchases without prior planning.

Impulse buying behavior refers to purchasing decisions made without prior planning or careful consideration. That is based on emotion rather than logical thinking (Saleh, 2025). While such purchases can offer fleeting moments of exhilaration or gratification, they may also lead to negative post-purchase effects such as regret, guilt, dissatisfaction, or financial strain. For young consumers, particularly those aged 14–29, exposure to digital promotions and influencer marketing may significantly shape their spending habits and decision-making processes.

Marikina City, a highly urbanized area in Metro Manila, has a majority of its population who are youth that are active on social media. The accessibility of mobile phones, internet connectivity, and online marketplaces makes young consumers more vulnerable to promotional content and social media influence. Despite the popularity of the “Budol” phenomenon, limited local research has examined its direct relationship with impulse buying behavior and its post-purchase effects among young consumers.

Therefore, this research is conducted to examine whether there is a pronounced interrelation between exposure to the “Budol” phenomenon and impulse buying behavior of young consumers residing in Marikina City. Furthermore, it aims to analyze the post-purchase effects experienced by consumers after making impulse purchases influenced by online promotions. By understanding these patterns, the study hopes to contribute to consumer behavior research and promote more informed and responsible purchasing decisions among the youth.

LITERATURE REVIEW

Influence of the “Budol” Phenomenon on Impulse Buying Behavior

The “Budol” phenomenon refers to situations in which consumers are influenced by social media trends, influencer endorsements, flash sales, or online discounts to make impulsive purchases. According to Mishra and Ashfaq (2023), exposure to digital marketing and social media content significantly influences consumer behavior and purchasing decisions, particularly among young consumers. It is said that social media influencers, flash sales, and content marketing strategies strongly influence the

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unpremeditated buying behavior of Generation Z. Their study showed that when consumers see influencers as good and authentic, there is a chance to make unplanned purchases due to emotions. (Nugroho and Santoso, 2025) On the other hand, FOMO acts as an important factor that increases people's tendency to buy on impulse. At the same time, the tendency to shop impulsively strongly predicts actual online impulse buying behavior. This shows that social media use can influence behavioral patterns among consumers arising from FOMO and impulsive predispositions (Kleitsch and Drămnescu, 2025) Short-term online promotions, such as flash sales, can influence consumer decision-making. The findings suggest that the urgency created by these promotions often limits careful evaluation and encourages spontaneous purchases. The data indicate that digital promotional strategies exert a significant influence on impulsive purchasing behavior, particularly among younger consumers. (Arimbi and Santoso, 2025). Prasetyo and Putri (2025) emphasized that personalized product recommendations in social commerce platforms increase the likelihood of unplanned purchases. Algorithm-based suggestions create a perception of product relevance, which strengthens tendency for unplanned purchasing among the youth market Drawing upon the aforementioned findings, the stated hypothesis is formulated:

H1

Exposure to the “Budol” phenomenon significantly influences impulse buying behavior among young consumers.

What is the Level of Exposure to the “Budol” Phenomenon among young Consumers

Exposure to the phenomenon of “Budol” is the frequency and intensity of exposure to influencer recommendations, flash sales, and advertisements on the digital socialization conduits including Tik Tok and Facebook of young consumers. Although these constant stimuli may draw attention of the consumer, active involvement in these online applications can also have a significant influence on the choice decision. Finally, excessive exposure to such promotional activities can have a negative effect, whereby individuals engage in irresponsible behavior, irresponsible financial decisions and lack of control.

Obada D. and Tugulea O. (2024) also state that Generation Z TikTok customers are overexposed to multifactorial advertisement material, which influences their impulse purchasing behavior to a significant extent. The findings indicated that the users have a more positive attitude to advertisements because of credibility of advertisements, perceived value, and uninterrupted attention to the platform, as well as, become more ready to respond to the promotions. Nevertheless, it is the same that brings about more chances of impulsive purchasing as users get into a flow state and become highly engaged and less critical of the content they are watching. As a

result, excessive exposure to computerized advertisement reduces awareness and control of decisions, resulting in an increase in the number of unplanned purchases made and encourages impulsive and irrational buying behaviors in young consumers.

As stated in Djamhari *et al.* (2024). One of the greatest contributors that encourages impulsive consumer behavior among the youths is the increasing popularity of electronic payment systems such as e-wallets and especially PayLater. Ease of paying online allows the consumer to make purchases even without the necessary money at the moment, i.e. no one needs to think. Therefore, excessive exposure to these systems may lead to the overstatement of spending, and the financial tension within the young consumer group.

