



## EFFECT OF ADVERTISING EFFECTIVENESS VIA MOBILE SOCIAL NETWORKS (SNS) ON BRAND EQUITY AND THE BEHAVIORAL INTENTIONS OF ONLINE CONSUMERS

Nesrine Mzid<sup>i</sup>

Department of ARBRE,  
Faculty of Economics and Management of Sfax,  
Sfax, Tunisia

### Abstract:

This research aims to determine the impact of advertising effectiveness via the mobile social network service (SNS) on brand equity, namely brand value, brand image and equity value. It also focuses on the treatment of the hypothetical relationship between advertising effectiveness and the behavioral intentions of online consumers. A quantitative study was conducted on 430 Tunisian online consumers in the North African context who frequently use their mobile phones. The method of structural equations based on the AMOS approach was deployed for data analysis. The results reveal that the effectiveness of mobile advertising via social network services (SNS) positively affects brand value, brand image and equity value. The results show that an effective advertising message transmitted via social networks has no effect on the purchase intentions of online consumers. This research fills the gap in the literature by examining the simultaneous impact of the effectiveness of advertising via social networks on brand equity and purchase intentions in a North African context that is still very rare.

**Keywords:** mobile advertising, Mobile Social Network Service (SNS), advertising effectiveness, brand equity, consumer behavioral intentions, North African

### 1. Introduction

Nowadays, the impact of new technologies, the evolution of consumer needs, and their integration into the mobile marketing sector are considered crucial by both academics and practitioners. In this context, it is essential to quickly and effectively engage consumers who are actively involved in digital environments. Similarly, many companies aiming to differentiate themselves from competitors and gain a competitive advantage focus on employing innovative digital marketing methods (Akgün and

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<sup>i</sup> Correspondence: email [nesrinemzide@gmail.com](mailto:nesrinemzide@gmail.com)

Arslan, 2022, p.15). One of the growing trends in digital communication is mobile-based marketing (Hadi and Aslam, 2023, p.1).

Tunisia, a developing country in North Africa with a population of approximately 11.8 million, represents a smaller e-commerce market both regionally and across Africa as a whole (Nasri, 2022, p.2). However, the penetration of digital technologies is significant, with around 8.17 million internet users in December 2020, accounting for 68.4% of the population (Nasri, 2022, p.2). Tunisia ranks 4th among African countries and 79th globally in terms of e-commerce readiness according to the United Nations Conference on Trade and Development (Nasri, 2022, p.2). These developments highlight the growing adoption of e-commerce platforms and the increasing number of businesses engaging in online trade.

Despite this progress, the adoption and integration of digital marketing practices in Tunisia remain comparatively lower than in developed countries (Bart *et al.*, 2014). Many companies in Tunisia are still navigating the challenges of leveraging mobile advertising via social network services (SNS) to effectively engage their consumers. Yet, these platforms offer immense potential, enabling firms to reach an extensive audience rapidly, develop personalized connections, and gain insights into consumer attitudes toward advertising messages delivered through smartphones.

In this regard, mobile advertising has emerged as a transformative tool for companies. It enables marketers not only to broadcast promotional messages but also to create personalized, interactive experiences tailored to consumer preferences and behavior. For instance, Razek *et al.* (2023, p.657) highlighted how mobile advertising allows co-creation of messages that reflect the profiles, interests, and preferences of consumers, thus redefining the traditional corporate advertising approach. Additionally, mobile advertising facilitates the distribution of innovative formats, such as advergames, which enhance consumer engagement by aligning content with their interests and behaviors online.

Despite its global importance, the relationship between mobile advertising effectiveness and brand equity has been underexplored in the North African context, particularly in Tunisia. While previous studies, such as those by Fetais *et al.* (2023, p.796) and Dehghani and Tumer (2015, p.597), have investigated brand equity within social media contexts, much of the existing literature focuses on singular platforms, such as Facebook (Algharabat, 2017), Twitter (Kar, 2021), or WeChat (Liu *et al.*, 2019). Moreover, studies conducted in countries like Korea, the United States, and India (Lee and Hong, 2016; Karim and Batool, 2017; Gauns *et al.*, 2017) do not necessarily reflect the unique socioeconomic and cultural characteristics of North African markets.

