RECONNOITERING ETHNIC VALUES OF NON-COMMERCIAL ADVERTISEMENTS

Viswanathan P, PG & Research Department of Commerce,
Pachaiyappa's College for Men, Kanchipuram, India

Ramesh Kumar D, Department of Commerce,
Sri Ramakrishna College of Arts and Science, India

Darshan S, School of Business and Management
Christ University, India

Jigar Rupani, School of Business and Management
Christ University Bangalore, India

ABSTRACT

Non-commercial advertisement is sufficiently distinct from commercial advertisement as it requires fresh thinking and new approaches. This non-commercial advertisement deals with advertisement core benefits and values, whereas commercial advertisement often deals with superficial preferences. A non-commercial advertisement approach does not guarantee that the social objectives will be achieved or the costs will be acceptable. Yet society appears to represent a bridging mechanism which links the behavioral scientist's knowledge of human behavior with the socially useful implementation of what the knowledge allows. It offers a useful framework for effective social planning at a time when social issues have become more relevant and critical. This study aims to show how non-commercial advertisements focus on social values.

Keywords: Marketing, Advertisement, Social Advertisement.

INTRODUCTION

The competition faced by non-commercial advertisers is very different from the competition faced by commercial advertisers. In commercial advertisement, the emphasis is on competing with the products and services sold by the competitor, but in non-commercial advertisement, the stress is on changing the current or preferred behavior of the target market. For e.g. smoking sensation, eating fruits vegetables and having mammography. The fact that advertisements greatly influence social attributes, values, outlooks, customs and traits that cannot be neglected. It acts as a tool which helps the masses to become more conscious. Advertisements have been broadly successful in commercial settings. Motivated by this success, the Government and organizations realized that perhaps this can also be applied to resolve social problems.

Predominant antecedents in the charity advertising literature include various appeal tactics and victim portrayals. Research streams on moderators and mediators include various ad characteristics and audience characteristics. The audience's intentions to donate were the most used outcome variable. Recommendations for continuing theoretical advancement in the field are presented. Managerial implications are also presented. This literature review contributes a knowledge base to guide future charity advertising research (Wymer et al., 2021).

Disruptive social events such as the COVID-19 pandemic can have a significant impact on sex

(QI)

trafficking and the working conditions of victims, yet these effects have been little understood. This paper examines the effect of the COVID-19 pandemic on sex trafficking in the United States, based on analysis of over one million sexual service advertisements from the online platform rubratings.com, using indicators of third-party management as potential proxies for trafficking. Our results show that there have been measurable changes in online commercial sexual service advertising, both with and without third-party management indicators, in the United States, with a significant decrease occurring around the time of the start of the pandemic and the issuance of stay-at-home orders followed by an increase to levels well above pre-pandemic levels corresponding in time to when COVID-related restrictions were relaxed. We argue that the initial decrease could have been induced by a loss of demand for sexual services due to pandemic-related health concerns, but that a confluence of factors, including the lack of economic and social support for those working in the commercial sex industry, may have increased the number of people vulnerable to being exploited and becoming trafficking victims. This research adds to the understanding of the way sex trafficking adapts to events in the public sphere.

Social advertising (informative, entertainment, credibility, privacy, ease of use, contents) and brand image have a positive relationship with the buying behavior of Muslim consumers toward the fashion clothing brands during the holy month of Ramadan, while the brand image has non moderating effects. Furthermore, social advertising has a positive and significant relationship with the brand image.

Investments in social paid advertising are an affordable and effective way both to promote postgraduate programs and create engagement with prospective students. Facebook advertisements maximize visibility, which improves social and online positioning and encourages student recruitment.

The fashion industry uses different strategies for CSR advertising campaigns. It provides evidence that fashion brands, overall, focus on sustainability efforts for the environment and visually communicate their CSR practices through a framework that highlights greenness and environmentally friendly messages in CSR advertising.

In the tourism context, the effectiveness of social media advertising remains little known to practitioners and scholars despite the frequent use of social media by tourism customers and companies in recent years. So, this research study contributes to a better understanding of the use of social media advertising on facebook regarding tourism products and services.

