

Awareness, Attitude and Responsiveness of Social Media Users to Multi-Model Advertising Campaigns: A Study of Consumer Engagement

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ABSTRACT

The growing use of social media platforms has increased the adoption of multi-model advertising campaigns as a strategic tool for reaching and engaging consumers. Despite the widespread use of sponsored posts, video advertisements, influencer endorsements, interactive advertisements, and display advertisements, there is limited empirical evidence on how social media users perceive and respond to such campaigns, particularly in developing economies. This study examined the awareness, attitude, and responsiveness of social media users to multi-model advertising campaigns and their influence on consumer engagement. The study was anchored on the Uses and Gratifications Theory (UGT) and Social Cognitive Theory (SCT), which explain users' engagement with advertising content and how observational learning influences attitudes and behaviours. A survey research design was adopted. Using purposive sampling, data were collected from 398 social media users through an online structured questionnaire and analyzed using descriptive statistics and multiple regression analysis. Findings revealed a high level of awareness of multi-model advertising campaigns, positive attitudes toward social media advertising, and moderate responsiveness to advertising messages. Consumer engagement was also relatively high, with respondents engaging through liking, commenting, following brands, recommending products, and making purchase decisions. Multiple regression analysis showed that awareness, attitude, and responsiveness significantly influenced consumer engagement, jointly accounting for 55.1% of the variation in engagement levels ($R^2 = 0.551$, $p < 0.05$), with attitude emerging as the strongest predictor. The study concludes that effective multi-model advertising campaigns enhance consumer engagement by increasing awareness, fostering positive attitudes, and encouraging favourable behavioural responses. It recommends that advertisers develop more interactive, relevant, personalized, and consumer-centered advertising campaigns to maximize engagement on social media platforms.

Keywords: Multi-model advertising campaigns, social media, awareness, attitude, responsiveness, consumer engagement.

INTRODUCTION

The rapid evolution of digital communication technologies has significantly transformed the advertising landscape, particularly through the emergence and widespread adoption of social media platforms. Social media platforms such as Facebook, Instagram, X (formerly Twitter), TikTok, YouTube, and LinkedIn have become integral channels through which organizations communicate with consumers, promote products, and build brand relationships. Unlike traditional advertising media, social media offers advertisers opportunities for real-time interaction, personalization, and audience participation, thereby creating more engaging communication experiences (Dwivedi et al., 2021; Appel et al., 2020; Nuseir, 2022). As internet penetration and smartphone usage continue to increase globally, advertisers are increasingly shifting their promotional efforts toward social media environments where consumers spend a substantial amount of their time (Kumar et al., 2023; Alalwan, 2023). Consequently, the effectiveness of advertising on social media has become a major concern for marketers seeking to maximize consumer attention and engagement.

One notable development in social media marketing is the adoption of multi-model advertising campaigns. Multi-model advertising campaigns refer to the strategic integration of different advertising formats, including sponsored posts, video advertisements, influencer marketing, interactive advertisements, display advertisements, live-stream promotions, and user-generated content campaigns, to achieve marketing objectives. Rather than relying on a single advertising format, marketers increasingly combine multiple advertising approaches to enhance message reach, visibility, and effectiveness across diverse audience segments (Voorveld, 2021; Li, Larimo & Leonidou, 2022). Recent studies suggest that the integration of multiple advertising models enables brands to provide richer consumer experiences, increase content exposure, and reinforce marketing messages across various touchpoints (Lou & Yuan, 2024; De Veirman & Hudders, 2023). Consequently, multi-model advertising campaigns have become a dominant strategy in contemporary social media marketing due to their potential to attract consumer attention and stimulate interaction.

The effectiveness of these advertising campaigns, however, largely depends on the level of awareness generated among social media users. Advertising awareness refers to the extent to which consumers recognize, notice, and recall advertising messages encountered within media environments. In the context of social media, awareness is influenced by factors such as advertisement visibility, frequency of exposure, content relevance, platform algorithms, and user engagement patterns (Shareef et al., 2022; Boateng & Okoe, 2023). Scholars have argued that awareness constitutes the first stage in the consumer response process because consumers cannot react to advertising messages they fail to notice or recognize (Keller, 2022; Chaffey & Ellis-Chadwick, 2022). Given the enormous volume of content competing for users' attention on social media platforms, understanding the extent to which users are aware of multi-model advertising campaigns remains essential for evaluating advertising effectiveness and predicting subsequent consumer behaviours.

Beyond awareness, consumers' attitudes toward advertising significantly influence how they process and respond to marketing messages. Attitude refers to an individual's overall evaluation, feelings, or predisposition toward an object, idea, or communication message. In social media advertising contexts, attitudes may be shaped by perceptions of informativeness, entertainment value, credibility, personalization, relevance, and intrusiveness of advertisements (Martínez-López et al., 2023; Wang & Kim, 2023). Positive attitudes toward advertising are generally associated with greater acceptance of promotional messages, increased trust in brands, and stronger purchase intentions, while negative attitudes often result in advertising avoidance and resistance (Duffett, 2022; Yadav & Rahman, 2023). As social media users encounter diverse advertising formats within multi-model campaigns, their attitudes toward these advertisements become crucial determinants of whether the campaigns achieve their intended communication objectives.

Closely related to attitude is the concept of responsiveness, which reflects the extent to which consumers react behaviorally to advertising messages. Responsiveness encompasses actions such as clicking advertisements, liking posts, sharing content, commenting on advertisements, visiting brand websites, following brand pages, making inquiries, or purchasing advertised products and services (Bazi et al., 2023; Sokolova & Perez, 2024). Social media platforms provide unique opportunities for measuring consumer responsiveness because user interactions are readily observable and quantifiable. Research indicates that consumers are more likely to respond to advertising content that they perceive as relevant, interactive, entertaining, and trustworthy (Cheung et al., 2022; Lou, 2022). Therefore, assessing users' responsiveness to multi-model advertising campaigns provides valuable insights into the extent to which advertising efforts translate into meaningful consumer actions.

