



FROM CLICK TO CARTS CORRELATION OF SOCIAL MEDIA CLICKBAIT CONTENT ON FACEBOOK IN THE CONSUMER BEHAVIOR OF GENERATION X

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ABSTRACT

In the Philippines, Facebook is a widely used app, including older age groups. This creates an opportunity for marketers to promote their products through social media, attracting attention using Clickbait. This study aims to analyze the influence of Clickbait Content on Facebook on the Consumer Behavior of Generation X, particularly in terms of Consumer Engagement and Purchase Intention. Additionally, the study aims to determine the level of exposure to Clickbait content on Facebook. The study utilized a predictive correlational design. The data was collected with a structured survey from 40 Generation X respondents, ranging from the ages of 45 to 60. With the collected data, a Simple Regression Analysis was utilized to examine the influence of Clickbait Content on Consumer Behavior. The findings show that Clickbait Content has a significant influence on Consumer Behavior. Additionally, results showed that Clickbait can predict whether a consumer chooses to engage and purchase.

Keywords: *Clickbait Content, Consumer Behavior, Generation X, Consumer Engagement, Purchase Intention*

INTRODUCTION

Background of the Study

Scrolling through Facebook has become part of the daily routine of many consumers. However, colorful and interesting posts can become an unexpected trap. One moment, they are drawn in by extravagant product photos and convincing captions, and the next, they find themselves holding an item that looks nothing like what was promised. Experiences such as being given the wrong product or no product at all, show how clickbait can quickly turn curiosity into regretful purchases.

Clickbait content is not easily detected by much older generations, such as Generation X. This generation witnessed the shift to traditional approaches to a world dependent on technology. For a generation that grew up with newspapers and television, it was a completely different world. Detecting false information from accurate information may not be as easy. Mass postings can be seen everywhere, even with exaggerated headlines.

Clickbait is defined as short teaser messages that make use of cognitive biases to engage users to click on said content. (Jung et al., 2022). On Facebook, clickbait is mostly seen, and this can affect user engagement. Though the content on the platform can be appealing, it is often seen as misleading, as users are left disappointed with the outcome. They found that unbelievable and exaggerated headlines on posts increased engagement. On the other hand, boring headlines and common clickbait phrases made it less reactive. Sometimes, clickbait text inside the post has different results. This shows that clickbait is not always working the same way depending on where it comes out.

A study called "Decoding Clickbait" shows that highly visual headlines are effective in quickly grabbing the attention of users (Wang et al., 2024). It is also noted that exaggerated ones are also

great in boosting clicks and virality. This, however, lowers trust when misled. Clickbait works by using exaggerated and saturated posts to grab the attention span of consumers. An additional study by Rachmad (2025) supports this idea regarding headlines that trigger feelings of surprise and amusement tend to gain more attention from users with an already short attention span. Though, because of the false or saturated advertising, it makes consumers less willing to engage with said product.

Though there are several studies tackling clickbait content and consumer behavior, there are only limited studies when it comes to the specific relationship between the two variables. The studies centering on clickbait often show how its effects and delays information to the users (Scott, 2021). With these existing studies, this research is able to correlate this information in a consumer's lens, identifying how they engage and their purchase intention with clickbait content.

The effects of social media clickbait on social media users are studied in a wider range. Despite this, the wide range of studies is mostly centered around the generations of Millennials and Generation Z, as they make up most of the population who use social media and are considered more tech-savvy in comparison with other generations. By making the respondents of this research Generation X, a group of people born between 1965 and 1980, the study can delve into how they respond to obvious social media clickbait, evaluating their consumer habits and behaviors.

Objectives of the Study

(1) To determine the respondent's level of exposure to Social Media Clickbait Content. (2) To measure the extent of Engagement and Purchase Intention of consumers in Social Media. (3) To examine and analyze the influence of Social Media Clickbait content on Consumer Behavior of Generation X.