Advertising workers represent marketing work as a series of fun yet constrained activities involving relationships with clients and colleagues. They engage in cognitive polyphasia by evaluating these productive differences in both a positive and negative light.

Many social issues, an advertising variation strategy (a negative appeal followed by a positive appeal) is more effective than an advertising repetition strategy (two negative appeals) in terms of recall. Study 2 builds on these findings by differentiating between taboo and non-taboo issues. Interestingly, the findings of study 1 are reproduced for non-taboo issues but not for taboo issues. If an issue is a conversational taboo in a certain culture, then an advertising repetition strategy that only uses positive appeals is more effective than an advertising variation strategy.

Three frequently used message appeals (rational, negative emotional and positive emotional), rational ad appeals are not as effective as emotional appeals. The study also shows that females respond more strongly to negative emotional appeals than males, while there is no significant difference in how males and females responded to positive emotional or rational ad appeals. In addition, the study demonstrates that the measure of ad likability, which is frequently used as a reliable copy-test measure in commercial marketing situations, is not a valid measure of ad effectiveness in the context of social advertising (Cluley et al., 2019).

portrayals of homosexuality in advertising can prime consumers to think about other people, thereby affecting them socially. In line with previous studies of portrayals of homosexuality in advertising, these effects are moderated by attitudes toward homosexuality.

(QI)

MATERIALS AND METHODS

Ayush Kumar, conducted research on the "socioeconomic role of advertising" and published his findings in the Abhinav national monthly refereed journal of research in commerce and management. The study's goals were to investigate how advertising affects economic growth and to look at how it affects social development on a social level. Secondary sources, including reputable journals, periodicals, books and websites, were used to gather data and concepts about the various economic effects of advertising on the development of nations, as well as the various social effects of advertising, which were taken into consideration when determining the societal effects of advertising. It was found that advertising helps in educating people about social issues, product and service information, price, quality, health hazards and safety norms and improving production capability. Advertising promotes the national product to the outer world by enhancing export promotion, new product development for the international market, country's socio-economic development, distribution and proper supply of goods, at a right time, at a right place by intimating public, about it. It improves the standard of living and reaches a great number of audiences to account their feedback and utilize it for further correction. It affects the cultural values of society and consumer welfare and protection from various unfair trade practices (Cordero-Gutiérrez et al., 2020).

The study "attitude towards public service advertisements among the rural youth" by Gangadharn, S. & Nagarajan, P.S, goes into detail regarding the variables that affect the efficacy of social advertisements. Researchers conducted the study to determine public interest in viewing the social advertisement as well as to determine whether the public is aware of the social advertisement. Both primary and secondary data have been used in the current study. The secondary data were gathered from books, reports, newspapers, magazines, websites and other sources. Using a structured interview schedule, primary data were gathered from the residents of Chengalpat Taluk in the Kanchipuram district to assess their knowledge of public service advertising and its effects on society. A thorough interview schedule has been created for this purpose and convenience sampling was used to gather data from 300 respondents. According to the study, 92 percent of respondents see social advertisements, 95 percent see product advertisements, 34 percent see service-related advertisements, 22 percent see institutional advertisements, 17 percent see industrial advertisements and the remaining 8 percent see other types of advertisements. A health-related advertisement was recognized and classified by 32% of respondents, a savings-related advertisement by 24% of respondents and a tax savings advertisement by 32% of respondents. The information can be passed to the advertiser for the enhancement of social advertisements after being calculated and based on the mean value. The score for practicing is 4.17, followed by advocating with a mean of 4.02, knowledge and then entertaining with a final score of 4.02. The advertisers must insist on creating an advertisement for the purpose of practicing the advertisement because only the attribute practicing from the advertising has a maximum mean score value, which is 4.17 (Gebreselassie et al., 2019).

RESULTS AND DISCUSSION

Statement of the problem

A review of literature has been conducted to create a strong theoretical framework for this study. Because non-commercial advertisements have a significant impact on public values, attitudes and behavior, it demonstrates that very few studies about values revealed in these advertisements have been conducted in India. In the context of India, an effort has been made to include non-commercial advertisements, which are crucial to the recent development of the global economy. There is a need to investigate this research gap (Hamouda, 2018).

