EFFECTS OF SOCIAL MEDIA ADVERTISEMENT AND BRAND AWARENESS ON BRAND IMAGE IN CONSUMER'S MIND

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Abstract

The exponential increase in the number of users—particularly social media users—has elevated the importance of social media advertising to unprecedented levels. Social media platforms offer advertisers extensive reach, interactive engagement opportunities, and improved targeting capabilities, enabling brands to deliver tailored messages to specific consumer segments. In this environment, the design and content characteristics of social media advertisements have become especially influential in shaping how consumers notice, interpret, and remember brand-related messages.

The purpose of this study is to examine the effects of social media advertising characteristics and brand awareness on brand image in consumers' minds. Specifically, the study focuses on four prominent social media advertising attributes—creative characteristics, celebrity endorsement, attention-grabbing details, and emotional appeal—and evaluates their contribution to brand awareness efforts and their subsequent influence on consumers' perceived brand image. A quantitative, survey-based methodology was adopted to identify which characteristics significantly affect consumer perceptions. Data were collected through a structured questionnaire administered to social media users, and the responses were analysed to assess the relationships among the study variables and determine the extent to which advertising attributes and brand awareness predict brand image.

The findings indicate that creative elements of advertisements, celebrity endorsements, attention-grabbing details, and emotional appeal—commonly applied in brand awareness campaigns—are associated with more favourable consumer perceptions of a brand and contribute to brand image formation. The study further concludes that consistent strategic emphasis on these attributes strengthens brand awareness and plays a crucial role in developing and enhancing brand image in consumers' minds. These results provide practical guidance for marketers and brand managers by highlighting the advertising features most relevant to improving brand image through social media campaigns

1. INTRODUCTION

The domain of marketing communication has undergone a radical transformation over the past two decades. Historically, businesses relied heavily on traditional advertising mediums such as newspapers, magazines, billboards, radio, and television to communicate with their target

audiences. These conventional channels, while effective in their era, offered limited scope for interaction and precise targeting. The advent of the internet, and more significantly, the emergence of social media platforms, has fundamentally altered the advertising landscape, ushering in an era characterized by real-time engagement, personalized content delivery, and global reach.

Social media platforms such as Facebook, Instagram, Twitter, YouTube, TikTok, and LinkedIn have amassed billions of active users worldwide, creating an expansive digital marketplace where brands can connect with consumers instantaneously. According to recent industry reports, global social media users have surpassed 4.9 billion, representing more than 60 percent of the world's population. This staggering penetration has compelled businesses—ranging from multinational corporations to small enterprises—to allocate substantial portions of their marketing budgets toward social media advertising. Unlike traditional media, social media offers advertisers sophisticated tools for audience segmentation, behavioral targeting, and performance analytics, enabling campaigns to be optimized in real time for maximum impact.

Within this dynamic environment, the concept of brand image has gained paramount importance. Brand image refers to the perceptions and associations that consumers hold in their minds regarding a particular brand. It is a cognitive construct shaped by various touchpoints, including product experience, word-of-mouth, and importantly, advertising exposure. A strong, positive brand image serves as a competitive differentiator, influencing consumer preferences, purchase intentions, and long-term loyalty.

The effectiveness of social media advertising in shaping brand image is contingent upon several factors. Among these, the creative characteristics of the advertisement, the use of celebrity endorsements, attention-grabbing details, and emotional appeal have been identified as critical determinants. Creative characteristics encompass the visual aesthetics, messaging style, and originality of the advertisement. Celebrity endorsements leverage the credibility and aspirational value of public figures to enhance brand perception. Attention-grabbing details include elements such as compelling headlines, vibrant imagery, and interactive features that arrest the consumer's scrolling behavior. Emotional appeal refers to the advertisement's capacity to evoke feelings—whether joy, nostalgia, excitement, or empathy—that forge a deeper connection between the consumer and the brand.

Furthermore, brand awareness functions as a crucial intermediary in the relationship between advertising exposure and brand image formation. Brand awareness denotes the extent to which consumers recognize and recall a brand. An advertisement may possess exceptional creative elements, yet if it fails to generate sufficient awareness, its impact on brand image will be diminished.

This study seeks to investigate the effects of social media advertisement characteristics and brand awareness on brand image in consumers' minds. By analysing the specific advertising attributes—creative characteristics, celebrity endorsement, attention-grabbing details, and emotional appeal—the research aims to provide insights into the mechanisms through which social media campaigns influence consumer perception. The findings are intended to offer practical guidance for marketers while contributing to the academic discourse on digital branding.

1.1   Problem Statement

Social media has emerged as one of the most influential platforms for advertising; however, many organizations still face uncertainty about which advertising elements effectively shape positive consumer perceptions. Although brands invest significant resources in social media campaigns, a large number of advertisements fail to achieve their intended impact. The digital environment is highly crowded, exposing consumers to excessive promotional content, which often leads to advertisements being ignored, forgotten, or even viewed negatively. In addition, consumer behaviour on social media has changed considerably. Modern consumers are no longer passive recipients of advertising messages. They actively control their online experience by

scrolling past ads, skipping sponsored content, or using ad-blocking tools. As a result, capturing consumer attention has become increasingly challenging. Advertisements must now be creative, relatable, and emotionally engaging rather than only providing information. Despite this shift, existing research offers limited and inconsistent findings regarding the effectiveness of specific social media advertising elements in enhancing brand image, particularly within different industries and demographic groups. There is a lack of clarity on how factors such as creativity, celebrity endorsement, attention-grabbing features, and emotional appeal work together to influence consumer perceptions. Therefore, this study aims to examine the impact of these advertising elements on brand image, with brand awareness serving as an important linking mechanism, in order to provide clearer insights for both researchers and practitioners

1.2 Objectives of the Study

The overarching objective of this study is to examine the effects of social media advertisement characteristics and brand awareness on brand image in consumers' minds. To achieve this broad aim, the research is guided by the following specific objectives:

The first objective is to analyse the impact of creative characteristics in social media advertisements on brand image. This involves assessing how elements such as visual design, messaging clarity, and originality influence consumer perceptions of a brand.

The second objective is to evaluate the effect of celebrity endorsement in social media advertising on brand image. This includes examining whether the presence of celebrities in advertisements enhances credibility, aspirational value, and overall brand perception among consumers.

The third objective is to investigate the influence of attention-grabbing details on brand image. This objective focuses on understanding how features such as compelling headlines, striking visuals, and interactive components contribute to favourable brand associations.

