

## **Investigating the Impact of Ad Characteristics on Social Media Ad Effectiveness in Egypt: Online Customer Engagement as a Mediator**



**Mohamed Abdelazim Abo El-Naga<sup>1</sup>, Marwa Tarek Abd El Azeem<sup>2</sup>, Rana Wagdi Abdelmoneam<sup>3</sup>**

<sup>1</sup>Alexandria University, Alexandria, Egypt

<sup>2,3</sup>Arab Academy for Science, Technology and Maritime Transport, Cairo, Egypt

### **ABSTRACT**

**Purpose** – This paper aims to investigate advertising effectiveness in various social media platforms. The present study uses a proposed framework to explore online advertising in Egypt. From a theoretical point of view, this study examines the relationship among three groups of factors including ad characteristics (perceived ad informativeness/ perceived ad entertainment, vividness, interactivity), online customer engagement and social media ad effectiveness among Egyptian consumers.

**Design/methodology** – The study examines advertising effectiveness in social media in terms of ad attitude and loyalty intentions. An online survey was conducted with 1300 social media users.

**Findings** – The results indicate that there's a significant positive impact of perceived ad informativeness on ad effectiveness whilst perceived ad entertainment, vividness and interactivity impact on ad effectiveness is insignificant. furthermore, it is observed that perceived ad informativeness and perceived ad entertainment have a positive significant impact on online customer engagement as perceived by Egyptians. Moreover, online customer engagement is found to have a significant positive effect on ad effectiveness. furthermore, online customer engagement is found to mediate the relationship between ad characteristics and social media ad effectiveness.

**KEYWORDS:** Ad effectiveness, perceived ad informativeness, perceived ad entertainment, Loyalty intentions, social media platforms, online customer engagement, vividness, interactivity.

### **1. INTRODUCTION**

According to recent reports, Social media marketing provides value, enhance corporate processes, and raise profitability of brands (Abuizz et al., 2019; Ha et al., 2016; Newberry, 2018; Olanrewaju et al., 2020). Some reports have outlined that digital channels (DCs) are likely to have an important impact on firms in emerging markets (EMs). As reported by eMarketer, the number of social network users will rise faster in emerging economies like Egypt and Saudi Arabia, compared with the developed markets (Abrams, 2019). Which is observable now where the number of social media users in Egypt increased by 17% in just one year (jan2020 / jan2021) (Statista, 2021). Moreover, the global web index showed insights on the time spent on different forms of media reporting an average of 3 hours as the time spent watching television and an average of 3 hours for time spent using social media followed by an hour spent playing video games online daily (GWI, 2021). On the other hand, according to a recent analysis by PwC (2021), businesses, particularly those in emerging economies, struggle to create beneficial outcomes from digitization owing to inflexible procedures and a lack of data in such economies (Abuizz et al., 2019). In the same context, novel advertising with improved interactive options will not be useful for advertisers if the format is unable to attract consumers and to provide greater advertising effectiveness than alternative social media advertising formats (Belanche et al., 2017; Tan et al., 2018). Thus, one of the main aims of this study is to provide clearer understanding of the Egyptian social media user preferences towards different ad characteristics which helps in achieving higher levels of ad effectiveness. In a way that helps to provide answers to basic questions for advertisers, such as how can we increase ad effectiveness of social media ads in an emerging market like Egypt? RQ1: What is the relative importance of the different online ad characteristics in their impact on ad effectiveness? RQ2: What is the impact of ad characteristics on online customer engagement? RQ3: To what extent does customer engagement impact ad effectiveness of online ads in Egypt? Furthermore, this research gives an opportunity to investigate antecedents of social media advertising effectiveness. The present research could be important both on academic and practical levels as follows: Examining the relationship among three groups of factors including online ad characteristics, online customer engagement and social media ad effectiveness among Egyptian

# Investigating the Impact of Ad Characteristics on Social Media Ad Effectiveness in Egypt: Online Customer Engagement as a Mediator

consumers. Developing a better understanding of online advertising in Egypt which is perceived to be in a different developmental stage and different cultural context than most studies undertaken in this area. Moreover, the practical importance of the study lies in enabling businesses and organizations to use online advertising more effectively through the insights it provides by identifying the key positive and negative attributes of different online advertising characteristics i.e., vividness, Interactivity, content of ad (informativeness / Entertainment), which helps in showing marketers which online advertising characteristics should be given more attention than others.

## 2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

### 2.1 Concept of social media and social media marketing

First, social media is defined as a group of Internet-based applications that is built on ideological and technological foundations of Web 2.0 and that allow the creation and exchange of User Generated Content (Kaplan and Haenlein, 2010). Social media marketing is a broad phrase that refers to the use of social media platforms for marketing purposes. According to Weinberg (2009), social media marketing (SMM) is "the process of empowering individuals to promote their websites, products, and/or services through online social channels, to interact with and tap into a much larger community that may not have been available via traditional advertising channels." SMM can also generate value, boost business processes, and improve business performance (Ha et al., 2016; Newberry, 2018; Olanrewaju et al., 2020).

Moreover, social media platforms have radically changed the approach of segmentation in implanting marketing strategy, instead of easily identifiable demographics, such as age, gender, or income, social media platforms have radically changed the approach to segmentation. It now groups people based on what they do, think, like, and dislike, and, more importantly, their behaviours, also known as behavioural targeting (Laksamana, 2018). Furthermore, social media usage has risen dramatically in recent years (Thota, 2018), and the COVID-19 epidemic has accelerated social media use among adults (Samet, 2020). The following section provides more insights on the nature of social media users worldwide as well as Egyptian social media users specifically and their top interests.

#### 2.1.1 Users of social media

As reported recently, Social media is rapidly evolving around the world. Globally, there are 4.33 billion social media users, accounting for more than half of the world's population (Datareportal, 2021). Facebook pages are also used by more than 50 million small companies to communicate with clients online (Galov, 2021) and 140 million companies utilize Facebook, WhatsApp, and Instagram (Cooper, 2021). According to GWI (2020), 95% of the online population continue to use social networking sites daily. Also, based on Statista (2020), internet users use social networking sites for the following reasons, 50% stated that the main reason is keeping in touch with friends/family, 37% for filling spare time, 27% for Finding products to purchase, 23% for Seeing content from favorite brands and 30% for Seeing what's trending. The growth in social network use is evident not only in developed countries but also, in fact even more so, in developing countries. Where according to Crowd-analyzer (2021) social media usage grows at a very quick pace in Egypt where it is considered the most active nation on Facebook in the MENA region, where the number of active users increase from 38 million to 44 million, whilst the number of Instagram users increased from 11 million to 14 million in just one year. The following table shows the total amount of active social media users in Egypt.

**Table 1: Social media users in Egypt**

	<b>Facebook</b>	<b>Instagram</b>
<b>Active Users</b>	44m	14m
<b>English Users</b>	44m	14m
<b>Arabic Users</b>	8.6m	5.5m
<b>Males</b>	28m	8m
<b>Females</b>	16m	6.3m

<https://www.crowdanalyzer.com/>

To conclude, Not only do brands compete for attention with other advertisements, but they also must deal with consumers' tendency to limit ad exposure (Nettelhorst et al., 2020). Consumers spend 4.1 seconds on the average to gaze at social media advertising, which signifies that there is a limited opportunity for marketers to grab consumers' eyes (EyeSee, 2019). Consequently, it is

# Investigating the Impact of Ad Characteristics on Social Media Ad Effectiveness in Egypt: Online Customer Engagement as a Mediator

hypothesized that ads are the kind of information that users do not look for when they visit social media platforms. This contradiction on the effects of social media ads may emphasize the need to describe ad characteristics that are expected to increase the favorable attitude towards the ad, and this is what this research seeks to examine.

## 2.2 Ad effectiveness in the digital context

Consumer attitudes about advertisements, intrusiveness, and loyalty are the three important elements associated to advertising effectiveness in the digital setting, according to previous research (Ashley and Tuten, 2015; Belanche et al., 2017; Goodrich et al., 2015). Consumer volitional behaviour is mostly driven by attitude (Eagly and Chaiken, 1993). As a result, in a communication situation, one of the best measures of ad effectiveness is how people feel about the advertisement (Goldsmith et al., 2000). According to persuasion literature, developing favourable views toward an advertisement is critical for customers to at least evaluate the promoted items and services. As a result, in order to attract and engage customers, it may be necessary to create a favourable predisposition in the viewer toward an advertisement (Bright and Daugherty, 2012). Ad effectiveness has been studied in the past using various methodologies, with some research measuring ad effectiveness only in terms of consumer attitudes toward the ad (Bright and Daugherty, 2012), where attitude is the primary driver of consumer volitional activity (Eagly and Chaiken, 1993; Goldsmith et al., 2000). Other studies measured ad effectiveness in terms of attitude towards the ad/ attitude towards the brand (DeBruyn and Lilien, 2008). On the other hand, this research is concentrating specifically on ad effectiveness in the digital context i.e.: Social networking sites. Therefore, this study considers ad effectiveness from an integrated perspective where it is measured as a multidimensional variable with specific dimensions which are (1-attitude towards the ad, 2-perceived ad loyalty). After identifying what does ad effectiveness mean in the digital context (social media) the next section discusses variables affecting ad effectiveness.

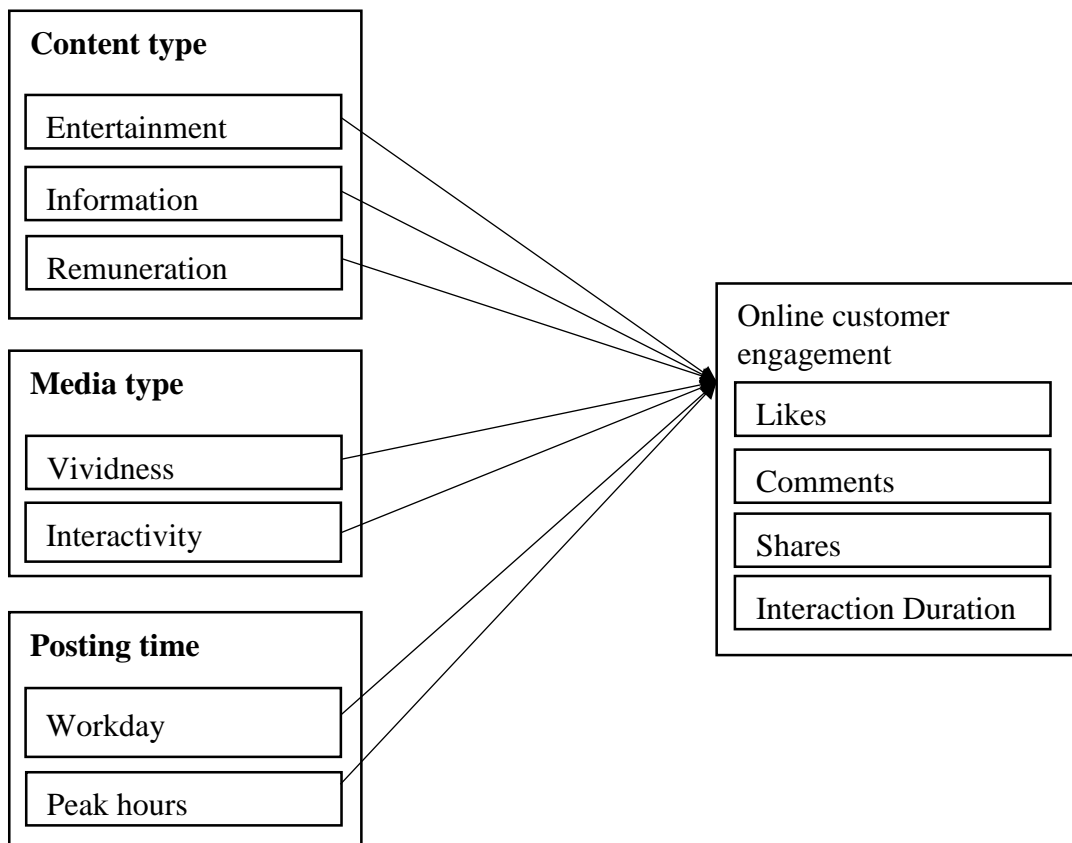
## 2.3 Variables affecting ad effectiveness

After reviewing the importance of ad effectiveness, this section covers variables affecting ad effectiveness specifically the ad characteristics affecting ad effectiveness entailing: 1-Vividness, 2-Interactivity, 3-perceived ad informativeness 4-perceived ad entertainment, followed by online customer engagement and its' mediating role in the relationship between ad characteristics and ad effectiveness. Recently researchers have been interested in the effect of ad characteristics on the overall favorability and attitude towards the ad. Benyoucef (2016), Tafesse (2015) and Usmani et al. (2019) all tried to examine ad characteristics and their impact on ad effectiveness to reach a better understanding on how to create ads that appeal more to the customer.