(QI)

As a result, the proposed study raises many issues about the non-commercial advertisements in relation to the corporate and social cause while also introducing the values revealed in the various non-commercial advertisements to the public.

- Are the advertisements typically directed at the public and are they content-appropriate, successful and target-oriented?
- Does the social value of advertising influence people's careful behavioral changes?

The researcher develops the primary and secondary objectives to close the gap based on the questions. The goal of the ongoing research is to close the knowledge gap. Consequently, the study was chosen by the researcher.

Objectives of the Study

- To Identify the behavioral intention of general Public.
- To evaluate the values revealed in the Non-Commercial Advertisements among the
- public.

Hypothesis

There is no significant relationship among personal profile and values revealed in non- commercial advertisements.

Design of the Study

Sampling design: Sampling design is the process of creating a clear strategy for collecting samples from a particular population. It is a general strategy for picking out study subjects from the cosmos. Due to their interdependence and relevance to every aspect of research, from problem formulation to results presentation, the following components of the sample designing process must be defined in detail (Huo et al., 2021).

Universe: A specific group of individuals or things for which data can be gathered or observations made in order to create the necessary data structure and information is referred to as the target population. The general public has been the study's study universe in the current study.

Sampling element: An element comprises a solitary component of the population. For the present study, audiences of various media are considered a sampling element.

Sampling design: Sampling design is the process of creating a clear strategy for collecting samples from a particular population. It is a general strategy for picking out study subjects from the cosmos. Due to their interdependence and relevance to every aspect of research, from problem formulation to results presentation, the following components of the sample designing process must be defined in detail.

Sampling size: In a proportionally stratified sampling plan, the number of items drawn from each stratum is proportional to the size of the strata. Hence, 1,111 samples were selected from 34,58,045 population of the Coimbatore district using proportionate stratified random sampling method with 3% sampling error (Kwon et al., 2021).

(QI)

Tools applied: The researcher used frequency analysis, Mann-Whitney U test and the rank order scaling method in the questionnaire for understanding values revealed in non-commercial advertisements. Respondents were provided a scale with five categories of non-commercial ads and seven values revealed in ads simultaneously and they are asked to rank them according to their preference.

Analysis and Interpretation

The data analysis for the study is covered in this chapter. Various statistical techniques, including parametric and non-parametric tools, have been used to analyze the effectiveness and impact. In order to make the results of the data analysis easily comprehensive, tables and graphs are used to present the results.

TABLE 1 FREQUENCY ANALYSIS ON THE DEMOGRAPHIC PROFILE OF THE RESPONDENTS			
Profile	**Variables**	**Frequencies**	**%**
Gender	Male	710	66.7
	Female	351	33
	Transgender	3	0.3
Age group	Below-18	220	20.7
	18-25	445	41.8
	25-30	105	9.9
	31-40	143	13.4
	41-58	145	13.6
	above 58	6	0.6
Marital status	Unmarried	698	65.6
	Married	366	34.4
Educational qualification	No formal education	107	10.1
	Up to Hr sec	313	29.4
	Graduate	340	32
	Postgraduation	149	14
	Diploma/ITI	90	8.5
	Professional course	65	6.1
Occupational status	Agriculture	135	12.7
	Student	164	15.4
	Business	92	8.6
	Homemaker	73	6.9
	Govt employee	82	7.7
	Private employee	442	41.5
	Professionals	54	5.1
	Retired	2	0.2
	Unable to work	16	1.5
	Defence	4	0.4
Family income level	Below 2,400	157	14.8
	2,401-10,000	260	24.4
	10,001-25,000	277	26
	25,001-50,000	191	18
	50,001-60,000	55	5.2
	Above 60,000	124	11.7
Mother tongue	Tamil	752	70.7
	Telugu	111	10.4

(QI)

Hindi	41	3.9
Kannada	43	4
Malayalam	43	4
Urdu	12	1.1
English	4	0.4
Baduga	57	5.4
Others	1	0.1

Out of 1064 respondents, 66.7% of the respondents are male, 33% of the respondents are female and the remaining 0.3% respondents are transgender. A good majority of the respondents are disposed of in the age group of 18-25. The predominant literacy groups 33 % of the respondents are graduates, then 29.4 % of the respondents completed up to Hr secondary, 14 % of the respondents are postgraduates, 10.1 % of the respondents belong to illiterate and the remaining portion 6% comprised of professionals. Among the respondents 65.6 % of the respondents are unmarried and 34.4 % of the respondents are married (Rehman et al., 2023).

