THE EFFECT OF SOCIAL MEDIA USAGE AND ADVERTISING ON CONSUMERS' PURCHASE INTENTION IN PAKISTAN

Sanan Waheed Khan*

Department of Communication studies, Faculty of modern languages and Communication, University Putra Malaysia, Selangor, Malaysia

Malik Adnan

Department of Media Studies, Islamia University, Bahawalpur, Pakistan

ABSTRACT

Purpose - The use of social media as a platform for performing marketing and advertising operations is growing in popularity. Advertisements on social media take up a significant amount of time, financial resources, and other organizational resources. However, there is always room for improvement in how businesses may develop advertising for social media platforms to attract people effectively and to encourage them to buy their goods. Therefore, this research investigated the primary elements connected to social media advertising that can predict a consumer's desire to make a purchase.

Methods/Design - The conceptual model was developed using criteria derived from an expanded version of the Unified Theory of Acceptance and Use of Technology (UTAUT2). The data was collected through a survey of 663 individuals. Structural equation mdoeling was used for the data analysis.

Results/Findings - The major findings from structural equation modelling provided a significant amount of support for the validity of the existing model.

Orignality - This research contributes to several theoretical and practical principles that can help marketers plan and put their advertisements on social media platforms in the best way possible**.**

Keywords: social media advertising, consumer purchasing intentions, Pakistan

Paper type: Research Paper

INTRODUCTION

Due to the proliferation of information and communication technologies (ICTs) in today's society, social media (SM onwards) plays a key and indispensible role in people's everyday lives. As a result of the widespread incorporation of SM into people's everyday lives, not only do academics place a significant amount of focus on the subject but also professionals make use of the countless possibilities presented by SM. It is noted that the digital advertising business is divided into five primary submarkets: search advertising, advertising on social networking platforms, advertising on banners and websites, video advertising, and online classifieds (Lee & Kim, 2022). According to this report, the SMA market is the second biggest market within digital advertising, with revenues of USD 98 billion worldwide, which accounted for 29% of the total digital advertising market in 2021. Additionally, it is estimated that worldwide revenue will increase to USD 140 billion in 2025 (Zhu et al., 2022).

It's noteworthy that despite the global epidemic in 2020, SMA is often regarded as the fastest-growing ad format (Baek & Yoon, 2022). To illustrate how important user numbers are in determining the size of the SMA business, if we consider that there were more than 3.5 billion SM users globally in 2020, then that figure is expected to grow to 4.5 billion by 2025 (Scholz, 2021). According to a recent study by the Lou (2022) YouTube and Facebook have the largest user bases, and their users are thought to be the most demographically representative of the population. In addition, by 2023, US marketers are forecasted to spend more than USD 58 billion on social networks to promote their goods, with Facebook as the dominant SMP accounting for the lion's share of the expenditures about 80% (Baek & Yoon, 2022; Scholz, 2021). According to a recent study, the typical internet user spends two hours and twenty-five minutes daily on SM and uses five distinct networks (Hudders & de Jans, 2022). The analysis found that 29% of users learn about new brands and items via SMM and that 46% of users look to social networks as their major resource for learning about brands and products (Balaban & Szambolics, 2022).

Both academics and industry professionals showed considerable curiosity in SMA. The literature looked at several aspects of SMA, including as customer reactions to the product (Alalwan, 2018; Kim & Kim, 2021; Zhu et al., 2022) involvement with SMA and the significance of the kind of platform (Weismueller et al., 2020) the effect of a consumer's perception of customization on how they react to advertising on SNS (Maria et al., 2019) impact of personality type-targeted advertising on SM (Scholz, 2021) as well as how customers' focus shifts in response to interactive media (Hudders et al., 2021). In addition, the literature has investigated the elements that hinder the effectiveness of SM advertisements, such as the impact of annoying ads on consumers' decisions to avoid SMA (Jacobson & Harrison, 2022), avoidance of commercial content on SNS (Yuan & Lou, 2020) and ignorance reasons for SMA (Yoon et al., 2022).

Likewise, Carlson et al. (2022) argued that consumers' aversion to SM ads was influenced by their perceptions of the ads' personalization, legitimacy, and scepticism. All of these studies focused on various elements of SMA, with a particular emphasis on the opinions of customers. It's possible that different people will have different responses to the adverts they see on SNS. As a result, it is very necessary to study the factors that account for these disparities in the reactions of customers to SMA (Khan & Zaman, 2021). One of the explanations might be connected to variations in the qualities and perceptions of different customers, which in turn could lead to different intents to make a purchase. Scholars focus on different aspects of SMA, while practitioners enthusiastically adopt it into their marketing communications and advertising efforts to enhance digital engagement by utilizing more direct encounters with their target audience (Balaban & Szambolics, 2022).