Gong *et al.* (2024). The presence of continuous consumption-related information, advertisements, and peer reviews is a notable aspect that influences online impulse buying in social commerce, which should be pointed out. This unending exposure creates a social learning state where individuals imitate the way of other individuals, and this increases the urge of the consumers to purchase without subsequent deliberation. So, the overload of information about social commerce may reduce rational decision-making and encourage unrequested and unplanned purchases.

Zanjabila *et al.* (2023) says the mental condition known as FOMO serves as a crucial element of the purchase driven by online impulse among young buyers who are often exposed to the social media trends alongside promotions from social media personalities. This regular contact creates a sense of immediacy and societal expectations, which make people buy in a rush in order to feel not abandoned. The paper points out that social media content goes beyond the information sharing aspect as it affects the consumer at an emotional level and reduces their mental ability to control their spending patterns. As a result, this phenomenon of the so-called “budol” can imply that the high levels of social media use predispose to the occurrence of FOMO, which eventually leads to excessive spending and the severe absence of financial discipline.

Drawing upon the aforementioned findings, the stated hypothesis is formulated:

H2

Suggests a strong relationship between young consumers' exposure to the “Budol” phenomenon and its influence on them.

The Impulse buying refers to the act of executing purchases without forethought or intentional planning, that is often based on emotion and influenced socially. This behavior can be exacerbated by factors like stress, advertising, and peer pressure, leading individuals to make purchases they may not have otherwise considered. The recent studies show that impulse buying is influenced by livestreams, social media, promotions, and online reviews. After making impulsive purchases, people may

feel excited, pressured, or even regretful. Consumers' responses to these feelings can affect whether they trust the brand, rely on online reviews, or continue buying from the same store in the future.

Nguyen *et al.* (2025) reported that livestream shopping had a significant impact on impulse buying. Live conversations, product demonstrations, and exclusive, time-limited offers encourage customers to make purchases right away. Moreover, individuals exhibit a heightened propensity to partake in non-deliberative purchasing when livestreamers and content creators are highly engaging and captivating.

Nyrhinen *et al.* (2024), young consumers' believe that impulsive purchasing behavior is strongly affected by their lack of self-control and exposure to internet persuasion. Consumers who lack self-control are more prone to react impulsively to social media triggers and relevant ads; it may increase the chance to make impulsive purchases. Based on the results it emphasizes how crucial it is to encourage internal self-regulation and digitized information discernment literacy in order to reduce non-deliberative purchasing in digital settings.

In the previous studies it stated a number of factors, including including the cost of products, digital reviews, promotional campaigns, the impact of social circles, and flexible payment methods. The results significantly influence customers' tendency to make impulsive purchases. In conclusion, the idea that promotional techniques and feelings are key factors in impulsive purchases (Gottumukkala *et al.*, 2023).

Acalla *et al.* (2025), exposure to online reviews increases the expectations of impulsive purchases. Positive ratings encourage impulsive purchases by building trust and increasing the perceived value of the products. Based on the results, young customers have a big chance to impulse buy or "budol" purchases since they are always spending their time on social media, because they foster trust and perceived worth.

Drawing upon the aforementioned findings, the stated hypothesis is formulated:

H3

There appears to be a meaningful link between online influences and the "Budol" phenomenon in shaping impulse buying among young consumers. A meaningful link between online influences and the "Budol" phenomenon in shaping impulse buying among young consumers.

Post-Purchase Effects Experienced by Consumers after Impulse Buying Influenced by the "Budol" Phenomenon

Post-purchase effects are the thoughts, feelings, and actions of a consumer after buying the products. It can affect the consumers' feelings, if they stay loyal to the brand, and whether they buy from it again or leave a bad review. Recent studies show that post-purchase effects also include feelings like regret, guilt, or excitement.

Also, how the consumers deal with these feelings can affect their future buying choices and what they think of the brand.

According to Beikverdi *et al.* (2023) consumers often experience regret, guilt, and dissatisfaction, when some of the products did not match what they expected or when they realize that the purchase was unnecessary. The outcomes of the study are very important to a "budol" phenomenon, as many individuals report that they feel deceived after purchasing a trending or promoted product. The gap between expectations and actual product performance often leads to disappointment. In addition, financial concerns and knowing that you spent too much can further contribute to negative emotions.