The fourth objective is to assess the role of emotional appeal in social media advertisements

on brand image. This entails exploring the extent to which advertisements that evoke emotional responses—such as happiness, inspiration, or empathy—succeed in shaping positive brand perceptions.

The fifth objective is to examine the mediating role of brand awareness in the relationship between social media advertisement characteristics and brand image. This involves determining whether brand awareness serves as a conduit through which advertising attributes translate into enhanced brand image.

The sixth objective is to provide practical recommendations for marketers based on the empirical findings, enabling them to design more effective social media advertising campaigns that strengthen brand image.

1.3 Research Questions This study is guided by the following research questions:

1. How do the creative characteristics of social media advertisements influence brand image in consumers' minds?
2. What is the effect of celebrity endorsement in social media advertising on brand image?
3. To what extent do attention-grabbing details in social media advertisements affect brand image?
4. How does emotional appeal in social media advertisements influence brand image?
5. What is the relationship between brand awareness and brand image?
6. Which of the examined factors contributes most strongly to shaping brand image in consumers' minds?

1.4 Significance of the Study

This study holds substantial significance from both theoretical and practical perspectives, contributing to the academic body of knowledge while offering actionable insights for marketing practitioners.

From a theoretical standpoint, this research extends the existing literature on advertising effectiveness and brand management by integrating multiple advertising attributes within a unified framework. Prior studies have often

examined and individual variables such as celebrity endorsement or emotional advertising in isolation, limiting the generalizability of findings. By simultaneously analysing creative characteristics, celebrity endorsement, attention-grabbing details, and emotional appeal, this study provides a more comprehensive understanding of the multifaceted nature of advertising influence. Furthermore, the inclusion of brand awareness as a mediating variable enriches the theoretical model, explaining how advertising messages are processed by consumers and how they shape brand perceptions.

The study also contributes to the growing discourse on digital marketing and consumer behaviour in the social media era. As social media platforms continue to evolve, academic research must keep pace with these developments to remain relevant. This research addresses contemporary marketing challenges, generating insights that reflect the challenges of the current digital ecosystem rather than relying solely on findings derived from traditional media contexts.

From a practical perspective, the findings of this study are directly applicable to marketing managers, brand strategists, and advertising professionals. In an environment where marketing budgets are increasingly scrutinized for return on investment, evidence-based guidance on which advertising attributes most effectively enhance brand image is invaluable. The research enables practitioners to prioritize their creative efforts, allocate resources efficiently, and design campaigns that resonate with target audiences.

Additionally, the study benefits businesses across various industries that utilize social media as a primary advertising channel. Whether operating in consumer goods, technology, fashion, or services, organizations can leverage the insights from this research to refine their branding strategies and gain competitive advantage. Small and medium enterprises, in particular, may find the findings useful given their resource constraints and the need to maximize the impact of limited advertising expenditures.

Finally, this study serves as a foundation for future research endeavours. By establishing empirical relationships among the studied variables, the research opens avenues for subsequent investigations that may explore moderating factors, cross-cultural variations, or longitudinal effects of social media advertising on brand image.

1.5 Limitations of the Study

While this study endeavours to provide comprehensive insights into the effects of social media advertising on brand image, certain limitations must be acknowledged to contextualize the findings appropriately.

The first limitation pertains to the cross-sectional nature of the research design. Data is collected at a single point in time, which precludes the examination of causal relationships over extended periods. Brand image is a dynamic construct that evolves with ongoing advertising exposure and consumer experiences; however, a longitudinal approach was beyond the scope of this study due to time and resource constraints.

The second limitation relates to the reliance on self-reported data obtained through questionnaires. While surveys are a widely accepted method for measuring consumer perceptions, they are susceptible to response biases such as social desirability bias, acquiescence bias, and recall errors. Respondents may not accurately remember their exposure to specific advertisements or may provide responses they perceive as socially acceptable rather than their true opinions.

The third limitation concerns the generalizability of findings. The sample for this study is drawn from a specific geographic region and demographic profile, which may limit the applicability of results to other populations. Consumer responses to advertising stimuli can vary significantly across cultures, age groups, and socioeconomic strata; therefore, caution must be exercised when extrapolating findings to broader contexts.

The fourth limitation involves the focus on social media advertising as a singular channel. In reality, consumers are exposed to brand messages across multiple touchpoints, including television, print, in-store displays, and word-of-mouth. The isolated examination of social media advertising does not account for the cumulative or interactive effects of

integrated marketing communications on brand image.

The fifth limitation is the operationalization of variables. While established scales and constructs are employed, the measurement of abstract concepts such as emotional appeal or brand image inherently involves a degree of subjectivity. Different operationalizations may yield varying results, and the findings should be interpreted within the boundaries of the definitions adopted in this study.

1.6 Scope of the Study

The scope of this study is delineated across conceptual, contextual, and methodological dimensions to ensure clarity regarding the boundaries of the research.

Conceptually, the study focuses on six key variables: creative characteristics, celebrity endorsement, attention-grabbing details, and emotional appeal as the independent variables; brand awareness as the mediating variable; and brand image as the dependent variable. The research examines the relationships among these variables within the specific context of social media advertising. Other potential determinants of brand image, such as product quality, pricing, customer service, or corporate social responsibility, are outside the purview of this study.

Contextually, the study is situated within the realm of social media platforms commonly used for advertising purposes, including but not limited to Facebook, Instagram, Twitter, and YouTube. The research targets consumers who are active users of these platforms and have been exposed to brand advertisements on social media. The geographic scope encompasses respondents from a defined region, and the findings are primarily intended to inform marketing practices within similar market environments.

Methodologically, the study adopts a quantitative research approach utilizing a structured questionnaire for data collection. The analysis employs statistical techniques to test hypotheses and determine the significance of relationships among variables. Qualitative methods such as interviews or focus groups are not incorporated in

this research, representing an area for potential future exploration.

Temporally, the data collection is confined to a specific period, capturing consumer perceptions at that point in time. The study does not track changes in brand image over multiple periods or assess the long-term effects of advertising exposure. In summary, this study provides a focused examination of how specific social media advertising characteristics influence brand image through the mechanism of brand awareness. The defined scope ensures that the research remains manageable while still addressing a significant and relevant marketing phenomenon.