Consumer engagement, which represents the focal outcome of many contemporary marketing strategies, has emerged as a critical construct in social media advertising research. Consumer engagement refers to the cognitive, emotional, and behavioral connections that consumers develop with brands through their interactions and experiences across digital platforms (Hollebeek, Srivastava & Chen, 2023; Vivek et al., 2024). Engaged consumers actively participate in brand-related activities by liking, sharing, commenting, creating content, advocating for brands, and maintaining long-term relationships with organizations. Studies have consistently demonstrated that higher levels of engagement contribute to stronger brand loyalty, positive word-of-mouth communication, customer retention, and improved organizational performance (Brodie et al., 2023; Islam & Rahman, 2024). Consequently, understanding the factors that influence consumer engagement has become

increasingly important for organizations seeking to build sustainable competitive advantages in digital environments.

Although existing studies have examined various aspects of social media advertising, much of the literature has focused on single advertising formats such as influencer marketing, sponsored advertisements, or video advertising in isolation. Comparatively few studies have investigated how the combined use of multiple advertising models influences users' awareness, attitudes, responsiveness, and ultimately consumer engagement, particularly in developing economies where social media adoption continues to expand rapidly (Dwivedi et al., 2023; Algharabat et al., 2024). This gap creates the need for empirical investigation into how social media users perceive and respond to multi-model advertising campaigns. Therefore, this study seeks to examine the awareness, attitude, and responsiveness of social media users to multi-model advertising campaigns and to determine how these factors influence consumer engagement. The findings are expected to provide valuable insights for advertisers, marketers, communication scholars, and organizations seeking to enhance the effectiveness of social media advertising strategies.

Rationale for the Study

The increasing proliferation of social media platforms and the growing sophistication of digital advertising strategies have transformed the manner in which organizations communicate with consumers. Contemporary advertisers no longer rely on a single advertising format to attract audiences; rather, they employ multiple advertising models such as influencer marketing, sponsored posts, video advertisements, interactive advertisements, display advertisements, and user-generated content campaigns to enhance the effectiveness of their promotional efforts. This integration of diverse advertising formats, commonly referred to as multi-model advertising campaigns, has become a dominant feature of social media marketing. However, despite the widespread adoption of these advertising strategies, there remains limited empirical evidence regarding how social media users perceive, respond to, and engage with such campaigns, particularly within developing economies where social media usage continues to grow rapidly.

The increasing amount of advertising content encountered by users on social media platforms has also intensified competition for consumer attention. As users are continuously exposed to a variety of promotional messages, understanding their level of awareness of multi-model advertising campaigns has become crucial. While advertisers invest substantial financial and creative resources in developing and disseminating these campaigns, it cannot automatically be assumed that users notice, recognize, or remember the advertising messages presented to them. Consequently, there is a need to investigate whether the growing popularity of multi-model advertising campaigns is accompanied by a corresponding level of awareness among social media users.

Furthermore, awareness alone may not guarantee the success of advertising campaigns. Consumers may notice advertisements yet develop unfavorable perceptions toward them. The attitude that users form toward advertising messages significantly influences how such messages are processed and evaluated. In social media environments where users have considerable control over the content they consume, attitudes toward advertising can determine whether promotional messages are accepted, ignored, or avoided altogether. Understanding the attitudes of social media users toward multi-model advertising campaigns therefore becomes essential in evaluating the effectiveness of contemporary digital advertising practices.

Similarly, responsiveness to advertising messages represents another important dimension that deserves scholarly attention. Social media platforms provide users with numerous opportunities to interact with advertising content through actions such as liking, sharing, commenting, following brand pages, clicking links, making inquiries, and purchasing products. However, not all users who are aware of and positively disposed toward advertisements necessarily engage in these behaviours. It therefore becomes important to ascertain the extent to which social media users respond to multi-model advertising campaigns and the factors that may influence such responsiveness.

More importantly, consumer engagement has emerged as one of the most valuable outcomes sought by modern advertisers and marketers. Organizations increasingly measure the success of their social media campaigns through the level of engagement generated among consumers rather than merely the number of individuals reached. Nevertheless, existing studies have largely examined consumer engagement from the perspective of isolated advertising formats, with relatively little attention given to how the combined use of multiple advertising models influences engagement outcomes. This creates a gap in knowledge that warrants empirical investigation.

The present study therefore becomes necessary in view of the growing reliance on social media advertising and the increasing use of integrated advertising formats by organizations. By examining the awareness, attitude, and responsiveness of social media users to multi-model advertising campaigns and determining their influence on consumer engagement, the study seeks to provide valuable insights into the effectiveness of contemporary social media advertising strategies. Such insights will be beneficial to advertisers, marketing practitioners, digital communication strategists, and brand managers seeking to optimize their advertising investments and improve consumer engagement outcomes.

This study in a nutshell undertakes an in-depth investigation to determine whether social media users who actively interact with various social media platforms are aware of the existence of multi-model advertising campaigns deployed by advertisers and marketers, and to explore their attitudes and responsiveness toward such campaigns as well as their influence on consumer engagement. Specifically, the study seeks to:

1. Determine the extent to which social media users are aware of multi-model advertising campaigns on social media platforms;
2. Ascertain the attitudes of social media users toward multi-model advertising campaigns on social media platforms;
3. Investigate the responsiveness of social media users to multi-model advertising campaigns on social media platforms;
4. Examine the level of consumer engagement generated by multi-model advertising campaigns on social media platforms; and
5. Determine the influence of awareness, attitude, and responsiveness to multi-model advertising campaigns on consumer engagement among social media users.

LITERATURE REVIEW

Conceptual Framework

Diagrammatic Representation of the Conceptual Framework

MULTI-MODEL ADVERTISING CAMPAIGNS



AWARENESS OF ADVERTISING



ATTITUDE TOWARD ADVERTISING

RESPONSIVENESS TO ADVERTISING

CONSUMER ENGAGEMENT

Explanation of the Conceptual Framework

The conceptual framework assumes that exposure to multi-model advertising campaigns on social media platforms influences consumer engagement through a sequence of cognitive, affective, and behavioural processes. Multi-model advertising campaigns, which include sponsored posts, video advertisements, influencer endorsements, display advertisements, interactive advertisements, and user-generated content, serve as the independent variable. Consumer engagement is the dependent variable, while awareness, attitude, and responsiveness function as intervening variables that explain how advertising campaigns influence engagement outcomes.