Statement of the problem

This study aimed to determine the influence of clickbait content on Facebook on the consumer behavior of Generation X. Specifically, it sought to describe the respondents' demographic profile in terms of age, location, and Facebook social media usage. It also assessed the respondents' level of exposure to social media clickbait content, as well as their level of consumer behavior in terms of engagement and purchase intention. Furthermore, the study examined whether clickbait content had a significant influence on consumer behavior, particularly in relation to consumer engagement and purchase intention.

In line with this, the study tested the following hypotheses: the null hypothesis (H_0) stated that clickbait content did not have a significant influence on consumer behavior in terms of consumer engagement and purchase intention, while the alternative hypothesis (H_a) stated that clickbait content had a significant influence on consumer behavior in terms of consumer engagement and purchase intention.

Review of Related Literature

Clickbait in Social Media

Indurthi et al. (2020) studied how clickbait can be detected using computers and digital apps. They created computer models that can analyze patterns and outperform all existing methods. They found that literary techniques made detection more accurate. The study explained that clickbait headlines often use exaggeration cliffhangers to get people's attention. To contrast the idea, Jung et al. (2022) focus on Facebook posts to see how clickbait affects engagement. It showed that illogical and exaggerated headlines get more engagement and virality, while simple or common clickbait phrases receive less. The gap of this research is that it only focuses on user reactions and does not measure whether they review the article for how authentic it is.

In addition, Bazaco, A. et al. (2020) have findings on how headlines are the main factor in influencing readers. The research showed that a lot of clickbait headlines use emotive words to grab attention. Though it could increase consumer interest, trust may be lessened because of the disappointment that follows when the content is potentially false. The study pointed out that it weakens credibility and affects the perspective of the audience in the media.

Jácobo-Morales & Marino-Jiménez (2024) revive this idea; they explained the "news gap" of media, audiences, and networks. They also added that clickbait strategies are effective for grabbing attention. This connection helped them present how headlines in posts not only affect credibility but also create a contradiction in digital platforms.

Additionally, according to a study by Shrestha et al. (2024), clickbait has become a growing risk in security concerns with the recent boom in social media. It proves to be effective as users and consumers lack knowledge regarding the content. Social Media users are found to have been unable to determine and comprehend clickbait and its dangers.

Both studies of Indurthi (2020) and Jung et al. (2022) state the idea that clickbait generally works on exaggeration rather than fact. It is through these strategies that posts can gather the attention of users that leads to engagement and virality. However, Bazaco, A. et al. (2019) add more to the idea. Jácobo-Morales & Marino-Jiménez (2024) explain that clickbait produces gaps in information. To further deepen this idea, clickbait becomes effective as users lack the knowledge about its dangers on social media security. All studies give insights into clickbait and how it works. It provides the idea that clickbait is good for grabbing attention, but not necessarily for giving out information.

The Horizon Vol 2. No. 1 (April 2026)

Social Media as Marketing Platform

Throughout the years, Social media has dominated the world. From entertainment to shopping for goods, it has it all. According to Evans & McKee (2021), many perceive social media to be vital in a business nowadays. It not only serves as a tool for marketing, but also as a tool for direct communication with customers. Many organizations utilize it as a way for engagement and exposure to their product, defining it as a way to seek "virality". Social media marketing is effective if done properly. Consumers tend to take note of different factors of social media marketing, such as posts, influencer advertising, and engagement overall. Brands know that users use social media not only for entertainment, but to check out new products from time to time. This is why digital marketing has become easier for marketers to reach out to consumers through apps like Instagram, Facebook, and YouTube (Verma, 2025).

A study by Khanom (2023) compares traditional marketing with online marketing. According to the study, traditional marketing uses print ads like billboards and commercials to reach local and offline customers. With this marketing strategy, it can become expensive fast. With digital marketing, some of these costs are cut, and it could reach more consumers with the widespread use of social media. This is why it is important to understand how social media marketing works. Marketers must take note of the availability of resources and decide on marketing strategies of competitors to join trends. This joining of trends tends to ask the question of its effectiveness in the market. With all the repetitive trends, it becomes difficult to stand out as a brand. This leads them to innovate towards other strategies for consumers to engage with their product.