A close look at the respondent's occupation: 41.5% of the respondents are private employees, 15.3% of the respondents are students, 13.2% of the respondents are agriculturist, 8.6% of the respondents are doing business, 6.9% of the respondents are homemakers, 7.7% of the respondents are govt employees, 0.2% of the respondents are retired and 1.5 % of the respondents are unable to work, 0.4% of the respondents are defence. The majority of the respondent's family income level is Rs.10,001-25,000 per month. Then followed by Mother Tongue Tamil is predominant with 70.7% (Figure 1).
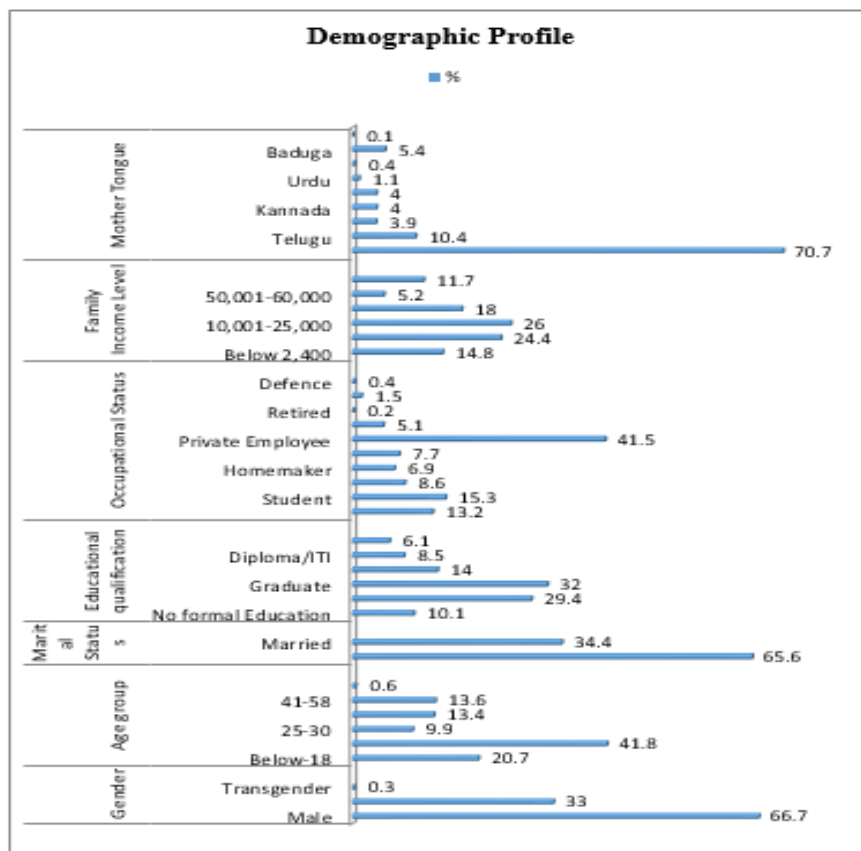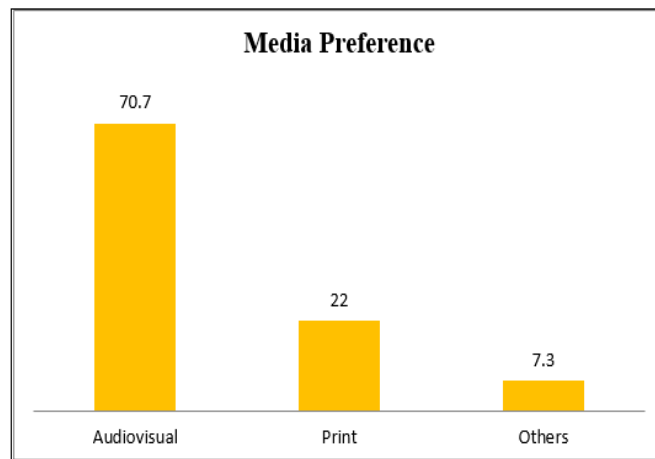