Consequently, there is less scholarly literature from which to draw guidance. Few studies have examined SM users' experiences and the interwoven advertising on these sites. Decisions on which messages to promote and which SMP companies may choose to be active on may be strengthened by insight into engagement experiences. But it is hard to build theories right now because the majority studies of SMA (Scholz, 2021) either concentrate on SM generally (Ardiansyah & Sarwoko, 2020; Genner & Süss, 2017) or on a single SMP, like Facebook in this case (Masuda et al., 2022; Saima & Khan, 2020). It would seem that the term "social media" is either an overarching idea or a single social medium that serves as a paradigm for the whole genre. Therefore, there is limited research explicitly comparing different SM (Balaban & Szambolics, 2022). Since this may lead to disparate realizations, it may slow down the process of theory construction. There are four main contributions to this work.

Our first contribute to digital engagement studies by illuminating how the general public uses three SMP (Facebook, YouTube and Instagram). The second point is that the environment in which digital interaction occurs is crucial. Therefore, "social media" is excessively (and even harmfully) generic since it encompasses many interactions across different platforms. Finally, researchers use a heatmap to illustrate whether or not user interaction with SM advertisements is a significant factor in understanding this kind of marketing. Most crucially, researchers build bridges between the literature on interactivity and impact of digital environments, expanding on prior studies showing a correlation between media consumption and ad assessment (Zollo et al., 2020). Researchers do this by contrasting the impact of different kinds of involvement with SMP and advertising on those platforms on opinions about the effectiveness of those platforms' marketing. This study's methodology is noteworthy since it uses a single-source approach. To guarantee that external comparisons of SMP customer demand for the product might be met (aged 15 and over) were requested to describe their experiences on multiple platforms in a manner that would be uniform across all platforms. This was done to draw direct comparisons across SMS In this study, consumers were questioned about specific instances of their recent SM usage, rather than asked generic questions about their platform experiences (Saura et al., 2021).

THEORETICAL BACKGROUND

Conceptualization of Engagement

It is difficult to conceive of a notion that requires involvement on the part of the audience. The interaction between customers and companies may be construed in several different ways (Wu et al., 2022). There is a correlation between the use of an engagement model in advertising that is congruent with the research done on media engagement and the efficacy of the advertising (Carlson et al., 2022; Chetioui et al., 2021). According to Tafesse and Wood (2021), engagement is "a multifaceted construct that comes from the ideas and emotions regarding one or more rich experiences involved in attaining a personal goal." Despite the fact that this is a relatively new theory in the literature, several research have shown that consumer interest varies widely depending on the brand and product. It has been proven that newspaper and television program viewing habits including advertisement ratings are indicative of future purchasing decisions (Fink, 2021). This method is incompatible with others that measure involvement based on the amount of time spent participating or ingesting material via different means (e.g., circulation, likes, shares). However, modern theories hold that an individuals' media engagement level (media consumption or ad engagement) depends on their interactions with the medium in question. SM users' engagement with the platforms and the advertisements found on them may be explained by this idea. It is explicitly argued by Ho et al., (2022) that interaction is context-specific, and we adhere to this line of thought here. It can take on a new connotation depending on the circumstances. The context being referred to in this instance is the context offered by the media in which the advertisement is shown, often known as the context of the medium. On the other hand, Rather and Hollebeek (2021) focus their attention on the whole of the media context, namely the SMP. According to the findings of this investigation, the SMP acts as the basis for SMA.

Even so, researchers do not think there is a direct link between how engaged people are in a certain medium and how well the advertising in that medium works. These meetings may serve various purposes, including the desire to learn something new, pass the time, or connect with others. According to Hollebeek et al. (2022) consumers' real-time media consumption experiences are examined in this study. As a direct consequence of this, scholars use the term "media experience" to refer to the one-of-a-kind occurrences that take place during a particular instance of consuming SM (Ho et al., 2022; Waqas et al., 2021). SMA engagement is the total of the experience's individuals have when being exposed with SMA on that platform, which is similar to how people use SM.