Rani (2025) reinstates the idea that social media has become vital in today's marketing. The study utilized a survey and was able to analyze strategies of social media marketing, content creation, and how these factors shape and strengthen brand recognition. However, the study highlights concerns of data privacy within social media. Another highlight is how social media marketing, like advertisements, saturates content as a way for consumers to engage with brands without being totally truthful about the authenticity of their product.

To support this idea, a study by Shin et al. (2025) categorizes clickbait into two, information bait and rage bait. Both categories are used in social media to market products to users. However, conservative media mostly uses rage bait as it taps into the emotion of the reader and the consumer, gathering more engagement in the said content. Social media clickbait targets emotion-driven content to appeal and intrigue consumers as a way of social media marketing.

These studies talk about how social media has become vital in today's world, especially in marketing. Evans & McKee (2021) reiterate that social media has become dominant in our world. It is not only a means of entertainment but has also become an indispensable tool in businesses. Khanom (2023) compares digital marketing with traditional marketing, highlighting the customer reach of both strategies. The study highlights the importance of consumer engagement and the ways brands innovate and think about new ideas. To complement this idea, Verma (2025) states that digital marketing is effective when done right. Brands strategically use social media apps to encourage product discovery. However, it notes that consumers may not assess their purchases, which may lead to questions about its authenticity. This is proven by Shin Shin et al. (2025) by reinforcing the idea that social media content is catered to intrigue consumers through bait, specifically Clickbait. Marketers strategically make content that taps into the emotions of the user, deeming it more effective.

Generation X's Social Media Behavior

According to the study conducted by Sirait and Purnama (2022), the

psychological factors mediated by consumption behavior are the main influence for Generation X to conduct digital transactions. Consumption behavior factors regarding shopping experiences, desire to buy, shopping habits, promotions, and other factors drive Generation X consumers to mediate digital transactions. Generation X's consumer behavior is based not just on the person's mindset and psychological makeup, but is also based on the convenience and accessibility of using technology. Technology provides the platform and the tools that make their desired shopping experiences possible.

Anoop Gurunathan, A. K. S. Lakshmi (2025) observed what factors affect Generation X's shopping habits on social media. Income was one of the factors of social media behavioral patterns. Additionally, decisions concerning preferred social media by users, as well as the influences for them to use social media has been noted. This suggests that marketers tend to tailor and center their strategies to the relevant socio-economic groups with their promotions. Age was also revealed to be a big factor which influences engagement with social media platforms. The study's findings suggest that consumers belonging to different age groups, specifically younger and older individuals, display completely different patterns of behavior. This reiterates that the implementation of marketing strategies tailored to the specific age group is important in order to effectively engage and appeal to the different age groups.

Another study by Lakshmi and Gurunathan (2023) explores the generational similarities and differences of Generation X, Millennials, and Generation Z towards social media and digital marketing. Traditional approaches tend to be more influential on Generation X than a digital one. The generational differences and similarities in perceptions are identified while promoting the products and services. Though extensive studies have been conducted on the perceptions of generations towards social media and digital marketing, there is a gap and a need to explore further the differences and preferences in social media marketing among Gen X, Y, and Z.

As noted by the previous studies, Generation X's approach to consuming and transacting digitally stems from a unique blend of psychological drivers, the convenience of technology, and demographic factors. As stated, while younger generations may have a natural affinity for technology, the impact of social media marketing for products on Generation X is rather limited. This study indicates that social media marketing for this generation is less effective than authentic testimonials and reviews, which play a greater role in influencing their purchasing behavior and participation in online shopping. This study indicates that Gen X still responds more to traditional than web-based media. It also raises doubts about the uniformity of generations, pointing out that even within the same generation, there can be different preferences for online platforms. The research suggests that one size may not fit all for generations in the use of a single website.

Research Framework

Theoretical Framework

The Theory of Planned Behavior introduces and explains the idea of the underlying influences on a person's intention and behavior. According to Ajzen (1991, as cited in Rozenkowska, 2023), three factors influence an individual's behavior. First, there is the attitude that reflects the evaluation of the action, whether negative or positive. Second, subjective norms, which reflect an individual's perception of the social pressure to behave in a certain way or the perceived importance of an action. The last factor is the perceived control, which captures an individual's ability to act. Under this factor could include digital ability and trust ability, which are vital to know in consumer behavior. All these factors combined form a person's intention to execute the behavior towards a certain thing.