FIGURE 1
DEMOGRAPHIC PROFILE OF THE RESPONDENTS

(QI)

TABLE 2 INFLUENCE OF MEDIA TO GET INFORMATION ABOUT NON-COMMERCIAL ADVERTISEMENTS			
S. No	Media	Frequency	%
1	Audio-visual	752	70.7
2	Print	234	22
3	Others	78	7.3
Total		1064	100

It is understood from the above Table 2 that the respondents who prefer media to get information about non-commercial advertisements, 70.7% of the respondents prefer audio-visual, print media chosen by 22% of respondents and only 7.3% of the respondents prefer other media (Figure 2).
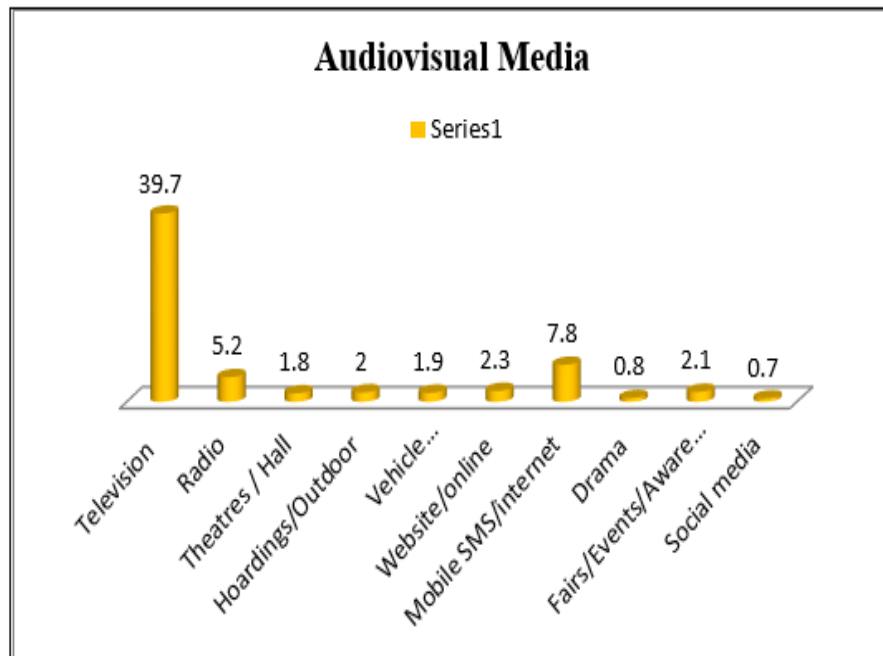

FIGURE 2
MAJORITY OF THE RESPONDENTS PREFER AUDIO-VISUAL MEDIA

TABLE 3 INFLUENCE OF PRINT MEDIA			
S .No	Audio-visual	Frequency	%
1	Television	422	39.7
2	Radio	55	5.2
3	Theatres / hall	19	1.8
4	Hoardings/outdoor	21	2
5	Vehicle display/announcements	20	1.9
6	Website/online	25	2.3
7	Mobile SMS/internet	83	7.8
8	Drama	9	0.8
9	Fairs/Events/awareness camp	23	2.1
10	Social media	75	0.7
Total		752	100

The above Table 3 indicates the audio-visual media which media influence the respondents. Out of 1064 respondents taken for the study, television is one of the powerful media with 39.7%. Followed

(QI)

by social media and drama is the least influence of the respondents with 0.7% and 0.8%. Followed by mobile SMS/internet is the second most important media and radio gets next influence media, finally drama, events/awareness camp gets the lowest influence media in the audio-visual category (Figure 3).
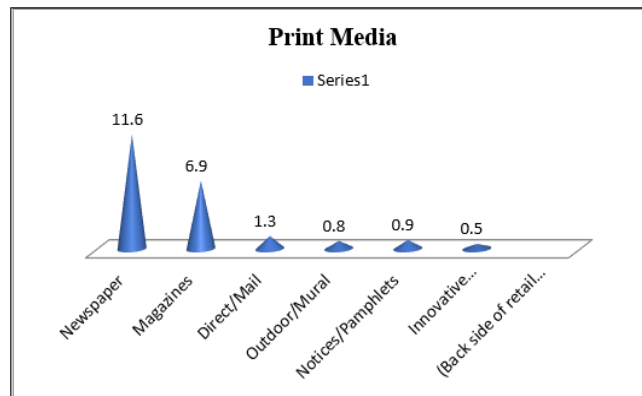