### 2.3.1 The impact of ad characteristics on online customer engagement

The crucial role that social media plays in enhancing customer engagement (CE) has been acknowledged in research (Forbes, 2021); where one-fourth of users are likely to buy from brands they follow on social media (Forbes, 2018). This demonstrates how important it is for businesses to carefully manage social media content in order to achieve their target engagement levels (Mieiro and Huang, 2022). Customer engagement, according to Brodie et al. (2013), is a psychological phenomenon that comes from deep relationships and intensive interactions between a company and its consumers (Harmeling et al., 2017; Kumar and Pansari, 2016). Where users serve as brand missionaries, enthusiastically recommending products to their online connections (Wang et al., 2019). As a result, marketers are attempting to enhance online customer interaction by adopting ad characteristics that social media users find appealing. According to Lee et al. (2018) and Mieiro and Huang (2022). Social media ad characteristics have a significant influence on customer engagement, where in a study undertaken by Pletikosa Cvijikj and Michahelss (2013), they analyzed the characteristics of the content created by companies as factors that might influence the level of online engagement on social media brand pages. They developed a framework which explains the relationship between ad characteristics and online customer engagement as shown in figure 1.

**Investigating the Impact of Ad Characteristics on Social Media Ad Effectiveness in Egypt: Online Customer Engagement as a Mediator**



**Figure1: Conceptual framework for relations between ad characteristics and online engagement Pletikosa Cvijikj and Michahelles, (2013)**

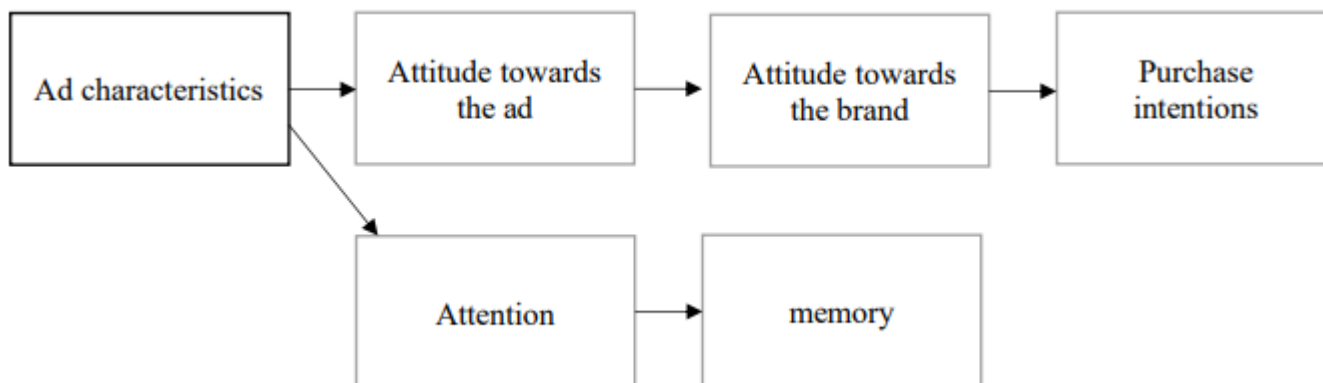
Accordingly, the hypothesis can be illustrated as follows:

*H1: Ad characteristics have an impact on online customer engagement.*

Furthermore, CE in interactive contexts has certain distinctive characteristics (Hollebeek et al., 2014). Where customer engagement in social media (CESM), according to Santini et al. (2020), is not limited to intrinsic motivation but also encompasses customers' behaviors, particularly those related to social media content as liking, commenting, and sharing. In that case, customers change from recipients to value producers (Gensler et al., 2013; Gnizy, 2019). Accordingly, exploring which brand content results in CESM (Devereux et al., 2020) and the long-term effect of brand posts (Hamzah et al., 2021) is vital. As a result, this study examines the effects of different ad characteristics (informative content, entertaining content, interactivity, and vividness) on online customer engagement in social media for Egyptians.

**2.3.2 The impact of ad characteristics on ad effectiveness**

The Two-Route Hierarchic Model of Advertising Effects provides a decent summary of what has previously been recognized as key advertising principles. It is critical to consider the influence of advertisement characteristics on attitude toward the advertisement and attitude toward the brand (Mehta, 2000).



**Figure 2: The two-route hierarchic model of advertising effectiveness (Mehta, 2000)**

## Investigating the Impact of Ad Characteristics on Social Media Ad Effectiveness in Egypt: Online Customer Engagement as a Mediator

Furthermore, ad effectiveness was measured previously using different approaches where some studies measured ad effectiveness in term of attitude towards the ad only (Bright and Daugherty, 2012). Other studies measured ad effectiveness in terms of attitude towards the ad/ attitude towards the brand (De Bruyn and Lilien, 2008). Therefore, In the figure above, the model shows how advertising characteristics have an impact on ad effectiveness (attitude towards advertisement and attitude towards brand). Based on this model it is hypothesized that:

*H2: Ad characteristics have an impact on ad effectiveness.*

### 2.3.2.1 The impact of vividness on ad effectiveness and online customer engagement

Vividness is one of the most significant message components in social media advertising, according to (Lee and Hsieh, 2019; Mariani et al., 2019). The way a media may appeal to people's senses is referred to as vividness (Steuer,1992). A video is more vivid than a photograph because the former stimulates both the visual and auditory senses (Steuer,1992). Vividness may be added to a medium by including dynamic material like animations and movies (Fortin and Dholakia, 2005). Certain brands are rated above their competitors and have a devoted following because of an advertisement that taps into a certain sentiment, a message that provokes intense emotion. Which was further exemplified in studies done by Mariani et al. (2019) and Moran et al. (2019) who found that message design is vital for creating engagement with the audience/consumers, and that vividness is an important message quality that has a large influence on engagement (Mariani et al., 2019; Tafesse, 2015). Based on the previous discussion, it is hypothesized that:

*H1a: Vividness has a positive impact on online customer engagement*

Furthermore, for advertisements in television and the Internet, vividness has been found to attract attention (Zeff and Aronson ,1999). Vividness of advertisement banners is known to promote click-through rates, in other words advertisement effectiveness as researched by Lohtia et al. (2003). Hence, the following is hypothesized:

*H2a: Vividness has a positive impact on ad effectiveness*

### 2.3.2.2 Interactivity in relation to ad effectiveness and online customer engagement

Interactivity is the second point of interest to be examined. The level to which communication parties may act on one another, on the communication medium, and on the messages exchanged is referred to as interactivity (Liu and Shrum, 2002). This study utilizes the definition of Fortin and Dholakia (2005) who define interactivity as “The extent of two-way communication between businesses and customers, as well as among customers” as it’s the most relevant to the online social media context. Studies on the effect of interactivity on ad effectiveness has been contradictory, on one hand, Chua and Banerjee (2015) and Fortin and Dholakia (2007) suggested that there could be an optimal level of interactivity, where increase in interactivity of brand-posts could result in increasing popularity only up to an optimum level, beyond which there could be a negative association. In the same context, Tafesse (2015) and Usmani et al. (2019) stated that interactivity had a negative significant effect on both likes and shares. On the other hand, the perceived balance facilitated by social media in terms of information sharing and acquisition through its interactive features allows the users of the medium to engage more with social media platforms (Zhao and Lu, 2012). Whereas in traditional media, the consumer depends on the medium purely for information acquisition/entertainment, and the absence of interactivity features allowed by traditional medium restricts the users to share their information. Accordingly, the hypotheses can be illustrated as follows:

*H1b: Interactivity has a positive impact on online customer engagement.*

Furthermore, several studies have looked at the effect of interactivity on ad effectiveness and have found that interactivity has a positive effect on effectiveness of online ads (Thompson and Wassmuth, 2001). Which was also backed up by other research such as Sundar et al. (2015) and Paul at al. (2020) who stated that high interactivity directs the users to involve more into the primary purpose of socialization. Accordingly, it is hypothesized that:

*H2b: Interactivity has a positive impact on ad effectiveness*

### 2.3.2.3 The impact of content of post on customer engagement

The third feature of interest to be discussed after interactivity is “Content of post”. The content is basically the material in the advertisement that creates a likeness factor in the customer mind (Muntinga et al., 2011). Material features such as informational or entertaining content, according to Zhang and Benyoucef (2016), have a significant impact as a stimulant in influencing customer responses. In the context of social media advertising, informativeness is critical in testing the effectiveness of the message delivered to customers (Saadeghvaziri and Hosseini, 2011; Tsang et al., 2004) and result in a favourable response to marketing efforts (Varshney, 2003). People's perceptions of entertainment, on the other hand, are likely to be entertaining, agreeable, delightful, fun to use, and thrilling (Tsang et al., 2004). In the same context, Luarn et al. (2015) examined how different attributes of brand posts influence online customer engagement. They identified how interactivity, vividness and type of content i.e. (informativeness/entertainment) affect consumer engagement positively in terms of like, comment and share this was also backed up by Tafesse (2015). Accordingly, it is hypothesized that:

*H1c: Perceived ad informativeness has a positive impact on online Customer Engagement*

*H1d: Perceived ad entertainment has a positive impact on online Customer Engagement*

### 2.3.2.4 The impact of content of post on ad effectiveness

## Investigating the Impact of Ad Characteristics on Social Media Ad Effectiveness in Egypt: Online Customer Engagement as a Mediator

Following a review of the research on "ad content" as one of the most essential ad characteristics to be investigated, (Taylor et al, 2011) stated that consumers appeared to respond more favorably to the ad stimuli itself when the advertisement included content that provided entertainment or informational value. These findings were consistent with what Mao and Zhang (2016) and Wang and Lan (2018) concluded where perceived informativeness, perceived entertainment, and attitudes toward social media ads all had significant positive impacts on ad effectiveness. Accordingly, it is hypothesized that:

*H2c: Perceived ad informativeness has a positive impact on o ad effectiveness*

*H2d: Perceived ad entertainment has a positive impact on ad effectiveness*

### 2.4 The mediating effect of online customer engagement.

Engagement means how much the advertisement is making customers participate in its call for action. It also includes people's reactions in actions towards the advertisement. (Abramovich, 2013). The level of engagement indicates how the customer feels about the campaign. On Facebook, there are three different ways to engage in communication: like, comment, and share (Kim and Yang, 2017). Despite the fact that digital platforms are becoming increasingly important for marketing because of their diverse capabilities, there is little study on how brand messaging on such platforms might improve consumer-brand engagement (Buhalis, 2020; Leonidou et al., 2020). In the social media realm, there is also a misunderstanding of the idea of consumer-brand engagement, as well as the explicit effect of message characteristics and culture on such engagement (Ferreira et al., 2020; Khan et al., 2016; Voorveld et al., 2018). Thus, there is a research gap mandating a clearer understanding of the impact of consumerbrand engagement on ad effectiveness, as well as the impact of message design attributes on engagement and the variations in these relationships across cultures (Hays et al., 2013; Lu, 2018; Mariani et al., 2019; Moran et al., 2019).

Baker et al. (2016) stated that consumer engagement serves as a crucial factor in enhancing ad effectiveness through a more favorable attitude towards the ad. This relationship was previously supported by Rosetta (2014) as well. More research validated this relationship through stating that highly engaged customers show more favorable behavioral responses in terms of attitude and purchase intentions in online context (Islam et al., 2018; Heerde et al., 2019; Hollebeek and Macky, 2019; McLean and Wilson 2019). Furthermore, Anubha and Shome (2021) stated that the ability of online advertising to engage its customers is an important parameter to judge its effectiveness. Accordingly, it is hypothesized that:

*H3: Online customer engagement has a positive impact on ad effectiveness*

The role of consumer engagement, as a mediator, also facilitates explaining how marketers could use social media ad characteristics as a tool to increase ad effectiveness and consumer purchasing intention. Where Baker et al. (2016) reported that ad effectiveness can only be fully leveraged by the willingness of the social media users to share and communicate information and their experiences on certain products and services as displayed in the ads. Other studies have also confirmed the mediation effect of customer engagement in the social media context (Dessart, 2017; Harrigan et al., 2018; Ji et al., 2022). Accordingly, it is hypothesized that:

*H4: Online Customer engagement mediates the relationship between ad characteristics and ad effectiveness.*

After reviewing previous literature, the next section outlines the proposed Framework. Which attempts to help in understanding how social media users form a more favorable attitude towards online advertisements on social media. It also helps in developing a better understanding of how ad characteristics affect the overall attitude towards the online ad. Finally, reaching a framework that provides a fuller picture of the context under which social media users are affected by social media ads and are more likely to make online purchase decisions.