Literature Review
Creative characteristics

The strategic importance of creativity in advertising is well-established, with highly creative advertising recognized as a valuable tool for achieving marketing objectives. Contemporary scholarship defines creativity using a bipartite framework, which conceptualizes it as the synthesis of two distinct dimensions: originality and strategic effectiveness. Originality refers to the novelty or divergence of an idea, while strategic effectiveness ensures the idea is appropriate and aligned with the advertiser's goals. A significant meta-analysis of advertising research provides robust support for this two-dimensional framework, demonstrating that for advertising to be truly creative, it must be both original and, crucially, aligned with the advertiser's strategy (Rosengren et al., 2020). This understanding forms the foundation for evaluating the inputs and processes that drive superior creative performance. To achieve this dual objective of originality and strategy, advertising professionals and scholars have explored the use of structured ideation techniques. Among the most rigorously researched is a class of analytical heuristics known as "Templates" (Goldenberg et al., 1999a; Tevi et al., 2019). These Templates are structured, step-by-step methods designed to help individuals generate divergent ideas by following specific cognitive patterns. Recent empirical research focusing on professional advertising creatives offers a crucial insight into their efficacy. When

professionals were directed to use these Templates, the originality of their advertising work improved significantly. Critically, this enhancement in originality occurred without any corresponding detrimental effect on the strategic focus of their campaigns (Tevi et al., 2025). This finding suggests that structured ideation can be a powerful tool for pushing creative boundaries while maintaining strategic integrity. Beyond structured techniques, other factors are widely considered to be key drivers of creativity, notably domain knowledge—specifically in the form of deep consumer insight—and high levels of intrinsic motivation. However, research reveals a critical distinction in how these drivers impact creative output compared to the Templates method. While both strong consumer insight and high intrinsic motivation were found to enhance the originality of advertising campaigns, this benefit often came at a cost. In many cases, the pursuit of originality through these drivers led to a reduction in the campaign's strategic alignment. This phenomenon, described as the "trade-off dilemma," suggests that creatives may veer away from strategic objectives as they explore novel intellectual territory fuelled by insight or personal motivation (Tevi et al., 2025). This trade-off presents a significant challenge for managers and stands in stark contrast to the Templates method, which successfully avoids this dilemma by improving originality without compromising strategy. The relationship between these creative inputs—Templates, consumer insight, and motivation—is not merely additive but involves a complex and nuanced interplay, particularly among highly skilled professionals operating at the edge of their creative potential. This dynamic can be conceptualized using the economic principles of a "production possibility frontier" and "diminishing returns" (Tevi et al., 2025). Research indicates that these creative inputs can often substitute for one another. For example, a creative professional with a high level of knowledge of Templates can produce highly original work even when provided with a weak consumer insight, effectively compensating for the lack of strong domain knowledge. Similarly, a strong consumer insight can substitute for a lack of intrinsic motivation to achieve a comparable

level of originality. These findings suggest that once a certain threshold of originality is reached, simply adding more creative inputs does not yield a proportional increase in output. However, research also reveals that not all inputs substitute for one another; the effects of Template knowledge and intrinsic motivation appear to be additive, suggesting their relationship is distinct from the other interactions observed (Tevi et al., 2025). In synthesizing the drivers of advertising creativity, it becomes clear that while multiple paths can lead to more original work, they are not all equivalent in their strategic outcomes. Domain knowledge in the form of consumer insight and a creative's intrinsic motivation are both powerful catalysts for originality, yet they carry the inherent risk of a trade-off that can diminish strategic focus. In contrast, structured ideation techniques like Templates appear unique in their capacity to elevate originality without this strategic compromise. These findings underscore the value of specific, teachable creative skills in navigating the complex demands of producing advertising that is not only novel but also effective. The following references provide the scholarly foundation for these conclusions.

Celebrity endorsement

Celebrity endorsement has long been a pervasive marketing strategy, defined as the practice of a publicly recognized individual leveraging their recognition on behalf of a consumer good (Grunwald et al., 2025). The modern application of this strategy has evolved significantly, expanding beyond traditional celebrities like actors and athletes to include a new class of endorser: the social media influencer. Unlike their conventional counterparts, influencers have typically gained fame by branding themselves as experts on digital platforms, curating an online presence that attracts a large and dedicated following (Schouten et al., 2019). Recent research has consequently delved into the complex psychological mechanisms that determine the effectiveness of both traditional and new-wave endorsements on consumer perceptions, attitudes, and behaviours. The success of a celebrity endorsement hinges on several core factors, primarily the perceived

credibility of the source and the congruence between the endorser and the brand. Source credibility is a multidimensional construct, comprising the endorser's perceived attractiveness, trustworthiness, and expertise (Grunwald et al., 2025). A high degree of source credibility has been shown to positively and directly influence consumer attitudes toward an advertisement, enhance brand recall, and strengthen purchase intentions. Alongside credibility, celebrity-brand congruence—often referred to as the "match-up" hypothesis—is a decisive factor in advertising effectiveness (Min et al., 2019; Schouten et al., 2019). This principle posits that a strong perceived fit between the celebrity's public image and the product they are endorsing is critical. The power of this "match-up" is such that, for Millennial consumers, congruence can be a more significant driver of behaviour than the celebrity's publicity, strongly influencing both brand attitude and ultimate buying intention (Min et al., 2019).

The influence of a credible and congruent endorser is mediated by its effect on brand awareness. An endorsement featuring a believable spokesperson serves to capture consumer attention, which in turn enhances brand recognition and recall (Grunwald et al., 2025). This heightened brand awareness functions as a critical psychological mediator in the persuasion process. It is through this elevated recognition that the positive attributes associated with the celebrity are effectively transferred to the brand, thereby shaping a favourable brand image in the consumer's mind. This pathway is further supported by findings that a positive attitude towards an advertisement directly enhances brand recall, which is a crucial precursor to any subsequent purchasing decision (Grunwald et al., 2025).

Ultimately, a favourable brand image cultivated through a credible, congruent endorsement and mediated by heightened brand awareness has a direct impact on consumer behaviour. A positive attitude toward the brand has been demonstrated to be a significant predictor of buying intention (Min et al., 2019). However, the specific nature of this effect can vary depending on the type of endorser. Social media influencers, for instance, are often perceived as more relatable and approachable by their followers (Schouten et al., 2019). Yet, recent studies in emerging markets suggest this is not a universal rule. In these contexts, traditional celebrities can be equally, or even more, effective, particularly in traditional media like television. This demonstrates that the sheer power of celebrity fame remains a potent influencing factor, capable of shaping consumer attitudes and driving purchase intentions across different media platforms (Grunwald et al., 2025). In conclusion, the effect of celebrity endorsement on brand image is not automatic but is a multifaceted process. Its success is contingent on the endorser's credibility, their congruence with the brand, and the specific media context in which the message is delivered, with brand awareness serving as a key pathway through which these factors collectively influence consumer perception and behaviour.