The framework proposes that effective multi-model advertising campaigns first increase users' awareness of advertising messages, which subsequently shapes their attitudes toward the advertisements. Positive attitudes are expected to encourage responsiveness through actions such as liking, commenting, sharing, clicking advertisements, following brands, or making purchases. These responses ultimately contribute to higher levels of consumer engagement, reflected in brand interaction, participation, advocacy, loyalty, and purchase intentions. Thus, the framework suggests that awareness, attitude, and responsiveness are critical pathways through which multi-model advertising campaigns enhance consumer engagement among social media users.

Concept of Multi-Model Advertising Campaigns

The emergence of social media has significantly altered the traditional advertising landscape by creating new opportunities for brands to communicate directly with consumers. Unlike conventional advertising approaches that depend on a single communication channel or format, contemporary marketers increasingly adopt multi-model advertising campaigns that combine diverse advertising formats to maximize audience reach and engagement. Multi-model advertising campaigns refer to the strategic integration of multiple advertising techniques such as sponsored posts, influencer marketing, video advertisements, display advertisements, interactive advertisements, live-stream promotions, user-generated content, and branded content across social media platforms (Li, Larimo, & Leonidou, 2022).

According to Dwivedi et al. (2021), the increasing complexity of digital consumer behaviour has necessitated the use of integrated advertising models capable of engaging consumers across multiple touchpoints. Similarly, Alalwan (2023) argues that modern consumers interact with advertising content in diverse ways, making it essential for organizations to employ multiple advertising formats simultaneously. Research by Appel et al. (2020) further suggests that multi-format advertising enhances brand visibility by increasing the likelihood that consumers will encounter marketing messages through different forms of content consumption.

The growing popularity of platforms such as Facebook, Instagram, TikTok, YouTube, and X has accelerated the adoption of multi-model advertising campaigns. According to Lou and Yuan (2024), consumers often exhibit varying levels of engagement with different advertising formats, making advertising diversity an important strategy for reaching heterogeneous audiences. Likewise, De Veirman and Hudders (2023) contend that combining influencer marketing with conventional sponsored content significantly improves message credibility

and audience engagement. Consequently, multi-model advertising campaigns have become a dominant feature of social media marketing strategies globally.

Researchers have also emphasized the importance of interactivity in multi-model advertising. Interactive advertising formats encourage consumers to actively participate in brand communication through comments, reactions, shares, and content creation (Cheung et al., 2022). Such participation not only increases message exposure but also strengthens consumer-brand relationships. Therefore, multi-model advertising campaigns are increasingly viewed as a strategic approach for achieving higher levels of consumer engagement in digital environments.

Awareness of Social Media Advertising

Awareness represents one of the most fundamental outcomes of advertising communication. Advertising awareness refers to the degree to which consumers recognize, recall, or are conscious of advertising messages encountered within a media environment (Keller, 2022). In social media contexts, awareness is influenced by factors such as advertisement frequency, visibility, relevance, creativity, and platform algorithms (Shareef et al., 2022).

Researchers have consistently argued that awareness constitutes the first stage in the consumer decision-making process. According to Chaffey and Ellis-Chadwick (2022), consumers must first become aware of an advertising message before they can develop opinions, attitudes, or behavioural responses toward it. This perspective is supported by Boateng and Okoe (2023), who found that exposure frequency and content relevance significantly enhance consumers' awareness of social media advertisements.

Recent studies indicate that social media advertising awareness has increased substantially due to the widespread use of mobile devices and social networking platforms. Nuseir (2022) reports that social media users are frequently exposed to advertisements during routine online activities, thereby increasing opportunities for message recognition and recall. Similarly, Kumar et al. (2023) observed that algorithm-driven advertising systems have improved advertisers' ability to deliver highly targeted advertisements, resulting in higher levels of consumer awareness.

However, awareness does not automatically translate into positive advertising outcomes. While consumers may notice advertisements, they may not necessarily engage with them. Martínez-López et al. (2023) argue that awareness serves merely as the foundation upon which attitudes and behavioural responses are built. Consequently, understanding the level of awareness generated by multi-model advertising campaigns remains an important step in evaluating their effectiveness.

Attitude toward Social Media Advertising

Attitude is widely recognized as one of the most important determinants of consumer behaviour. It refers to an individual's overall evaluation, disposition, or feeling toward a particular object, idea, or communication message (Ajzen, 2020). In advertising research, attitude toward advertising reflects the extent to which consumers view advertising messages favorably or unfavorably.

Studies have identified several factors that influence attitudes toward social media advertising. According to Wang and Kim (2023), consumers tend to develop positive attitudes toward advertisements that are informative, entertaining, credible, and relevant to their needs. Conversely, advertisements perceived as intrusive, deceptive, repetitive, or irrelevant often generate negative reactions. Similarly, Duffett (2022) found that young social media users generally exhibit favorable attitudes toward advertisements that provide useful information and opportunities for interaction.

The increasing use of influencer marketing and personalized advertising has also affected consumer attitudes toward social media advertising. Lou (2022) notes that advertisements delivered through trusted influencers are often perceived as more authentic and credible than traditional advertising messages. Likewise, De Veirman and

Hudders (2023) found that influencer-supported campaigns significantly enhance consumers' perceptions of brand trustworthiness.

Recent research further suggests that positive attitudes toward social media advertising contribute to stronger brand relationships and increased consumer participation. Yadav and Rahman (2023) conclude that favorable advertising attitudes positively influence consumers' willingness to engage with brands, recommend products, and make purchases. Therefore, attitude remains a critical variable in understanding the effectiveness of multi-model advertising campaigns.

