

ISSN electrónico: 2172-9077

DOI: 10.48047/fjc.29.01.08

## PAID ADVERTISEMENTS AND THEIR IMPACT ON THE PURCHASING BEHAVIOUR OF SOCIAL MEDIA USERS IN JORDAN: DEMOGRAPHIC VARIABLE AS MODERATOR

Mustafa S. Al-Shaikh\*  
Zarqa University, Jordan.  
Email: malshaikh@zu.edu.jo

Rania Ahmad Alqunbor  
Zarqa University, Zarqa, Jordan.  
Email: raniaalkunber94@gmail.com

Abdalmuttaleb Al-Sartawi  
Accounting Finance & Banking Department, College of Business & Finance, Ahlia University,  
Manama, Bahrain.  
Email: amasartawi@gmail.com

Hebah Kamal Jamal  
Digital marketing and consumer behavior, Jeddah College of Advertising, University of Business  
and Technology, Jeddah, Saudi Arabia.  
Email: h.jamal@ubt.edu.sa

Fecha de recepción de la reseña: 12 August 2024

Fecha de aceptación definitiva: 20 January 2025

### Abstract

The study aimed to examine the impact of demographic variables, such as educational qualifications, on the relationship between paid advertisements specifically advertisement design, content, and timing and purchasing behaviour among social media users in Jordan. An analytical descriptive methodology was employed, with data collected through a self-administered questionnaire. A sample of 290 participants was analysed using appropriate statistical techniques. The results revealed a statistically significant relationship between paid advertisements (including design, content, and timing) and purchasing behaviour, as well as a notable influence of demographic factors, such as educational qualifications, on this relationship. The study recommends that companies and decision-makers prioritise the advertising message and provide more detailed product information on social media platforms.

*Keywords:* Paid Advertisements, Purchasing Behaviour, Social Media, Demographic Variable, Educational Qualification.

## 1. INTRODUCTION

Due to the pandemic and lockdown measures, Jordanian companies have shifted to new marketing models via social media platforms like YouTube, Facebook, Instagram, X, Snapchat, and TikTok. These platforms offer valuable data on consumer behaviour, surpassing traditional marketing methods and driving the need for integrated consumer data analysis. Companies must understand consumer behaviour to provide products and services that meet customer needs, especially in the digital age. As consumers increasingly use social media to research products before buying, it's important to study how demographic variables affect the relationship between social media paid ads and healthcare supply chain purchasing behaviour. Paid advertising plays a pivotal role in the success of businesses across various search engines, with social media platforms offering no exception. Companies strategically use specific keywords to improve the likelihood of their advertisements appearing as among the first search results, and leverage the reach and targeting capabilities of social media to create visually appealing and innovative designs that offer detailed information about their services and goods.

Recent advancements in technology have enabled businesses to leverage social media as a tool for consumer interaction, which in turn influences purchasing decisions through the incorporation of business advertisements (Dwivedi et al., 2021). This is particularly evident in the realms of advertisement design, content, and timing. The relevance of this development is amplified in the context of Jordan, where social media penetration rates are among the highest globally, and where consumer behaviour is increasingly shaped by online engagement. However, educational qualifications also serve as a crucial moderating factor, as individuals with varying levels of education possess different perceptions and attitudes towards advertisements.

According to Heath and Tynan (2023), the aesthetic appeal, layout, and creative design of advertisements can lead to a more positive consumer behavioural shift. In light of the extensive content that is accessible on social networking platforms, an appealing advertisement banner can captivate the attention of a consumer and encourage them to investigate the product or service being advertised (Morady Moghaddam & Esmacilpour, 2023). The impact of advertisement design is evident, as visually appealing ads are more likely to evoke positive emotions, prompting users to take action. Another critical factor influencing both the advertisement and subsequent purchasing behaviour is the content of the advertisement itself. Information attributes, such as the relevance, clarity, and persuasiveness of the message, significantly affect consumer responses (Dolan et al., 2019). Advertisements that highlight product benefits, feature endorsements, and include supporting stories are generally seen as more influential in driving purchases. In the case of Jordan, an additional key consideration is the alignment between the values presented in the advertisement and the cultural and social factors prevalent in the region.