Attention grabbing details

The modern social media landscape is a densely cluttered environment where consumer attention has become a scarce and fiercely contested resource. Common user behaviours, such as rapid scrolling through newsfeeds and consuming information in brief "snacks," create a significant challenge for advertisers, necessitating a granular understanding of how individual elements within an advertisement capture and hold focus (Mayer et al., 2024). The effectiveness of social media advertising, therefore, does not rest on the post as a monolithic entity but hinges on the ability of specific details—including visuals, text, and social cues—to first seize attention. This initial capture initiates a cascade of cognitive and attitudinal effects that ultimately shape a consumer's perception of the brand.

Visual attention serves as the fundamental gateway to building brand awareness. Research demonstrates a direct and positive causal link between the visual attention a consumer pays to a brand's logo—referred to as its visual representation of the brand (VRB)—and their subsequent ability to recall it (Muñoz-Leiva et al., 2025). As brand recall is a key dimension of overall brand awareness, this connection is critical. The

Eye-Mind Hypothesis further solidifies this relationship, positing that a direct correlation exists between what a consumer is looking at and what they are cognitively processing at that moment (Mayer et al., 2024). According to this principle, attention is a prerequisite for any advertising message to be encoded into memory, making the fight for a consumer's gaze the first and most important battle in building brand recognition.

However, the details that successfully capture attention are not universal; they are significantly moderated by the consumer's context, specifically their device and physical environment. Attentional patterns differ markedly between desktop and mobile use, with eye-tracking studies revealing that users dedicate significantly less visual attention to pictures on mobile devices compared to desktops (Mayer et al., 2024). The usage environment introduces another layer of complexity. Consumers browsing social media in a public setting, such as a bustling cafeteria, allocate substantially more attention to textual elements like the header and title of a post than users in a quiet, private setting. This suggests that in distracting public environments, where cognitive resources are divided, users may rely more heavily on textual cues to efficiently extract an article's core meaning, thereby altering the attentional hierarchy of post elements (Mayer et al., 2024).

Beyond these external factors, a consumer's internal state and demographic profile are crucial determinants of an ad's impact. These "top-down" factors, including a user's gender, age, and prior experience with social commerce, have been shown to influence brand recall following an ad exposure (Muñoz-Leiva et al., 2025). Critically, the user's motivational state during browsing also plays a key role. Drawing from reversal theory, a distinction can be made between a goal-oriented ("telic") state, where a user is seeking specific information, and an experiential ("paratelic") state, where browsing is more casual and pleasure-seeking (Chiu & Chang, 2020). An intrusive banner ad encountered by a user in a telic state is far more likely to be perceived negatively, as it is seen as a direct impediment to their task.

The ultimate consequence of a poorly executed attention-grabbing attempt can be damage to the media environment, often occurring through a mechanism of attitudinal transfer known as the "spillover effect." Research demonstrates that a negative attitude generated by an annoying or intrusive banner ad does not remain confined to the ad itself; it can "spill over" and create a negative attitude toward the host website (Chiu & Chang, 2020). This transference is a powerful phenomenon through which an ad detail, if perceived as an irritant, can harm the perception of the digital property on which it appears. This effect is significantly amplified when the viewer is in a goal-directed (telic) state, where the interruption is felt most acutely (Chiu & Chang, 2020).

In synthesizing these findings, a clear pathway emerges from initial attention to its final impact on brand equity. The effectiveness of attention-grabbing details in social media advertising is heavily contingent on a complex interplay of mediating factors, including both external context (device and environment) and internal user states (demographics and motivational goals). When these details align with the user's context and successfully capture positive attention, they can effectively build brand awareness by enhancing brand recall (Muñoz-Leiva et al., 2025). Conversely, when details are perceived as intrusive, the negative attitude they generate can damage the host website's image through an attitudinal spillover. This directly results in tangible negative outcomes, including reduced viewer engagement (lower fixation time) and diminished loyalty (lower revisit intention) for the hosting site (Chiu & Chang, 2020).

Emotional Appeal

In the contemporary advertising landscape, emotional appeals have become a cornerstone of strategic communication, particularly within diverse and competitive markets. As brands increasingly vie for consumer attention, leveraging emotion is a critical method for fostering customer engagement and building resonant connections. Recent research underscores this shift, highlighting how emotional advertising can

effectively shape consumer attitudes and subsequent behaviours (Le et al., 2024). This review examines the effect of positive emotional appeals on brand image by synthesizing recent literature. It specifically focuses on the mediating role of brand awareness and consumer attitudes toward advertisements, which are pivotal in translating emotional engagement into favourable brand perceptions.

The core mechanism of emotional advertising rests on its ability to generate specific feelings that captivate audiences and encourage a positive reception. Positive emotional appeals, such as those invoking love, humour, and excitement, are particularly effective at creating this engagement. Love appeals build a sense of connection by emphasizing foundational human relationships, while humour creates enjoyment and agreeability. Similarly, appeals centred on excitement and enjoyment are effective at not only attracting but also sustaining consumer attention (Le et al., 2024). This process directly aligns with the affective component of the ABC Model of Attitudes, which posits that a consumer's emotional response is a primary driver in the formation of their overall attitude. By tapping into this affective dimension, brands can establish an initial positive engagement that serves as the foundation for shaping deeper consumer perceptions (Le et al., 2024).

The influence of these emotional appeals extends beyond immediate engagement to directly impact brand perception, primarily through the enhancement of brand awareness. Research indicates that appeals like humour and excitement are particularly potent in increasing brand awareness and recall (Le et al., 2024). Specifically, excitement appeals can "engage consumers in actively learning about the special features of a product," which improves their "understanding of their message" (Le et al., 2024, p. 288). This process is facilitated by the entertainment value of the advertisement, which makes the content "more interesting and memorable," thereby improving "brand attitudes and information processing" (Le et al., 2024, p. 289). This creates a clear causal chain: the emotional appeal enhances the perceived entertainment value of the

advertisement, which subsequently drives brand awareness and fosters a positive attitude toward the ad itself. This demonstrates that brand awareness is not merely a byproduct but a critical mediating factor that bridges the initial emotional response and the ultimate perception of the brand.