## 3. RESEARCH DESIGN AND METHODOLOGY

This study aims to contribute to the marketing and consumer research literature through investigating antecedents of social media advertising effectiveness. Therefore, based on the previous discussion and the developed hypothesis, a proposed framework is suggested.

# Investigating the Impact of Ad Characteristics on Social Media Ad Effectiveness in Egypt: Online Customer Engagement as a Mediator

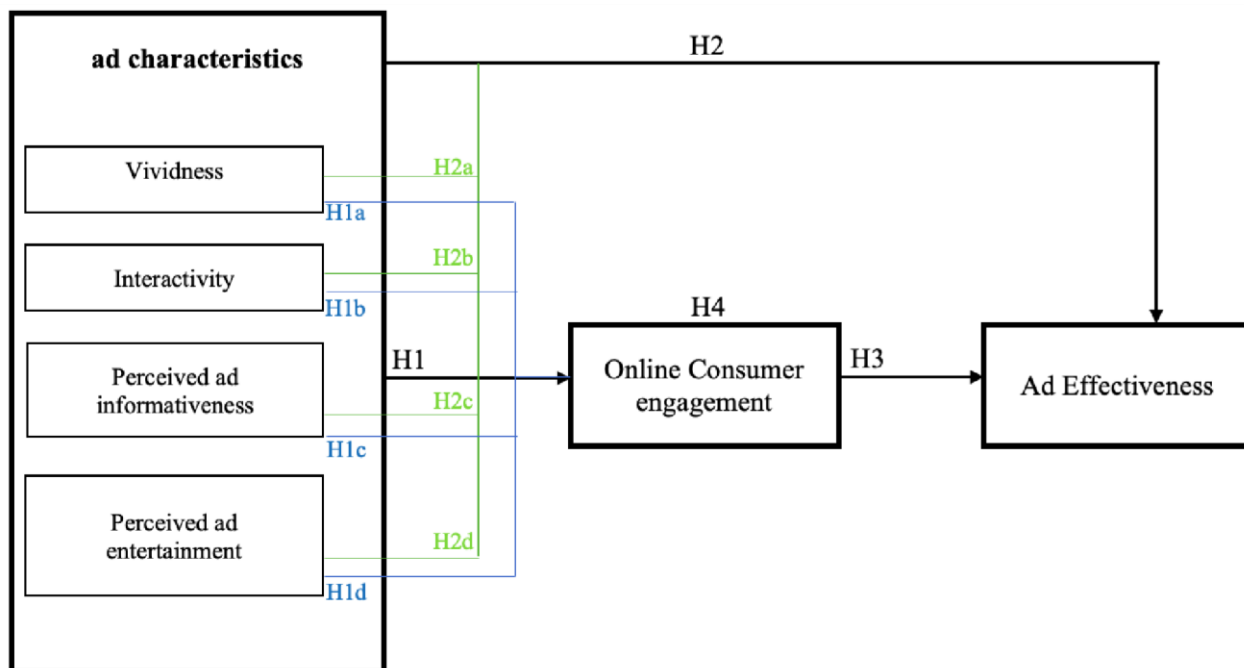


Fig 3: The proposed theoretical framework

The proposed framework focuses particularly on social media ad characteristics in terms of (vividness, interactivity, perceived ad informativeness and perceived ad entertainment) along with investigating the mediating effect of online customer engagement on the relationship between ad characteristics and ad effectiveness. The next section reviews the conceptual and operational definitions of each construct.

### 3.1 Conceptual / operational definitions

Table 2: Conceptual / operational definitions

Variable	Conceptual definition	Operational/measurement
<b>Ad effectiveness</b>	the degree to which the advertising generates the desired effect. (Nysveen, 2006)	Multidimensional variable: Perceived ad loyalty attitude towards the ad
Perceived Loyalty intentions	likelihood to repurchase the product or service” and “likelihood to recommend a product or service to others.” (Taylor, 1998).	I intend to get more information about the advertised product/service on social networking sites. I intend to buy the advertised product/service on social networking sites. I would recommend the advertised product/service on social networking sites. I would disseminate information about the advertised product/service on social networking sites. (Belanche et al., 2019)
Ad attitude	a predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during particular exposure situation. (Goldsmith et al., 2000).	In general, the social media ads are pleasant. In general, the social media ads are not at all likable. (Belanche et al., 2019)
<b>Ad characteristics</b>		Vividness Interactivity Perceived ad informativeness Perceived ad entertainment

**Investigating the Impact of Ad Characteristics on Social Media Ad Effectiveness in Egypt: Online Customer Engagement as a Mediator**

Vividness	Fluency of Consumption Imagery and the Backfire Effects of Imagery Appeals <b>(Petrova and Cialdini, 2005)</b>	In general, the advertisements on social networking sites were attention catching. In general, the advertisements on social networking sites were exciting. In general, the advertisements on on social networking sites were detailed.
		In general, the advertisements on social networking sites were communicating a strong image <b>(Park and Ha, 2017)</b>
Interactivity	The extent of two-way communication between businesses and customers, as well as among customers. <b>(Fortin and Dholakia, 2005)</b>	Social media advertising is effective in gathering customers' feedback. Social media advertising makes me feel like it wants to listen to its customers. Social media advertising encourages customers to offer feedback. Social media advertising gives customers the opportunity to talk back Social media advertising facilitates two-way communication between the customers and the firms that advertise on them. <b>(Alalwan, 2018)</b>
<b>Content of post</b>	The material in the advertisement that creates a likeness factor in the customer. It can be something relevant, viral, exciting that usually sends positive vibes towards the customers and make them talk about the brand <b>(Muntinga et al., 2011).</b>	Content of post includes both:  perceived ad entertainment Perceived ad informativeness
Perceived entertainment	The ability to arouse aesthetic enjoyment <b>(Oh and Xu, 2003).</b>	Online advertisements on Social media are fun to watch. Online advertisements on Social media are clever and quite entertaining. Online advertisements on Social media do not just sell— they also entertain me. Online advertisements on Social media are often amusing. <b>(Jain et al., 2018)</b>
Perceived informativeness	The ability to effectively provide relevant information <b>(Oh and Xu, 2003).</b>	Social media advertising is a good source of product information and supplies relevant product information. Social media advertising provides timely information. Social media advertising is a good source of up-to-date product information. Social media advertising is a convenient source of product information. Social media advertising supplies complete product information. <b>(Alalwan, 2018)</b>



## Investigating the Impact of Ad Characteristics on Social Media Ad Effectiveness in Egypt: Online Customer Engagement as a Mediator

Online Customer engagement	level of a customer's physical, cognitive and emotional presence in their relationship with a service or organisation. <b>(Patterson et al., 2006)</b>	I often visit pages of brands after viewing their ads on social networking sites. I often read posts of brands after viewing their ads on social networking sites. I often use the "like" option on brand ads that I find on social networking sites. I often comment on brand ads I find on social networking sites I follow brands pages of my interest, after viewing their ads on social networking sites to get information. (e.g., new products).  adapted from <b>(Imtiaz et al., 2019)</b>
----------------------------	---	--

### 3.2 Research paradigm and philosophy

In summary, the positivist paradigm guides this study to explore the effects of social media ad characteristics on the ad effectiveness of social media users in Egypt's, through collecting data using quantitative approaches. In a variety of formats, including multiple choice, which asks for one or all the options that apply, and self-assessment items, which use a 7-point Likert scale. Data is collected using a questionnaire survey method. A single questionnaire is created and sent online to social media users. The target audience for this study are people in the age group of 18 and above from Egypt belonging to diverse demographic profile. The only condition for eligibility is to have a social media account. Therefore, this study has applied a purposive sampling strategy to recruit participants to fulfil the research aims (Denzin and Lincoln, 1994). Participants are encouraged to complete the questionnaire through providing them with incentives that are claimed once they reach the end page of it.

**Table 3: Adopted Research Methodology**

Research Paradigm/philosophy	Positivism
Research Purpose	Descriptive Correlational
Research Approach	Deductive
Research Strategy	Survey Research
Research Choice	Quantitative Study
Research time horizon	Cross-sectional
Research Sampling Technique	Convenience sampling
Data Collection tools	Questionnaires

## 4. RESULTS

Data analysis is conducted through applying the following steps. The first step is the descriptive analysis which is presented for both; the research variables and the respondent profiles. A second step is testing the research hypotheses using the inferential analysis, which is conducted using correlation and structural equation modeling. Furthermore, for the purpose of verifying the assumptions of the model, the analysis conducted is applied using SPSS (Statistical Package for Social Sciences) and AMOS (Analysis of a Moment Structures).

### 4.1 Descriptive analysis

The descriptive statistics is a tool in which it explains and gives a distinct understanding of the features of certain data set, by giving short summaries about the respondents and how the diversification had been applied to select a representative sample for the population under study.

#### 4.1.1 Descriptive analysis of respondents profile

Table 4 represents the respondents' profile for the whole sample that have participated in this study. In total, it shows that total sample participated in this research is 1392, ( N=1392). It is observed that female respondents contribute the highest percentage

## Investigating the Impact of Ad Characteristics on Social Media Ad Effectiveness in Egypt: Online Customer Engagement as a Mediator

with 51.9%. On the other hand, most of respondents participate in this research are age ranged between 18:25 years old with 47.8%. Further, most of respondents had a master degree with 70.2%. Further, the income level for the major of respondents is less than 5000 with 40.9%. Moreover, for the current job, the respondents who have participated in this study are full time employees with 31%.

**Table 4: Descriptive statistics for respondents' profile**

Item	Category	Frequency (N=1392)	Percent %
Gender	Male	670	48.1
	Female	722	51.9
	18: 25 yrs.	666	47.8
	25: less than 30 yrs.	438	31.4
	30: less than 45 yrs.	214	15.4
	45: less than 55 yrs.	40	2.9
	55 yrs. and more.	26	1.9
Education Level	Highschool	70	5.0
	Bachelor	198	14.2
	Master	976	70.2
	Doctorate	148	10.6
Income Level	Less than 5000	570	40.9
	5000 to less than 10000	474	34.2
	10000 to less than 20000	212	15.2
	20000 to less than 30000	80	5.7
	30000 to less than 40000	32	2.3
	40000 or more	24	1.7
Current Job	Full time	432	31.0
	Part time	200	14.4
	Looking for a job	422	30.3
	Retired	108	7.8
	Free business	230	16.5

### 4.1.2 Descriptive analysis for the research variables

Table 5 shows the mean and standard deviation for the research variables. It could be observed that the mean and the frequencies of most responses are in the agreement zone, as the mean values for the research variables; vividness, interactivity, perceived ad informativeness, perceived ad entertainment, online consumer engagement, and ad Effectiveness are 3.7945, 3.6480, 3.5761, 3.4641, 3.3032, and 3.4555 respectively.

**Table 5: Descriptive Analysis for the Research Variables**

Research Variable	N	Mean	Std. Deviation	Frequency				
				1	2	3	4	5
Vividness	1392	3.7945	.89380	12	74	434	540	332
Interactivity	1392	3.6480	.74764	12	50	498	688	144
Perceived Ad informativeness	1392	3.5761	.75453	12	88	480	710	102
Perceived Ad Entertainment	1392	3.4641	.86725	28	136	520	578	130
Online Consumer Engagement	1392	3.3032	.84366	28	194	568	532	70
AD Effectiveness	1392	3.4555	.79955	18	128	538	618	90

### 4.1.3 Validity and reliability

The convergent validity of the measurement model can be assessed by the average variance extracted (AVE) and composite reliability (CR). The reliability and internal consistency of the measured variables represent a latent construct. In order to achieve

## Investigating the Impact of Ad Characteristics on Social Media Ad Effectiveness in Egypt: Online Customer Engagement as a Mediator

the construct reliability, a value of  $CR \geq 0.6$  is required. Moreover, the AVE measures the level of variance captured by a construct versus the level due to measurement error, values above 0.7 are considered very good, whereas the level of 0.5 is acceptable (Ahmad et al., 2016). From Table 6, the value of CR for all of the constructs are greater than 0.60. Therefore, the composite reliability completely achieved the required level. Moreover, the values of AVE, and Cronbach's Alpha for the constructs are greater than 0.70. The required level was achieved.