Engagement with Social Media Platforms

For decades, researchers in the field of mass communication have been attempting to categorize the many types of experiences that people have when interacting with the medium (Kent & Taylor, 2021). In the past, research on SM experiences has been conducted, but it has mostly focused on the medium as a whole or on a specific platform type (Delbaere et al., 2021). In this scenario, our working hypothesis is that users would interact and use the multiple platforms in a manner that is distinct from one another due to the distinct characteristics of each platform in terms of its functionality, interface, and content (Deng et al., 2021). It would be the case because each platform has its own distinct characteristics.

With an understanding of the term as broad as "social media," which is "a range of Internet-based applications that build on the ideological and technical underpinnings of Web 2.0, as well as the production and sharing of user-generated content," it is clear that "social media" encompasses a lot of different things (Walsh et al., 2021). There are fundamental differences between the platforms in terms of format, norms, and policies. The photo-sharing app Instagram is considerably different from the SNS Facebook (Shahbaznezhad et al., 2021b). A SMP like Facebook, for instance, makes it easy to contact one another via increasingly complex forms of communicating (Mookda et al., 2020).

Wu et al., (2022) state that SM is distinguished by its public interactions, content sharing, self-presentation, and transparency. Similarly, all sorts of online activities may be distinguished based on these characteristics, including collaborative projects, blogs, content communities, SNS, virtual game worlds, and virtual communities. To sum it up, Ho et al., (2022) use seven functional building blocks to distinguish between different SMP: identity, conversations, sharing and presence. The degree to which a SMP prioritizes one or more of these aspects determines the site's identity. SNP differ widely in its characteristics, such as mode, access to data (private vs. public), restrictions on data privacy, and the types of contacts they allow friends vs. colleagues (Khan et al., 2021). It is quite probable that each of these aspects has a role in the user experiences provided by the different SMP.

Studies claim that each platform offers a unique atmosphere in which to position adverts due to the large variety of differences between them. However, commercials appear to be an exception to this rule. To market goods, Instagram, for instance, employs visually beautiful photographs; Snapchat, through sponsored lenses; and Twitter, using succinct messages (Gustafson et al., 2021; Liu et al., 2021). It is expected that due to these differences, users would have different interactions with an SMP and the advertising that is a part of it, as discussed by scholars such as (Chetioui et al., 2021; Shahbaznezhad et al., 2021b). According to our research, this is correct. Consequently, researchers may presume the following:

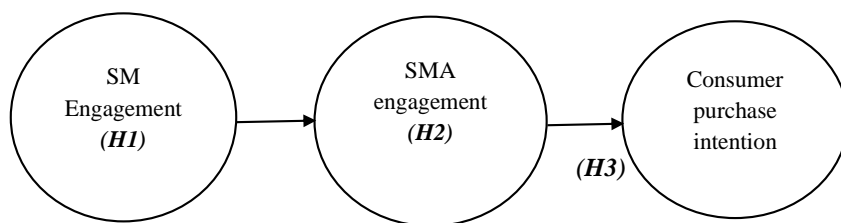*H1: Different SMP provide different levels of engagement.*

Figure 1. *Conceptual model of SMA and consumer purchase intention*

Engagement with Social Media Platforms

As discussed, the SMP may be considered the backdrop for the SMA; more specifically, the SMP acts as the setting in which the advertisement is presented to the audience. The proposition that communicating the same message to the same audience simultaneously from the same source creates different outcomes is backed up by extensive research into various media contexts, which provides solid evidence. Communication outcomes vary depending on the context in which they are received (Unnava & Aravindakshan, 2021). Conflict with a medium may be seen as a critical background attribute that influences reactions to advertising messages and advertisements themselves (Lou & Yuan, 2019). Circumstantial evidence suggests that reading a magazine, watching a television program, or reading an online newspaper influences how people respond to advertisements that are integrated in these vehicles (Liu et al., 2019). According to the findings of this study, connection with automobiles does have an influence that spills over into advertising evaluations. When a customer spends more time engaging in integrated media consumption, such as watching television, reading magazines or newspapers online, or reading online newspapers, the consumer develops a more positive attitude toward integrated advertising. Researchers have a hunch that when SM is used as a vehicle, there is a connection that is analogous to this one, and as a result, researchers suggest the following hypothesis:

H2: Engagement with SMA varies between SMP.