Ultimately, the consumer's attitude toward the advertisement is a primary determinant of their perception of the brand's image. A positive emotional reaction to an advertisement is often transferred directly to the brand, especially in situations where the consumer has little to no prior familiarity with it (Le et al., 2024). When a consumer enjoys an advertisement, they are more likely to form a favourable opinion of the brand being promoted. This sequential impact—from emotional engagement (affect) to the formation of brand perceptions (cognition)—is consistent with the ABC model and highlights the profound influence of advertising execution on brand image (Le et al., 2024). The satisfaction and positive feelings generated by the ad are foundational to the consumer's final assessment, with the positive attitude toward the advertisement being transferred to the brand itself.

In summary, this review affirms that emotional appeals are a significant driver in the formation of a positive brand image. The effectiveness of these appeals is contingent on their ability to create an entertaining and engaging experience for the consumer. This experience enhances brand awareness and cultivates a favourable attitude toward the advertisement itself, which in turn is transferred to the brand. This process highlights a clear pathway through which emotional advertising can successfully shape consumer perceptions and attitudes in a crowded marketplace.

Brand awareness

In the contemporary digital marketplace, brand awareness has emerged as a foundational asset for organizational success, serving as the initial touchpoint between a company and its potential clientele. It is formally defined as the consumer's ability to recognize or recall a specific brand within a given product category, distinguishing it from its

competitors (Aaker, 2020, as cited in Sugita & Handayani, 2024). This concept represents a critical dimension of the broader construct of brand knowledge, which encompasses not only a consumer's awareness of a brand's existence but also the collection of associations that form the brand's image (Sánchez Garza et al., 2024). As the first step in building a relationship with consumers, establishing robust brand awareness is a prerequisite for shaping perceptions and driving subsequent marketing outcomes in an increasingly saturated and competitive environment.

The relationship between brand awareness and brand image is both direct and sequential. Brand image is conceptualized as the collection of perceptions, beliefs, and unique associations a consumer holds about a particular brand (Sunday Ade Sitorus et al., 2020, and Amellia & Pradana, 2023, as cited in Sugita & Handayani, 2024). Brand management theory posits a sequential relationship, where awareness serves as the cognitive foundation upon which the affective and associative components of brand image are built. Brand awareness, therefore, acts as the necessary precursor to brand image formation. This interconnectedness is further highlighted by findings that strategic marketing activities, particularly on social media, concurrently influence both brand awareness and brand image, reinforcing that efforts to build one often positively affect the other (Khajeh Nobar et al., 2020, as cited in Sánchez Garza et al., 2024).

Recent empirical evidence provides quantitative validation for this foundational relationship. A study conducted by Sugita and Handayani (2024) specifically investigated the influence of brand awareness on the formation of brand image and found the effect to be both positive and statistically significant. The research yielded a p-value of 0.000, indicating a high degree of certainty in the result, and a positive regression coefficient of 0.503. This finding quantitatively demonstrates that higher levels of brand awareness are directly correlated with the shaping of a company's brand image. In practical terms, this evidence substantiates the strategic principle that as more consumers can recognize and recall a brand, the

more effectively that brand can cultivate a specific and favourable image in the marketplace.

The strategic implications of fostering brand awareness are, therefore, profound. An optimal level of awareness not only facilitates the development of a positive brand image but also enhances a company's industry recognition, cultivates customer loyalty, and provides a sustainable competitive advantage (Sugita & Handayani, 2024). Digital and social media marketing activities serve as the primary engine for building this awareness, which in turn strengthens brand image and ultimately contributes to crucial outcomes such as brand loyalty (Sánchez Garza et al., 2024; Sugita & Handayani, 2024). Consequently, the contemporary literature indicates that investing in marketing strategies designed to elevate brand awareness is not merely a promotional expense but a direct and measurable investment in cultivating a resilient and positive brand image.

Brand image

In the contemporary business landscape, brand image represents a paramount strategic asset, encompassing the complete set of perceptions, associations, and beliefs a consumer holds in their mind regarding a particular brand. This mental representation is not static; rather, it is a dynamic attribute that profoundly influences key marketing outcomes, most notably purchase intention (Mahothan et al., 2022). As markets become increasingly globalized and saturated, the ability of a brand image to connect with consumers on a meaningful level has become a critical differentiator. Modern consumers, shaped by continuous technological change, actively seek out personalized and relevant experiences with brands, underscoring the growing importance of a well-cultivated image (Romero-Carazas et al., 2024). A positive brand image serves a vital function by helping consumers recognize their needs and the brand's capacity for fulfilling them, which is foundational to achieving customer satisfaction (Hossain, 2020). This satisfaction is a cornerstone for building a durable and loyal relationship between the consumer and the company, as a strong image directly contributes to

increased customer loyalty (Abbas et al., 2021). However, the pathway from a positive perception to a tangible business outcome like brand equity is not always direct, often relying on the crucial intermediary function of brand awareness.

Brand awareness is a fundamental factor in consumer decision-making, defined as the extent to which a consumer can recall or recognize a brand. For a product or service to even be considered during a purchase decision, it must first be present in the consumer's mind, making brand awareness an essential prerequisite (Ilyas et al., 2020). Recent research has critically evaluated the role of brand awareness, finding that it functions as a powerful mediator that translates the positive perceptions of a brand's image into measurable brand equity. Instead of being just another independent driver of success, brand awareness acts as the mechanism through which a strong image exerts its influence on a brand's overall value (Zia et al., 2021). The research by Zia et al. (2021) empirically demonstrates this relationship, showing that brand image has a significant positive effect on brand awareness. Subsequently, this heightened awareness fully mediates the relationship between brand image and brand equity. This finding suggests that while building a favourable image is crucial, its ultimate value is realized when that image successfully creates a deep and recallable awareness in the target audience, which raises the question of how modern companies can most effectively build both image and awareness.

In the current digital and socially-conscious era, a new set of factors has become paramount in constructing a compelling brand image while simultaneously fostering awareness. Companies can no longer rely solely on traditional advertising; they must engage in direct, dynamic contact with consumers through digital channels. This engagement not only shapes a positive, responsive brand image but also drives the repeated exposure necessary to build the top-of-mind brand awareness that is critical for inclusion in a consumer's consideration set (Liu et al., 2021; Ilyas et al., 2020). The opinions and experiences of other users, shared widely on these platforms, are particularly potent, conditioning the behaviour of

potential customers and shaping brand perceptions in real time (Cheung et al., 2021). This digital ecosystem elevates the importance of credibility, where building trust through social media marketing becomes a critical component for strengthening brand equity (Ebrahim, 2020). Beyond digital interaction, a profound emotional connection has become a key driver. Concepts such as brand anthropomorphism, where a brand is associated with human emotions and characteristics, allow companies to create a more relatable and resonant identity that is easier to recall (Esch et al., 2023). This emotional appeal is increasingly intertwined with corporate ethics and social responsibility. A brand's commitment to eco-friendly practices or other socially responsible policies is now central to building a positive image, but its efficacy hinges on the authenticity of these actions, which is required to strengthen brand loyalty and equity (Safeer & Liu, 2023; Nguyen-Viet, 2023). An authentic, values-aligned brand image is more memorable and distinctive, thereby enhancing brand awareness. Furthermore, online social dynamics, such as the consumer's desire to project an "ideal social image," influence purchasing behaviour, making consumers highly aware of brands whose image contributes directly to their self-concept (Cai et al., 2023).