**Table 6: Convergent Validity and Reliability of the Measurement Model**

Variables	Composite Reliability	AVE	Cronbach's Alpha
Vividness	0.774	0.730	0.808
Interactivity	0.784	0.689	0.800
Perceived Ad informativeness	0.835	0.708	0.831
Perceived Ad Entertainment	0.846	0.760	0.844
Online Consumer Engagement	0.793	0.658	0.817
AD Effectiveness	0.822	0.731	0.829

### 4.1.4 Discriminant validity

It is computed by comparing the square root of AVE values of each construct with the correlations between such construct and other constructs. Acceptable discriminant validity is achieved when the square root of AVE values of the construct is greater than the correlations between such construct and other constructs. Table 7 shows the discriminant validity of the research variables, where it could be observed that all square roots of AVE values are greater than the correlations between the corresponding construct and other constructs.

**Table 7: Discriminant Validity of the Research Variables**

		1.	2.	3.	4.	5.	6.
1. Vividness	Pearson Correlation	<b>(0.797)</b>					
	Sig. (2-tailed)						
	N	1392					
2. Interactivity	Pearson Correlation	.625 **	<b>(0.747)</b>				
	Sig. (2-tailed)	.000					
	N	1392	1392				
3. Perceived Ad informativeness	Pearson Correlation	.655 **	.638**	<b>(0.775)</b>			
	Sig. (2-tailed)	.000	.000				
	N	1392	1392	1392			
4. Perceived Ad Entertainment	Pearson Correlation	.693 **	.600**	.633**	<b>(0.827)</b>		
	Sig. (2-tailed)	.000	.000	.000			
	N	1392	1392	1392	1392		
5. Online Consumer Engagement	Pearson Correlation	.599 **	.523**	.579**	.617**	<b>(0.858)</b>	
	Sig. (2-tailed)	.000	.000	.000	.000		
	N	1392	1392	1392	1392	1392	
6. AD Effectiveness	Pearson Correlation	.654 **	.598**	.649**	.684**	.663**	<b>(0.774)</b>
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	1392	1392	1392	1392	1392	1392

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

## Investigating the Impact of Ad Characteristics on Social Media Ad Effectiveness in Egypt: Online Customer Engagement as a Mediator

Table 7 shows the discriminant validity of the research variables, where it could be observed that all square roots of AVE values are greater than the correlations between the corresponding construct and other constructs.

### 4.1.5 Confirmatory factor analysis

Confirmatory Factor Analysis (CFA) is required to confirm the factor structure extracted by the researcher as a measurement scale for each dimension before launching the structural equation modeling (SEM). AMOS 24 program was used, and the ML method was applied to show each variable's factor loading and model fit. Regarding the CFA using the covariance method, it had been illustrated using Figure 4, and the results had been shown as follows:

The model fit of the confirmatory factor analysis was computed, where it was found that the minimum discrepancy or chi-square divided by the degrees of freedom (CMIN/DF) was 4.052; the probability of getting a larger discrepancy as occurred with the present sample (p-value) was 0.000; goodness of fit (GFI) was 0.938; adjusted goodness of fit index (AGFI) was 0.922 - that evaluate the fit of the model versus the number of estimate coefficients or the degrees of freedom needed to achieve that level of fit; the Bentler-Bonett normed fit index (NFI) was

0.943, and the Tucker-Lewis index or Bentler-Bonett non-normed fit index (TLI) was 0.950 – which assess the incremental fit of the model compared to a null model; the comparative fit index (CFI) was 0.957.

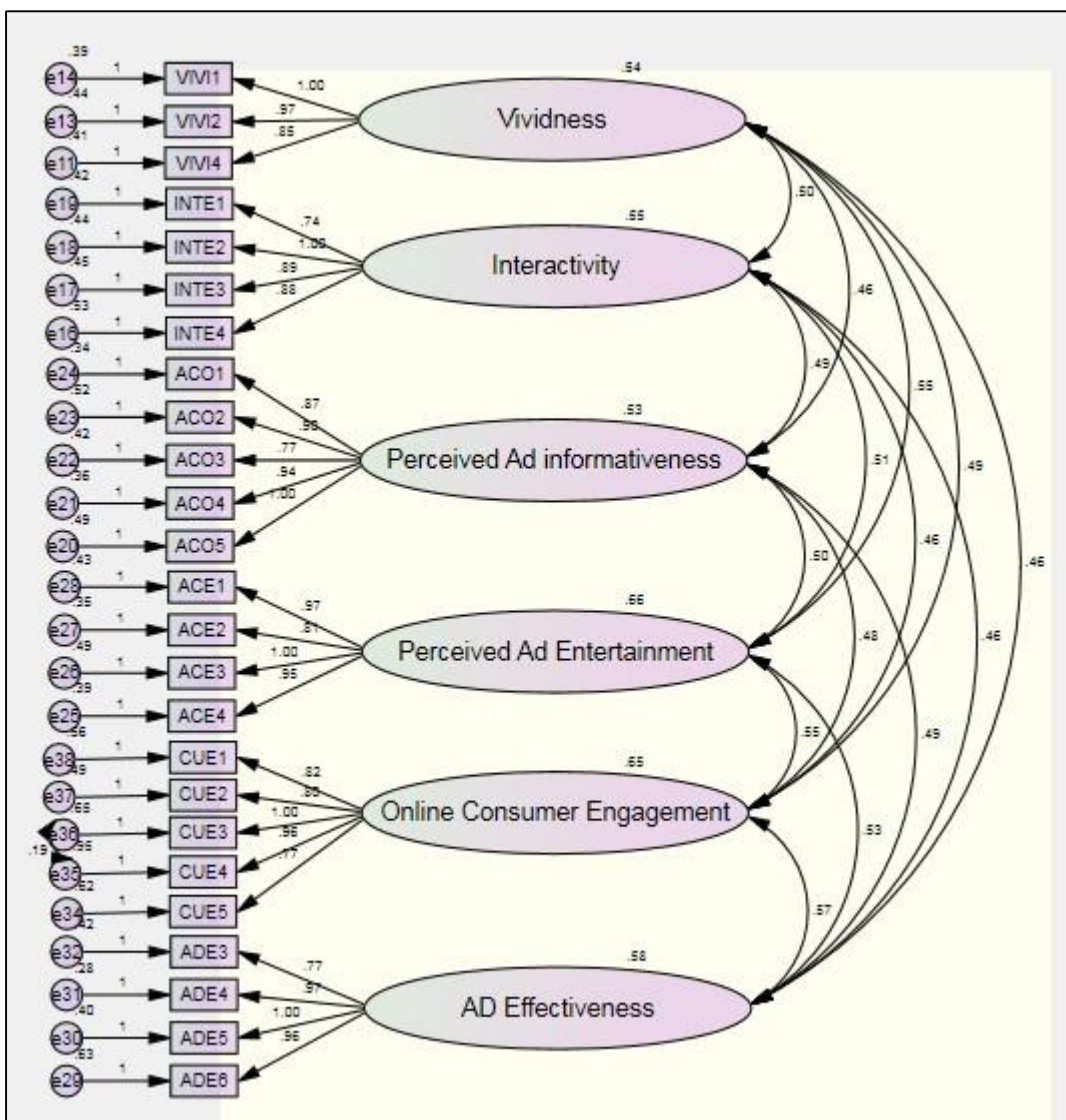
Also, the root means square residual (RMR) was 0.028 – which shows the amount by which the sample variances and covariances differ from their estimates obtained under the assumption that the model is correct; the root means square of approximation (RMSEA) was 0.047 – which is an informative criterion in covariance structure modeling and measures the amount of error present when attempting to estimate the population (Hair et al., 2016). Table 8 shows these indicators' value in CFA and their recommended values.

**Table 8: Fit Indices and Thresholds for Measurement Model**

Measure	Results	Threshold
Chi-square/df	4.052	< 2 excellent; < 3 good; < 5 sometimes permissible
P-value	0.000	> 0.05
GFI	0.938	> 0.80
AGFI	0.922	> 0.80
NFI	0.943	> 0.80
TLI	0.950	> 0.85
CFI	0.957	> 0.80
RMR	0.028	< 0.09
RMSEA	0.047	< 0.10

Figure 4 shows the confirmatory factor analysis applied, where the factor loadings are shown on arrows implying good factor loadings (Factor Loadings > 0.4) for the confirmatory factor analysis. These factor loadings are shown in numbers using Table 9.

**Investigating the Impact of Ad Characteristics on Social Media Ad Effectiveness in Egypt: Online Customer Engagement as a Mediator**



**Figure 4: CFA for the Measurement Model**

Table 9 shows that all factor loadings (FL), which represent the size of the loadings of items on their corresponding variables, are greater than or equal to 0.40, implying that the constructs under study have adequate validity. Also, all the P-values are less than 0.05, showing the significance of the corresponding statements to their constructs.

**Table 9: Item Loading after Confirmatory Factor Analysis**

			Estimate	S.E.	C.R.	P
VIVI4	<---	Vividness	.854	.033	26.060	***
VIVI2	<---	Vividness	.973	.035	27.512	***
VIVI1	<---	Vividness	1.000			
INTE4	<---	Interactivity	.879	.036	24.083	***
INTE3	<---	Interactivity	.888	.035	25.416	***
INTE2	<---	Interactivity	1.000			
INTE1	<---	Interactivity	.739	.032	23.359	***
ACO5	<---	Perceived Ad informativeness	1.000			
			Estimate	S.E.	C.R.	P
ACO4	<---	Perceived Ad informativeness	.940	.035	27.061	***
ACO3	<---	Perceived Ad informativeness	.773	.033	23.524	***

## Investigating the Impact of Ad Characteristics on Social Media Ad Effectiveness in Egypt: Online Customer Engagement as a Mediator

ACO2	<---	Perceived Ad informativeness	.903	.037	24.093	***
ACO1	<---	Perceived Ad informativeness	.870	.033	26.325	***
ACE4	<---	Perceived Ad Entertainment	.945	.032	29.249	***
ACE3	<---	Perceived Ad Entertainment	1.000			
ACE2	<---	Perceived Ad Entertainment	.811	.029	27.818	***
ACE1	<---	Perceived Ad Entertainment	.975	.034	29.003	***
ADE6	<---	AD Effectiveness	.956	.037	25.511	***
ADE5	<---	AD Effectiveness	1.000			
ADE4	<---	AD Effectiveness	.966	.031	31.480	***
ADE3	<---	AD Effectiveness	.769	.030	25.275	***
CUE5	<---	Online Consumer Engagement	.771	.036	21.336	***
CUE4	<---	Online Consumer Engagement	.959	.039	24.620	***
CUE3	<---	Online Consumer Engagement	1.000			
CUE2	<---	Online Consumer Engagement	.805	.034	23.404	***
CUE1	<---	Online Consumer Engagement	.818	.036	22.727	***

### 4.1.6 Testing research hypotheses

In this section, the hypotheses under study are tested using path analysis of the structural equation modeling.

Table 10 shows the SEM analysis for the impact of the Research variables on ad effectiveness.

**Table 10: SEM Analysis of the Research Variables**

			Estimate	P	R <sup>2</sup>
Online Consumer Engagement	<---	Vividness	.328	.091	.757
Online Consumer Engagement	<---	Interactivity	-.260	.149	
Online Consumer Engagement	<---	Perceived Ad informativeness	.489	***	
Online Consumer Engagement	<---	Perceived Ad Entertainment	.395	***	
AD Effectiveness	<---	Vividness	-.125	.414	.917
AD Effectiveness	<---	Interactivity	.001	.997	
AD Effectiveness	<---	Perceived Ad informativeness	.372	***	
AD Effectiveness	<---	Perceived Ad Entertainment	.108	.222	
AD Effectiveness	<---	Online Consumer Engagement	.610	***	

The model fit indices; CMIN/DF = 4.052, GFI = 0.938, CFI = 0.957, AGFI= 0.922, and RMSEA = 0.047 are all within their acceptable levels. The SEM model conducted for the research variables to use is illustrated in Figure 5.