Social Media Advertising

Subsequently there is a possibility that intervening variables are responsible for explaining the relationship, researchers believe that it is unlikely to be possible to investigate the direct relationship that exists between a person's level of interaction with a medium and the effectiveness of an advertisement that is included in the medium. The connection described in hypothesis 2 may hold for SM (Carlson et al., 2022). Despite this, we doubt that the effectiveness of advertising in a medium directly correlates with the level of engagement with that platform. Therefore, we do not think

it is worth researching. The explanatory function of advertising participation is commonly assumed in theoretical metaphors for the effect of media involvement on advertising judgements. However, these explanations rarely directly test this assumption (Kim & Kim, 2021). This contrasts with empirical explanations. The theoretical ideas researchers will discuss in the next section show that media participation may impact advertising engagement rather than the other way around. Consequently, we're looking into whether or not being a member of SMA influences advertising evaluations on its own.

There are primarily different theoretical arguments for why context is important. In this instance, participation on an SMP affects assessments of advertising in the context. This concise review of these theoretical hypotheses, which point to how media participation affects engagement with advertising, may be found in the relevant body of published literature (Tafesse & Wood, 2021). Accordingly, researchers believe that when SMP and the advertisements that appear on them are interacting in comparable ways, a match between them will be more likely to result in advertisements receiving more favorable ratings (Jiménez-Castillo & Sánchez-Fernández, 2019; Kent & Taylor, 2021). Other SMP likely has a higher frequency of interaction in different ways. Therefore, integrated commercials must take that into account. Investigators think it's important to look at the correlation between using a SMP and being exposed to ads on that site and see whether users' favorable or negative attitudes towards online ads vary depending on which platform they use. Researchers think it's important to look into whether or not additional variables complicate this connection since it's interesting on its own.

H3: The link between engagement with a SMP and SMA is based on consumer purchase intention.

METHODS

Design and Procedure

As an outcome of our investigation, we decided to concentrate on three different SMPs. These three are are considered to have the greatest level of popularity in Pakistan, which is the context of the present study (Facebook, YouTube, and Instagram), and they also have the most rapidly expanding number of users across the globe. Researchers could make meaningful comparisons across the various SMP in light of the interactions because we employed a single-source methodology to assess each one. All the platforms were rated similarly in a single representative sample. The questionnaire was developed with the use of data from studies on people's usage of conventional media (such as television, magazines, and newspapers) conducted in 1998, 2006, 2009, and 2012 and supported by a wide range of significant players in the Dutch media sector (Rather & Hollebeek, 2021).

One of the most important aspects of our strategy was the lack of forced exposure (which is common in research) as well as the absence of assessing involvement about the entire of SM (for example, "I use Facebook regularly"). The level of involvement experienced by customers during a particular a juncture of media consumption rather than the engagement experience of consumers overall was the emphasis of our research, which was consistent with our prior definition of SM "experience." The rationale behind this was that customers are unlikely to be able to properly recount their experiences in general since (social) media consumption is often limited in duration and may be simple and readily forgotten (Tafesse & Wood, 2021).

Initially, respondents were asked whether they had used any of the three social media networks described above. If they said yes, they were then asked for more details. If individuals agreed, they were asked questions (such as the date, time, location, and device) about the most recent time they used that SMP to enhance the salience of the moment of media consumption. They were then asked what they did on the platform during that period and whether they saw any advertisements. They were asked to answer questions about their experiences with advertising, and then they were asked questions about how they felt about advertising and if they had seen any. For each of the three SM sites, all respondents were asked these questions randomly, and their answers were collated (See Figure 2).
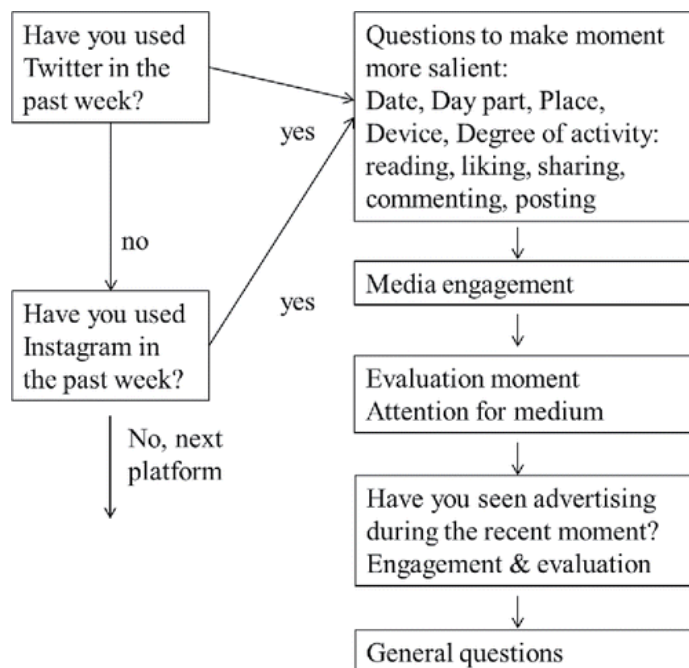

Figure 2. Flow Chart of Procedures.