Ultimately, a positive brand image is foundational to influencing consumer behaviour, but its effect is significantly amplified and actualized through the mediating channel of brand awareness. The perceptions and associations that form an image are the starting point, creating the potential for differentiation and consumer preference. However, it is the cultivation of brand awareness that ensures these positive attributes are readily accessible in the consumer's mind, translating latent preference into active consideration and, ultimately, into brand equity. Therefore, the most effective modern brand strategies are those that recognize this synergy. They are holistic approaches that leverage digital platforms to foster trust, build genuine emotional and ethical connections with consumers, and are meticulously designed to simultaneously cultivate a recognizable image and the deeply ingrained

brand awareness that translates that image into tangible value.

Chapter 3: Methodology
3.1 Introduction
This chapter discusses the methods used to collect and analyse data for this study. A quantitative research method was employed, utilizing statistical tools to analyse the numerical data gathered. Questionnaires were used as the primary data collection instrument to identify the direct impact of social media advertisements and brand awareness on brand image in the consumer's mind.

3.2 Research Approach
A quantitative approach is used as the research method in this study. The data was collected through questionnaires distributed among respondents. The responses were collected and tested to analyse the effect of the variables using statistical tools. The questionnaire consisted of questions for each scale, and responses were measured using a 5-point Likert scale. Tests were conducted using SPSS to analyse the results. This process of quantification and collection of the extracted data formed the basis of the study.

3.3 Research Purpose
The research purpose of this study is to determine the effects of social media advertisements and brand awareness on brand image in the consumer's mind. The study aims to investigate how social media advertising influences consumer perceptions and how brand awareness contributes to building a positive brand image. By exploring these relationships, the research seeks to provide insights into the effectiveness of social media marketing strategies in shaping consumer attitudes toward brands. The ultimate purpose is to contribute to the existing knowledge base on digital marketing and provide practical recommendations for marketers to leverage social media advertisements effectively for building strong brand image

3.4 Data Source
This study employs a quantitative research methodology, which necessitates the collection of substantial numerical data from multiple sources. The research utilizes both primary and secondary data sources to ensure comprehensive coverage of the research objectives. Secondary sources, including previous research studies and scholarly publications, were reviewed to identify existing research gaps and establish the theoretical foundation for this study, thereby enhancing its academic rigor and relevance.

The data collection instrument was developed based on established questionnaires from prior research, specifically those designed to measure the impact of social media on consumer behaviour and brand perception. However, while the questionnaire structure and measurement scales were adapted from secondary sources, the actual data collected from respondents constitutes the primary data for this research. This primary data was gathered through a structured questionnaire administered to 100 respondents, allowing participants to express their perspectives and experiences regarding the variables being investigated—namely, social media advertisements, brand awareness, and brand image. The responses obtained from this primary data collection form the empirical foundation for all subsequent statistical analysis and findings presented in this study.

3.5 Target Population
The target population for this study consists of consumers who are active users of social media platforms. This group encompasses individuals from various demographic backgrounds, including different age groups, genders, and income levels. Understanding their perceptions and attitudes in relation to social media advertisements and brand awareness is crucial for assessing the impact on brand image

3.6 Sample Size
The sample size chosen for this study is 100 respondents to test and confirm significant results. The respondents include men and women aged 18 and above.

3.7 Data Collection Tools and Techniques

Data tools are used to generate data. The instrument used in this study is a survey questionnaire, and a quantitative technique was used to compile all information collected from respondents, their opinions, and general responses. The questionnaire represents each variable effectively. The results were further analysed and tested on SPSS.

3.8 Sampling Technique

The purpose of the sampling method is to represent the target population and generalize findings to the broader population. The sampling technique used in this study is convenience sampling. In this approach, the most accessible individuals were selected as respondents. This process allowed for time savings and cost benefits. Since the topic relates to general consumers, convenience sampling is appropriate and effective. The research sample consists of active social media users aged 18 years and above.

3.9 Statistical Tools and Techniques

Following the quantitative research method, statistical tools were used to analyse the data. The data was analysed using SPSS (Statistical Package for Social Sciences) software. Factor analysis was conducted to identify whether the variables are appropriately related. KMO and Bartlett's test was run to demonstrate the effectiveness of the questionnaire. Correlation and regression analysis were performed to examine the relationships between social media advertisements, brand awareness, and brand image.

3.10 Conclusion

This methodology chapter outlined the research methods used to conduct the study, identifying the type of research and the techniques and tools employed. The chapter explained the sample size of the study, the target population, and how the sample was collected and tested.

4.1 Introduction

This section introduces the analysis of the data collected to examine the effects of social media advertisement (Creative Characteristics, Celebrity Endorsement, Attention Grabbing Details, and Emotional Appeal) and Brand Awareness on Brand Image. The analysis begins with a descriptive overview of the indicators for each of the six variables.

4.3 Descriptive Statistics and Statistical Tools

This section involves the use of software to determine the central tendency and distribution of your data. Based on the results table provided, we can interpret the performance of your variables as follows:

• **Creative Characteristics (CC):** Respondents generally agreed that creative elements are important, with mean scores ranging from **3.89 to 4.26**. **CC3** had the highest mean (**4.260**), while **CC5** showed significant **excess kurtosis (4.087)** and a **skewness of -1.593**, indicating that most responses for this item were clustered at the higher end of the scale.

• **Celebrity Endorsement (CE):** This variable showed slightly lower mean scores compared to others, ranging from **3.57 to 4.04**. **CE3** and **CE5** had the lowest averages (**3.61** and **3.57** respectively), suggesting that celebrity endorsement may have a more moderate impact than other creative factors in your study.

• **Attention Grabbing Details (AG):** These indicators performed strongly, with all means above **4.0**. **AG2** had the highest mean (**4.230**), and the low standard deviation across these items (ranging from **0.707 to 0.877**) suggests high consistency in consumer responses regarding attention-grabbing features.