FIGURE 3
IT IS EVIDENT THAT TELEVISION INFLUENCES MORE IN AUDIO-VISUAL MEDIA

TABLE 4 INFLUENCE OF PRINT MEDIA			
S. No	**Print Media**	**Frequency**	**%**
1	Newspaper	123	11.6
2	Magazines	73	6.9
3	Direct/mail	14	1.3
4	Outdoor/mural	9	0.8
5	Notices/pamphlets	10	0.9
6	Innovative lines/Message (Back side of retail payment slip)	5	0.5
	Total	234	100

The above Table 4 indicates the print media which influence the respondents. Out of 1064 respondents taken for the study newspaper and magazines are highly influencing the respondents with 11.65% and 6.9%. Followed by direct/mail and outdoor mural Medias gets the next influence media with 0.5%. Finally, innovative lines/message (Back side of retail payment slip) gets the lowest influence media in print advertisements category. Notices/pamphlets get the lowest influence with 0.9% (Figure 4).

(QI)

FIGURE 4
IT IS CONCLUDED THAT NEWSPAPER ADVERTISEMENTS INFLUENCING MORE IN PRINT MEDIA

	TABLE 5		
	INFLUENCE OF OTHER MEDIA		
S. No	**Other media**	**Frequency**	**%**
1	Window display	45	4.2
2	Product package cause and effect	15	1.4
3	Counter display	14	1.3
4	Special display and shows	4	0.4
	Total	78	100

The above Table 5 indicates particular media which influence the non-commercial advertisements among the respondents. Out of 1064 respondents taken for the study window display is highly influencing the respondents with 4.2%, followed by product packaging cause and effect and counter display becomes the next influence media with 1.45 and 1.3%. Finally, special display and shows other media gets the lowest influence media in the other media group category with 0.4%. It is coined that Window display advertisements influence more in other media (Raji et al., 2019).

	TABLE 6				
	LIKEABILITY OF NON-COMMERCIAL ADVERTISEMENTS				
S. No	**Advertisements**	**Dislike**	**Neither Like/Dislike**	**Like**	**Total**
1	Health awareness	134 (12.6)	141(13.3)	789 (74.2)	1064
2	National development	133 (12.5)	381(35.8)	550 (51.7)	1064
3	Environmental protection	141(13.3)	289 (27.2)	634 (59.6)	1064
4	Women development	145 (13.6)	255 (24.0)	664 (62.4)	1064
5	Corporate social responsibility	238 (22.4)	376 (35.3)	450 (42.3)	1064
	Total	791	1442	3087	5320

(QI)

The Table 6 shows that likeability of non-commercial advertisements. Respondents like all categories of non-commercial advertisements, in that the highest percentage of respondents like 'health advertisements' (74%), followed by 62.4% respondents like 'women development' and nearly 59.6% to 51.7% respondents like 'environmental protection' and 'national development; advertisements. Then 42.3% of the respondents like 'corporate social responsibility'.

Variance across Gender and Values Revealed in Non-Commercial Advertisements

H$_o$: There is no significant relationship among gender and values revealed in non-commercial advertisements.

Variance across Gender and values revealed in Non-Commercial Advertisements

H$_o$: There is no significant relationship among gender and values revealed in non-commercial advertisements.