In the case of consumer behaviors, the Theory of Planned Behavior suggests consumer engagement towards clickbait content is not an impulsive response but rather a planned action. Numerous factors may influence their behavior, such as their personal evaluations and perceived control as consumers. Thus, it is hypothesized that consumer behavior towards clickbait content is a response shaped by psychological and social determinants.

Conceptual Framework

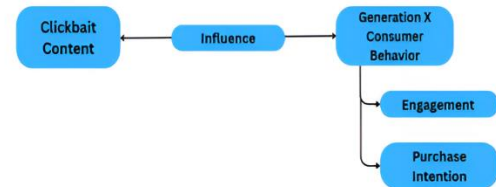


Figure 1. Conceptual Framework

The framework shows the relationship between the two variables of clickbait content and consumer behavior. It describes the variable's correlation while also identifying the influence of both. Under the Consumer Behavior variable are also the components that will be delved into in the research. These said components are Engagement and Purchase intention. It aligns with the study's objective to learn and identify relevant behaviors of consumers, whether they will engage or even purchase a product coming from clickbait content.

Scope and Limitations

This study is centered around Clickbait content, specifically on Facebook posts. However, other digital platforms posted on Facebook as clickbait content are considered. Under these digital platforms are applications like Temu, Shopee, and Lazada, as these are applications still seen utilizing clickbait promotional posts in the app. The study delved into consumer behavior regarding clickbait content, specifically how they engage with the content and their purchase intention. The research respondents are focused on Generation X, who are active Facebook users who spend at least 3-5 hours on social media.

The research specifically focuses on Facebook and does not extend to any other social media platforms. It does not address consumer behaviors such as brand loyalty, brand trust, or purchasing behaviors. Additionally, the respondents in this study are exclusively from Generation X; other generations, such as Generation Y or Z, were not considered relevant and were therefore excluded from the research.

METHODOLOGY

Research Design

This research study utilized a predictive correlational research design. This design was defined to investigate and determine the specific commonality and relationship between the given variables (Thomas & Zubkov, 2023). Therefore, the research design was essential and suitable for the situation where the research study established the correlation of social media clickbait content on the consumer behavior of Generation X. To study the given variables in a natural setting, the said design proved effective for the research to determine the relevant relationships between clickbait content and its effect on consumer behavior without having to manipulate either variable.

Procedure

The researchers began by creating a survey using Google Forms and

distributing it to Facebook users belonging to Generation X. The survey utilized Likert scale questions to gather relevant data. Once the responses were collected, the data were transferred to Google Sheets for organization and review.

The variables of the study were then identified. The dependent variable was consumer behavior, which included purchase intention, adding items to a cart, and actual purchasing after clicking. The independent variables were the features of Facebook clickbait, such as eye-catching headlines, frequency of exposure, and perceived believability.

Furthermore, the study tested the following hypotheses: the null hypothesis (H_0) stated that there was no significant relationship between clickbait content and consumer behavior, while the alternative hypothesis (H_a) stated that there was a significant relationship between the two variables.

Research Instrument

The research utilized a survey as a research instrument. The survey included Likert-scale questions that aimed to determine the frequency of the research variables. These are Clickbait Content in Facebook and Consumer Behavior of Generation X. This instrument allowed a more effective way of gathering information needed for the study.

To ensure the effectiveness and reliability of the research instrument, it underwent a validation process with an expert from the Letran Research Publication Department. This step was conducted to evaluate whether the questions were appropriate, clear, and aligned with the objectives of the study. The content was carefully reviewed and revised in order to be more specific and concise to be well-catered to the Generation X participants. By ensuring the instrument is specific and concise, it allows participants to be able to respond with utmost authenticity and honesty.