The timing of advertisements also plays a crucial role in influencing purchasing behaviour. The effectiveness of an advertisement can be affected by when it is placed, as the timing of posts on social media platforms influences their visibility and impact. According to Dwivedi et al. (2021), the timing of advertisements is critical for ensuring they are noticed and acted upon. For example, adverts posted during peak engagement times on popular social media platforms are more likely to achieve greater reach, thereby affecting purchase decisions (Rodríguez-Ibáñez et al., 2023). In the context of the Jordanian market, understanding users' activity profiles is vital for maximising the impact of advertisement timing. Educational qualifications also moderate the relationship between advertisement design and purchasing behaviour, as they shape consumer perceptions of the design. Liu et al. (2024) suggest that individuals with higher educational qualifications may assess an advertisement's design based on its credibility and clarity, while those with lower education levels may focus more on aesthetics. This moderating effect underscores the importance of tailoring advertisement designs to the education level of the target audience for maximum influence on purchasing behaviour.

The impact of advertisement content on purchasing behaviour is similarly influenced by educational qualifications. Consumer decision-making is often shaped by education levels, as educated consumers tend to value compelling data, detailed information, and evidence of product quality, whereas less educated consumers are more responsive to ethical appeals or simpler messages (Tudoran, 2022). This highlights the importance of segmenting advertisements based on the educational background of the target audience to maximise their effectiveness. Educational qualifications also act as a moderator in the timing of advertisements, influencing how users perceive ads based on when they are displayed (Sohn & Kim, 2020). In contrast, less educated consumers may exhibit more impulsive behaviour and be more influenced by frequent appeals. This distinction enhances the understanding of advertisement timing strategies, emphasising the role of educational qualifications in shaping consumer responses.

This research explores how advertisement design, content, and timing affect purchasing behaviour, with a focus on the role of educational qualifications among social media users in Jordan. It examines how these factors shape consumer decisions and how education levels influence perceptions and responses. The study adds to existing literature by addressing the underexplored cultural and social factors in Jordanian advertising, highlighting the role of education as a moderating factor. It offers valuable insights for advertisers to better tailor strategies to different educational levels in culturally sensitive markets. The following research questions are proposed:

1. Is there a relationship between social media users' purchasing behaviour and the content of the advertising message?
2. Does the timing of the advertisement influence social media users' purchasing behaviour?
3. Is there a correlation between social media users' spending habits and the type of advertising they encounter online?
4. Does the demographic variable of education moderate the relationship between sponsored ads and purchasing behaviour?

In addition, the study has several objectives that need to be accomplished following the investigation. These research objectives are outlined below:

1. To investigate the impact of advertisement design on the purchasing behaviour of social media users.
2. To evaluate the impact of advertising content on the purchasing behaviours of social media users.
3. To investigate the correlation between the schedule of advertisements and the purchasing behaviour of social media users.
4. To explore the influence of demographic characteristics, such as education, on the relationship between sponsored adverts and the purchase behaviour of social media users

The next section of this study will review the existing literature, outline the research methodology, and provide a detailed empirical analysis to test the formulated hypotheses.

## 2. LITERATURE REVIEW

Although paid advertising has been in existence for some time, its popularity has surged in parallel with the increasing use of social media (Dwivedi et al., 2021). Understanding consumer purchasing behaviour is essential for businesses, as it allows manufacturers and service providers to monitor and influence customers' purchasing decisions, thereby gaining a competitive edge. Additionally, the "green shift" has resulted in a significant rise in the sales of green products across various consumer sectors, partly due to the strategic marketing approaches adopted by many companies. Gaining insights into consumer behaviour concerning green products is vital. As consumers recognise their needs in the pre-purchase stage, they often seek information about a company's products or services. Therefore, it is essential for businesses to provide customers with easy access to product information, enabling them to utilise online resources or word of mouth for further research (Vrontis et al., 2021). The significance of sponsored advertisements

as a marketing activity lies in their ability to help companies tailor advertisements based on demographic factors such as age, gender, and other characteristics. This enables precise audience targeting. By leveraging such information, companies can effectively advertise their products and services, aligning with customers' buying behaviours and understanding their individual needs, wants, and preferences.