In the study by Owusu *et al.* (2025), they found that strategic targeted after-sales communication approaches can make consumers satisfied, more interested, and they are more likely to buy again. When these statements match what the consumers like and support their choice, they feel more satisfied and become loyal to the brand. As a result, higher satisfaction leads to stronger intentions to consumers to repurchase and potentially recommend the product.

Mirano, C. (2023) also stated that the "budol" culture makes people, especially the young consumers, to buy things without planning, often because of social media or friends, not just because they really need them. After buying the product, consumers usually feel happy and excited for a short time when they try out new items. However, some consumers usually feel that they did not meet the expectation of the product, possibly leading to mixed feelings or regret. Generally, this culture highlights unplanned purchases while emphasizing the strong impact of digital platforms and influencer presence upon the evaluative matrices governing participant selection behavior.

Shaji *et al.* (2026) says that post-purchase regret is common among young consumers who buy special goods to follow trends or peer influence, even when the purchase brings emotional satisfaction and social status. Consumers often use self-justification and find reasons to cope with feelings of guilt and minimize negative emotions. Also it said that if the consumers are satisfied with what they purchased before, especially an expensive item they are more likely to stay loyal to the brand and buy it again.

Drawing upon the aforementioned findings, the stated hypothesis is formulated:

H4

Evidence indicates that there is a significant strong connection to impulse buying influenced by the "Budol" phenomenon and post-purchase effects among young consumers.

Research Questions

Today there are many online sellers, so consumers are increasingly influenced by promotional offers and

discounts, even when they are unsure about the legitimacy of the products. This trend is made stronger by the “Budol” phenomenon, where eye-catching promotions and influencer endorsements encourage impulsive purchases. Although these offers may seem to help them save money, it can also lead young consumers to spend more than intended, and it may affect their buying behavior. The study is designed to explore the following questions:

1. Is there a statistically significant correlation between exposure to the “Budol” phenomenon and impulse buying behavior among young consumers?
2. What is the level of exposure to the “Budol” phenomenon among young consumers?
3. What is the level of impulse buying behavior among young consumers?
4. What are the post-purchase effects experienced by consumers after impulse buying influenced by the “Budol” phenomenon?

MATERIALS AND METHODS

Research Locale

This study was conducted in Marikina City, Philippines, focusing on young consumers aged 14-29 years old.

According to PhilAtlas, Marikina City is a highly urbanized area in Metro Manila known for its active commercial centers, shopping malls, local markets, and strong online marketplace participation. The city has a growing population of digitally connected youth who are exposed to various digitized networking spheres, such as TikTok, Facebook, Instagram, alongside digital retail applications including major marketplaces such as Shopee and Lazada.

Conceptual Framework

In this study we will use the SOR (Stimulus, Organism, Response) Model. According to Shah, N (2025), the (SOR) theory stated that a stimulus is something that happens or is experienced that affects an individual’s internal state (thoughts, feelings, or evaluations), which can lead to a behavioral response. In simple terms, it means that people do not react directly to a stimulus; instead, their internal evaluation, whether conscious or unconscious, determines their emotional and behavioral response. Researchers used this model to know the independent and dependent variable. The framework is presented below.

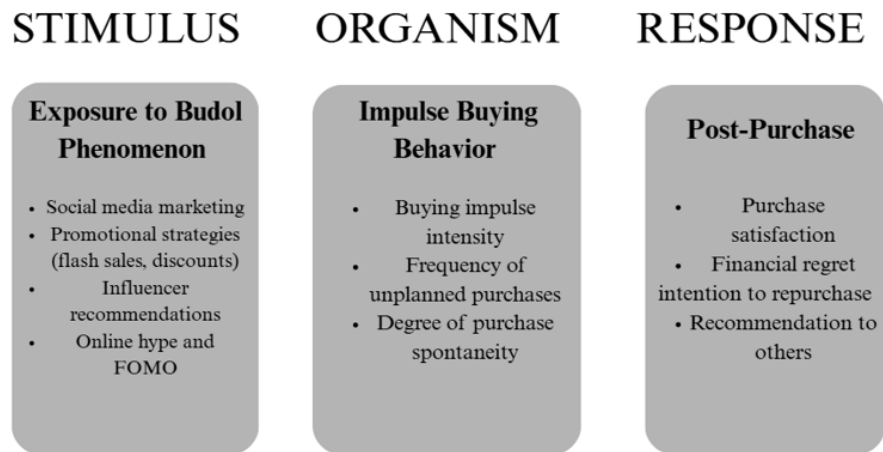


Figure 1: Stimulus Organism Response Model

Frame 1 (Stimulus) The stimulus in this study is the exposure to the “Budol” phenomenon which is experienced by consumers, particularly in the external factors such as social media marketing initiatives coupled with limited-duration incentives, online reviews, and fear of missing out (FOMO). The study will particularly analyze these stimuli among online shoppers residing in Marikina City, ages 14-29 who have the ability to access mobile phones and wifi. These external stimuli may influence consumers’ purchasing decisions by triggering impulse buying behavior.