Sampling Method

This study used purposive sampling as it is the most suitable method for selecting respondents who can provide relevant insights about the study. The focus of the study centered around the correlation or relationship between Clickbait content and Consumer behavior. Thus, purposive sampling allows individuals to be chosen according to their encounter with or exposure to clickbait content on Facebook. Bisht (2024) defines purposive sampling, sometimes referred to as expert sampling, as the selection of individuals intentionally to fit and align with the research questions. The sampling technique is deemed most suitable for the study as it has a clear respondent group and objectives.

The respondents of this study are people born between 1960 and 1980, or are generally called Generation X. These individuals were purposely chosen for their experiences and perceptions about digital media, as a Generation raised on a traditional approach. Additionally, these certain groups were chosen to gain their relevant insights towards Clickbait content and their Consumer Behaviors.

40 respondents were taken. Having this number of participants in the study sample group is done to ensure there is a reasonable prediction towards the results of the study or the behavior of the population (Budiu & Moran, 2021). This sampling approach ensures that the collected data are rich, relevant, and aligned with the research objectives.

Statistical Treatment

The data collected was analyzed with a Simple Linear Regression

statistical analysis. This is fit to be utilized as the statistical treatment, as it helps in better understanding the influence of the research variables. A simple regression analysis allows the study to show and understand the influence of Clickbait Content and Consumer Behaviors.

The mean was calculated to determine the average responses of the participants regarding the variables, Clickbait Content and Consumer Behavior. This was used to find out the general response and assessment of the responses. It helped to identify the central tendency and typical patterns of the respondents to the variables. This was calculated using the formula:

The standard deviation was calculated along with the mean. This is to identify and measure the responses and how they vary and spread out from the mean. The value of the standard deviation was the indicator of whether the responses were closer to the mean or not. The standard deviation was calculated using the formula:

Lastly, the percentage frequency of the demographic variables was also calculated. This is to help describe the characteristics of the respondents in terms of their age, location, and social media usage. This showed how many of the respondents belong to each category and how the data proportionally represents them in the total population of the study.

These descriptive statistics and variables, the mean, standard deviation, and percentage of frequency, are crucial to be used as a way to summarize and describe the respondents' answers for each variable of the study.

Ethical Considerations

The research ensured strict compliance with the Data Privacy Act of 2012 (RA 10173). Respondents were informed beforehand about the intended purpose of the study and how the collected data would be used, ensuring transparency and voluntary participation of the respondents. Informed consent was obtained before any data collection took place. All personal information gathered was treated with strict confidentiality and used solely for academic purposes. Data were stored securely and were accessible only to the researcher, ensuring that no unauthorized individuals could view, use, or share the information. Participants were also assured of their right to withdraw from the study at any time without penalty. The researcher ensured that no physical, emotional, or psychological harm would result from participation, and all findings were reported honestly and responsibly.

RESULTS AND DISCUSSION

Table 1. Demographic Profile of the Respondents

Profile	Frequency	Percentage
Age	45-49 years old	10
	50-59 years old	25
	60 years old	5
Location	Within Manila	24
	Outside Manila	16
Social media hours		17
		11
		2
TOTAL	40	100%

As a way to describe the Generation X population, a demographic profile is collected. This was then calculated using the percentage formula and allows a better understanding of the category of Generation X. As formerly stated, Generation X spans between the range of 1965-1980. Hence, the ages fall between the ages of 45 and 60.

The largest group of fall between the ages of 50-59 years old, showing a percentage of 63%. This is followed by the group of 45-49 years old (25%). A smaller portion of the size falls in the age of 60 years old (12%). Most reside within Manila City, showing a result of 60%. Meanwhile, the remaining 40% are located outside Manila.

Generation X’s Social Media Usage

Table 2. Respondent’s level on social media usage.

Clickbait Content	Mean	SD	Interpretation
1. Use Facebook often when using social media	3.98	0.62	Agree
2. Use E-commerce apps like Shopee, Lazada, and Temu directed by Facebook post.	4.53	0.61	Strongly Agree
WEIGHTED MEAN	4.25	0.61	Strongly Agree

Note: 4.21-5.00 : Strongly Agree, 3.41-4.20 : Agree, 2.61-3.40 : Neutral, 1.81-2.00 : Disagree, 1.00-1.80: Strongly Disagree

In line with the demographic profile, Generation X’s Social Media Usage was also collected and calculated, deriving the mean and standard deviation. This is to determine better how Generation X is exposed through Social Media Clickbait content by first understanding their Social Media Usage.