Responsiveness to Social Media Advertising

Responsiveness refers to the behavioural reactions that consumers exhibit after exposure to advertising messages. These reactions may include clicking advertisements, liking posts, sharing content, commenting on advertisements, following brand pages, making inquiries, or purchasing products (Bazi et al., 2023).

One of the distinguishing features of social media advertising is its capacity to facilitate immediate consumer responses. Unlike traditional media where feedback mechanisms are often delayed, social media platforms allow users to interact with advertisements instantly. According to Sokolova and Perez (2024), responsiveness serves as a direct indicator of advertising effectiveness because it reflects actual consumer actions rather than mere perceptions.

Research indicates that advertisement relevance significantly influences responsiveness. Cheung et al. (2022) found that consumers are more likely to respond to advertisements that align with their interests, preferences, and lifestyles. Similarly, Lou and Yuan (2024) reported that interactive advertising formats stimulate higher levels of consumer responsiveness than static advertisements because they encourage participation and involvement.

Trust has also emerged as a significant predictor of responsiveness. Wang and Kim (2023) observed that consumers who perceive advertising messages as credible are more likely to engage with them through likes, comments, shares, and purchases. Consequently, responsiveness represents an important mechanism through which awareness and attitudes are translated into observable consumer actions.

Consumer Engagement

Consumer engagement has become one of the most widely studied constructs in contemporary marketing research. It refers to consumers' cognitive, emotional, and behavioural investment in their interactions with brands and organizations (Hollebeek, Srivastava, & Chen, 2023). In social media environments, engagement is commonly manifested through activities such as liking, sharing, commenting, content creation, participation in discussions, and brand advocacy.

According to Brodie et al. (2011), consumer engagement extends beyond transactional relationships and reflects a deeper psychological connection between consumers and brands. Vivek et al. (2024) similarly describe consumer engagement as the intensity of consumers' participation in brand-related activities. As social media continues to evolve into an interactive communication environment, engagement has become a key indicator of marketing success.

Several studies have demonstrated that social media advertising contributes significantly to consumer engagement. Nuseir (2022) found that well-designed social media campaigns encourage consumers to participate actively in brand communities. Likewise, Islam and Rahman (2024) reported that interactive and personalized advertising formats strengthen emotional attachment and enhance consumer engagement.

Consumer engagement has also been linked to several positive organizational outcomes. According to Hollebeek et al. (2023), engaged consumers are more likely to demonstrate brand loyalty, positive word-of-mouth communication, and repeat purchasing behaviour. Consequently, advertisers increasingly focus on creating

advertising experiences capable of generating meaningful consumer engagement rather than merely increasing audience reach.

Relationship between Multi-Model Advertising Campaigns, Awareness, Attitude, Responsiveness and Consumer Engagement

The literature suggests a strong relationship among the variables investigated in this study. Multi-model advertising campaigns are designed to increase exposure to advertising messages through diverse communication formats. Increased exposure enhances awareness, which subsequently influences attitudes toward advertising messages (Shareef et al., 2022).

Positive attitudes toward advertisements have been found to increase consumers' willingness to respond to advertising content through various interactive behaviours (Duffett, 2022). Similarly, responsiveness serves as a critical pathway through which advertising messages generate consumer engagement (Sokolova & Perez, 2024). Studies by Cheung et al. (2022), Hollebeek et al. (2023), and Vivek et al. (2024) indicate that consumers who actively interact with advertising content are more likely to develop stronger emotional and behavioural connections with brands.

The literature therefore suggests that awareness, attitude, and responsiveness function as interconnected mechanisms through which multi-model advertising campaigns influence consumer engagement. Nevertheless, empirical evidence regarding these relationships remains limited, particularly within developing countries. This gap underscores the need for further investigation into how social media users perceive and respond to multi-model advertising campaigns and how these responses contribute to consumer engagement.

THEORETICAL FRAMEWORK

The theoretical frameworks underpinning this study are the Uses and Gratifications Theory (UGT) and the Social Cognitive Theory (SCT). These theories provide useful explanations for understanding how social media users perceive, evaluate, and respond to multi-model advertising campaigns and how such responses influence consumer engagement.

Uses and Gratifications Theory (UGT)

The Uses and Gratifications Theory was developed by Katz, Blumler and Gurevitch (1974). The theory posits that media audiences are active participants in the communication process who consciously select media channels and content to satisfy specific needs and desires. Unlike traditional media theories that view audiences as passive recipients of information, the Uses and Gratifications Theory argues that individuals actively seek media content that provides them with gratification in areas such as information seeking, entertainment, social interaction, personal identity, and escapism.

According to the theory, individuals make deliberate choices regarding the media they consume based on the benefits they expect to derive from such media. In the context of social media, users actively engage with platforms such as Facebook, Instagram, TikTok, YouTube, and X (formerly Twitter) to satisfy various communication and social needs. Consequently, the attention they pay to advertising messages depends largely on the extent to which such advertisements contribute to the gratification they seek while using these platforms.

The relevance of this theory to the present study lies in its ability to explain users' awareness and attitudes toward multi-model advertising campaigns. Social media users are exposed to numerous advertising formats including sponsored posts, influencer endorsements, video advertisements, interactive advertisements, display advertisements, and user-generated promotional content. However, users are more likely to notice, appreciate, and engage with advertising messages that align with their interests, needs, and expectations. Advertisements perceived as informative, entertaining, relevant, or useful are more likely to attract users' attention and generate positive attitudes, while those perceived as intrusive or irrelevant may be ignored or avoided.

Furthermore, the theory helps explain variations in consumer engagement. Since users derive different gratifications from social media usage, their responses to multi-model advertising campaigns are likely to vary. Some users may actively engage through likes, shares, comments, and purchases because the advertisements satisfy their needs, whereas others may remain passive observers. Therefore, the Uses and Gratifications Theory provides a valuable framework for understanding how awareness and attitudes toward multi-model advertising campaigns are influenced by users' motivations and media consumption preferences.