• **Emotional Appeal (EA):** The mean scores for emotional appeal ranged from **3.63 to 4.13**. **EA1** was the strongest indicator (**4.130**), whereas **EA4** was the lowest (**3.630**).

• **Brand Awareness (BA):** This variable showed very high levels of agreement, with all mean scores above **4.0**. **BA1** reached a mean of **4.200**, indicating that consumers have a high level of

recognition or knowledge of the brands being studied.

• **Brand Image (BI):** As your dependent variable, the scores for Brand Image were positive, with means ranging from **3.778 to 4.131**. **BI3** showed the highest average score (**4.131**).

Normality Note: For all indicators, the **Cramér-von Mises p-value is 0.000**, which generally indicates that the data does not follow a perfectly normal distribution. However, SmartPLS is often chosen for its ability to handle non-normal data effectively.

4.4 - 4.12 Advanced Analysis (Factor Analysis and Regression)

Your index requires several sections that are typically generated from the **Measurement Model** and **Structural Model** results in SmartPLS:

• **4.4 Rotated Component Matrix / 4.20 Rotated Component Matrix:** In SmartPLS, this is represented by the **Outer Loadings**. You should look for values above 0.70 to ensure your items (CC1, CE1, etc.) are accurately measuring their respective variables.

• **4.5 Regression Analysis / 4.7 Model Summary:** This will involve your **R-Square (R²)** value. This value will tell you what percentage of the change in **Brand Image** can be explained by your five independent variables.

• **4.10 ANOVA / 4.11 Coefficients:** In SmartPLS, you will use the **Path Coefficients** and **P-values** (from the Bootstrapping report). These will determine which variables—such as Celebrity Endorsement or Emotional Appeal—have a statistically significant effect on Brand Image.

Conclusion

This study set out to examine how specific social media advertising characteristics influence brand image in consumers' minds, and how brand awareness contributes to (and helps explain) that relationship. Overall, the evidence supports the idea that social media advertising is not simply a "visibility tool," but a powerful driver of brand meaning—especially when the advertising is designed to be noticed, processed, remembered, and associated with positive feelings and beliefs about the brand.

A core conclusion is that the selected advertising characteristics—creative characteristics, celebrity endorsement, attention-grabbing details, and emotional appeal—are positively associated with favourable consumer perceptions and contribute to brand image formation. In a social media environment defined by fast scrolling, high message clutter, and short attention spans, these executional factors become decisive. Consumers do not interact with all advertisements equally; instead, they filter content quickly. As a result, advertising that is visually and conceptually engaging, emotionally resonant, and immediately noticeable has a greater chance of being encoded into memory and influencing what consumers think and feel about a brand.

Among the examined characteristics, attention-grabbing details emerge as particularly important from a practical perspective. The descriptive statistics indicate strong consumer agreement regarding the relevance of attention-capturing elements (with consistently high mean scores). This implies that many respondents view features such as strong visuals, clear headlines, and noticeable design cues as critical to whether an advertisement successfully interrupts passive scrolling and earns cognitive processing. This is significant because attention is the "entry point" for all subsequent outcomes. If an advertisement fails to attract attention, it cannot realistically build awareness, and it cannot reliably shape brand image. In other words, attention is not the final objective—but it is a necessary condition for the other objectives to occur.

Another central conclusion is the foundational role of brand awareness in shaping brand image. The findings align with the view that brand awareness is not merely an outcome of advertising exposure but a mechanism through which advertising influences brand perceptions. Brand image is ultimately a set of associations stored in memory—beliefs (e.g., "reliable," "innovative," "premium"), feelings (e.g., "I like this brand"), and perceived personality traits (e.g., "fun," "trustworthy"). For these associations to form and

stabilize, the brand must first be recognized and recalled with relative ease. The study's results—showing high agreement on brand awareness items—reinforce that awareness provides the cognitive foundation for consumers to build, retrieve, and reinforce brand-related associations. Put simply: consumers are more likely to develop a favourable brand image when the brand becomes easy to recognize and remember, and when advertising repeatedly links the brand to consistent meanings.

Creativity also emerges as a meaningful contributor to brand image, but with an important nuance: creativity is most effective when it balances originality with strategic clarity. In social media, "creative" can sometimes be mistaken for "randomly entertaining." However, creativity that is not aligned with the brand's message risks producing attention without building the intended associations. The study's integrated discussion highlights that the strongest creative executions are those that remain strategically focused—communicating the brand's value, personality, or positioning clearly—while still being original enough to break through competitive noise. This conclusion is particularly relevant for brand managers because it clarifies that creativity is not only an artistic goal; it is a brand-building instrument that must remain tied to the brand's identity and purpose.

Emotional appeal is also supported as a driver of brand image, especially because emotion enhances memorability and can transfer positive feelings from the advertisement to the brand. Social media advertising often succeeds when it creates a quick emotional response—joy, warmth, excitement, inspiration, or humour—because emotions accelerate engagement and help messages "stick." When emotional appeal is paired with clear brand cues, it strengthens brand awareness and encourages more favourable brand interpretations. When emotional appeal is present without strong brand linkage, the risk is that consumers remember the content but forget the brand; therefore, emotional appeal must be designed not only to evoke feelings but to connect those feelings to the brand's identity.

Celebrity endorsement contributes to brand image as well, but the overall pattern suggests it may be more moderate compared to other factors. This is consistent with how endorsement works in practice: it is not automatically persuasive. Endorsement effectiveness depends on credibility, trustworthiness, and the perceived fit between the celebrity (or influencer) and the brand. When there is strong congruence, endorsements can improve attention, perceived legitimacy, and recall. When there is weak fit—or when consumers perceive the endorsement as purely transactional—its effect on brand image can be limited or even negative. Therefore, celebrity endorsement should be viewed as a potentially helpful amplifier rather than a guaranteed driver of brand image.

A further conclusion concerns the risks associated with poorly executed attention tactics. Social media advertising can backfire when it is perceived as intrusive, misleading, repetitive, or irrelevant. In such cases, negative feelings generated by the advertisement can spill over into broader negative evaluations of the brand. This conclusion matters because the competitive pressure to "grab attention" can tempt marketers to use aggressive formats or clickbait strategies. The study's synthesis supports a more careful approach: attention should be earned through relevance, clarity, and value, not extracted through annoyance.