# Investigating the Impact of Ad Characteristics on Social Media Ad Effectiveness in Egypt: Online Customer Engagement as a Mediator

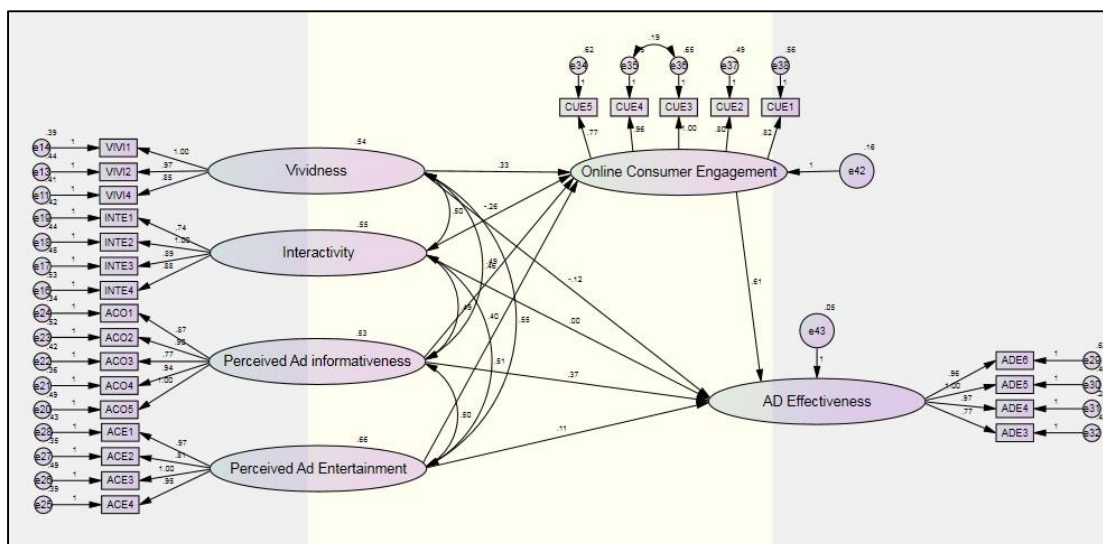


Figure 5: SEM for the Proposed Model

- For the first hypothesis “H1: Ad characteristics have an impact on online Customer Engagement”

Table 11

Hypothesis	Description	Results	Relationship
H <sub>1</sub>	Ad characteristics have an impact on customer Engagement	Partially Supported	
H1a	Vividness towards video ads has a positive impact on online customer engagement	Rejected	insignificant
H1b	Interactivity towards static ads has a positive impact on online customer engagement	Rejected	insignificant
H1c	perceived ad informativeness has a positive impact on online customer engagement	Supported	Positive significant
H1d	perceived ad entertainment has a positive impact on online customer engagement	Supported	Positive significance

it could be observed that there is a positive significant effect of perceived ad informativeness, and perceived ad entertainment on online customer engagement, as the P-values are less than 0.05 and the estimates are 0.489, and 0.395 respectively. While there is an insignificant effect of vividness, and interactivity on online customer engagement, as the P-values are greater than 0.05. Furthermore, the R square is 0.757, which means 75.7% of the variation in online customer engagement can be explained by the model.

- For the second hypothesis “H2: ad characteristics have an impact on ad effectiveness”

Table 12

Hypothesis	Description	Results	Relationship
H <sub>2</sub>	Ad characteristics have an impact on ad effectiveness	Partially Supported	
H2a	Vividness towards video ads has a positive impact on ad effectiveness	Rejected	insignificant
H2b	Interactivity towards static ads has a positive impact on ad effectiveness	Rejected	insignificant

## Investigating the Impact of Ad Characteristics on Social Media Ad Effectiveness in Egypt: Online Customer Engagement as a Mediator

H2c	perceived ad informativeness has a positive impact on o ad effectiveness	Supported	Positive significant
H2d	perceived ad entertainment has a positive impact on ad effectiveness	Rejected	insignificant

It could be observed that there is a positive significant effect of perceived ad informativeness on ad effectiveness, as the P-value is less than 0.05 and the estimate is 0.372. While there is an insignificant effect of vividness, interactivity, and perceived ad entertainment on ad effectiveness, as the P-values are greater than 0.05. Furthermore, the R square is 0.917, which means 91.7% of the variation in ad effectiveness can be explained by the model.

- For the third hypothesis "**H3: Online customer engagement have an impact on ad effectiveness.**" it could be observed that there is a significant positive effect of online customer engagement on ad Effectiveness, as the corresponding P-value is less than 0.05, and the corresponding estimate is 0.610.
- For the fourth hypothesis "**H4: Customer engagement mediates the relationship between ad characteristics and ad effectiveness**"

**Table 13**

Hypothesis	Description	Results	Relations hip
<i>H4</i>	<i>Customer engagement mediates the relationship between ad characteristics and ad effectiveness</i>	<i>Partially Supported</i>	
H4a	Online customer engagement mediates the relationship between vividness and ad effectiveness.		Full mediation
H4b	Online customer engagement mediates the relationship between interactivity and ad effectiveness.		Full mediation
H4c	Online customer engagement mediates the relationship between perceived ad informativeness and ad effectiveness.		Partial mediation
H4d	Online customer engagement mediates the relationship between perceived ad entertainment and ad effectiveness.		Full mediation

it could be observed that online customer engagement partially mediates the relationship between perceived ad informativeness and ad effectiveness as the impact still significant in the presence of Online Consumer Engagement, while online customer engagement fully mediates the relationship between vividness, interactivity, and perceived ad entertainment as the impact is insignificant in the absence of online customer engagement.

## 5. Discussion of findings

### 5.1 Theoretical implications

#### 5.1.1 The impact of ad characteristics on online customer engagement.

The first research hypothesis is to examine the impact of **ad characteristics on online customer engagement** of social media online ads.

#### **H1: Ad characteristics have an impact on online customer Engagement**

Where ad characteristics are divided into the following: vividness, interactivity, perceived ad informativeness and perceived ad entertainment.

*H1a: Vividness towards video ads has a positive impact on online Customer Engagement*

*H1b: Interactivity towards static ads has a positive impact on online Customer Engagement*

*H1c: perceived ad informativeness has a positive impact on online Customer Engagement*



## Investigating the Impact of Ad Characteristics on Social Media Ad Effectiveness in Egypt: Online Customer Engagement as a Mediator

### *H1d: perceived ad entertainment has a positive impact on online Customer Engagement*

The hypothesis was partially accepted. On one hand, this study found a positive significant relationship between perceived ad informativeness/perceived ad entertainment and online customer engagement on SNS. On the other hand, an insignificant relationship is found to exist between vividness/ interactivity and online customer engagement.

Extant research is divided on the facilitating vs inhibiting effect of message vividness on engagement (Keller and Lehmann, 2008). A possible reason for this inconsistency pertains to the differences in the operationalization of vividness (Ophir et al., 2019). Nisbett and Ross (1980) argue that vivid messages and interactivity, generate immersive consumer experiences (Lee and Hsieh, 2019; MacKenzie, 1986; Mariani et al., 2019; Yousaf et al., 2021). From another perspective, it can be argued that the messages that evoke both the central route (through impactful message content) and the peripheral route (by embedding interactive images, videos or links) should lead to higher/cognitive engagement (comments), compared to the messages that have either of the two (Agrawal et al., 2018; Mariani et al., 2019).

However, in this study, vividness and interactivity were found to have an insignificant impact on online customer engagement. Which might be explained by the following as there is evidence that the message vividness also affects consumer responses differently across cultures. Khan et al. (2016) stated that vividness and interactivity do not evoke equivalent consumer-brand engagement across different countries. This can be attributed to the countries' cultural backgrounds (Lu, 2018; Mariani and Predvoditeleva, 2019). Which was then validated by Lu (2018), who posits that consumers of different nationalities engage differently with the brands' messages. Mariani et al. (2019) and Mariani and Predvoditeleva (2019) explore how users review the social networking sites messages differently, based on cultural aspects such as individualism, masculinity, power distance, uncertainty avoidance, long-term orientation and indulgence. Similar results were also backed up by (Paul et al., 2020) who stated that interactivity as a media feature reported an adverse effect on the effectiveness of the ad presented in the social media platform. More precisely, in comparison with low interactive social media, a highly interactive social media direct low ad attention, and low consumer engagement. Receiving such support indicates that, though media interactivity is a vital feature of social media, it can create an adverse effect on the advertisement.

In addition, regarding the impact of ad content (perceived ad informativeness, perceived ad entertainment) on online customer engagement, this study found a positive significant relationship between perceived ad informativeness/perceived ad entertainment and online customer engagement on SNS this was also backed up by (Cvijikj and Michahelles, 2011; De Vries et al., 2012; Farook and Abeysekara, 2015; Rhom et al., 2013) and (Luarn et al., 2015) who stated that perceived entertainment and informativeness positively impact online customer engagement. This means users who find ads useful, entertaining and less irritative are likely to develop a positive attitude towards the ad and develop an intention to engage with those ads (Sharma and Lulandala, 2021).

### 5.1.2 The impact of ad characteristics on ad effectiveness

The second research hypothesis is to examine the impact of **ad characteristics on ad effectiveness** of social media online ads.

### **H2: Ad characteristics have an impact on ad effectiveness**

Where ad characteristics are divided into the following: vividness, interactivity, perceived ad informativeness and perceived ad entertainment. Accordingly, the first hypothesis included four sub hypotheses:

*H2a: Vividness has a positive impact on ad effectiveness*

*H2b: Interactivity has a positive impact on ad effectiveness*

*H2c: Perceived ad informativeness has a positive impact on o ad effectiveness*

*H2d: perceived ad entertainment has a positive impact on ad effectiveness*

The hypothesis was partially accepted. On one hand, this study found a positive significant relationship between perceived ad informativeness and ad effectiveness on social networking sites. On the other hand, an insignificant relationship was found to exist between perceived ad entertainment /vividness/ interactivity and ad effectiveness.

- Starting with vividness, Usmani et al. (2019) stated that vividness of social media ads had a positive impact on online customer engagement these findings were consistent with findings reached by other researchers like Chua and Banerjee (2015) and Coyle and Thorson (2001) who stated that increases in vividness were associated with more positive and more enduring attitudes toward the web site. Vividness of advertisement banners is known to promote advertisement effectiveness as researched by Lohtia et al. (2003) and Farebrother (2005). On the other hand, other studies stated that vividness had a negative impact on overall attitude towards the ad and a positive impact on perceived ad intrusiveness which leads to an overall negative impact on ad effectiveness (Lewandowska and Jankowski, 2017). Therefore, as just mentioned, there's a clear contradiction between findings of different research undertaken in this specific area. However, the findings of this study are in accordance with the later mentioned nature of relationship where vividness was found to have an insignificant impact on ad effectiveness.
- Contradictions were not conclusive to vividness solely where research findings on impacts of interactivity have been contradictory as well. Studies such as Coyle and Thorson (2001) and Farebrother (2005) suggested a linear effect of interactivity. In other words, the higher the interactivity of brand posts, the greater could be its popularity and its positive effect

## Investigating the Impact of Ad Characteristics on Social Media Ad Effectiveness in Egypt: Online Customer Engagement as a Mediator

on ad effectiveness. However, Liu and Shrum (2002) questioned if high levels of interactivity would always be beneficial in advertisements. Specifically, in the context of web-based advertisements, studies such as Fortin and Dholakia (2007) suggested that there could be an optimal level of interactivity, where increase in interactivity of brand-posts could result in increasing popularity only up to an optimum level, beyond which there could be a negative association, this was concluded by Chua and Banerjee (2015) as well. Other researchers stated that interactivity has a negative significant effect on online customer engagement and subsequently on ad effectiveness. (Usmani et al., 2019). In the same context, this study found that there's no significant impact of interactivity on ad effectiveness. This can be explained by the theory of cognitive absorption that when the user process or elaborate more on the main activity, it limits the cognition of the peripheral elements (Reychav and Wu, 2015). which aligns with Limited Capacity Theory (Lang, 2000) that when the user uses more resources for encoding the primary activity, it provides fewer resources for processing the peripheral elements or activity. Thus, the higher the elaboration on the highly interactive social media ads results in lower attention and memory of the advert, creating an adverse effect on the ad effectiveness (Paul et al., 2020).

- Finally, after reviewing literature on “Ad content” as one of the most important ad characteristics to be studied, Taylor et al. (2011) reached the finding that consumers were more likely to ascribe positive attitudes toward advertising conveyed to them through a social networking site medium specifically, when the advertisement delivered content that provided entertainment or informational value. Consumers appeared more likely to respond favorably toward the ad stimuli themselves, these findings were consistent with Mao and Zhang (2016). This was also backed up by Wang and Lan (2018) who concluded that informativeness and entertainment of ads among other variables have a positive significant impact on the attitude of the customer towards advertising. Ben Brahim (2016) found that informativeness positively affects a customer's perceived value of online advertising. This result is consistent with the results of previous studies (Ducoffe, 1996; Ling et al., 2010; Wang et al., 2009), which indicate that informativeness of advertising positively affects consumer attitudes towards it. All the previously mentioned studies, validate the findings reached where in this study, perceived ad informativeness is found to have a positive significant impact on ad effectiveness. Whilst perceived ad entertainment is found to have an insignificant impact on ad effectiveness. Which is consistent with the findings of Wang et al. (2009) who concluded that informativeness among other factors has a positive impact on attitude towards advertising although entertainment was found to be insignificant. On the other hand, this contradicts with the findings of other studies that stated that “entertainment” exhibited almost four times more strength of influence on favorable consumer attitudes toward social network advertising than the second most influential predictor variable “informativeness” (Taylor et al., 2011). These contradictions might be explained by the differences in the preferences of social media users around the world.