The findings of Chetioui, Butt and Lebdaoui (2021) revealed a significant connection between advertisements and purchasing behaviour, with consumers showing a positive response to foreign advertisements. The study suggested that businesses should design advertisements that align with the consumer's cultural context, including language, religious orientation, reference groups, and values. Similarly, Sharma et al. (2022) identified a statistically significant correlation between advertising and consumer purchasing behaviour. Their analysis highlighted the importance of incorporating consumer emotions into advertisements, while also presenting the product's functions and benefits. Marketers must carefully balance these elements to truly understand consumer purchasing behaviour during the decision-making process. By comprehending consumer actions, businesses can develop strategies that appeal to these behaviours, ultimately attracting new customers and retaining existing ones—an essential goal for any organisation.

Advertisement design plays a significant role in influencing the purchasing behaviour of social media users. Effective and engaging advertisements capture consumer attention and enhance their perception, as noted by Heath and Tynan (2023), through the concept of visual vacuity. Elements such as layout, colour combinations, typography, and creativity in design contribute to creating an impactful first impression, which can either make or break an advertisement. Martins et al. (2019) further emphasise that well-designed advertisements facilitate brand recall and recognition, which are crucial in the early stages of the purchasing decision process. On social media, where users encounter diverse content, the visibility and placement of advertisements become critical. Visually appealing designs tend to generate positive attitudes among users, increasing the likelihood of acceptance of the advertised message. Additionally, users are considerably more inclined to investigate products or services that are advertised in an appealing and well-organised manner. The capacity of social media advertisements to influence consumer purchasing decisions is further enhanced by the incorporation of multimedia elements and interactivity. Hence, we propose the hypothesis that,

**H1:** Advertisement design plays a significant positive role on the purchasing behaviour of social media users.

The content of advertisements plays a pivotal role in shaping consumer buying behaviour on social media platforms by influencing perceptions of the advertised products. Effective advertisement content captures consumer attention and drives purchasing decisions. Messages that align with consumer availability and societal values increase the likelihood of a positive response. Arango, Chaudhury and Septianto (2023) found that emotionally appealing content fosters trust and creates a memorable impression, which directly influences decision-making. Social media amplifies its impact on purchasing behaviour by delivering personalised content tailored to individual users. When content is culturally considerate, consumers become more engaged. Additionally, advertisements that highlight product benefits also play a crucial role in influencing consumer trust. Hollebeek and Macky (2019) demonstrated a direct correlation between informative content and consumer trust. For dynamic and engaging platforms, using popular social media values and appealing to both emotions and logic ensures that a broad audience is enticed to make a purchase. Therefore, we make a hypothesis that,

**H2:** Advertisement content plays a significant positive role on the purchasing behaviour of social media users.

The timing of advertisements plays a critical role in influencing the likelihood of social media users making a purchase. Properly timed advertisements can significantly increase their effectiveness, as highlighted by Weismueller et al. (2020), who noted that timing enhances advert attention. Time-relevant advertisements

allow businesses to target consumers during optimal activity periods, thus improving outcomes. Sharma et al. (2021) also emphasised that ads tailored to consumer consumption behaviours are more likely to capture attention and drive purchases. Social media platforms provide valuable insights into user behaviours, including optimal times for targeting and seasonal trends, which are crucial for effective timing strategies. Additionally, fewer advertisements presented during periods when consumers are more likely to engage—such as evenings or weekends—can be more impactful (Liu-Thompkins, 2019). Real-time data analysis further enables advertisers to optimise their campaigns by delivering ads at the most appropriate times. Thus, we make a hypothesis that,

**H3:** Advertisement timing plays a significant positive role on the purchasing behaviour of social media users.

The type of advertisement design is crucial in shaping consumer perceptions, with educational qualification playing a moderating role in how consumers process and interpret visual elements. Highly educated individuals, who tend to engage in more critical evaluation, are likely to spend more time assessing advertisements. Liu et al. (2024) argued that individuals with higher education levels scrutinise the comprehensibility, persuasiveness, and relevance of advertisement design when making purchase decisions. Conversely, consumers with lower educational backgrounds may be more influenced by aesthetic appeal or sentimental aspects of the design, as they are less inclined to engage in deep cognitive processing (Patrick & Hollenbeck, 2021). Consequently, we propose the hypothesis that,

**H4:** Educational qualification moderates the relation between advertisement design and purchasing behaviour of social media users.