TABLE 7 MEAN RANKS OF RESPONDENTS				
Mean Ranks				
	Gender	N	Mean Rank	Sum of Ranks
Attention value	Male	710	534.98	379836.5
	Female	351	522.95	183554.5
	Total	1061		
Suggestive value	Male	710	549.94	390459.5
	Female	351	492.68	172931.5
	Total	1061		
Memorizing value	Male	710	532.45	378036
	Female	351	528.08	185355
	Total	1061		
Conviction value	Male	710	535.88	380474.5
	Female	351	521.13	182916.5
	Total	1061		
Sentimental value	Male	710	528.94	375545
	Female	351	535.17	187846
	Total	1061		
Educational value	Male	710	513.57	364633
	Female	351	566.26	198758
	Total	1061		
Instinctive appeal value	Male	710	533	378433.5
	Female	351	526.94	184957.5
	Total	1061		

(QI)

TABLE 8
TEST STATISTICS OF RESPONDENTS

Test Statistics							
	Attention value	**Suggestive value**	**Memorizing value**	**Conviction value**	**Sentimental value**	**Educational value**	**Instinctive appeal value**
Mann-Whitney U	121778.5	111155.5	123579	121140.5	123140	112228	123181.5
Wilcoxon W	183554.5	172931.5	185355	182916.5	375545	364633	184957.5
Z	-0.609	-2.898	-0.221	-0.746	-0.316	-2.682	-0.308
Asymp. Sig. (2-tailed)	0.542[**]	0.004[*]	0.825[**]	0.456[**]	0.752[**]	0.007[*]	0.758[**]

Note: a: Grouping variable: Gender; [*]Significant (Hypothesis rejected @ 5% level of significance); [**]Not-significant (Hypothesis accepted @ 5% level of significance).

From the Tables 7 and 8 it can be concluded that there is no significant relationship among gender and values revealed in non-commercial advertisements. Since the significant value is more than 0.05 (p>0.05), the null hypothesis is accepted for attention value, memorizing value, conviction value, sentimental value and intrinsic value revealed in non-commercial advertisements.

Null hypothesis is accepted H₀: There is no significant relationship among the gender and attention value, memorizing value, conviction value, sentimental value and intrinsic value revealed in non-commercial advertisements.

Null hypothesis is rejected H₁: There is a strong relationship among the gender and suggestive and educational value revealed in non-commercial advertisements.

Variance across Gender and Values Revealed in Non-Commercial Advertisements

H₀: There is no significant relationship among gender and values revealed in non-commercial advertisements.

TABLE 9
GENDER AND VALUES REVEALED IN NON-COMMERCIAL ADVERTISEMENTS

Mean Ranks				
	Gender	**N**	**Mean rank**	**Sum of ranks**
	Male	710	534.98	379836.5
	Female	351	522.95	183554.5
Attention value	Total	1061		
	Male	710	549.94	390459.5
Suggestive value	Female	351	492.68	172931.5

(QI)

	Total	1061		
	Male	710	532.45	378036
	Female	351	528.08	185355
Memorizing value	Total	1061		
	Male	710	535.88	380474.5
	Female	351	521.13	182916.5
Conviction value	Total	1061		
	Male	710	528.94	375545
	Female	351	535.17	187846
Sentimental value	Total	1061		
	Male	710	513.57	364633
	Female	351	566.26	198758
Educational value	Total	1061		
	Male	710	533	378433.5
	Female	351	526.94	184957.5
Instinctive appeal value	Total	1061		

TABLE 10 ANALYSIS OF TEST RESULTS				
Test Statistics				
	Attention value	**Suggestive value**	**Conviction value**	**Educational value**
Mann-Whitney U	121778.5	111155.5	121140.5	112228
Wilcoxon W	183554.5	172931.5	182916.5	364633
Z	-0.609	-2.898	-0.746	-2.682
Asymp. Sig. (2-tailed)	0.542[**]	0.004[*]	0.456[**]	0.007[*]
Note: a. Grouping variable: Gender; [*]Significant (Hypothesis rejected @ 5% level of significance); [**]Not-significant (Hypothesis accepted @ 5% level of significance)				

From Tables 9 and 10 it can be concluded that there is no significant relationship among gender and values revealed in non-commercial advertisements. Since the significant value is more than 0.05 (p>0.05), the null hypothesis is accepted for attention value, memorizing value, conviction value, sentimental value and intrinsic value revealed in non-commercial advertisements (Schivinski et al., 2022).

Null hypothesis is accepted H$_0$: There is no significant relationship among the gender and attention value, memorizing value, conviction value, sentimental value and intrinsic value revealed in non-commercial advertisements.