### 5.1.3 The impact of online consumer engagement on ad effectiveness.

This study seeks to test the role of **online customer engagement and its' impact on ad effectiveness**, as proposed in the third hypothesis.

*H3: online customer engagement has a positive impact on ad effectiveness.*

That is, the effectiveness of social media ads is greater for users with higher levels of online customer engagement. The hypothesis was fully accepted. As this study found a significant positive relationship between engagement and ad effectiveness. Which was supported in the literature since Wu (2016) stated that customer engagement to be a critical indicator of online advertising effectiveness. Moreover, Baker et al. (2016) studied the valence, channel and social tie strength of consumer engagement. The outcome derived from this study demonstrates that consumer engagement serves as a crucial factor in enhancing ad effectiveness through a more favorable attitude towards the ad among consumers (Calder et al., 2009; Rosetta, 2014). Literature has observed that customer engagement toward an advertisement is a measure of its effectiveness (Anubha and Shome, 2021; Cher and Arumugam, 2019; Rodriguez, 2017). In other words, highly engaged customers are expected to show more favorable behavioral responses in terms of attitude towards the ads and purchase intentions in online context. (Heerde et al., 2019; Hollebeek and Macky, 2019; Islam et al., 2018; McLean and Wilson 2019)

### 5.1.4 The mediating role of online customer engagement

This study seeks to test the role of online customer engagement in mediating the relationship between ad characteristics and ad effectiveness, as proposed in H4. which is partially accepted, and it is divided into 4 sub hypotheses as follows:

**H4: Customer engagement mediates the relationship between ad characteristics and ad effectiveness.**

*H4a: Customer engagement mediates the relationship between Vividness and ad effectiveness.*

*H4b: Customer engagement mediates the relationship between interactivity and ad effectiveness.*

*H4c: Customer engagement mediates the relationship between perceived ad informativeness and ad effectiveness.*

*H4d: Customer engagement mediates the relationship between perceived ad entertainment and ad effectiveness.*

The fourth hypothesis is partially accepted. Where, there is a significant impact of perceived ad informativeness on ad Effectiveness. In addition, there is a significant impact of online customer engagement on ad effectiveness. Moreover, the impact of perceived ad informativeness on ad effectiveness is still significant in the presence of online consumer engagement. Accordingly, it could be

## Investigating the Impact of Ad Characteristics on Social Media Ad Effectiveness in Egypt: Online Customer Engagement as a Mediator

observed that online customer engagement partial mediates the relationship between perceived ad informativeness and ad effectiveness as the impact still significant in the presence of online consumer Engagement, while online consumer engagement fully mediates the relationship between vividness, interactivity, and perceived ad entertainment as the impact is insignificant in the absence of online consumer engagement.

### 5.2 Practical implications

The purpose of the research is to explore some of the most important factors affecting social media ad effectiveness in Egypt. There are some practical implications which can be deduced from the current study. The current study attempts to help marketers to improve their practices over social networking sites by providing insights to the factors affecting online ad effectiveness. For instance, according to the current study, marketers are advised to design their social media marketing campaigns so that their ads are mainly informative, to achieve the highest levels of online customer engagement and subsequently higher levels of ad effectiveness. As such, ad informativeness is perceived to have a stronger impact on ad effectiveness rather than the other ad characteristics (vividness/ interactivity and perceived ad entertainment). Accordingly, advertisers are advised to give the highest priority into creating ads that are informative to the social media users including information about the product description, price, and features. Moreover, the most important ad characteristic as perceived by the Egyptian social media user is ad informativeness which claimed the highest priority, on the other hand (perceived ad entertainment, vividness, and interactivity) failed to have an impact on the effectiveness of social media ads as perceived by Egyptians.

Accordingly, and unexpectedly, advertisers are not advised to create ads with high levels of interactivity nor vividness as there is no significant relationship found between those characteristics and ad effectiveness this might be explained by the limited capacity theory and the cognitive absorption theory. Where high levels of vividness and interactivity cause users to perceive such ads as being more intrusive to their social media feed thus decreasing the overall ad effectiveness of the advertisement. In the same context, the present research might be useful for companies in improving their efforts to reduce ad intrusiveness through increasing informativeness of ad content whilst decreasing vividness and interactivity of the ad. To avoid customers being more irritated by the ad, as a result, they become less likely to make a purchase.

### 5.3 Research Limitations and Suggestions for Future Research

There are a number of suggestions for future research concerning the factors affecting social media ad effectiveness. The main limitations of the current study and some suggestions for further researchers are summarized as follows:

- In the current study the researcher focused on ad characteristics such as vividness , interactivity and content of ad, but there are more variables to be examined such as on ad formats, ad intrusiveness, ad skip-ability, presence of call to action as well as position of ad.
- this study has been undertaken in Egypt. However, other countries should also be explored specifically developing countries as there's a lack of research in such areas, in order to get future insights as marketers to advertise and to target different audience according to their preferences.
- As the data for the study is collected only from Cairo, other geographical locations of Egypt can also be explored in future studies. This would serve the purpose of generalization.
- In the current study, online customer engagement has been examined as a mediator, future researchers may test other contemporary mediators like ad congruency, brand experience and brand trust to understand the impact of ad characteristics on ad effectiveness.
- The effect of culture could be taken into consideration in future research and how culture might moderate the relationship between ad characteristics and ad effectiveness.

## REFERENCES

- 1) Abramovich, G. (2013). Three Lessons From MasterCard's 'Priceless' Campaign. [http://www.cmo.com/features/articles/2013/8/19/three\\_lessons\\_from\\_m.html#gs.Q672\\_j0s](http://www.cmo.com/features/articles/2013/8/19/three_lessons_from_m.html#gs.Q672_j0s)
- 2) Abrams, K. von. (2019). *Global Social Network Users*. Insider Intelligence. <https://www.emarketer.com/content/global-social-network-users>
- 3) Abuizz, I., Abu Hantash, A., Al-Musa, E., & Karam, D. (2018). *2018 Global Digital IQ® survey regional focus: Middle east & africa*. PwC.
- 4) <https://www.pwc.com/m1/en/publications/global-digital-iq-survey-regional-focusmiddle-east-africa-2018.html>
- 5) Agrawal, A., Gupta, A., & Yousaf, A. (2018). Like it but do not comment: Manipulating the engagement of sports fans in social media. *International Journal of Sport Management and Marketing*, 18(4). <https://doi.org/10.1504/IJSMM.2018.093358>
- 6) Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42, 65–77. <https://doi.org/10.1016/j.ijinfomgt.2018.06.001>

## Investigating the Impact of Ad Characteristics on Social Media Ad Effectiveness in Egypt: Online Customer Engagement as a Mediator

- 7) Anubha, & Shome, S. (2021). Customer Engagement and Advertising Effectiveness: A Moderated Mediating Analysis. *Journal of Internet Commerce*, 0(0), 1–41. <https://doi.org/10.1080/15332861.2021.1955324>
- 8) Ashley, C., & Tuten, T. (2015). Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement. *Psychology and Marketing*, 32(1). <https://doi.org/10.1002/mar.20761>
- 9) Baker, A. M., Donthu, N., & Kumar, V. (2016). Investigating how word-of-mouth conversations about brands influence purchase and retransmission intentions. *Journal of Marketing Research*, 53(2). <https://doi.org/10.1509/jmr.14.0099>
- 10) Belanche, D. (2019). Ethical limits to the intrusiveness of online advertising formats: A critical review of Better Ads Standards. *Journal of Marketing Communications*, 25(7). <https://doi.org/10.1080/13527266.2018.1562485>
- 11) Belanche, D., Cenfor, I., & Pérez-Rueda, A. (2019). Instagram Stories versus Facebook Wall: an advertising effectiveness analysis. *Spanish Journal of Marketing - ESIC*, 23(1), 69–94. <https://doi.org/10.1108/SJME-09-2018-0042>
- 12) Belanche, D., Flavián, C., & Pérez-Rueda, A. (2017). Understanding Interactive Online
- 13) Advertising: Congruence and Product Involvement in Highly and Lowly Arousing, Skippable Video Ads. *Journal of Interactive Marketing*, 37, 75–88. <https://doi.org/10.1016/j.intmar.2016.06.004>
- 14) Ben Brahim, S. (2016). The Impact of Online Advertising on Tunisian Consumers' Purchase Intention. *Journal of Marketing Research and Case Studies, January 2016*, 1–13. <https://doi.org/10.5171/2016.357783>
- 15) Bright, L.F. and Daugherty, T. (2012). Does customization impact advertising effectiveness? An exploratory study of consumer perceptions of advertising in customized online environments. *Journal of Marketing Communications*, 18(1), 19–37.
- 16) Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(1). <https://doi.org/10.1016/j.jbusres.2011.07.029>
- 17) Buhalis, D. (2020). Technology in tourism—from information communication technologies to eTourism and smart tourism towards ambient intelligence tourism: a perspective article. *Tourism Review*, 75(1). <https://doi.org/10.1108/TR-06-2019-0258>
- 18) Calder, B. J., Malthouse, E. C., & Schaedel, U. (2009). An Experimental Study of the Relationship between Online Engagement and Advertising Effectiveness. *Journal of Interactive Marketing*, 23(4), 321–331. <https://doi.org/10.1016/j.intmar.2009.07.002>
- 19) Cher, M. F. E., and V. Arumugam. (2019). The factors affecting the effectiveness of online video advertising: A study on Malaysian consumers' perspective towards ads on YouTube. *Global Business & Management Research*, 11(2), 167–84
- 20) Chua, A. Y. K., & Banerjee, S. (2015). Marketing via social networking sites: A study of brand-post popularity for brands in Singapore. *Lecture Notes in Engineering and Computer Science*, 1, 369–373.
- 21) Cooper, P. (2021). 140+ Social Media Statistics that Matter to Marketers in 2020. In *Hootsuite*. <https://blog.hootsuite.com/social-media-statistics-for-social-mediamanagers/>.
- 22) Coyle, J. R., & Thorson, E. (2001). The effects of progressive levels of interactivity and vividness in web marketing sites. *Journal of Advertising*, 30(3), 75–77. <https://doi.org/10.1080/00913367.2001.10673646>
- 23) Crowdanalyzer. (2021). *state of social media: all you need to know about social media in the Middle East*. <https://www.crowdanalyzer.com/?hsLang=en>
- 24) Datareportal (2021), *Digital 2021 April global statshot report*. <https://datareportal.com/reports/digital-2021-april-global-statshot>.
- 25) De Bruyn, A., & Lilien, G. L. (2008). A multi-stage model of word-of-mouth influence through viral marketing. *International Journal of Research in Marketing*, 25(3). <https://doi.org/10.1016/j.ijresmar.2008.03.004>
- 26) De Vries, L., Gensler, S., & Leeflang, P. S. H. (2012). Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing. *Journal of Interactive Marketing*, 26(2). <https://doi.org/10.1016/j.intmar.2012.01.003>
- 27) Denzin, N. K., & Lincoln, Y. S. (1994). Handbook of qualitative research. *Thousand Oaks: Sage Publications*.
- 28) Dessart, L. (2017). Social media engagement: a model of antecedents and relational outcomes. *Journal of Marketing Management*, 33(5–6). <https://doi.org/10.1080/0267257X.2017.1302975>
- 29) Devereux, E., Grimmer, L., & Grimmer, M. (2020). Consumer engagement on social media: Evidence from small retailers. *Journal of Consumer Behaviour*, 19(2). <https://doi.org/10.1002/cb.1800>
- 30) Ducoffe, R. H. (1996). Advertising value and advertising on the Web. *Journal of Advertising Research*, 36(5), 21–35.
- 31) Eagly, A. H., & Chaiken, S. (1993). Psychology of Attitudes. In *Psychology of Attitudes*.
- 32) EyeSee (2019). Breaking the social media clutter: which ads make an impact. <https://eyesee-research.com/breaking-the-social-media-clutter-which-ads-make-an-impact/>.
- 33) Farebrother, S. (2005). *Interactivity and vividness in United States newspapers' online classified ads* (Masters of art). Missouri-Columbia.