In this regard, Ha *et al.* (2014) focused on the impact of mobile SNS advertising in a Korean context, characterized by collectivist, high-context, and high-uncertainty avoidance cultural traits. While their research provided valuable insights into the influence of advertising on consumer attitudes, it did not explore the impact of advertising effectiveness on brand equity variables such as brand value, brand image, and equity value. In contrast, our study adopts a broader research perspective by

integrating these variables into a conceptual model and examining their influence on Tunisian online consumers' intentional outcomes.

Similarly, Enwereuzorr (2017) investigated mobile advertising in Nigeria, emphasizing the rapid growth of the telecom industry and anecdotal evidence of consumer skepticism toward unsolicited advertisements. Although the Nigerian market showcases impressive telecom advancements, the study remained limited to describing consumer perceptions without addressing the deeper implications of advertising effectiveness on brand equity or purchase intentions. Furthermore, the Tunisian context provides unique insights into North African consumer behavior, which differs significantly from both the Korean and Nigerian markets in terms of cultural, technological, and economic dynamics.

By filling these gaps, our research stands out by linking advertising effectiveness via mobile SNS to brand equity variables and intentional outcomes, offering a more comprehensive framework that can be applied across diverse markets. This comparative perspective not only highlights the limitations of prior studies but also underscores the originality and relevance of our contribution to the literature.

Tunisia provides a particularly compelling context for studying this phenomenon, as it stands at the intersection of digital growth and constrained ICT adoption. Companies in Tunisia often face structural challenges in incorporating digital tools, yet the rapid adoption of mobile and SNS platforms indicates untapped potential for strategic marketing efforts. This study, therefore, seeks to address this gap by examining the extent to which advertising effectiveness via mobile SNS impacts brand equity and, consequently, the behavioral intentions of Tunisian online consumers.

This research contributes to the growing body of literature on mobile advertising by exploring its implications in an understudied region. In doing so, it aims to answer the following central question:

- To what extent does the effectiveness of mobile advertising via social network services (SNS) influence brand equity and the behavioral intentions of online consumers in Tunisia ?

The remainder of this paper is structured as follows. First, we present the theoretical underpinnings of the proposed research model and review existing literature. Second, we outline the research hypotheses. Third, we detail the methodology employed for data collection and analysis. Fourth, we present and discuss the key findings. Finally, we conclude with the theoretical and managerial implications of our research, as well as its limitations and avenues for future study.

## **2. Theoretical Background**

### **2.1 Theoretical Framework**

As part of this research, a literature review was carried out to clarify the different theories that we can observe between the different concepts of our research.

We relied on brand equity theory (Keller, 1993) and the hierarchy of effects model (Idris *et al.*, 2020). We provided the main justifications for adopting the theories mentioned, which we will describe below. In addition, we used the notion of Social Network Services (SNS) as they often help online consumers to commit to a particular brand and, therefore make it easier to share the most important information and to be up to date.

The concept of Brand equity led to major developments in the field of branding. In particular, Keller's Brand equity model (1993) is considered a valid example of Brand equity measurement (Fetais *et al.*, 2023, p.800). Keller's work inspired various brand consultancies to create their own models (Rajavi *et al.*, 2023, p.477). These models share broadly the same components, although they use different labels. In our work, we adopt Keller's Brand model (1993), which comprises two dimensions: brand awareness and brand image (Fetais *et al.*, 2023, p.800). The first relates to customers' ability to remember or recognize a brand (Sheak and Abdulrazak, 2023, p.96); while the second reflects brand associations in customers' minds (Mulyandi and Tjandra, 2023, p.44).

In the present study, we decided to examine one of these two dimensions, namely brand image, while focusing on other dimensions that we deem necessary to be mentioned when talking about brand equity. We, therefore, treat the influence of brand image, brand value, and equity value as the main dimensions of brand equity. This decision stems from most studies that focused on the study of these dimensions compared to other components of brand equity (Abbasi *et al.*, 2023; Fetais *et al.*, 2023; Choedon and Lee, 2020; Alhaddad, 2015).

In what follows, and to clarify the effect of advertising effectiveness via social networks on the purchase intentions of online consumers, the hierarchy of effects model can be used. This model was originally developed by Lavidge and Steiner (1961) to be used as a predictor of online consumers behavior (Rasoolimanesh *et al.*, 2023, p.3). Lavidge and Steiner (1961) first described the cognitive domain in terms of "*advertising imagery*", suggesting that this domain influences the emotions and affections of the online consumer towards a brand as a function of the mental image that the individual had of that brand (Rasoolimanesh *et al.*, 2023, p.225).