Frame 2 (Organism) The organism stage, this will involve the internal evaluation of consumers residing in Marikina City after being exposed to the “Budol” phenomenon. It will include their emotional reactions (such as excitement or urgency), personal evaluation of the product, perceived need versus want, and influencing their impulse buying tendency. The researchers will interpret how these internal

processes affect consumers’ decision-making and test the credibility of the hypothesis to determine whether it will be accepted or rejected.

Frame 3 (Response) For the response, this will be the behavioral outcome of consumers after exposure to the stimulus and internal evaluation. It includes impulse buying behavior and post-purchase effects such as satisfaction, regret, guilt, or financial stress. After understanding the gathered data from the participants, the researchers will also present the findings and assess whether the “Budol” phenomenon significantly affects impulse buying behavior and its post-purchase effects. The researchers will also evaluate the recommendations of the study.

Sampling Method

The present study used a random sampling, which is a probability-based sampling method effectively

guaranteeing that every constituent of the target population is selected randomly based on providing each individual equal opportunities for selection in study. This method mitigates selection bias while increasing the sample's representativeness.

Target respondents are 14–29 years old young consumers in Marikina City who reported having made impulse purchases through online shopping platforms. This online survey will be shared initially on social media (Facebook) to important and relevant community groups in Marikina City for particular attention. Respondent subjects will be randomly selected from eligible subjects who access the survey.

There will be 150 respondents in the study. Marikina City has an estimated population of 456,059 according to PhilAtlas (2020). The sample size was deemed adequate to statistically assess the link connecting the level of encounter with the “Budol” phenomenon with spontaneous purchasing tendencies. This data is intended to allow the two researchers to examine the relationship between these various principles in a concrete and measurable way.

Data Gathering Procedure

The data collection process took approximately one week. The survey was electronically facilitated using Google Forms, and disseminated through online social networking sites and online community groups. The target sample size was 150 participants. Responses were monitored daily to ensure that the desired number of participants was reached. Reminders were posted occasionally to encourage participation. No incentives were provided to uphold the voluntary nature of respondent's engagement within the research.

Instrument

The data for this study were mainly gathered through a questionnaire created by the researchers. The questionnaire was constructed using a five-point Likert Scale Method, which allowed the respondents to show how much they agree or disagree with each statement about the “Budol” phenomenon and impulse buying behavior.

Part 1 - Demographic Profile and Ethical Considerations

This section gathers the respondents' basic demographic information to describe the sample population. It includes:

- Age
- Gender
- Frequency of Online Shopping
- Social Media Platforms Frequently Used

This portion provides an informed consent declaration detailing the study's objectives, safeguarding confidentiality, affirming that participation is entirely voluntary, protecting the anonymity of responses, and allowing participants to withdraw freely without repercussions.

Part 2 - “Budol” Phenomenon Exposure

This section measures the respondents' exposure to and engagement with the “Budol” phenomenon. It consists of statements related to:

- Influence of social media trends and influencers
- Promotional strategies (e.g., flash sales, limited-time offers, live selling)
- Peer recommendations and online reviews
- Emotional triggers such as fear of missing out (FOMO)
- Frequency of purchasing items due to online hype

Respondents will rate using a five-point Likert Scale:

- 1 – Strongly Disagree
- 2 – Disagree
- 3 – Neutral
- 4 – Agree
- 5 – Strongly Agree

Part 3 - Impulse Buying Behavior

This section assesses respondents' impulse buying tendencies and the effects experienced after purchases influenced by the “Budol” phenomenon. Participants will rate their perceptions with every question on a standardized five-point Likert scale.

- Influence of Promotional Attractiveness
- Unplanned Purchasing Behavior
- Spontaneous Decision-Making
- Stress-Induced Buying
- Social Media Trend Influence
- Fear of Missing Out (FOMO)
- Social Media Influencer Endorsement Influence
- Emotion-Driven Purchasing

Part 4 - Post-Purchase Effects

This section assesses respondents' level of concurrence with each enumerated item below regarding your experience after making impulse purchases influenced by the “Budol” phenomenon. Participants will rate their perceptions with each question on a standardized five-point Likert scale.