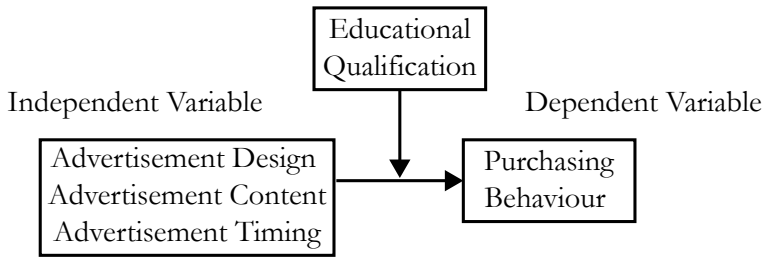
Advertisement content influences purchasing behaviour, with educational qualification moderating how consumers analyse the information presented. Research shows that individuals with higher educational status are more likely to appreciate detailed, logically supported, and factual messages in advertisements, as they can critically assess information more effectively (Braca & Dondio, 2023). These consumers tend to respond positively to content that provides product specifications, comparisons, and proven evidence. In contrast, less educated consumers are more susceptible to emotional appeals and simpler messages, as they engage with advertisements on a more subconscious level. Rosário and Raimundo (2021) also noted that higher education levels lead consumers to seek information that aligns with their knowledge and understanding. This suggests that advertisements must be tailored to match the educational background of the target audience, appealing to both rational and emotional aspects. Hence, we make the hypothesis that,

**H5:** Educational qualification moderates the relation between advertisement content and purchasing behaviour of social media users.

Advertisement timing influences purchasing behaviour, with educational qualification acting as a moderator by shaping consumer responses to advertisements based on the timing of exposure. Sophisticated consumers, who tend to have well-structured schedules, are more likely to make intentional buying decisions. Consequently, they are more attentive to advertisements during times that align with their routines, such as in the evening after work or on weekends (Joshi & Rahman, 2019). In contrast, consumers with lower educational backgrounds may exhibit more impulsive purchasing behaviour and are more receptive to advertisements during high-traffic periods, rather than at scheduled times like morning or late evening. Shahpasandi, Zarei and Nikabadi (2020) further demonstrated that the impact of timing on consumer behaviour varies depending on education and cognitive ability, suggesting that advertising timing strategies should be tailored to the educational level of the target audience. Hence, we propose that,

**H6:** Educational qualification moderates the relation between advertisement timing and purchasing behaviour of social media users.

Based on the literature reviewed above, the present study has developed the following research model, as illustrated in Figure 1.



**Figure 1:** Study Model.

### 3. RESEARCH METHODOLOGY

This study employs a quantitative methodology with a survey approach to explore the relationship between paid advertising (design, content, and timing) and purchasing behaviour among Jordanian social media users, alongside the moderating effect of educational qualification. Data were collected using a five-point Likert scale, with items derived from previous literature. Advertisement design (AD) was measured with five items (Coker, Flight, & Baima, 2021), advertisement content (AC) with four items (Sriram, Namitha, & Kamath, 2021), advertisement timing with five items (Bui et al., 2022), educational qualification with four items (Ramos et al., 2021), and purchase behaviour with six items (Uddin, 2023). The study focused on social media users in Amman, Jordan, using platforms like Facebook, Instagram, TikTok, Snapchat, X, and YouTube. A random sample of 298 participants was surveyed, yielding 290 valid responses (58.23% response rate). Data was analysed using SPSS, applying descriptive and inferential statistics to address the research objectives. Cronbach’s Alpha was used to assess reliability (value > 0.70) (Hair, Howard, & Nitzl, 2020), correlations were tested with a correlation matrix (Hair et al., 2017), and regression analysis examined relationships, with “T” values > 1.96 and “P” values < 0.05 indicating significance (Hair Jr., Gabriel, & Patel, 2014). The findings offer insights into the impact of sponsored ads, demographic factors, and media effectiveness.

### 4. RESEARCH FINDINGS

The study first checked data reliability using Cronbach Alpha. Table 1 reveals that the values are greater than 0.70, indicating data reliability for analysis. In addition, the study examines the correlation among variables using a correlation matrix that also shows autocorrelation. The p values are less than 0.05, indicating a significant correlation. Table 2 shows positive correlation values. Finally, regression analysis tests variable relationships. The obtained findings indicates that all variables contributed significantly with an adjusted R square value of 0.354. All predictors have positive beta values, t-values are greater than 1.96, and p-values are less than 0.05, indicating a positive and significant correlation. These connections are in Table 3.