Having calculated the mean and standard deviation, it shows that Generation X often uses Facebook when using social media. In the process, Generation X is well-equipped with E-commerce apps like Shopee, Lazada, and Temu when directed by Facebook posts. The said apps are where they could purchase products online and could be linked to Facebook. The results show that Generation X “Agree” that they often use Facebook when engaging with social media (Mean = 3.98), indicating that Facebook is a commonly accessed platform among them. Meanwhile, the group “Strongly Agree” that they frequently use e-commerce applications such as Shopee, Lazada, and Temu (Mean = 4.53), suggesting a very high level of exposure to online shopping environments where clickbait content is commonly encountered.

The overall mean (\bar{x} = 4.25), where it shows a result of “Strongly Agree”, indicates that Generation X uses social media often — reflecting the high level of social media usage. Additionally, it shows a high usage of apps that are known for having a heavy clickbait presence, particularly Facebook. Meanwhile, the relatively low standard deviation of the results (σ = 0.61) implies that responses show consistency, having only slight variations in Generation X’s usage.

Generation X’s Exposure to Clickbait Content

Table 3. Respondent’s level of exposure to Social Media Clickbait Content

Clickbait Content	Mean	SD	Interpretation
1. Encourage content where product is exaggeratedly promoted on Facebook.	2	0.62	Rarely
2. Encounter content where headline is misleading and inauthentic.	2	0	Rarely
3. Encounter too good to be true products promoted on Facebook.	2.15	1.1	Rarely
4. Encounter exaggerated headlines recommended on Facebook.	2.03	0.86	Rarely
5. Encounter Clickbait content under comments in a post.	2.43	1.28	Rarely
WEIGHTED MEAN	2.12	1	Rarely

Note: 4.21-5.00 : Very Often, 3.41-4.20 : Often, 2.61-3.40 : Neutral, 1.81-2.00 : Rarely, 1.00-1.80: Never

From the results, it is implied that Generation X encounters Clickbait content under comments in a post with the highest mean score. However, it is shown that Generation X rarely encounters it, having a mean score of 2.15. This result states that though they may encounter Clickbait content under Social Media posts, it is not frequent enough to be part of the online experience or usage. Additionally, Generation X may also encounter too-good-to-be-true products promoted on

Facebook (\bar{x} = 2.15). It may be encountered occasionally; however, posts like these rarely show up in users' browsing experience on the app.

The calculated results show a weighted average of 2.12. This implies that Clickbait Content is quite uncommon in being exposed to Generation X social media users. Although Clickbait posts still roam online, particularly in social media apps like Facebook, results generally show that Generation X doesn’t frequently encounter posts with the said exaggerated content. The standard deviation score (σ = 1.00) shows moderate variability in the results. This means that some Gen X users may encounter clickbait slightly more or less than others, but overall exposure remains limited.

Table 4. Respondent’s level of consumer behavior in terms of consumer engagement

Consumer engagement	Mean	SD	Interpretation
1. Click on post with intriguing and sensational headlines.	2.4	1.03	Rarely
2. React on posts that are intriguing.	2.4	1.13	Rarely
3. Share content on Facebook that are interesting.	2.64	1.41	Neutral
4. Discuss interesting posts with friends.	2.53	1.15	Rarely
5. Follow the Facebook page that promotes too-good-to-be-true products.	2.6	1.19	Rarely
WEIGHTED MEAN	2.51	1.18	Rarely

Note: 4.21-5.00: Very Often, 3.41-4.20: Often, 2.61-3.40: Neutral, 1.81-2.00: Rarely, 1.00-1.80: Never

The results shown in Table 4 show that respondents rarely engage or interact with Clickbait posts seen on Facebook. The weighted mean of 2.51 indicates a low frequency of engagement overall. It suggests that Generation X doesn’t normally interact and engage with posts with exaggerated headlines and content. However, the standard deviation score of 1.18 shows a moderate variation in the responses, which may imply that some may be more likely to often engage than others.