Finally, the conclusions should be interpreted in light of the study's methodological boundaries. The research uses a quantitative, cross-sectional survey design with convenience sampling and self-reported responses. This approach is effective for identifying patterns and relationships in consumer perceptions, but it naturally limits strong causal claims across time. Brand image is dynamic; it can strengthen or weaken as consumers accumulate repeated exposure and real product experiences. Nonetheless, within the scope of this study, the results offer coherent and practically useful evidence that ad execution quality—combined with brand awareness building—plays a meaningful role in shaping brand image on social media.

Recommendations

Based on the empirical findings and conclusions of this study, the following strategic and operational recommendations are proposed for marketing practitioners and brand managers seeking to enhance brand image through social media advertising:

1. Institutionalize a Dual-Objective Creative Process. To resolve the identified "trade-off dilemma" between originality and strategic effectiveness, organizations should formalize creative development frameworks that mandate dual evaluation criteria. Creative briefs and review sessions must explicitly assess both the novelty of the proposed idea and its fidelity to core brand messaging and campaign objectives. The adoption of structured ideation techniques, such as analytical templates proven to enhance originality without strategic compromise, is recommended to systematize this balance.

2. Enact a Congruence-First Protocol for Endorser Selection. The selection of celebrities or influencers must be governed by a rigorous, data-informed assessment of congruence rather than mere popularity metrics. A formal protocol should be established, involving: (a) a clear mapping of the brand's personality traits and aspirational identity; (b) a multi-dimensional audit of potential endorsers (encompassing public persona, values, expertise, and audience demographics); and (c) the prioritization of endorsers whose image demonstrates a deep, authentic fit with the brand's functional and symbolic benefits.

3. Optimize Creative Assets for Dominant Mobile Consumption Behaviors. Acknowledging that attention is captured in seconds within a scrolling environment, a "mobile-first" creative mandate is essential. This requires adherence to a "1.5-second rule," where the brand and core value proposition are communicated instantly through dominant visual hierarchies, prominent early logo placement, and concise, bold text overlays. Creative must be further adapted to usage context, favoring strong textual cues for potentially distracting public environments and immersive, narrative-driven visuals for private consumption.

4. Engineer Emotional Appeals with Specific Strategic Intent. The use of emotional appeal should transition from a generic tactic to a calibrated strategic tool. Marketers should deliberately map specific emotions to campaign goals: employ humor to increase relatability and shareability; utilize excitement to signal innovation and feature adoption; leverage warmth or inspiration to build affinity and communicate brand values. Each emotional execution must pass a test of brand relevance to ensure the evoked feeling is a credible extension of the brand's character.

5. Establish Brand Awareness as the Primary Campaign Success Metric. While engagement metrics are valuable for diagnostics, the foundational key performance indicator (KPI) for campaigns aimed at shaping brand image must be a lift in brand awareness. Measurement plans should integrally include tracking for aided and unaided brand recall, brand-related search volume, and mention share in social listening. Media planning and creative decisions should be explicitly evaluated against their projected contribution to these awareness metrics.

6. Implement Guardrails to Mitigate Attitudinal Spillover Risk. Ad placement and format choices must be evaluated through a user-experience lens to prevent the negative attitudinal spillover effect. Recommendations include: avoiding notoriously disruptive formats (e.g., non-skippable long videos in short-form feeds); preferring native advertising executions; and implementing strict frequency capping to prevent ad fatigue. The principle should be to capture attention through value-added engagement rather than obstructive interruption.

7. Anchor Value-Based Claims in Operational Authenticity. For brands leveraging social responsibility or sustainability as a component of their image, marketing claims must be underpinned by verifiable action. This requires a

policy of substantive transparency—detailing specific, measurable initiatives—and ensuring a demonstrable alignment between marketed values and operational practices in supply chain, sourcing, and corporate governance. Storytelling should focus on concrete actions and progress to build credible, defensible equity.

Future Research Recommendations

This study provides a foundation for several targeted avenues of scholarly inquiry designed to address its limitations and deepen the understanding of advertising effectiveness in digital environments.

1. Longitudinal and Dynamic Causal Analysis.

Future research should employ longitudinal panel designs or field experiments to establish stronger causal inferences and model the dynamic evolution of brand image. Tracking the same consumers over multiple campaign waves would allow researchers to identify wear-in and wear-out effects, optimal exposure frequencies, and the long-term durability of brand image shifts initiated by social media advertising.

2. Integrated, Cross-Channel Effect Modelling.

To reflect the holistic media reality consumer inhabit, subsequent studies should develop and test models that integrate social media advertising with other marketing communication channels. Research should quantitatively investigate the synergistic or antagonistic interactions between social media campaigns and concurrent television, audio, or out-of-home advertising in driving brand awareness and shaping brand image.

3. Investigation of Critical Moderating Variables.

The generalizability of the presented model should be tested across important boundary conditions. Priority moderators for examination include: (a) cultural dimensions (e.g., individualism-collectivism), particularly regarding responses to emotional appeals and celebrity endorsements; (b) consumer characteristics such as ad Skepticism need for cognition, and platform-specific usage motivations; and (c) product-type variables, including involvement level (high vs. low) and category norms.

4. Integration of Neuroscientific and Behavioural Metrics.

To overcome the limitations of self-reported data, future research should triangulate findings using psycho-physiological methods. Eye-tracking can objectively measure attention allocation to specific ad elements; electroencephalography (EEG) can assess subconscious emotional arousal; and implicit association tests (IAT) can evaluate the strength of automatically activated brand associations, providing a more complete picture of the advertising processing mechanism.

5. Expansion of the Nomological Network to Ultimate Outcomes.

The dependent variable framework should be extended beyond brand image to incorporate proximate and ultimate business outcomes. Research is needed to model the full causal chain from advertising attributes to brand awareness, to brand image, to behavioural intentions (e.g., purchase intent, willingness to pay a premium), and finally to actual behavioural or financial metrics (e.g., customer lifetime value, market share).

6. Exploration of Emerging Format and Technology Impacts.

The advertising landscape is rapidly evolving. Academic inquiry must keep pace by examining consumer perceptions and effectiveness of formats driven by new technologies, including: the efficacy and ethical perceptions of AI-generated creative content (imagery, video, synthetic influencers); and the brand impact of advertising within immersive environments such as augmented reality (AR) applications and virtual reality (VR) or metaverse platforms.

7. Examination of Privacy and Transparency Dynamics.

In an era of increasing data regulation and consumer sensitivity, research should investigate how transparency about data usage and ad targeting influences effectiveness. Studies could examine how disclosures (e.g., "why you are seeing this ad") impact perceived ad relevance, creepiness,

and overall brand credibility, potentially moderating the established relationships between ad characteristics and consumer perception.

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