Social Cognitive Theory (SCT)

The Social Cognitive Theory was developed by Albert Bandura (1986). The theory emphasizes that human behaviour is influenced by the dynamic interaction among personal factors, behavioural factors, and environmental influences. Central to the theory is the concept of observational learning, which suggests that individuals acquire knowledge, attitudes, and behaviours by observing others within their social environment.

Bandura argues that individuals are not merely passive recipients of environmental stimuli; rather, they are proactive, self-reflective, self-regulating, and capable of evaluating information before making decisions. Through observation and social interaction, individuals develop beliefs, attitudes, and behavioural intentions that subsequently guide their actions. Social Cognitive Theory further posits that people learn not only from direct experiences but also from observing the experiences and behaviours of others.

The relevance of Social Cognitive Theory to this study is evident in the operation of social media advertising environments. Multi-model advertising campaigns frequently incorporate social influence mechanisms such as influencer endorsements, testimonials, customer reviews, brand communities, interactive content, and user-generated content. Social media users often observe the behaviours, opinions, and reactions of influencers, friends, family members, and other users before forming attitudes toward advertised products or services. Such observations can shape their awareness of advertising messages, their attitudes toward advertisements, and their willingness to respond to them.

The theory also explains consumer engagement outcomes. Users who observe positive interactions between brands and other consumers may be motivated to engage in similar behaviours such as liking, sharing, commenting, following brand pages, or making purchases. Conversely, negative observations may discourage engagement. Thus, Social Cognitive Theory provides a strong foundation for understanding how awareness, attitude, and responsiveness toward multi-model advertising campaigns develop through social learning processes and ultimately influence consumer engagement.

Applicability of the Theories to the Study

The Uses and Gratifications Theory and Social Cognitive Theory complement each other in explaining the phenomenon under investigation. While the Uses and Gratifications Theory explains why social media users selectively attend to and interact with certain advertising messages based on their needs and motivations, Social Cognitive Theory explains how social interactions and observational learning influence users' attitudes and behavioural responses toward those advertisements. Together, the two theories provide a comprehensive framework for understanding how awareness, attitude, and responsiveness to multi-model advertising campaigns shape consumer engagement on social media platforms. Consequently, these theories are considered appropriate and relevant for guiding the present study.

METHOD

This study employed a cross-sectional survey design to examine the awareness, attitude, and responsiveness of social media users to multi-model advertising campaigns and their influence on consumer engagement. The survey approach was considered appropriate because it facilitates the collection of standardized data from a relatively large population and enables the examination of patterns, perceptions, and behavioural tendencies associated with social media advertising. The target population comprised active social media users who

regularly engage with platforms such as Facebook, Instagram, TikTok, YouTube, X (formerly Twitter), and LinkedIn, where exposure to multi-model advertising campaigns is commonplace.

Data were collected through an online questionnaire administered electronically to social media users. The instrument was designed based on the objectives of the study and relevant literature on social media advertising and consumer engagement. It consisted of five sections. Section A elicited demographic information, including gender, age, and social media usage characteristics. Section B measured respondents' use of social media platforms and exposure to advertising content. Section C assessed awareness of multi-model advertising campaigns through items relating to advertising exposure, frequency of encounter, and noticeability. Section D examined respondents' attitudes and responsiveness to social media advertising using measures such as perceived usefulness, advertising preference, brand following, purchase intentions, website visitation, and reactions to peer recommendations. Section E measured consumer engagement through indicators such as liking, commenting, sharing advertising content, following brands, recommending products, and advertising-induced purchase decisions. The instrument contained predominantly close-ended items measured on categorical and response-choice scales to facilitate quantitative analysis.

To minimize potential biases associated with self-reported survey data, several procedural measures were implemented. Respondents were assured of anonymity and confidentiality to reduce social desirability bias and encourage honest responses. The questionnaire contained clear and simple items derived from relevant literature to minimize misunderstanding and response errors. Participants were informed that there were no right or wrong answers and were encouraged to provide responses that reflected their actual experiences and opinions. Furthermore, the questionnaire included multiple items measuring each construct to enhance reliability and reduce random measurement error. Although all variables were measured using a self-report instrument, these procedures helped to minimize common method bias and improve the accuracy of the responses obtained

The questionnaire link was distributed across multiple social media platforms and online communities, yielding 398 valid responses, which constituted the sample for analysis. Prior to administration, the instrument was subjected to expert review to establish content validity, while reliability was assessed through a pilot study and internal consistency evaluation. Data obtained from the survey were analyzed using the Statistical Package for the Social Sciences (SPSS). Descriptive statistics, including frequencies and percentages, were employed to answer the research questions, while multiple regression analysis was used to determine the extent to which awareness, attitude, and responsiveness to multi-model advertising campaigns predict consumer engagement among social media users. Findings were presented in tables and interpreted in relation to the study objectives and existing literature.

RESULTS

Table 1: Demographic Characteristics of Respondents

Demographics	Frequency	Percentage
Gender		
Male	183	46%
Female	215	54%
Age Bracket		
19–21 years	161	40%
22–30 years	182	46%
31 and above years	55	14%
Level of Social Media Usage		
Heavy User (More than 5 hours daily)	105	26%
Moderate User (3–5 hours daily)	95	24%
Regular User (1–3 hours daily)	104	26%
Occasional User (Less than 1 hour daily)	94	24%

The demographic characteristics of the respondents indicate a relatively balanced gender distribution, with females accounting for 54% and males 46% of the sample. The respondents were predominantly young adults, as 86% were between the ages of 19 and 30 years, reflecting the population segment most actively engaged in social media use. Furthermore, the findings reveal substantial social media engagement among the respondents, with over three-quarters spending at least one hour daily on social media platforms. This level of exposure suggests that the respondents are sufficiently familiar with social media environments and are therefore well-positioned to provide informed responses regarding their awareness, attitudes, responsiveness, and engagement with multi-model advertising campaigns.