**Table 1:** Reliability Analysis.

Variables	Cronbach's Alpha	No of Items
Advertisement Design	0.850	5
Advertisement Content	0.982	4
Advertisement Timing	0.791	5
Educational Qualification	0.876	4
Purchasing Behaviour	0.654	6

**Table 2:** Correlation Matrix.

		Advertisement Design	Advertisement Content	Advertisement Timing	Educational Qualification	Purchasing Behaviour
Advertisement Design	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	290				
Advertisement Content	Pearson Correlation	0.130*	1			
	Sig. (2-tailed)	0.027				
	N	290	290			
Advertisement Timing	Pearson Correlation	0.061*	0.444**	1		
	Sig. (2-tailed)	0.012	.000			
	N	290	290	290		
Educational Qualification	Pearson Correlation	0.110*	0.636**	0.421**	1	
	Sig. (2-tailed)	0.022	0.000	0.000		
	N	290	290	290	290	
Purchasing Behaviour	Pearson Correlation	0.163**	0.373**	0.507**	0.391**	1
	Sig. (2-tailed)	0.005	0.000	0.000	0.000	
	N	290	290	290	290	290

\*. Correlation is significant at the 0.05 level (2-tailed).  
 \*\*. Correlation is significant at the 0.01 level (2-tailed).

**Table 3:** Regression Analysis.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.608 <sup>a</sup>	0.369	0.354	0.77533

**Table 4:** Analysis of Variance (ANOVA) Results for the Regression Model.

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	99.248	7	14.178	23.586	0.000 <sup>b</sup>
	Residual	169.520	282	0.601		
	Total	268.767	289			

**Table 5:** Linear Regression Analysis.

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	5.576	0.789		7.069	0.000
Advertisement Design	0.448	0.156	0.416	2.874	0.004
Advertisement Content	0.413	0.161	0.461	2.563	0.011
Advertisement Timing	0.297	0.136	0.313	2.184	0.041
1 Educational Qualification	0.931	0.229	1.096	4.064	0.000
AD x EQ	0.096	0.044	0.479	2.199	0.029
AC x EQ	0.141	0.046	0.950	3.048	0.003
AT x EQ	0.092	0.042	0.574	2.205	0.028

a. Dependent Variable: Purchasing Behaviour

## 5. DISCUSSION

The moderating effects of educational qualification provide a clearer understanding of how different consumer segments respond to these advertising factors. Creative, well-designed visuals capture consumer attention and increase interest in products. Elrod and Fortenberry (2020) argue

that effective visuals encourage engagement with advertisements, while Venkatraman et al. (2021) assert that visually distinct ads enhance consumer memory, making it easier for them to recall the advertisements. Social media users are more likely to engage with eye-catching ads, often clicking on product links for further details. In the context of Jordanian culture, advertisements with deeper, culturally relevant designs have a greater impact on purchasing decisions.

Furthermore, the content of advertisements plays a crucial role in influencing purchasing decisions. The clarity, relevance, and persuasiveness of the content are directly related to consumer perceptions of the product. Arango et al. (2023) suggest that when message appeals align with consumer attitudes, they effectively encourage behaviour change. Additionally, Hamby and Jones (2022) note that ads with emotional appeal build greater consumer trust and foster a stronger inclination to buy. The analysis of Jordanian social media behaviour suggests that users tend to respond more to content that resonates with their concerns, highlighting the need for culture-sensitive advertising strategies. One valuable insight derived from the study is that the timing of advertisements plays a critical role in influencing consumer behaviour. Advertisements that are strategically placed during periods of heightened activity on social media are more likely to capture the audience's attention. Weismueller et al. (2020) emphasised that timing significantly enhances the effectiveness of advertisements. Moreover, timing is a crucial factor in consumer awareness and marketing transitions, particularly in a highly competitive environment, such as that presented by social media (Kwon & Kim, 2021). From the perspective of Jordanian users, understanding activity cycles—whether hourly or seasonal—can help advertisers release content at times when consumers are most likely to engage, thereby increasing the likelihood of a purchase decision. Additionally, the study revealed that educational attainment acts as a mediating factor between advertisement design and purchasing behaviour. Analysis of the current population indicated that individuals with post-secondary education tend to provide more comprehensive critical evaluations of visuals, with factors such as clarity, credibility, and informativeness being key criteria in their persuasion. In contrast, those with lower levels of education are more influenced by the overall aesthetic appeal of a message. Braca and Dondio (2023) argued that traditional persuasion theories often do not apply to individuals with low cognitive processing, whereas those with higher cognitive elaboration exhibit distinct attitude processes towards persuasive communications. Furthermore, the influence of advertisement design on consumer response is moderated by the consumer's visual interpretation capabilities. In Jordan, this underscores the need for advertisers to balance visual appeal with clarity, particularly for less educated groups.