(QI)

Null hypothesis is rejected H₁: There is a strong relationship among the gender and suggestive and educational value revealed in non-commercial advertisements.

CONCLUSION

Every organization, person and family residing in society has a responsibility to contribute to social change. This responsibility does not just fall on the government. It becomes more difficult and difficult to create and disseminate information to every member of society encouraging them to use resources wisely for the benefit of society as the population grows exponentially. In order to shift people's perspectives towards the improvement of their families and the society in which they live, the media and the content of advertisements are some of the crucial issues that must be addressed before all others. Due to the numerous languages spoken in various regions of the nation, communication and language barriers are another problem in India. Due to the variety of languages spoken and other factors, advertisements must be persuasive in order to raise public awareness of social issues through straightforward and educational messages.

FINDINGS

- Out of total respondents, 66.7% of the respondents are male, 33% of the respondents are female and the remaining 0.3% respondents are transgender.

- A good majority of the respondents are disposed of in the age group of 18-25.

- The predominant literacy groups, 32% of the respondents are graduates.

- Among the respondents 65.6% of the respondents are unmarried and 34.4% of the respondents are married.

- Looking at the respondents' occupation, 41.5% of the respondents are private employees.

- The majority of the respondent's family income level is Rs. 10,001-25,000 per month.

- Mother tongue Tamil is predominant with 70.7%.

- There is a strong relationship among the gender and suggestive and educational value revealed in non-commercial advertisements.

- It is concluded that "There is an existence of similarity in ranking items towards values revealed in non-commercial advertisements".

SUGGESTIONS

- As most of the sample population feel that audio-visual media is a dominant medium to create awareness every type of advertisers should give more importance to audio- visual media as well as other media for the effectiveness of non-commercial advertisements.

- This is to take care of by the agencies involved in non-commercial advertisements. Health, national development, environmental protection categories are to be focused by central

government and women development related ads focused by the state government substantially, the corporate social responsibility category focused by NGOs. Hence, corporations and private organizations' involvement are low compared with other agencies. The aforesaid agencies can give importance to these non-commercial advertisements for the development of the nation.

REFERENCES

Wymer, W., & Gross, H. (2023). Charity advertising: A literature review and research agenda. *Journal of Philanthropy and Marketing*, 28(4), 1723.

Cluley, R., & Green, W. (2019). Social representations of marketing work: advertising workers and social media. *European Journal of Marketing*, 53(5), 830-847.

Cordero-Gutiérrez, R., & Lahuerta-Otero, E. (2020). Social media advertising efficiency on higher education programs. *Spanish Journal of Marketing-ESIC*, 24(2), 247-262.

Gebreselassie, A. W., & Bougie, R. (2019). Increasing the effectiveness of advertisements targeting social issues in least developed countries. *Journal of Social Marketing*, 9(2), 225-251.

Hamouda, M. (2018). Understanding social media advertising effect on consumers' responses: An empirical investigation of tourism advertising on Facebook. *Journal of enterprise information management*, 31(3), 426-445.

Huo, H., Liu, Z., & Min, Q. (2021). Social media advertising reactance model: a theoretical review. *Internet Research*, 31(3), 822-845.

Kwon, K., & Lee, J. (2021). Corporate social responsibility advertising in social media: A content analysis of the fashion industry's CSR advertising on Instagram. *Corporate Communications: An International Journal*, 26(4), 700-715.

Rehman, F. U., & Zeb, A. (2023). Translating the impacts of social advertising on Muslim consumers buying behavior: the moderating role of brand image. *Journal of Islamic Marketing*, 14(9), 2207-2234.

Raji, R. A., Rashid, S., & Ishak, S. (2019). The mediating effect of brand image on the relationships between social media advertising content, sales promotion content and behaviuoral intention. *Journal of Research in Interactive Marketing*, 13(3), 302.

Schivinski, B., Pontes, N., Czarnecka, B., Mao, W., De Vita, J., & Stavropoulos, V. (2022). Effects of social media brand-related content on fashion products buying behavior: A moderated mediation model. *Journal of Product and Brand Management*, 31(7), 1047-1062.

(QI)