- Post-Purchase Satisfaction
- Post-Purchase Regret
- Repurchase Intention
- Word-of-Mouth Recommendation
- Brand Loyalty
- Brand Switching Behavior

Statistical Treatment of Data

Once all the data has been gathered, a statistician will organize and examine the responses. Descriptive measures, such as the mean and standard deviation, will be applied to condense the information and present a clear summary of the dataset.

Interpretation of Likert Scale

This scale will consist of Likert items that refers to the participants' attitudes, perceptions and opinions regarding how “Budol” phenomenon relates to impulse buying behavior among young consumers and its effect

on purchasing decisions. Each item on the scale receives a score between 1 and 5, with each number denoting a specific level of agreement or perception. Mean scores will be used to interpret trends in data collected of a symbolic order type, with qualitative descriptions providing interpretive meaning.

The highest scores on the scales were categorized from three to five and arranged where 3 3.41 -- 4.20, interpreted as "Agree," and 4.21 -- 5.00, interpreted as "Strongly Agree." Hence if a majority of the responses belong to Agree or Strongly Agree range, it can be shown that respondents are highly exposed to the "Budol" phenomenon thus higher tendency for impulse buying behavior over online space base from promotions offered by social media content creators. Conversely, the Neutral (2.61 -- 3.40) or lower ranges imply less influence or uncertainty about the impact of the "Budol" phenomenon on their purchasing decisions.

Use of Mean

The average score for each question of the survey questionnaire will be computed using their mean. It is employed to summarize the central location of a set of data and specifically provides the general view or way around responses from the respondents about such as related statements on Budol phenomenon and impulse buying behavior.

The mean score will indicate if the respondents agree, disagree, or stay neutral on if the Budol phenomenon affects their purchasing decisions.

Use of Standard Deviation

It will calculate variability in responses compared to computed mean using standard deviation It illustrates how tightly the respondents' responses are clustered around the mean value, while a low standard deviation indicates minimal variation among responses. The people's responses are concentrated in proximity to the mean, meaning in high similarity between perception or experience with what is being measured. A high standard deviation, on the other hand, shows more variation in the responses across respondents, that is to say, that individuals may have differing opinions or behaviours.

Likert Scale Intervals and Interpretation

The following table presents the scale intervals used in interpreting the mean scores obtained from the responses of the participants.

<i>Scale Range</i>	<i>Interpretation</i>
1.00 - 1.80	<i>Strongly Disagree</i>
1.81 - 2.60	<i>Disagree</i>
2.61 - 3.40	<i>Neutral</i>
3.41 - 4.20	<i>Agree</i>
4.21 - 5.00	<i>Strongly Agree</i>

The ranges will be used as points of reference to interpret the calculated mean scores per statement in the

questionnaire. The researchers will be able to ascertain how much exposure young consumers have to the "Budol" phenomenon and whether it affects impulse buying behavior and their spending habits or as a result of their own consumption experience.

If the calculated mean land in the neutral area (2.61-3.40) which shows that respondents are uncertain or ambivalent on how "budol" phenomenon affected their buying behaviour. On the other hand, the scores ranging from 3.41 to 4.20 indicate "Agree," while scores from 4.21 to 5.00 indicate "Strongly Agree."

ranges of means scores show that the Budol phenomenon affects young consumers' buying attitudes in general.

These intervals will serve as the basis for interpreting the computed mean scores for each statement. The interpretation of these results will allow the researchers to measure the extent of exposure of young consumers to the Budol phenomenon and the extent to which it influences their impulse buying behavior and spending patterns.

If the calculated mean resides within the Neutral interval (2.61–3.40), it suggests that respondents exhibit ambivalence or indecision regarding the impact of the Budol phenomenon on their purchasing behavior. Conversely, mean scores falling within the Agree (3.41–4.20) and Strongly Agree (4.21–5.00) thresholds signify that the Budol phenomenon exerts a discernible and strong influence on the consumption choices of young consumers.