## Investigating the Impact of Ad Characteristics on Social Media Ad Effectiveness in Egypt: Online Customer Engagement as a Mediator

- 34) Farook, F. S., & Abeysekara, N. (2015). Influence Of Social Media Marketing On Performance. *International Journal of Innovative Research & Development*, 5(12), 115– 125.
- 35) Ferreira, M., Zambaldi, F., & Guerra, D. de S. (2020). Consumer engagement in social media: scale comparison analysis. *Journal of Product and Brand Management*, 29(4). <https://doi.org/10.1108/JPBM-10-2018-2095>
- 36) Forbes (2018). Social media is increasing brand engagement and sales. <https://www.forbes.com/sites/tjmccue/2018/06/26/social-media-is-increasing-brandengagement-and-sales/?sh55f80ec0b7cb3>.
- 37) Forbes (2021). Three great social media engagement strategies to build consumer trust. <https://www.forbes.com/sites/theyec/2021/04/27/three-great-social-media-engagementstrategies-to-build-consumer-trust/?sh56732d3c820b4>.
- 38) Fortin, D.R. and Dholakia, R.R. (2005), Interactivity and vividness effects of social presence and involvement with a web-based advertisement, *Journal of business research*, 58(3), 387-396.
- 39) Galov, N. (2021). Social media marketing statistics and trends to know in 2020. <https://review42.com/resources/social-media-marketing-statistics/>.
- 40) Gensler, S., Völckner, F., Liu-Thompkins, Y., & Wiertz, C. (2013). Managing brands in the social media environment. *Journal of Interactive Marketing*, 27(4). <https://doi.org/10.1016/j.intmar.2013.09.004>
- 41) Gnizy, I. (2019). The role of inter-firm dispersion of international marketing capabilities in marketing strategy and business outcomes. *Journal of Business Research*, 105. <https://doi.org/10.1016/j.jbusres.2019.08.015>
- 42) Goldsmith, R. E., Lafferty, B. A., & Newell, S. J. (2000). The impact of corporate credibility and celebrity credibility on consumer reaction to advertisements and brands. *Journal of Advertising*, 29(3). <https://doi.org/10.1080/00913367.2000.10673616>
- 43) Goodrich, K., Schiller, S. Z., & Galletta, D. (2015). Consumer reactions to intrusiveness of online-video advertisements do length, informativeness, and humor help (or hinder) marketing outcomes? *Journal of Advertising Research*, 55(1). <https://doi.org/10.2501/JAR-55-1-037-050>
- 44) GWI. (2021). *Report The biggest social media trends for 2022*. Global World Index. Retrieved December 2021, from <https://www.gwi.com/reports/social>
- 45) Ha, S., Kankanhalli, A., Kishan, J.S. and Huang, K.W. (2016). Does social media marketing really work for online SMEs? An empirical study, *37th International Conference on Information Systems (ICIS 2016), Dublin, Ireland, 11*, 947-967.
- 46) Hamzah, Z. L., Abdul Wahab, H., & Waqas, M. (2021). Unveiling drivers and brand relationship implications of consumer engagement with social media brand posts. *Journal of Research in Interactive Marketing*, 15(2). <https://doi.org/10.1108/JRIM-05-2020-0113>
- 47) Harmeling, C. M., Moffett, J. W., Arnold, M. J., & Carlson, B. D. (2017). Toward a theory of customer engagement marketing. *Journal of the Academy of Marketing Science*, 45(3). <https://doi.org/10.1007/s11747-016-0509-2>
- 48) Harrigan, P., Evers, U., Miles, M. P., & Daly, T. (2018). Customer engagement and the relationship between involvement, engagement, self-brand connection and brand usage intent. *Journal of Business Research*, 88. <https://doi.org/10.1016/j.jbusres.2017.11.046>
- 49) Hays, S., Page, S. J., & Buhalis, D. (2013). Social media as a destination marketing tool: Its use by national tourism organisations. *Current Issues in Tourism*, 16(3). <https://doi.org/10.1080/13683500.2012.662215>
- 50) Heerde, H. J., I. M. Dinner, and S. A. Neslin. (2019). Engaging the unengaged customer: The value of a retailer mobile app. *International Journal of Research in Marketing*, 36(3): 420–38. doi:10.1016/j.ijresmar.2019.03.003.
- 51) Hollebeek, L. D., and K. Macky. (2019). Digital content marketing’s role in fostering consumer engagement, trust, and value: Framework, fundamental propositions, and implications. *Journal of Interactive Marketing*, 45, 27–41. doi:10.1016/j.intmar.2018.07.003.
- 52) Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2). <https://doi.org/10.1016/j.intmar.2013.12.002>
- 53) Imtiaz, R., Ul Ain Kazmi, S. Q., Amjad, M., & Aziz, A. (2019). The impact of social network marketing on consumer purchase intention in pakistan: A study on female apparel. In *Management Science Letters* (Vol. 9, Issue 7, pp. 1093–1104). <https://doi.org/10.5267/j.msl.2019.3.015>
- 54) Islam, J., Z. Rahman, and L. D. Hollebeek. (2018). Consumer engagement in online brand communities: A solicitation of congruity theory. *Internet Research*, 28(1), 23–45. doi:10.1108/IntR-09-2016-0279.
- 55) Jain, G., Rakesh, S., & Chaturvedi, K. R. (2018). Online video advertisements’ effect on purchase intention: An exploratory study on youth. *International Journal of E-Business Research*, 14(2), 87–101. <https://doi.org/10.4018/IJEER.2018040106>

## Investigating the Impact of Ad Characteristics on Social Media Ad Effectiveness in Egypt: Online Customer Engagement as a Mediator

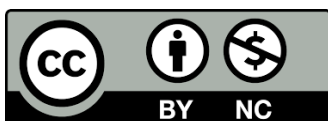
- 56) Ji, C., Mieiro, S., & Huang, G. (2022). How social media advertising features influence consumption and sharing intentions: the mediation of customer engagement. *Journal of Research in Interactive Marketing*, 16(1), 137–153. <https://doi.org/10.1108/JRIM-042020-0067>
- 57) Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- 58) Keller, P. A., & Lehmann, D. R. (2008). Designing effective health communications: A meta-analysis. *Journal of Public Policy and Marketing*, 27(2). <https://doi.org/10.1509/jppm.27.2.117>
- 59) Khan, I., Dongping, H. and Wahab, A. (2016). Does culture matter ineffectiveness of social media marketing strategy? An investigation of brand fan pages. *Aslib Journal of Information Management*, 68(6), 694-715.
- 60) Kim, C., & Yang, S. U. (2017). Like, comment, and share on Facebook: How each behavior differs from the other. *Public Relations Review*, 43(2). <https://doi.org/10.1016/j.pubrev.2017.02.006>
- 61) Kumar, V., & Pansari, A. (2016). Competitive advantage through engagement. In *Journal of Marketing Research* (Vol. 53, Issue 4). <https://doi.org/10.1509/jmr.15.0044>
- 62) Laksamana, P. (2018). Impact of Social Media Marketing on Purchase Intention and Brand Loyalty: Evidence from Indonesia's Banking Industry. *International Review of Management and Marketing*, 8(1), 13-18.
- 63) Lang, A. (2000). The limited capacity model of mediated message processing. *The Journal of Communication*, 50,46–70.
- 64) Lee, C. T., & Hsieh, S. H. (2019). Engaging consumers in mobile instant messaging: the role of cute branded emoticons. *Journal of Product and Brand Management*, 28(7). <https://doi.org/10.1108/JPBM-08-2018-1997>
- 65) Lee, D., Hosanagar, K., & Nair, H. S. (2018). Advertising Content and Consumer Engagement on Social Media: Evidence from Facebook. Management Science Published online in Articles in Advance. *Management Science*, January, 1–27.
- 66) Leonidou, E., Christofi, M., Vrontis, D., & Thrassou, A. (2020). An integrative framework of stakeholder engagement for innovation management and entrepreneurship development. *Journal of Business Research*, 119. <https://doi.org/10.1016/j.jbusres.2018.11.054>
- 67) Lewandowska (Tomaszewska), A., & Jankowski, J. (2017). The negative impact of visual web advertising content on cognitive process: towards quantitative evaluation. *International Journal of Human Computer Studies*, 108(May), 41–49. <https://doi.org/10.1016/j.ijhcs.2017.07.002>
- 68) Ling, K.C., Piew, T. and Chai, L. (2010), Les déterminants de l'attitude des consommateurs envers la publicité. *Canadian Social Science*, 6(4), 114-126.
- 69) Liu, Y., & Shrum, L. J. (2002). What is interactivity and is it always such a good thing? implications of definition, person, and situation for the influence of interactivity on advertising effectiveness. *Journal of Advertising*, 31(4). <https://doi.org/10.1080/00913367.2002.10673685>
- 70) Lohtia, R., Donthu, N., & Hershberger, E. K. (2003). The impact of content and design elements on banner advertising click-through rates. *Journal of Advertising Research*, 43(4), 410–418. <https://doi.org/10.1017/S0021849903030459>
- 71) Lu, X. (2018). Cultural Differences in Consumer Engagement in Brand-Related SNS Groups: A Cross-Cultural Study of China and the United States. *Journal of Global Marketing*, 31(5). <https://doi.org/10.1080/08911762.2018.1439133>
- 72) Luarn, P., Lin, Y. F., & Chiu, Y. P. (2015). Influence of Facebook brand-page posts on online engagement. *Online Information Review*, 39(4), 505-519.
- 73) MacKenzie, S. B., Lutz, R. J., & Belch, G. E. (1986). The Role of Attitude toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations. *Journal of Marketing Research*, 23(2). <https://doi.org/10.2307/3151660>
- 74) Mariani, M., & Predvoditeleva, M. (2019). How do online reviewers' cultural traits and perceived experience influence hotel online ratings?: An empirical analysis of the Muscovite hotel sector. *International Journal of Contemporary Hospitality Management*, 31(12). <https://doi.org/10.1108/IJCHM-11-2018-0927>
- 75) Mariani, M., di Fatta, G., & di Felice, M. (2019). Understanding Customer Satisfaction with Services by Leveraging Big Data: The Role of Services Attributes and Consumers' Cultural Background. *IEEE Access*, 7. <https://doi.org/10.1109/ACCESS.2018.2887300>
- 76) McLean, G., & Wilson, A. (2019). Shopping in the digital world: Examining customer engagement through augmented reality mobile applications. *Computers in Human Behavior*, 101. <https://doi.org/10.1016/j.chb.2019.07.002>
- 77) Mehta, Abhilasha (2000), "Advertising Attitudes and Advertising Effectiveness", *Journal of Advertising Research*, 40(3), 67 – 72
- 78) Moran, G., Muzellec, L., & Johnson, D. (2020). Message content features and social media engagement: evidence from the media industry. *Journal of Product and Brand Management*, 29(5). <https://doi.org/10.1108/JPBM-09-2018-2014>
- 79) Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs: Exploring motivations for brand-related social media use. *International Journal of advertising*, 30(1), 13-46.