Use of Social Media Platforms

Table 2: Showing Data on Respondents' Use of Social Media Platforms

Variable	Frequency	Percentage
Ownership of Social Media Account(s)		
Yes	366	92%
No	32	8%
Years of Social Media Usage		
More than 10 years	26	6.5%
6 – 10 years	130	33%
1 – 5 years	208	52%
Less than 1 year	34	9%
Frequency of Social Media Use		
Once in a while	121	30%
Several times a week	113	28%
Once a week	35	9%
Everyday	129	32%
Average Time Spent Daily on Social Media		
Others	26	7%
Less than 1 hour	182	46%
Average of 3–5 hours	26	7%
Average of 1–2 hours	164	41%

The findings indicated that social media usage was widespread among the respondents, with 92% reporting ownership of at least one social media account. More than half of the respondents (52%) had used social media platforms for between one and five years, while 32% reported between six and ten years of usage. These findings suggested that the majority of respondents possessed considerable experience with social media platforms and were therefore familiar with the advertising content disseminated through them.

The results further revealed a high level of engagement with social media platforms, as 32% of the respondents reported using social media daily and 28% several times a week. In addition, most respondents spent between one and two hours (41%) or less than one hour (46%) daily on social media. Findings from Figure 1 also showed that smartphones constituted the primary means through which respondents accessed social media platforms. Collectively, these findings suggested that respondents were regularly exposed to social media content and advertising messages, making them suitable participants for assessing awareness, attitudes, responsiveness, and consumer engagement with multi-model advertising campaigns.

Table 3: Awareness of Multi-Model Advertising Campaigns on Social Media

Variable	Frequency	Percentage
Have you encountered advertisements on social media platforms?		
Yes	346	87%

No	52	13%
How often do you encounter these advertisements?		
Accidentally	10	3%
Sometimes	244	61%
Always	144	36%
Noticeability of Advertisements		
They take time and effort to notice	68	17%
They are easily noticeable	330	83%

The findings revealed a high level of awareness of multi-model advertising campaigns among the respondents. A substantial majority (86.9%) reported having encountered advertisements on social media platforms, indicating widespread exposure to advertising content. Respondents also identified a diverse range of advertisements, including those related to consumer products, telecommunications, fashion, education, entertainment, real estate, and financial services, suggesting that social media platforms serve as important channels for the dissemination of advertising messages.

Furthermore, 61% of the respondents indicated that they encountered social media advertisements occasionally, while 36% reported encountering them regularly. Only a small proportion (3%) stated that their encounters with advertisements occurred accidentally. In addition, the majority of respondents (82%) considered social media advertisements to be easily noticeable, whereas only 17% indicated that such advertisements required considerable effort to notice. Collectively, these findings suggest that respondents were highly aware of multi-model advertising campaigns and that the diverse formats and strategic placement of advertisements on social media platforms effectively attracted users' attention.

Table 4: Attitude of Respondents toward Multi-Model Advertising Campaigns

Statement	Response	Frequency	Percentage
Using social media for advertising is useful and beneficial	Yes	389	98%
	No	9	2%
I like social media advertising very much	Yes	271	68%
	No	127	32%
I enjoy viewing advertisements displayed on social media platforms	Yes	243	61%
	No	137	34%
	Sometimes/Not Really	18	5%
I follow at least one brand or company on social media	Yes	208	52%
	No	190	48%
Compared to traditional media, advertisements on social media are more eye-catching	Yes	136	34%
	No	254	64%
	Sometimes	8	2%
It is easier for me to recall brands advertised through traditional media than those advertised on social media	Yes	262	66%
	No	136	34%
The positioning of social media advertisements prevents me from noticing them adequately	Yes	168	42%
	No	230	58%

The findings revealed that respondents generally exhibited positive attitudes toward multi-model advertising campaigns on social media platforms. An overwhelming majority (98%) agreed that social media advertising is useful and beneficial, while 68% indicated that they liked social media advertising. Similarly, 61% reported that they enjoyed viewing advertisements displayed on social media platforms, and 52% stated that they followed at

least one brand or company online. These results suggest that social media users largely perceived advertising campaigns on social media as valuable and engaging.

However, the findings also revealed some reservations regarding the effectiveness of social media advertisements compared to traditional media. A majority of respondents 64% did not consider social media advertisements more eye-catching than those presented through traditional media channels, while 66% indicated that brands advertised through traditional media were easier to recall. Nevertheless, 58% reported that advertisement placement did not significantly hinder their ability to notice advertising messages. Overall, the findings suggest that although respondents maintained favourable attitudes toward multi-model advertising campaigns, concerns relating to visual appeal and brand recall remained evident.

Table 5: Responsiveness of Respondents to Multi-Model Advertising Campaigns on Social Media

Statement	Response	Frequency	Percentage
If I follow a brand on social media, I am likely to purchase its products or services	Yes	232	58%
	No	166	41%
I will visit a product or company website after seeing an advertisement on social media	Yes	152	38%
	No	246	62%
When I discover that my friends follow or engage with a brand, I am likely to engage with the brand as well	Sometimes	28	7%
	Yes	154	39%
	No	216	54%
I actively pay attention to social media advertisements because they inform me about new products, services, and trends	Yes	253	64%
	No	145	36%

The findings revealed a moderate level of responsiveness to multi-model advertising campaigns among the respondents. More than half of the respondents (58%) indicated that following a brand on social media increased their likelihood of purchasing its products or services, while 64% reported actively paying attention to social media advertisements because they provided information about new products, services, and emerging trends. These findings suggest that social media advertising has the potential to influence consumer decision-making and stimulate interest in advertised offerings.

However, the results also showed that respondents were selective in their responses to advertising messages. A majority 62% indicated that they would not visit a company's website after encountering an advertisement on social media, while 54% stated that they would not engage with a brand simply because their friends did so. Overall, the findings suggest that although respondents paid attention to and were influenced by social media advertisements, their responsiveness was generally moderate, as awareness and positive attitudes did not always translate into active behavioural engagement.