The moderation effect of advertisement content on purchasing behaviour is also demonstrated by the findings, which are measured by the consumer's educational qualification. Approximately 45% of educated users prioritise rational appeals, specific product information, and factual claims, while less educated users are more responsive to emotional appeals and simple messages. Sumiyana and Saputra (2023) noted that the extent to which content is utilised depends on the intellectual capacity of the recipient. Similarly, John and De'Villiers (2020) concluded that educational level influences the selection of persuasive communication content. Therefore, Jordanian advertisers should adapt their content to appeal to both rational and emotional responses across different educational segments. Lastly, the study highlights the influence of educational qualification on the timing of purchasing behaviour. Individuals with formal education tend to plan their participation and purchasing decisions on social networking sites, meaning that advertisements sent during specific times are more likely to be accepted. Fan et al. (2020) distinguished consumer behaviour based on cognitive processing, while Joshi and Rahman (2019) pointed out that educated consumers tend to align strategic timing with their purchasing behaviour and promotional activities.



### 5.1. Study Implications

This study offers significant implications for marketers, advertisers, and other commercial entities targeting Jordanian social media users. The findings emphasise the importance of advertisement design, content, and timing in influencing consumer purchasing decisions, while also highlighting educational qualification as a moderating factor. Advertisers can tailor their approaches based on the educational level of their audience, crafting ads that appeal to their visual, auditory, and cognitive preferences at the optimal time. The study also provides valuable insights for media policymakers and educators, encouraging the enhancement of literacy and consumer sophistication. In conclusion, this research offers practical guidelines for creating engaging and diverse advertisements that can contribute to the long-term success of companies in e-business environments.

### 5.2. Recommendations

Based on the study's findings, the researchers recommend that companies focus on highlighting the innovative aspects of their products and services in their advertising messages. They should increase the frequency of paid advertising to boost profits and ensure positive consumer perceptions, thereby enhancing the marketing of goods and services. Additionally, advertisers should incorporate both emotional and rational appeals in sponsored ads, as these have a significant impact on purchasing behaviour. It is also advised that paid advertisements be presented in a dialogue format to foster engagement. Ad designers must ensure the inclusion of sufficient product information, given its influence on purchasing decisions. Finally, companies should provide more detailed information about their products on their social media pages to enhance consumer trust and decision-making.

### 5.3. Limitations

The present study has several limitations that should be acknowledged. Firstly, it focuses solely on users in Jordan, and therefore the findings may not be generalisable to other cultures or countries. Secondly, the data collected is self-reported, which introduces potential biases such as social desirability or recall bias. Thirdly, the study examines educational qualification as the only moderating factor, while other variables such as income, age, and cultural norms may also influence purchasing behaviour. Finally, as the study employs cross-sectional data, the results may not accurately capture changes over time, particularly with the rapid evolution of new media technologies and the shortening life cycles of consumer products.

## REFERENCES

- Arango, L., Chaudhury, S. H., & Septianto, F. (2023). The role of demand-based scarcity appeals in promoting cultured meat. *Psychology & Marketing*, 40(8), 1501-1520. <https://doi.org/10.1002/mar.21821>
- Braca, A., & Dondio, P. (2023). Developing persuasive systems for marketing: the interplay of persuasion techniques, customer traits and persuasive message design. *Italian Journal of Marketing*, 2023(3), 369-412. <https://doi.org/10.1007/s43039-023-00077-0>
- Bui, M., Krishen, A. S., Anlamlier, E., & Berezan, O. (2022). Fear of missing out in the digital age: The role of social media satisfaction and advertising engagement. *Psychology & Marketing*, 39(4), 683-693. <https://doi.org/10.1002/mar.21611>
- Chetioui, Y., Butt, I., & Lebdaoui, H. (2021). Facebook advertising, eWOM and consumer purchase intention—Evidence from a collectivistic emerging market. *Journal of Global Marketing*, 34(3), 220-237. <https://doi.org/10.1080/08911762.2021.1891359>
- Coker, K. K., Flight, R. L., & Baima, D. M. (2021). Video storytelling ads vs argumentative ads: how hooking viewers enhances consumer engagement. *Journal of Research in Interactive Marketing*, 15(4), 607-622. <https://doi.org/10.1108/JRIM-05-2020-0115>
- Dolan, R., Conduit, J., Frethey-Bentham, C., Fahy, J., & Goodman, S. (2019). Social media engagement behavior. *European Journal of Marketing*, 53(10), 2213-2243. <https://doi.org/10.1108/EJM-03-2017-0182>
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., et al. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Elrod, J. K., & Fortenberry, J. L. (2020). Direct marketing in health and medicine: using direct mail, email marketing, and related communicative methods to engage patients. *BMC Health Services Research*, 20(1), 822. <https://doi.org/10.1186/s12913-020-05603-w>