## **2.2 Literature Review**

### **2.2.1 Advertising**

According to Philip Kotler (2008), advertising is all paid forms of presentation and non-personal promotion of ideas, goods, or services by certain sponsors (Lolowang *et al.*, 2023, p.16). To this definition is added that of Abbasi *et al.* (2023, p.9) who show that the central principle of advertising research is the advertising value as perceived by consumers.

### **2.2.2 Mobile Social Network Services (SNS)**

Arruda Filho *et al.* (2023, p.165) suggest that hyperconnectivity is generated by consumers' desire to be online 24 hours a day through social media. In their study, Suki and Suki (2019, p.1-2) define mobile social networks as "*all web services that allow*

*individuals to create a public or semi-public profile, establish social relationships with other users and share all similar interests, view and browse their list of connections and those established by others within the system”.*

### 2.2.3 Advertising Effectiveness

To study the effectiveness of advertising via mobile social network services (SNS), we focus on the contribution of the integrator model of factors that affect the effectiveness of advertising on the Web, recommended by Ha *et al.* (2014, p.1335). Kotler and Keller (2016) present advertising effectiveness as *“a cost-effective means of delivering the message, either to develop brand preferences or to educate the consumer”* (Lutfie and Marcelino., 2020, p.350).

### 2.2.4 Brand Equity

According to Kotler *et al.* (2009), *“brand equity or brand capital refers to the value added to goods or services”* (Negm *et al.*, 2023, p.175). The two basic approaches to determining the value added to products by their brand name are consumer mindset measures and market outcomes (Rajavi *et al.*, 2023, p.4). As part of our study, we rely on the first approach, which is known as consumer-based brand equity (CBBE) and which is based on measures such as brand image, brand value, and equity value.

- **Brand image.** Brand image is defined as the perceptions of a brand as reflected by the brand associations held in the consumer's memory (Negm *et al.*, 2023, p.175; Trisatya *et al.*, 2023, p.1010). This term was defined and applied in various ways by different researchers (Tasci, 2016, cited by Trisatya *et al.*, 2023, p.1010). Furthermore, as we have shown, these various definitions lead to a certain divergence and create a debate between these authors. If there is no agreement as to the definition of brand image, how are researchers able to understand brand equity? Despite the use of the same terminology, the concept of brand image was applied in different ways.
- **Brand value.** According to Kotler and Keller (2012), *“brand value or customer value is the difference between potential consumers’ evaluation of all the benefits and costs of an offer and the perceived alternatives”* (Trisatya *et al.*, 2023, p.1018). Biel (1992) declares that the concept of value stems from brand equity and that value will only be realized if the brand has meaning for the consumer (cited by Janpors *et al.*, 2023, p.2). To conclude, we can add that brand equity reflects the importance of the brand to the consumer, whereas brand value is the financial valuation of the brand.
- **Equity value.** Dwiviolita and Zuliarni (2023, p.56) consider equity value as *“the customer’s objective assessment of the usefulness of a brand based on their perception of its benefits compared to its costs”*. Furthermore, according to Devi and Suparna (2023, p.127), when consumers decide to change brands, they must consider the maximum value or benefits that will be obtained.

### 2.2.5 Purchase Intentions

Purchase intentions are a salient concept, widely known and vigorously studied by marketing researchers, because it can directly affect consumer behavior (Lolowang *et al.*, 2023, p.16; Ahmed *et al.*, 2023, p.270; Alcaraz *et al.*, 2022, p.173; Fialho *et al.*, 2023, p.3; Pratama *et al.*, 2023, p.2). A consumer's purchase intentions indicate their desire to buy a product or service from a given brand (Al-Sous *et al.*, 2023, p.127; Idris *et al.*, 2020, p.5530; Meliawati *et al.*, 2023, p.80).

### 2.3 Research Framework and Hypotheses

This research attempts to contribute to the existing body of research to introduce both concepts simultaneously: brand equity (brand image, brand value, equity value) and purchase intentions to study the effectiveness of Mobile Advertising via Social Network Services (SNS) in Tunisia, an Arab and developing country where research is relatively scarce until today. In the following, the conceptual model will be presented (Figure 1).

### 2.4 The Effect of Mobile Advertising Effectiveness via Social Network Service (SNS) on Brand Equity

Online interactions lead to real-time value creation and result in high retention capacity and profitability. The use of virtual interactivity is necessary as it allows for the establishment of long-term strong relationships with customers, increases their commitment to the brand, satisfaction, and thus affects their loyalty. Alhaddad (2015, p.75) and Busen and Mustaffa (2014, 98) clarify the strategic role of advertising effectiveness via social media and its ability to improve brand equity.