Though results may show that Generation X may occasionally share the posts on Facebook with interesting content, garnering the highest mean score of 2.63, it is rare that it happens. However, most are inclined to share the posts as a form of their online public engagement. In contrast to online public engagement, Generation X may still occasionally discuss the said interesting and sensational content with their friends privately as a form of engagement (\bar{x} = 2.53), although it is still interpreted to be done rarely.

Generation X’s Consumer Behavior in terms of Purchase Intention

Table 5. Respondent’s level of consumer behavior in terms of purchase intentions

Consumer engagement	Mean	SD	Interpretation
1. Intention to purchase product seen on Facebook.	2.63	1	Neutral
2. Intention to purchase when post is viral.	2.63	1	Neutral
3. Add to cart products seen on Facebook posts.	2.75	1.03	Neutral
4. Inquire to sellers about products posted online.	2.75	1.03	Neutral
5. Purchase and avail intriguing products on Facebook	3.03	1.14	Neutral
WEIGHTED MEAN	2.76	1.04	Neutral

Note: 4.21-5.00: Very Often, 3.41-4.20: Often, 2.61-3.40: Neutral, 1.81-2.00: Rarely, 1.00-1.80: Never

The overall results of Generation X’s purchase intention show a neutral stance, with a mean score of 2.76. Their responses indicate neither strong enthusiasm nor reservation when it comes to the intention to purchase products online from Clickbait posts. Results show that Generation X is not impulsive online shoppers, but

cautious and selective.

Generation X is more likely to purchase online when the products that are promoted on Facebook seem intriguing enough, having the highest mean score of 3.03. Intriguing products tend to catch more attention. However, it does not directly result in a purchase, showing a neutral stance. Additionally, Generation X users may also have the option to first “add to cart” products they may encounter in Facebook posts and inquire about the product to the seller. Though results show a mean of 2.75 and a neutral interpretation, it can be concluded that Generation X is not inclined towards spontaneous purchases.

The Influence of Clickbait Content on Facebook in Generation X’s Consumer Engagement

Table 6. Influence of clickbait content towards consumer engagement

Variables		t-value	p-value	Decision	Conclusion
Clickbait content	Consumer engagement	4.33	<.001	Reject Ho	Significant

The table presents the analysis of the influence of Clickbait Content on the Consumer Engagement of Generation X. The results of the analysis show that Clickbait does have a significant influence. It shows the predictor variables of the t-value have a value of 4.33 and a p-value of <.001, which is well below the accepted significance level of 0.05. Thus, with these results, the null hypothesis is rejected, which states that Clickbait content does not have a significant influence on Consumer Engagement.

Though the weighted mean of the level of consumer engagement shows it may rarely happen, the results suggest that Clickbait content is a predictor of whether Generation X consumers engage with the said content. This implies that the more Clickbait content is exposed, the more likely Generation X is to interact. It has a significant influence on whether they choose to share, comment, react, or even discuss the content online.

The Influence of Clickbait Content on Facebook on Generation X’s Purchase Intention

Table 7. Influence of clickbait content towards Purchase intentions

Variables		t-value	p-value	Decision	Conclusion
Clickbait content	Purchase intentions	2.7	0.01	Reject Ho	Significant

With the second sub-variable of Consumer Behavior, results show that Clickbait content also has a significant influence on Generation X’s Purchase Intention. The predictor variables show values that allow the rejection of the null hypothesis. The t-value shows a value of 2.70, and the p-value has the value of 0.010, which falls under the accepted significance level.

Just like the case with consumer engagement, the results imply that with higher levels of Clickbait content, the higher chance of purchase intention. Clickbait content is a predictor of whether a consumer intends to purchase a product through online apps. Clickbait content functions as an incitement not only to capture the consumer’s attention, but also as a way to nudge customers towards a purchase.