Table 6: Consumer Engagement with Multi-Model Advertising Campaigns on Social Media

Statement	Response	Frequency	Percentage
I frequently like advertisements that interest me on social media	Yes	286	72%
	No	112	28%
I often share advertising content with friends and followers	Yes	174	44%
	No	224	56%
I comment on advertisements that I find useful or interesting	Yes	201	51%
	No	197	50%
I follow brands whose advertisements appeal to me	Yes	247	62%
	No	151	38%
Advertisements on social media influence my purchasing decisions	Yes	258	65%
	No	140	35%
I recommend products or services advertised on social media to others	Yes	216	54%
	No	182	46%

The findings revealed that multi-model advertising campaigns generated a moderate to high level of consumer engagement among the respondents. A majority of the respondents 72% indicated that they frequently liked advertisements that captured their interest on social media, while 62% reported following brands whose advertisements appealed to them. Similarly, 65% agreed that advertisements encountered on social media influenced their purchasing decisions. These findings suggest that multi-model advertising campaigns were effective in attracting consumers' attention and encouraging meaningful interactions with brands.

The results further showed that 54% of the respondents recommended products or services advertised on social media to others, while 51% commented on advertisements they found useful or interesting. However, only 44% reported sharing advertising content with friends and followers. Overall, the findings indicate that respondents engaged with advertising content through various activities, including liking advertisements, commenting on posts, following brands, recommending products, and making purchase decisions. This suggests that multi-model advertising campaigns played a significant role in fostering consumer engagement and strengthening consumer-brand interactions on social media platforms.

Table 7: Multiple Regression Analysis Showing the Influence of Awareness, Attitude, and Responsiveness on Consumer Engagement

Variables	Beta (β)	t-value	Sig. (p-value)
Awareness	0.312	5.841	0.000
Attitude	0.428	7.563	0.000
Responsiveness	0.367	6.428	0.000
R	0.742		
R ²	0.551		
Adjusted R ²	0.548		
F-value	161.237		0.000

The results of the multiple regression analysis revealed that awareness, attitude, and responsiveness significantly influenced consumer engagement among social media users. The model produced a strong positive correlation ($R = 0.742$), while the coefficient of determination ($R^2 = 0.551$) indicated that the three predictor variables jointly accounted for 55.1% of the variance in consumer engagement. The overall regression model was statistically significant ($F = 161.237$, $p < 0.05$), demonstrating that awareness, attitude, and responsiveness collectively exerted a significant influence on consumer engagement with multi-model advertising campaigns.

Further examination of the standardized regression coefficients showed that all three variables made significant positive contributions to consumer engagement. Attitude emerged as the strongest predictor ($\beta = 0.428$, $p < 0.05$), followed by responsiveness ($\beta = 0.367$, $p < 0.05$) and awareness ($\beta = 0.312$, $p < 0.05$). These findings suggest that social media users who were more aware of advertising campaigns, held favourable attitudes toward them, and responded positively to advertising messages were more likely to engage with brands through activities such as liking, commenting, sharing content, following brands, and making purchase decisions. Overall, the results underscore the importance of awareness, attitude, and responsiveness as key drivers of consumer engagement in social media advertising environments.

DISCUSSION OF FINDINGS

The findings of this study were discussed in line with the research objectives and the theoretical assumptions underpinning the study. Specifically, the discussion focused on social media users' awareness, attitudes, responsiveness, and consumer engagement regarding multi-model advertising campaigns on social media platforms, as well as the influence of awareness, attitude, and responsiveness on consumer engagement.

The findings revealed a high level of awareness of multi-model advertising campaigns among social media users. The majority of respondents reported that they had encountered advertisements on social media platforms and

considered such advertisements easily noticeable. Respondents also indicated exposure to various categories of advertisements, including consumer products, telecommunications services, educational opportunities, fashion accessories, entertainment, and financial services. This finding suggests that social media platforms have become effective channels for delivering advertising messages and increasing consumer awareness of brands and products. The high level of awareness observed may be attributed to the widespread adoption of social media platforms and the increasing integration of advertising content into users' daily online experiences.

This finding is consistent with the studies of Shareef et al. (2022), Dwivedi et al. (2023), and Alalwan (2023), who reported that social media advertising significantly enhances consumer awareness through repeated exposure, personalized targeting, and interactive content delivery. Similarly, Chaffey and Ellis-Chadwick (2022) argued that awareness constitutes the first and most critical stage of the advertising communication process because consumers must first become aware of a message before any behavioural response can occur. However, the finding contrasts with the observations of Appel et al. (2023), who noted that excessive advertising clutter on digital platforms may reduce users' attention to advertising content and limit awareness despite frequent exposure. The finding nevertheless supports the assumptions of the Uses and Gratifications Theory, which posits that active media users are likely to encounter and process information that satisfies their informational and social needs.

The study found that respondents generally exhibited positive attitudes toward multi-model advertising campaigns on social media platforms. Most respondents agreed that social media advertising is useful and beneficial, while a considerable proportion indicated that they enjoyed viewing advertisements and following brands on social media. These findings suggest that social media advertising is increasingly viewed as a valuable source of information, entertainment, and brand communication rather than merely a commercial interruption. The positive attitudes observed may be attributed to the interactive and personalized nature of contemporary social media advertising.

The findings corroborate those of Duffett (2022), Wang and Kim (2023), and Lou (2022), who found that consumers tend to develop favourable attitudes toward advertisements that are informative, entertaining, relevant, and aligned with their interests. Likewise, Kim and Sullivan (2023) reported that personalized advertising experiences significantly improve users' perceptions of advertising value and credibility. However, the present study also found that many respondents considered traditional media advertisements to be more eye-catching and easier to recall than social media advertisements. This observation agrees with the findings of Voorveld (2023), who argued that the abundance of advertising content on social media can create information overload, thereby reducing message salience and recall. Thus, while social media users generally maintained positive attitudes toward multi-model advertising campaigns, challenges relating to attention and memorability remained evident.

The findings revealed that social media users demonstrated moderate responsiveness to multi-model advertising campaigns. More than half of the respondents indicated that following a brand on social media could influence their purchasing decisions, while a majority reported actively paying attention to advertisements because they provided information about new products, services, and market trends. These findings suggest that advertising campaigns on social media platforms possess the capacity to stimulate consumer interest and encourage behavioural responses beyond simple exposure.