Scope and Limitation

The research centers on the examination on determining the existing association between the "Budol" phenomenon and spontaneous purchasing behaviour among Gen Z consumers between the ages of 14 up to 29 years living in Marikina City. Specifically, it will quantify the intensity of exposure of the respondents regarding digital platform promotions including social media personality promotions, flash sales, online reviews, the anxiety of being left out (FOMO), as well as how these specific variables affect their unplanned purchasing. The analysis of the post purchase impact such as satisfaction, regrets, guilty feeling, financial burden and repurchase intentions are also discussed. Data will be collected via a digital survey instrument employing a five-point interval rating system, and the chosen respondent group size will be 150 respondents. The research is also narrowed down to online shopping behaviour and excludes shopping experiences at stores.

Nevertheless, this research has a number of limitations. First, it is geographically constrained to Marikina City and this might not be a comprehensive indication regarding the purchasing habits of young customers in other locations. Second, the sample number of 150 respondents might not be right to extrapolate the results to the whole population. Third, data used in the findings rely on participant self-disclosure and risks being affected by bias like dishonesty, social desirability, or poor

memory. Fourth, one week is the maximum time of the data collection, which can be a detrimental factor to the variety and richness of responses.

As well, the research concentrates on a few variables (exposure to the “Budol” phenomenon, impulse buying behavior, and post-purchase effects) and does not take into account other potential variables like income level, psychological characteristics, and cultural factors. Finally, the survey will be carried out online; this will exclude people who have no access to the internet or are not

active on social media.

RESULTS AND DISCUSSION

Results

Table 1

Table 1 presents the respondents’ age categories, gender distribution, frequency of online purchasing, and the social media platforms they most commonly use.

Demographic Information

Table 1: Demographic Information

		Frequency	Percent
Age	14-16	11	7.1
	17-20	103	66.9
	21-23	22	14.3
	24-26	11	7.1
	27-29	7	4.5
Gender	Male	69	44.8
	Female	74	48.1
	Other	2	1.3
	Prefer not to say	9	5.8
Frequency of Online Shopping	Daily	11	7.1
	Once a week	41	26.6
	2-3 times a month	57	37.0
	Once a month	16	10.4
	Rarely	29	18.8
Social Media Frequency Used	Facebook	94	61.0
	Instagram	90	58.4
	TikTok	121	78.6
	Youtube	48	31.2
	Twitter	11	7.1
	Reddit	10	6.5

Table 2

Table 2 shows that there is a high exposure to “budol”. The most agreed statement is discovering new products through social media content and promotions (mean

4.01). Table 2 has an overall mean of 3.69.

“Budol” Phenomenon Exposure

Table 2: “Budol” Phenomenon

What is the level of exposure to the “Budol” phenomenon among young consumers?	Mean	SD	Interpretation
I often discover new products through social media content and promotions.	4.01	1.01	Agree
I feel more interested in products that are frequently shown in online advertisements.	3.56	0.96	Agree
I often see a product where there are too many positive comments from accounts that seem to be from not real people.	3.55	1.10	Agree
I often see trending/popular brands online	3.98	1.05	Agree
I often see product demonstrations in live selling sessions.	3.80	0.99	Agree
I rarely pay attention to products promoted on social media platforms.	3.16	0.98	Neutral
I often see trending products on my feed.	3.87	0.95	Agree

I often see products that are hyped by different influencers	3.94	0.95	Agree
Overall	3.69	1.03	Agree High Exposure

*Negative Attribute

Table 3

Table 3 shows that the respondents demonstrated a neutral stance toward impulse buying behavior, with an overall mean of 1.22. The statement that received the highest level of agreement was “I carefully compare

different products before making a purchase,” with a mean score of 4.26, interpreted as Strongly Agree.

Impulse Buying Behavior

Table 3: Impulse Buying Behavior

What is the level of impulse buying behavior among young consumers?	Mean	SD	Interpretation
I feel a strong urge to buy products when I see attractive promotions.	3.45	1.17	Agree
I often purchase products that I did not plan to buy.	2.97	1.21	Neutral
I buy products when I feel stressed.	2.66	1.23	Neutral
I buy products because they are trending on social media	2.95	1.18	Neutral
I am afraid of missing out on good deals or limited-time offers.	2.92	1.16	Neutral
I buy products endorsed by social media personalities.	3.03	1.06	Neutral
I make purchases based on my immediate emotions or feelings.	2.90	1.17	Neutral
I only buy products that I truly need. *	4.06	1.05	Agree
I prioritize saving money rather than buying unnecessary items. *	3.87	1.08	Agree
I carefully compare different products before deciding to buy one. *	4.26	0.91	Strongly Agree
I ignore most product advertisements that appear on social media. *	3.34	0.95	Neutral
Overall	2.67	1.22	Neutral [Neither Low nor High Impulsive Behavior]

*Negative Attribute

Table 4

As reflected in the table, respondents rated the positive effects with a mean score of 3.59, placing it under the “Agree” interpretation and indicating a strong positive influence. Conversely, the negative effects obtained a

marginally higher mean of 3.65, which was likewise interpreted as “Agree,” signifying a strong negative influence.