The relationship between Clickbait and purchase intention shows that consumers may rely on quick and attention-grabbing cues in social media. Within the sea of countless online products, clickbait content serves as a shortcut that simplifies decision-making, as it offers products that are interesting and even offer special offerings to consumers. Generation X consumers may be more inclined to

purchase products that feed on their curiosity with exaggerated content and product visuals, further suggesting that the strategic use of clickbait by sellers can lead to increased likelihood of not only consumer engagement, but also purchase intention.

CONCLUSIONS

Generation X demonstrates a high frequency of social media usage, particularly on platforms like Facebook, and is also actively engaged with e-commerce applications such as Shopee, Lazada, and Temu. This challenges the common perception that this age group is digitally illiterate. In fact, Generation X has witnessed the evolution of technology firsthand, which provides them with a unique advantage in adapting to and navigating digital platforms (Media Culture, 2023). Their familiarity with technological developments enables them to explore and utilize both social media and online shopping platforms effectively.

In terms of exposure, results indicate that Generation X is only rarely exposed to clickbait content on Facebook. This suggests that their social media feeds are not heavily saturated with such content and are instead influenced by their browsing behaviors and preferences. Older users tend to engage more with purposeful and relevant content, which may reduce the likelihood of encountering clickbait posts (Xing et al., 2020).

When it comes to engagement, Generation X appears to be cautious in interacting with clickbait content. While they may occasionally find such posts interesting, their overall level of engagement remains low. This aligns with existing research indicating that older social media users are generally more skeptical of viral or sensationalized content and are less likely to engage in impulsive online interactions (Su et al., 2024). Although they may still be influenced by social factors, their decisions are typically more deliberate rather than impulsive.

Similarly, Generation X exhibits a neutral stance in terms of purchase intentions when exposed to clickbait posts. Rather than making immediate purchases, they tend to evaluate products more carefully, often by adding items to their cart or seeking additional information before making a decision. This behavior reflects established consumer research, which shows that older consumers prioritize practicality, reliability, and security in their purchasing decisions (Olumekor et al., 2025). Even highly appealing or viral content does not strongly drive them toward impulsive buying.

Despite their low exposure and cautious engagement, clickbait content still exerts a measurable influence on Generation X’s consumer behavior. The findings suggest that even minimal interaction with clickbait can shape how they perceive online content and evaluate products. This supports recent digital marketing studies indicating that clickbait remains an effective strategy, as it subtly captures attention and influences decision-making processes—even among more cautious and mature audiences (Wang et al., 2024).

Recommendations

For Generation X as consumers, developing strong media literacy is essential to navigating social media safely and meaningfully. Older users are encouraged to become more aware of clickbait content, particularly the psychological tactics—such as exaggeration and information withholding—used to capture attention. By engaging with free and credible educational toolkits available online, Generation X can improve their ability to identify misleading content

and reduce their vulnerability to scams. In addition, media literacy should be complemented by the habit of regularly cross-checking information. Verifying claims through multiple credible sources and utilizing fact-checking platforms allows users to assess the legitimacy of products and online promotions more effectively, ultimately leading to more informed and secure digital consumption.

For online sellers, the findings highlight the importance of prioritizing factual, transparent, and credible content over traditional clickbait strategies. Given Generation X's cautious and selective engagement behavior, brands must focus on delivering clear and accurate information that aligns with consumer expectations. Building trust is crucial; this can be achieved by presenting content that is supported by evidence, endorsed by recognized experts, or associated with reputable brands. Since Generation X consumers are not purely impulsive in their decision-making, content should emphasize tangible benefits, practical value, and reliability. Moreover, straightforward and honest promotional strategies are more effective than exaggerated or overly saturated messaging. Business content creators are encouraged to highlight measurable benefits and problem-solving features to capture attention and foster long-term trust.

For future researchers, there is an opportunity to further expand the scope of study by incorporating additional variables related to consumer behavior, such as consumer trust and brand loyalty. Exploring how these factors interact with exposure to clickbait content can provide a deeper and more comprehensive understanding of its influence. By broadening the analytical framework, future studies can contribute to more nuanced insights into digital consumer behavior and the evolving effectiveness of online marketing strategies.

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