Laksamana (2018) found that social media marketing significantly influences purchase intentions and brand loyalty (Meliawati *et al.*, 2023, p.81). In this regard, Qadri *et al.* (2023, p.1260) affirm that the creation of strong brand equity can offer long-term benefits such as increased customer loyalty, differentiation from competitors, and improved brand value. Warbung *et al.* (2023, p.1) highlight the existence of a significant relationship between social media marketing (SMM) and brand equity dimensions such as brand awareness, brand association, perceived quality, and brand loyalty in a beauty products sales context. This result coincides with the work of Zarei *et al.* (2022, p.8), who addressed this hypothetical relationship by confirming a positive and significant link between social media marketing activities and brand equity. Sharma *et al.* (2017, p.43) encourage the use of online sales to maximize the performance of clothing brands while taking into consideration the total number of posts, comments, reactions, and sharing of advertising content by internet users.

Table 1 illustrates the works that addressed the importance of advertising effectiveness via social media services on brand equity and the main results.

**Table 1:** Research Addressing the Main Brand Equity and Advertising Effectiveness

Studies	Independent Variable	Dependent Variable	Results	Mediating Effects	Moderating Effects
Ahmed <i>et al.</i> , (2023, p.265)	- Social Media Marketing (SMMEs)	- Brand equity - Customer equity - Purchase intentions	+ + +	Brand equity	-
Alhaddad (2015, p.80)	- Advertising awareness	- Brand awareness - Brand image - Brand equity	+ + +	-	-
Alcaraz and al, 2022, p.173)	- Social media advertising - Uniqueness clarity - Interactivity	Purchase intentions	+ + +	-	-
Colicev <i>et al.</i> , (2018, p.4)	Earned Social Media Volume Owned social media	Customer-based brand equity (CBBE)	+ +	-	- Hedonic utilitarian - High involvement - Low involvement
Fetais <i>et al.</i> , (2023, p.800)	Social media marketing activities (SMMA)	Brand loyalty	(-)	SMMA/Community engagement (+) SMMA/Lovemark (+)	-
Lolowang <i>et al.</i> , (2023, p.13)	Online Advertisement (OA)	Purchase Intentions	+	Brand Attitude (-)	-
Qadri <i>et al.</i> , (2023, p.1262)	Marketing strategies	Brand equity: - Brand awareness - Brand image	+ +	Brand loyalty (+)	-
Saeed <i>et al.</i> , (2023, p.177)	- Advertisement SPEND - Attitudes on the brand - Monetary promotions - Non-monetary promotions	Brand experience	+ + +	Perceived quality Brand association Brand awareness	-
Sheak et Abdulrazak (2023, p.102)	Social media marketing activities (SMMA) dimensions: - Entertainment - Customization - Interaction - Trendiness - Ewom	Brand awareness	+ - + + +	-	-

**Notes :** + positive effect; - negative effect; n.s no significant effect.

**Source:** Author, 2025.

Faced with these different assertions, we can see that the effectiveness of online advertising is an important factor in supporting brand equity. Hence, hypothesis H1 is formulated as follows:

**H1:** Mobile advertising effectiveness via SNS has a positive effect on brand equity.

#### **2.4.1 The Effect of Mobile Advertising Effectiveness via SNS on Brand Value**

The investigation into understanding the online sales situation via social network services (SNS) can be traced back to the work of Munir *et al.* (2023, p.66), who argue that digital marketing advances business development and brand value, ensuring growth and visibility. Kim and Park (2023, p.107) explain that a branded product is important to the effectiveness of brand advertising as it has a positive effect on attitudes towards advertising. They add that virtual social media influencers attach a positive value to the brand (Kim and Park., 2023, p.107).

Guliyev (2023, p.139) studied the factors that influence a consumer's decision to choose a brand. He found that producers need to base their advertising messages on product characteristics to have an impact on consumer perception (Guliyev, 2023, p.139). This assessment is not limited to these factors, but the value of the brand is important for consumers to make their choice (Guliyev, 2023, p.139). However, Ebrahim (2020, p.297) reveals in his study that social media marketing activities are perceived as communication tools used to stimulate brand value and consumer behavior. Godey *et al.* (2016) state that through social media, companies can increase awareness, reach new customers, and improve their brand image, all of which contribute to brand value (cited by Ebrahim, 2020, p.297).