Post-Purchase Effects

Table 4: Post-Purchase Effects

What are the post-purchase effects experienced by consumers after impulse buying influenced by the “Budol” phenomenon?	Mean	SD	Interpretation
Positive Effect	3.59	0.93	Agree [High Positive Effect]
I feel satisfied with the products I bought due to online promotions.	3.53	0.83	Agree
I am willing to repurchase products influenced by online promotions.	3.21	0.86	Neutral
I recommend products bought through online promotions to relatives and friends.	3.64	0.79	Agree
I remain loyal to brands discovered through online promotions.	3.44	0.92	Agree
I switch to other brands when I see better promotions online.	3.40	0.87	Neutral
I feel disappointed when the product does not meet my expectations.	4.32	0.89	Strongly Agree
Negative Effect	3.65	0.90	Agree [High Negative Effect]
I regret spending money on products I purchased impulsively.*	3.58	0.92	Agree
I feel that some products I bought through online promotions were not worth the money.*	3.55	0.87	Agree
I feel guilty after making impulse purchases influenced by online promotions.*	3.67	0.90	Agree

I feel misled by the hype surrounding "budol" products after I buy them.*	3.79	0.91	Agree
NET Effect	-0.06		More negative Effect

Table 5
Resulting p value of 0.039 At a significance level of $p < 0.05$ level of significance denotes rejection of null

hypothesis. The r value of 0.167 implies that more exposure to “budol” is associated with higher buying impulsive behavior.

Table 5:

Pearson r	p value	Decision	Conclusion
0.167	0.039	Reject Ho	Significant

Discussion

Demographic Profile of Respondents

Grounded in the demographic data presented in Table 1 it indicates that a predominant number of participants (66.9%) belong to the 17–20 ages bracket, highlighting a younger demographic composition. Regarding gender distribution, females constituted the largest segment at 48.1%, followed by males at 44.8%. In terms of online shopping behavior, most respondents engage in purchases 2–3 times per month (37%). Notably, a considerable subset shops either daily or weekly, underscoring that online shopping has become an established and habitual practice among the participants. Based on the response gathered on social media use, TikTok was the most frequently used platform at 78.6%, followed by Facebook (61%) and Instagram (58.4%). This profile is relevant to the study, as the “budol” phenomenon mostly happened on social media platforms, particularly through short-form videos, influencer content, and live selling sessions that are most active on TikTok.

Extent of “Budol” Phenomenon Exposure

As shown in Table 2, respondents reported a mean score of 3.69 regarding their exposure to the “budol” phenomenon. This score falls within the “Agree” category, reflecting a high level of exposure. The statement that has highest selected was discovering new products through social media content and promotions (mean 4.01), while the lowest was rarely paying attention to products promoted on social media (mean 3.16, Neutral), which was a negatively worded item. These findings suggest that young Filipino consumers are consistently and frequently exposed to “budol”-related content, including trending products, influencer endorsements, and live selling, through their social media feeds. The high level of exposure highlights how TikTok and Facebook play a big role in introducing products to consumers, even when they are not looking for them.

Impulse Buying Behavior

Table 3 reveals that respondents’ overall impulse buying behavior scored a mean of 2.67, resulting as Neutral, shows neither low nor high impulsive behavior. Despite the high level of “budol” exposure. Respondents strongly agreed that they carefully compare different

products before buying (mean 4.26, Strongly Agree) and that they only buy products they truly need (mean 4.06, Agree). On the other hand, statements related to buying out of stress, social media trends, or emotional impulse all received neutral scores. These results suggest that although respondents are always exposed to “budol” content, they do not automatically translate that exposure into impulsive purchases. Shows that they are mindful of their decision-making on purchasing.