## Investigating the Impact of Ad Characteristics on Social Media Ad Effectiveness in Egypt: Online Customer Engagement as a Mediator

- 80) Nettelhorst, S., Brannon, L., Rose, A., & Whitaker, W. (2020). Online viewers' choices over advertisement number and duration. *Journal of Research in Interactive Marketing*, 14(2). <https://doi.org/10.1108/JRIM-07-2019-0110>
- 81) Newberry, C. (2018). *23 Benefits of Social Media for Business*. Hootsuite. <https://blog.hootsuite.com/social-media-for-business/> (accessed 18 May 2021).
- 82) Oh, L. & Xu, H. (2003). Effects of multimedia on mobile consumer behavior: An empirical study of location-aware advertising. *Proceedings of Twenty fourth International Conference on Information Systems*, 679-691.
- 83) Olanrewaju, A. S. T., Hossain, M. A., Whiteside, N., & Mercieca, P. (2020). Social media and entrepreneurship research: A literature review. In *International Journal of Information Management*, 50. <https://doi.org/10.1016/j.ijinfomgt.2019.05.011>
- 84) Ophir, Y., Brennan, E., Maloney, E. K., & Cappella, J. N. (2019). The Effects of Graphic Warning Labels' Vividness on Message Engagement and Intentions to Quit Smoking. *Communication Research*, 46(5). <https://doi.org/10.1177/0093650217700226>
- 85) Park, J., & Ha, S. (2017). *Dept . of Retail Hospitality and Tourism Management , The University of Tennessee , USA \**. 25(1), 88–103.
- 86) Patterson, P., Yu, T., Ruyter, K.D., (2006). Understanding customer engagement in services. *Proceedings of the Australian and New Zealand Marketing Academy 2006 Conference. Advancing Theory, Maintaining Relevance, Brisbane*.
- 87) Petrova, P. K., & Cialdini, R. B. (2005). Fluency of consumption imagery and the backfire effects of imagery appeals. *Journal of Consumer Research*, 32(3), 442-452. doi:10.1086/497556
- 88) Pletikosa Cvijikj, I., & Michahelles, F. (2013). Online engagement factors on Facebook brand pages. *Social Network Analysis and Mining*, 3(4), 843–861. <https://doi.org/10.1007/s13278-013-0098-8>
- 89) PricewaterhouseCoopers. PWC. (2021), July *How Resilient Middle East Consumers Have Responded to COVID-19*. [www.pwc.com](http://www.pwc.com). Retrieved March 22, 2022, from <https://www.pwc.com/ml/en/publications/how-resilient-middle-east-consumers-haveresponded-covid-19.html>
- 90) Reyachav, I., & Wu, D. (2015). Mobile collaborative learning: The role of individual learning in groups through text and video content delivery in tablets. *Computers in Human Behavior*, 50, 520–534.
- 91) Rohm, A., Kaltcheva, V. D., & Milne, G. R. (2013). A mixed-method approach to examining brand-consumer interactions driven by social media. *Journal of Research in Interactive Marketing*, 7(4). <https://doi.org/10.1108/JRIM-01-2013-0009>
- 92) Rodriguez, P. R. (2017). *Effectiveness of YouTube advertising: A study of audience analysis*. Master's thesis. Rochester Institute of Technology, New York.
- 93) Rosetta. (2014). Rosetta Consulting. [www.Rosetta.com](http://www.Rosetta.com).
- 94) S, S., Paul, J., Strong, C., & Pius, J. (2020). Consumer response towards social media advertising: Effect of media interactivity, its conditions and the underlying mechanism. *International Journal of Information Management*, 54(February), 102155. <https://doi.org/10.1016/j.ijinfomgt.2020.102155>
- 95) Saadeghvaziri, F. and Hosseini, H.K. (2011), "Mobile Advertising: An Investigation of Factors Creating Positive Attitude in Iranian Customers", *African Journal of Business Management*, 5(2), 394-404.
- 96) Samet, A. (2020). 2020 social media usage: How the Coronavirus is Changing Consumer Behavior. *Business Insider*. [www.businessinsider.com/2020-us-social-media-usage-report](http://www.businessinsider.com/2020-us-social-media-usage-report)
- 97) De Oliveira Santini, F., Ladeira, W. J., Pinto, D. C., Herter, M. M., Sampaio, C. H., & Babin, B. J. (2020). Customer engagement in social media: a framework and meta-analysis. In *Journal of the Academy of Marketing Science* (Vol. 48, Issue 6). <https://doi.org/10.1007/s11747-020-00731-5>
- 98) Sharma, K., & Lulandala, E. E. (2021). Facebook Ad Engagement: A Cross-cultural Analysis. *Global Business Review*. <https://doi.org/10.1177/09721509211007115>
- 99) Statista (2021), Snapchat audience reach in selected countries as of January 2021. <https://www.statista.com/statistics/326445/leading-snapchat-market/#statisticContainer> (accessed 21 May 2021).
- 100) Steuer, J. (1992). Defining virtual reality: Dimensions determining telepresence. *Journal of Communication*, 42(4), 73–93.
- 101) Sundar, S. S., Jia, H., Waddell, T. F., & Huang, Y. (2015). Toward a Theory of Interactive Media Effects (TIME). In *The Handbook of the Psychology of Communication Technology*. <https://doi.org/10.1002/9781118426456.ch3>
- 102) Tafesse, W. (2015). Content strategies and audience response on Facebook brand pages. *Marketing Intelligence & Planning*, 33(6), 927-943.
- 103) Tan, G. W. H., Lee, V. H., Hew, J. J., Ooi, K. B., & Wong, L. W. (2018). The interactive mobile social media advertising: An imminent approach to advertise tourism products and services? *Telematics and Informatics*, 35(8). <https://doi.org/10.1016/j.tele.2018.09.005>

## Investigating the Impact of Ad Characteristics on Social Media Ad Effectiveness in Egypt: Online Customer Engagement as a Mediator

- 104) Taylor, D., Lewin, J., & Strutton, D. (2011). Friends, fans, and followers: Do ads work on social networks? How gender and age shape receptivity. *Journal of Advertising Research*, 51, 258–275.
- 105) Taylor, T. B. (1998). Better loyalty measurement leads to business solutions. *Marketing News*, 32(22).
- 106) Thompson, D. R. and Wassmuth, B. L. (2001). Few newspapers use online classified interactive features. *Newspaper Research Journal*. 22(4). 16-27.
- 107) Thota, S. (2018). Social media: A conceptual model of the why's, when's and how's of consumer usage of social media and implications on business strategies. *Academy of Marketing Studies Journal*, 22(3), 1–12.
- 108) Tsang M. M, Ho S. H., & Liang, T. P. (2004), Consumer Attitudes toward Mobile Advertising: An Empirical Study, *International Journal of Electronic Commerce*, 8(3), 65-78.
- 109) Usmani, S., Ali, S. F., Imtiaz, K., & Khan, H. G. (2019). The Experimental Study On the Effectiveness of Social Media Ad Campaign: Like, Comment, Share. *International Journal of Experiential Learning & Case Studies*, 4(1), 116–130. <https://doi.org/10.22555/ijelcs.v4i1.2452.g535>
- 110) Varshney, U. (2003), Location Management for Mobile Commerce Applications in Wireless Internet Environment, *ACM Transactions on Internet Technology*, 3(3).
- 111) Voorveld, H. A. M., van Noort, G., Muntinga, D. G., & Bronner, F. (2018). Engagement with Social Media and Social Media Advertising: The Differentiating Role of Platform Type. *Journal of Advertising*, 47(1), 38–54. <https://doi.org/10.1080/00913367.2017.1405754>
- 112) Wang, C. L., Sarkar, J. G., & Sarkar, A. (2019). Hallowed be thy brand: measuring perceived brand sacredness. *European Journal of Marketing*, 53(4). <https://doi.org/10.1108/EJM-08-2017-0551>
- 113) Wang, S.-L., Thi, N., & Lan, N. (2018). A Study on the Attitude of Customer towards Viral Video Advertising on Social Media: A Case Study in Viet Nam. *The International Journal of Engineering and Science (IJES)*, 7, 19–23. <https://doi.org/10.9790/1813-0706035460>
- 114) Wang, Y., Sun, S., Lei, W., & Toncar, M. (2009). Examining beliefs and attitudes toward online advertising among Chinese consumers. *Direct Marketing*, 3(1), 52–66. <https://doi.org/10.1108/17505930910945732>
- 115) Weinberg, T. (2009). The new community rules: Marketing on the social web. *O'Reilly Media, Inc.*
- 116) Wu, L. (2016). Understanding the impact of media engagement on the perceived value and acceptance of advertising within mobile social networks. *Journal of Interactive Advertising*, 16 (1), 59–73. doi:10.1080/15252019.2016.1160331.
- 117) Yousaf, A., Amin, I., Jaziri, D., & Mishra, A. (2021). Effect of message orientation/vividness on consumer engagement for travel brands on social networking sites. *Journal of Product and Brand Management*, 30(1), 44–57. <https://doi.org/10.1108/JPBM08-2019-2546>
- 118) Zeff, Robbin and Brad Aronson (1999), Advertising on the Internet, New York John Wiley & Sons, Inc.
- 119) Zhang, Jing, and En Mao (2016). From Online Motivations to Ad Clicks and to Behavioral Intentions: An Empirical Study of Consumer Response to Social Media Advertising, *Psychology and Marketing*, 33(3), 155–64..
- 120) Zhang, K. Z. K., & Benyoucef, M. (2016). Consumer behavior in social commerce: A literature review. *Decision Support Systems*, 86, 95–108. <https://doi.org/10.1016/j.dss.2016.04.001>
- 121) Zhao, L., & Lu, Y. (2012). Enhancing perceived interactivity through network externalities: An empirical study on micro-blogging service satisfaction and continuance intention. *Decision Support Systems*, 53(4). <https://doi.org/10.1016/j.dss.2012.05.019>



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.



# Investigating the Impact of Ad Characteristics on Social Media Ad Effectiveness in Egypt: Online Customer Engagement as a Mediator

## APPENDIX 1

Dear respected respondents,

I am a PhD student from the school of Management, Arab Academy for Science, Technology and Maritime Transport, Egypt. I am currently conducting research which investigates variables affecting social media ad effectiveness. The study focuses on Egyptian social media users and their attitudes towards ads displayed on social networking sites. If you do not mind, please participate in this questionnaire. Your participation is completely voluntary, and you can opt out the questionnaire at any time. It will take around 10 minutes or less to complete the questionnaire. All responses will be recorded anonymously and will only be used for the sake of this study with complete privacy and no personal information included. I appreciate your efforts to take part in this questionnaire.

### Questionnaire-From

#### Demographics

##### Usages of social Media

1. Do you have an account on social networking website?

- a) Yes
- b) No

*Please read carefully each of these statements and kindly do not omit any item.*

Statements	Scale				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
<b>Vividness</b>					
In general, the advertisements on social networking sites were attention catching.					
In general, the advertisements on social networking sites were exciting.					
In general, the advertisements on social networking sites were detailed.					
In general, the advertisements on social networking sites were communicating a strong image .					
<b>Interactivity</b>					
Social media advertising is effective in gathering customers' feedback.					
Social media advertising makes me feel like it wants to listen to its customers.					
Social media advertising encourages customers to offer feedback.					
Social media advertising gives customers the opportunity to talk back					
Social media advertising facilitates two-way communication between the customers and the firms that advertise on them.					

**Investigating the Impact of Ad Characteristics on Social Media Ad Effectiveness in Egypt: Online Customer Engagement as a Mediator**

<b>Ad Content – Information</b>					
Social media advertising is a good source of product information and supplies relevant product information.					
Social media advertising provides timely information.					
Social media advertising is a good source of up-to-date product information.					
Social media advertising is a convenient source of product information.					
Social media advertising supplies complete product information.					
<b>Ad Content – Entertainment</b>					
Online advertisements on Social media are fun to watch.					
<b>Statements</b>	<b>Scale</b>				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
Online advertisements on Social media are clever and quite entertaining.					
Online advertisements on Social media do not just sell—they also entertain me.					
Online advertisements on Social media are often amusing.					
<b>Ad Effectiveness – Ad Attitude</b>					
In general, the Social media ads are pleasant					
In general, the social media ads are not at all likable					
<b>Ad Effectiveness – Perceived Loyalty intentions</b>					
I intend to get more information about the advertised product/service on social networking sites.					
I intend to buy the advertised product/service on social networking sites.					
I would recommend the advertised product/service on social networking sites.					
I would disseminate information about the advertised product/service on social networking sites.					
<b>Customer Engagement</b>					
I often visit pages of brands after viewing their ads on social networking sites.					

**Investigating the Impact of Ad Characteristics on Social Media Ad Effectiveness in Egypt: Online Customer Engagement as a Mediator**

I often read posts of brands after viewing their ads on social networking sites.					
I often use the “like” option on brand ads that I find on social networking sites.					
I often comment on brand ads I find on social networking sites					
I often share the brand ads I like on social media platforms					
I follow brands pages of my interest, after viewing their ads on social networking sites to get information. (e.g., new products).					

2. What gender do you identify as?
  - a) Male
  - b) Female
3. What is your age?
  - a) Less than 18 years old
  - b) 18 less than 25 years old
  - c) 25 less than 30 years old
  - d) 30 less than 45 years old
  - e) 45 less than 55 years old
  - f) 55 and above
4. What is the highest degree or level of education you have completed?
  - a) High School
  - b) Bachelor's Degree
  - c) Master's Degree
  - d) Ph.D. or higher
5. What is your annual household income?
  - a) Less than 10,000 L.E
  - b) 10,000 to less than 20,000 L.E
  - c) 20,000 to less than 30,000 L.E
  - d) 30,000 to less than 40,000 L.E
  - e) 40,000 or more
6. What is your marital status?
  - a) Single, never married
  - b) Married
  - c) Widowed
  - d) Divorced
  - e) Separated
7. What is your current employment status?
  - a) Employed Full-Time
  - b) Employed Part-Time
  - c) Seeking opportunities
  - d) Retired
  - e) Self employed