The information was gathered at the start of 2022 by the market research firm. They addressed members of their panel mainly college and university students (all over the age of 16) who had indicated that they used SM on a daily basis. Respondents in this panel are rewarded for their participation in surveys by receiving a set number of credits. Whether at least one of the three SMS had been utilized in the previous week, a screening question asked if that was the case. The length of the questionnaire was set depending on the number of SMS that the respondent had used in the previous seven days. The completion of the questionnaire took an average of 9 minutes per respondent. 776 respondents took part in the study (respondent response rate: 82 percent), with 663 of them using at least one of the SMS. The age range of people who use SM in the sample was 29 years old, and there were as more women than males among those who used SM. In this sample, 27 percent had only completed elementary school, 33 percent had completed secondary school, and 40 percent had completed higher education.

RESULTS

How different SMP provide different levels of engagement (H1)

Before looking at how customers reacted to SMA, it was fascinating to investigate the significant differences that existed across platforms in terms of the number of times they were exposed to advertising. This was done before looking at how consumers responded to SMA. Social networking sites such as Facebook, Instagram, and YouTube were the most often mentioned by users as places where they were exposed to advertising. According to the statistics, roughly 55% of the reported cases included a communication from a goods, brand, corporation, or organisation. Despite the fact that respondents were exposed to advertising across all SMP, we discovered that consumers were not typically averse to viewing on YouTube, advertising had the most unfavorable evaluations, followed by Facebook and Instagram; all of these platforms received scores that were much lower than the middle of the scale. Advertising on Facebook received the most favorable feedback from consumers.

Engagement with SMA varies between SMP (H2).

The overall engagement score for each SMS was analyzed separately in regression models to see whether advertising evaluations on that platform were associated with the total engagement score. The independent variable was the sum of all engagement dimensions, and the dependent variable was the evaluation of advertising on that platform. As a result of the findings, only Facebook (b=.125, p =.03; all other PS >.05)

demonstrates a statistically significant association between overall engagement score and advertising (p =.02).

Each dimension and platform was examined separately in regression models, with the experience dimensions as the independent variable and the advertising evaluation as a dependent variable; again, the experience dimensions were input as the independent variable. We discovered that just a few elements of experience were associated with advertisement ratings, according to our findings. The dimension of practical application was the only one that was associated with a higher favorable view of Facebook advertising. Respondents who saw this platform as one that supplied them with beneficial ideas, insights, or guidance were more favorable in their evaluation of advertising. More favorable responses were extended by respondents who use Instagram as a medium which allowed them to stay one step ahead of the competition. YouTube demonstrated a fruitful connection between the utilisation in real life and advertising evaluations on their platform. In addition to this, it demonstrated a negative association between the recreational use factor and advertisement assessments. YouTube demonstrated a strong correlation between the operational usage dimension and the advertising assessments, yet despite this, it is still a popular website. It was found that using YouTube to fill in the time between other activities was worse than using other forms of advertising.

The link between engagement with a SMP and SMA is based on consumer purchase intention (H3)

A regression analysis was conducted to determine whether or not engagement with SMA on a specific platform is associated with consumer purchase intention. In this research, the independent variable consisted of the total score for advertising engagement (the sum of all characteristics) on a specific platform, while the dependent variable consisted of advertising assessments on that platform. It was found in the research that there is a positive relationship that is statistically significant between the total advertising engagement score and the SMA assessment across all platforms (Facebook, =0.39, p =.001; YouTube, =0.45, p =.001; Instagram, =0.48, p =.01). This was found to be the case for Facebook, YouTube, and Instagram. Consequently, the more involved individuals were with advertising, the more favorable their estimation of it was. Not surprisingly, individuals who found advertising to be unpleasant or imprecise were more likely to give it an unfavorable evaluation of it.