- Fan, X., Chai, Z., Deng, N., & Dong, X. (2020). Adoption of augmented reality in online retailing and consumers' product attitude: A cognitive perspective. *Journal of Retailing and Consumer Services*, 53, 101986. <https://doi.org/10.1016/j.jretconser.2019.101986>
- Hair, J. F., Howard, M. C., & Nitzl, C. (2020). Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. *Journal of Business Research*, 109, 101-110. <https://doi.org/10.1016/j.jbusres.2019.11.069>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., & Thiele, K. O. (2017). Mirror, mirror on the wall: a comparative evaluation of composite-based structural equation modeling methods. *Journal of the Academy of Marketing Science*, 45(5), 616-632. <https://doi.org/10.1007/s11747-017-0517-x>
- Hair Jr., J. F., Gabriel, M. L. D. d. S., & Patel, V. K. (2014). Amos Covariance-Based Structural Equation Modeling (CB-SEM): Guidelines on Its Application as a Marketing Research Tool. *REMark: Revista Brasileira de Marketing*, 13(2), 44-55. <https://doi.org/10.5585/remark.v13i2.2718>
- Hamby, A., & Jones, N. (2022). The Effect of Affect: An Appraisal Theory Perspective on Emotional Engagement in Narrative Persuasion. *Journal of Advertising*, 51(1), 116-131. <https://doi.org/10.1080/00913367.2021.1981498>
- Heath, T., & Tynan, C. (2023). "We want your soul": re-imagining marketing education through the arts. *European Journal of Marketing*, 57(10), 2808-2837. <https://doi.org/10.1108/EJM-04-2022-0293>
- Hollebeck, L. D., & Macky, K. (2019). Digital Content Marketing's Role in Fostering Consumer Engagement, Trust, and Value: Framework, Fundamental Propositions, and Implications. *Journal of Interactive Marketing*, 45(1), 27-41. <https://doi.org/10.1016/j.intmar.2018.07.003>
- John, S. P., & De'Villiers, R. (2020). Elaboration of marketing communication through visual media: An empirical analysis. *Journal of Retailing and Consumer Services*, 54, 102052. <https://doi.org/10.1016/j.jretconser.2020.102052>
- Joshi, Y., & Rahman, Z. (2019). Consumers' Sustainable Purchase Behaviour: Modeling the Impact of Psychological Factors. *Ecological Economics*, 159, 235-243. <https://doi.org/10.1016/j.ecolecon.2019.01.025>
- Kwon, H. Y., & Kim, S. (2021). Effects of the development of competition framework and legal environment for media contents on the generational transition of mobile networks. *Telematics and Informatics*, 63, 101667. <https://doi.org/10.1016/j.tele.2021.101667>
- Liu-Thompkins, Y. (2019). A Decade of Online Advertising Research: What We Learned and What We Need to Know. *Journal of Advertising*, 48(1), 1-13. <https://doi.org/10.1080/00913367.2018.1556138>
- Liu, J., Hong, X., Zheng, Z., & Zhong, J. (2024). When consumers have difficulty understanding ads: How technical language lowers purchase intention. *Journal of Consumer Behaviour*, 23(2), 796-807. <https://doi.org/10.1002/cb.2244>
- Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, 94, 378-387. <https://doi.org/10.1016/j.jbusres.2017.12.047>
- Morady Moghaddam, M., & Esmailpour, F. (2023). Persuasive Language in ELT-Related Ads on Social Media. *Journal of Psycholinguistic Research*, 52(4), 1263-1288. <https://doi.org/10.1007/s10936-023-09942-7>
- Patrick, V. M., & Hollenbeck, C. R. (2021). Designing for All: Consumer Response to Inclusive Design. *Journal of Consumer Psychology*, 31(2), 360-381. <https://doi.org/10.1002/jcpsy.1225>
- Ramos, L. R., Esteves, D., Vieira, I., Franco, S., & Simões, V. (2021). Job Satisfaction of Fitness Professionals in Portugal: A Comparative Study of Gender, Age, Professional Experience, Professional Title, and Educational Qualifications. *Frontiers in Psychology*, 11, 621526. <https://doi.org/10.3389/fpsyg.2020.621526>
- Rodríguez-Ibáñez, M., Casáñez-Ventura, A., Castejón-Mateos, F., & Cuenca-Jiménez, P.-M. (2023). A review on sentiment analysis from social media platforms. *Expert Systems with Applications*, 223, 119862. <https://doi.org/10.1016/j.eswa.2023.119862>
- Rosário, A., & Raimundo, R. (2021). Consumer Marketing Strategy and E-Commerce in the Last Decade: A Literature Review. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(7), 3003-3024. <https://doi.org/10.3390/jtaer16070164>
- Shahpasandi, F., Zarei, A., & Nikabadi, M. S. (2020). Consumers' Impulse Buying Behavior on Instagram: Examining the Influence of Flow Experiences and Hedonic Browsing on Impulse Buying. *Journal of Internet Commerce*, 19(4), 437-465. <https://doi.org/10.1080/15332861.2020.1816324>
- Sharma, A., Dwivedi, R., Mariani, M. M., & Islam, T. (2022). Investigating the effect of advertising irritation on digital advertising effectiveness: A moderated mediation model. *Technological Forecasting and Social Change*, 180, 121731. <https://doi.org/10.1016/j.techfore.2022.121731>
- Sharma, A., Dwivedi, Y. K., Arya, V., & Siddiqui, M. Q. (2021). Does SMS advertising still have relevance to increase consumer purchase intention? A hybrid PLS-SEM-neural network modelling approach. *Computers in Human Behavior*, 124, 106919. <https://doi.org/10.1016/j.chb.2021.106919>
- Sohn, J. W., & Kim, J. K. (2020). Factors that influence purchase intentions in social commerce. *Technology in Society*, 63, 101365. <https://doi.org/10.1016/j.techsoc.2020.101365>
- Sriram, K. V., Namitha, K. P., & Kamath, G. B. (2021). Social media advertisements and their influence on consumer purchase intention. *Cogent Business & Management*, 8(1), 2000697. <https://doi.org/10.1080/23311975.2021.2000697>
- Sumiyana, S., & Saputra, M. A. (2023). Competing with Media Richness: Cognitive and Psychological Endowment Effects