Post-Purchase Effects

Table 4 examines the post-purchase effects experienced by respondents after making purchases influenced by online promotions. Positive effects received an average score of 3.59, which falls under the “Agree” category, showing a high level of positive impact. In contrast, negative effects had a slightly higher mean of 3.65, also resulting as “Agree,” suggesting a high degree of negative impact. The resulting net effect of –0.06 implies that respondents’ negative post-purchase experiences marginally outweigh the positive ones. Notably, respondents strongly agreed that they feel disappointed when a product fails to satisfy expectations (mean = 4.32) and reported feeling misled by the exaggerated claims surrounding “budol” products after purchase (mean = 3.79). On the positive side, respondents agreed that they feel satisfied with purchases driven by online promotions (mean 3.53) and that they recommend such products to relatives and friends (mean 3.64). These mixed results highlight that while “budol”-influenced purchases can result in satisfaction, they also carry a significant effect of regret and disillusionment, especially when the actual product fails to live up to what was seen on social media.

Relationship Between “Budol” Exposure and Impulse Buying Behavior

In table 5, it shows the results of the Pearson correlation conducted to assess the connection between exposure to “Budol” phenomenon and the respondents’ impulse buying behavior. The analysis showed a correlation coefficient (r) of 0.167 together with a significance level (p) of 0.039. Given that the p-value is below the 0.05 thus, leading to the rejection of null hypothesis, indicating a strong connection between exposure to “Budol” content and impulse buying behavior. Nonetheless, the

correlation coefficient of 0.167 indicates a weak positive relationship, suggesting that while a phenomenon does influence impulsive purchasing, the effect size is limited. This suggests that higher exposure to “budol” content is linked to slightly higher impulsive buying, but the connection is not strong. This result also aligns with the findings in Table 3, where respondents still showed careful and mindful purchasing habits even though they had high exposure to “budol” content. Overall, when looking at the relationship between the “budol” phenomenon and impulse buying behavior, exposure appears to play a role, but it is not a major factor influencing impulsive purchasing decisions among Filipino consumers.

CONCLUSION

Exposure to the “budol” phenomenon is positively effective in influencing the awareness and interest of Filipinos, especially the young consumers. Most of the respondents tend to notice new products and promotions on social media because of trends, influencer endorsements, and live selling sessions. Many consumers also like to follow the brands and to the sellers that often post interesting and promotional content. Some respondents continue checking accounts and exploring their products even after the hype or trends die down if the content previously gives them a positive experience. The majority of the consumers are guided by social media trends to try new products, but they still think carefully before buying. Overall, some customers might choose to follow other brands or sellers if they offer more appealing or engaging content. Lastly, exposure to “budol” content clearly affects what young Filipino consumers like and how they shop online plays a clear role in shaping product interest and online shopping behavior among young Filipino consumers.

The exposure of “Budol” related content also affects how the consumers make purchasing decisions. Most of our respondents reported that trending promotions and hype help them discover new products they might not have considered otherwise. Many consumers also plan their purchases to take advantage of these trends and promotions. The others believe that being exposed to “budol” content helps them make informed choices, while some of the consumers occasionally experience regret if a product is not as good as they expected. Most of the consumers also continue to engage with content to compare similar products before buying. Lastly, “budol” content is effective in influencing awareness, guiding decision-making, and shaping online shopping habits, even though it carries a risk of post-purchase disappointment.

Drawing on the current findings, it is suggested that subsequent studies examine the impact of web-based social tools, like TikTok, Instagram, and Facebook, with a focus on identifying which content types most significantly encourage impulse purchases. Future studies should also include a wider range of respondents from

different ages and locations to get more accurate results. In addition, researchers are encouraged to explore personal factors like emotions, self-control, and spending habits, as these may affect buying behavior. It is also suggested to use interviews or group discussions to better understand the experiences and feelings of consumers after making impulse purchases, such as satisfaction, regret, or guilt. Moreover, schools can promote financial literacy to help students manage their money wisely and avoid unnecessary spending. Lastly, online sellers and influencers should practice honesty and avoid misleading promotions to prevent negative experiences among consumers.

Compliance with Ethical Standards

The study was carried out in strict adherence to established ethical standards and principles. Respondents received complete information regarding the purpose and scope of the research and gave their voluntary consent before participating. They have the right to join and withdraw anytime without consequences. The researcher also ensured the anonymity of all participants by not collecting or disclosing any personal identifying information. All sources from this study are properly cited.

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Spss Output Appendix

Correlations			
		Exposure	Impulsive
Exposure	Pearson Correlation	1	.167*
	Sig. (2-tailed)		0.039
	N	154	154
Impulsive	Pearson Correlation	.167*	1
	Sig. (2-tailed)	0.039	
	N	154	154

*. Correlation is significant at the 0.05 level (2-tailed)