DISCUSSION AND IMPLICATIONS

The results of this study contribute substantially to the existing bodies of knowledge in the fields of marketing and digital engagement. In the first place, we provide a theoretical addition to the study of online interaction by looking at activity across three popular SMPs: Facebook, YouTube, and Instagram. Our method demonstrates how much a user's level of involvement with a digital medium depends on the

medium itself. Previous empirical research lumped together all digital platforms without considering the vast differences in user experiences between platforms. The multiple features and qualities of SMP, however, lead to a broad spectrum of user experiences, as we have shown in our studies. Our research disproves common beliefs by demonstrating that each digital platform is seen separately.

There are, of course, some parallels between the two situations. All SMPs except for YouTube, are used to keep up with the latest news and trends. Similarities, on the other hand, are the exception rather than the norm. However, although SMP such as Facebook, YouTube and Instagram widely utilized, platforms in Pakistan. In comparison to Facebook and Instagram, other SNS are used less often to fill gaps in our lives. So, the conclusion that each platform has its own strengths and weaknesses in terms of the different experiences it offers its customers is confirmed by the research.

Second, we provide evidence that not only are these platforms unique in terms of the experiences they provide, but also the advertisements that are shown on each of these platforms have their own individual personality. The negative emotions dimension is the one in which commercials on YouTube, Facebook, and Instagram surpass their counterparts the most. This is the dimension in which differences across platforms are most obvious and evident. According to (Carlson et al., (2022) one possible reason for this phenomenon is that users of YouTube are required to wait a significant amount of time before they are allowed to bypass the advertisement and go to the video content. Additionally, advertising on Instagram is believed to be more pleasurable than advertising on other platforms. Still, advertising on Facebook is perceived to be more practical than advertising on other platforms (Kent & Taylor, 2021). Therefore, we demonstrate that the level of participation in SM differs from platform to platform and that the level of participation in SMA changes from platform to platform.

Third, we demonstrate how different sorts of experiences that constitute engagement have distinct effects on the assessments of advertising across a variety of SMP. This study's main finding is that engagement and advertising ratings are extremely context-dependent, meaning that the connection is dependent on the platform used to measure them. Each platform has its own set of experience characteristics that are linked to how well (or badly) advertising is rated on that platform. Theoretically, this discovery means that SM shouldn't be thought of as a single idea that can be used in all situations. This is something that most advertising experts agree on (Gustafson et al., 2021). Nevertheless, it is clear that not every platform is the same. If users talk about SM as a single thing, you ignore the big differences in quality between the different platforms. It is important to remember that words matter, and if we keep using a catch-all term like "social media," it is unlikely that we'll learn much more about this complicated phenomenon. Instead, each digital platform needs to be looked at on an individual basis (Deng et al., 2021). Alternately, we may classify SM, according to its characteristics, such the types of media it offers, the degree of individual disclosure it encourages, the way its users show themselves, the kind of relationships they facilitate, and the content they share (Yoon et al., 2022). In this

regard, it is perhaps noteworthy that the title of a recent book containing the most up-to-date thinking on interactive advertising avoids the use of the term "social media" and instead refers to "digital advertising" (Creevey et al., 2022). The most intriguing theoretical implication of this research shows that it is crucial to consider involvement with several mediums, not just one but also engagement with the advertising itself When comparing the success of various types of digital advertising, it is important to consider the role that consumer engagement plays, as has been done, for example, in (Haley & Pittman, 2022), Most intriguingly, this result indicates that participation in SMA is crucial for understanding how SMA works.

There are implications for our understanding of SM and our behaviour on these platforms that stem from this study. When examining engagement qualities across the SMP under consideration, it is found that topicality is the most powerfully felt. It is largely accepted in the literature, however, that accessing SM has become a handy and essential means of communicating with friends and meeting social requirements (Herrando & Martín-De Hoyos, 2022). Despite the fact that the term "social media" indicates that all SMP are social and centered on social interactions, this research demonstrates that not all SMP are perceived in this manner. As a result of topicality being a feature of participation that is more consistently perceived across all SMP, the term "topical media" may be more appropriate.

An additional noteworthy conclusion emerges when the results of this factor analysis are compared to those of prior factor analyses that used the same questions to analyse engagement with traditional media sources (de Groot, 2022). Since the digital platforms that make up SM are all about participation, it makes sense that the parts of the experience that capture interaction with others and usefulness in everyday life are important. Traditional media studies using the same variables revealed only one cause for unpleasant emotions. Conversely, this research uncovered two causes, and both were connected to the study's content or its platform.