- as the Fundamentally Pervasive Perspective of Learning Performance. *Human Behavior and Emerging Technologies*, 2023(1), 9929307. <https://doi.org/10.1155/2023/9929307>
- Tudoran, A. A. (2022). A machine learning approach to identifying decision-making styles for managing customer relationships. *Electronic Markets*, 32(1), 351-374. <https://doi.org/10.1007/s12525-021-00515-x>
- Uddin, B. (2023). Consumers' Purchase Behavior in Bangladesh: Green Products Perspectives. *Journal of Sustainable Tourism and Entrepreneurship*, 4(2), 117-130. <https://doi.org/10.35912/joste.v4i2.475>
- Venkatraman, V., Dimoka, A., Vo, K., & Pavlou, P. A. (2021). Relative Effectiveness of Print and Digital Advertising: A Memory Perspective. *Journal of Marketing Research*, 58(5), 827-844. <https://doi.org/10.1177/00222437211034438>
- Vrontis, D., Makrides, A., Christofi, M., & Thrassou, A. (2021). Social media influencer marketing: A systematic review, integrative framework and future research agenda. *International Journal of Consumer Studies*, 45(4), 617-644. <https://doi.org/10.1111/ijcs.12647>
- Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020). Influencer Endorsements: How Advertising Disclosure and Source Credibility Affect Consumer Purchase Intention on Social Media. *Australasian Marketing Journal*, 28(4), 160-170. <https://doi.org/10.1016/j.ausmj.2020.03.002>