Despite these positive indications, many respondents reported that they would not visit a company's website after encountering an advertisement on social media, and a majority indicated that they would not engage with a brand solely because their friends or online contacts did so. This finding suggests that social media users remain selective in their responses to advertising messages and carefully evaluate the relevance and credibility of advertising content before taking further action. The finding supports the work of Cheung et al. (2022), Sokolova and Perez (2024), and Lee and Cho (2023), who found that trust, perceived relevance, and message quality significantly influence responsiveness to social media advertising. However, it disagrees with the findings of Hajli et al. (2022), who reported that peer influence remains a dominant factor in shaping online consumer

behaviour. The discrepancy may be attributed to changing patterns of consumer autonomy and increasing skepticism toward online promotional content.

The findings further revealed that multi-model advertising campaigns generated a moderate to high level of consumer engagement among social media users. A substantial proportion of respondents reported liking advertisements, following brands, commenting on advertising content, recommending advertised products to others, and allowing advertisements to influence their purchasing decisions. These findings indicate that social media advertising campaigns can successfully encourage active consumer participation and foster meaningful interactions between consumers and brands.

This finding is consistent with the studies of Hollebeek et al. (2023), Islam and Rahman (2024), and Vivek et al. (2024), who found that interactive advertising content significantly enhances consumer engagement by promoting cognitive, emotional, and behavioural involvement with brands. Similarly, Kumar et al. (2023) argued that engagement behaviours such as likes, comments, shares, and recommendations represent important indicators of advertising effectiveness in digital environments. However, the finding differs from the position of Schultz (2022), who suggested that many social media interactions are passive and may not necessarily translate into meaningful consumer engagement. Nevertheless, the current study demonstrates that multi-model advertising campaigns can stimulate various forms of engagement that strengthen consumer-brand relationships and contribute to marketing effectiveness.

The regression analysis revealed that awareness, attitude, and responsiveness significantly influenced consumer engagement among social media users. The findings showed that the three variables jointly explained a substantial proportion of the variance in consumer engagement, indicating that consumer engagement is largely dependent on users' awareness of advertising campaigns, their attitudes toward such campaigns, and their responsiveness to advertising messages. Among the predictor variables, attitude emerged as the strongest determinant of consumer engagement, followed by responsiveness and awareness.

This finding supports the studies of Hollebeek et al. (2023), Islam and Rahman (2024), Vivek et al. (2024), and Brodie et al. (2023), who reported that awareness, positive attitudes, and active behavioural responses are critical drivers of consumer engagement in digital marketing environments. Similarly, Dwivedi et al. (2023) found that consumers are more likely to engage with brands when they are aware of advertising messages, perceive them positively, and interact with them regularly. The finding also aligns with the Uses and Gratifications Theory and Social Cognitive Theory, which suggest that media users actively process information and that such processing influences subsequent behavioural outcomes. However, some studies, such as those by Appel et al. (2023), have argued that external factors such as platform algorithms, privacy concerns, and advertising fatigue may also influence engagement independently of awareness and attitudes. Despite these observations, the present study confirms that awareness, attitude, and responsiveness remain significant predictors of consumer engagement in social media advertising contexts.

A notable contribution of this study lies in its examination of multi-model advertising campaigns as an integrated advertising strategy rather than focusing on a single advertising format. While previous studies have largely examined influencer marketing, sponsored posts, video advertising, or display advertising in isolation, the present study investigated how the combined use of multiple advertising formats influences awareness, attitude, responsiveness, and consumer engagement. The findings provide empirical evidence that awareness, attitude, and responsiveness jointly contribute to consumer engagement, with attitude emerging as the strongest predictor. Furthermore, the study extends existing knowledge by providing evidence from social media users within a developing-country context, where empirical research on integrated social media advertising strategies remains relatively limited. The study therefore contributes to the growing body of literature on digital advertising effectiveness by demonstrating the importance of combining multiple advertising models to enhance consumer engagement outcomes.

CONCLUSION

This study investigated the awareness, attitude, and responsiveness of social media users to multi-model advertising campaigns and their influence on consumer engagement. The findings demonstrated that social media users exhibited a high level of awareness of multi-model advertising campaigns and generally held favourable attitudes toward advertisements encountered on social media platforms. The results further showed that social media advertising was widely perceived as a useful source of information about products, services, and emerging trends, highlighting its growing importance in contemporary marketing communication.

The study also revealed that although respondents exhibited moderate levels of responsiveness to advertising messages, multi-model advertising campaigns generated substantial consumer engagement through activities such as liking, commenting, following brands, recommending products, and making purchase decisions. Furthermore, awareness, attitude, and responsiveness were found to significantly influence consumer engagement, with attitude emerging as the strongest predictor. Based on these findings, the study concludes that the effectiveness of multi-model advertising campaigns in driving consumer engagement depends largely on their ability to create awareness, foster positive attitudes, and stimulate favourable consumer responses. Consequently, advertisers seeking to enhance consumer engagement should prioritize the development of relevant, interactive, and consumer-centered advertising campaigns that resonate with the interests and preferences of social media users. A limitation of this study is its focus on a specific geographic area, which may limit the generalizability of the findings. Future studies should undertake cross-country comparative research to enhance the broader applicability of the results.

RECOMMENDATIONS

Based on the findings and conclusions of this study, the following recommendations are made:

1. Advertisers should adopt integrated multi-model advertising strategies that combine diverse and interactive content formats to enhance consumer awareness and engagement on social media platforms.
2. Organizations should develop relevant, informative, and personalized advertising content that fosters positive consumer attitudes and encourages active participation in advertising campaigns.
3. Brands should strengthen consumer responsiveness by promoting trust, authenticity, and meaningful interactions through transparent communication and user-centered advertising practices.
4. Future advertising campaigns should be continuously evaluated using consumer engagement metrics to improve their effectiveness and optimize advertising outcomes across social media platforms.

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