Practical Implications

Numerous studies have been conducted to investigate consumers' reactions to advertisements on SMP, as well as the impact of such advertisements on consumers' intentions to make a purchase. The ever-increasing number of people using SMP and the proliferation of marketing and advertising activities across these various social networking platforms contribute to the enduring interest in understanding these topics. This study aimed to categorize customers according to how they felt about advertisements on SM. Although the phrase "social media" is often used in the context of marketing strategies today, the reality is very different. Our findings show that the phrase "social media" is meaningless in the context of practical management since it fails to capture the nuances of the many platforms we investigated. At first look, this may not appear to have much of an impact on SM experts. Does one anticipate that these professionals will really put this academic finding into practise in their regular work? However, it has been stressed that language is crucial. When we hear the term "social media" used to describe anything, we immediately assume that the speaker is

not knowledgeable on the subject. Comparable to how the phrase "broadcast media" fails to adequately capture the many subtle but significant distinctions between, say, television and radio. Because this finding points the finger at the advertiser, it is essential for those in charge of advertising to have a solid understanding that various platforms each have unique qualities and attributes that deliver unique experience values, thereby requiring a shift in the way advertising is evaluated. A professional marketer must be aware of this to avoid giving the impression that they are inept.

Since each digital platform provides its consumers with a distinct experience, the ads shown on those platforms also reflect those differences. As a consequence of this, the platform is a significant factor in deciding how well advertising function. The ramifications of this result for management are substantial. To maximize the success of their interactive advertising campaigns, it is recommended that firms carefully consider which SM channels are most appropriate for promoting their products. Apps for social networking platforms are volatile; new ones develop on a near-daily basis. Selecting the right digital platform is crucial since advertising is not present in all of them. These findings give marketers the information they need to choose if, what, and how to promote on whatever platform, shifting the emphasis from "could" to "should" when making advertising decisions.

This research suggests that although spectators are still an essential indicator, they are not a trustworthy proxy for engagement or advertising performance when used alone. Advertisers should first and foremost use qualitative rather than quantitative measures like the number of likes, comments, views, or followers when planning and evaluating their digital advertising spending. Brands like Adidas, which just announced a large increase in their digital advertising budget, would do well to keep in mind that viewers interact with television in ways that do not interfere with radio. When comparing two magazines, X and Y, the reader has a qualitatively different experience than when reading an SMP. Additionally, viewers may expect the same degree of interest from the advertising they see.

When considered as a whole, these practical implications provide significant guidance to marketers and media managers on how they might make the advertising that they run on SM a more relevant to the people they are trying to reach. More than ever, it is crucial to comprehend the connection between digital engagement experiences and the efficacy of advertising, as consumers grow increasingly sceptical of the persuasive intentions of advertising and install ad blockers in large numbers to avoid annoying and irrelevant advertising messages.

Future Research and Limitations

Although it provided several substantial contributions and employed an innovative methodological technique, the current study does contain numerous flaws that might be addressed in further research. According to the conceptual framework for media experiences, our working hypothesis is that one's exposure to various media forms indicates their engagement in various forms of SM. This strategy differs from

engagement conceptualizations that emphasize intensity (intensity of use) or valence (favorable or unpleasant sentiments) since these factors are stressed to a far larger degree in those models than in this method. Because of this, we do not make an effort to evaluate either the good or the bad aspects of engagement. The current technique should be compared to other traditional methods, such as those defining engagement in terms of its intensity or valence, among other things, so that future research may investigate the connection between the two.

Instead of the kind of environment explored in this study, it is probable that involvement with SNS changes across different contexts. There may be more considerations to take into account, despite the fact that we prioritised the larger picture of the SMP. Another thing to think about is the context of the receiver. For example, engagement may be different when people only read or browse on a SMP versus when they post and share (Carlson et al., 2022), as well as between the devices used to access these platforms (Kim & Kim, 2021). Future research might look at whether consumers perceive such (conceptual) distinctions differently and how these variances translate into digital engagement and advertising judgments in the digital environment. Even though our study is restricted in certain ways, we are confident that our efforts have helped advance the development of more advanced theories of how digital interaction with advertising works. Since the majority of individuals agree that there is no such entity as "social media," academics believe further study needs to be conducted to directly compare the various SMPs.

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