The findings of Zanubiya *et al.* (2023, p.17) show that one of the causes of consumer brand loyalty and willingness to pay any price for a product is effective brand communication. Tikno (2017, p.105) discussed the enhancement of brand value based on the performance of advertising via social network services. Indeed, the more effective the advertising, the more actively users interact with a message that identifies a strong, memorable, and resonant brand name (Jung *et al.*, 2016). Busen and Mustafa (2014, p.98) clearly confirm the contribution of advertising effectiveness to improving brand value. Makasi *et al.* (2014, p.2613) also state that the creation of an effective advertising message increases brand awareness, brand loyalty, brand association and perceived quality. Hence sub-hypothesis H1-1.

**H1-1:** Mobile advertising effectiveness via SNS has a positive effect on brand value.

#### **2.4.2 The Effect of Effective Mobile Advertising via SNS on Brand Image**

Social media marketing is a cost-effective and efficient customer service medium that speeds up business operations and delivers the right message to the right target audience for brand image building (Ahmed *et al.*, 2023, p.266). Lutfie dan Marcelino (2020, p.349-350) declares that the effectiveness of online advertising is an important factor in supporting the image of a brand that can lead to purchasing decisions. For their part, Ahmed *et al.* (2023, p.279) note that online brand communities are essential for creating brand awareness and image through social media marketing.

Alcaraz *et al.* (2022, p.172) find that marketing communications, and more specifically advertising and sales promotion via social media, help companies to create brand awareness, personality and image that influence consumer expectations and



improve consumer satisfaction and loyalty. In this sense, Kim and Park (2023, p.107) state that social media influencers positively affect brand image (Hermenda *et al.*, 2019). They also find a positive relationship between the two constructs (Kim et Park., 2023).

Furthermore, according to Zanubiya *et al.* (2023, p.17), brand communication is seen as the exchange of information between producers and consumers and this information will be used to develop a brand image with consumers and establish relationships with them. These questions go hand in hand with the focus of the study by Godey *et al.* (2016), who are investigating whether marketing activities via social media services (SNS) directly affect brand awareness and image, and consequently consumers' behavioral intentions (Cited by Ebrahim 2020, p.6). Krishnamurthy et Kumar (2018, p.149) consider that online ratings and reviews inform consumers about the functional and symbolic aspects of a brand (Hu *et al.*, 2012; Krishnamurthy and Kumar, 2015). Dehghani and Tumer (2015) find that the effectiveness of mobile advertising has a positive effect on brand image, hence sub-hypothesis H1-2.

**H1-2:** Mobile advertising effectiveness via SNS has a positive effect on brand image.

### **2.4.3 Effect of Mobile Advertising Effectiveness via SNS on Equity Value**

According to Ho and Chung (2020, p.15), equity value becomes the keystone for developing and maintaining the brand-customer relationship. They add that through the commitment of mobile app customers on various social media platforms, customer value equity will be promoted (Ho et Chung, 2020, p.15). Aggarwal and Mittal (2022, p.7) listed five key elements of social media marketing activities such as entertainment, interaction, trending, word of mouth and personalization that are expected to have a significant positive impact on equity value, relationship capital and brand equity.

Moreover, this result is in line with the study of Kim (2021, p.627), which confirms the presence of a significant relationship between the two variables, i.e., marketing activities via social network services and equity value. Yadav and Rahman (2018) admit that most consumers are value-conscious and demand products that are available at an affordable price, with minimal effort and without compromising on quality and functionality (Aggarwal and Mittal, 2022, p.7). They frequently visit social media and other platforms in search of goods that offer high and adequate customer value (Aggarwal and Mittal, 2022, p.7).

Gao *et al.* (2020, p.30) studied the relationship between equity value and the social environment, i.e., social media platforms (Facebook, Instagram, and YouTube), and their impact on profitability. Indeed, Rienetta *et al.* (2017, p.417) confirm the positive effect of advertising effectiveness on equity value. Kim (2015, p.251) showed that there is a significant positive interaction between these two constructs. This result corroborates the results of Zhang et Taylor (2011, p.129) who confirmed a positive and significant effect of advertising effectiveness (functional and persuasive) on equity value, hence sub-hypothesis H1-3.

**H1-3:** Mobile advertising effectiveness via SNS has a positive effect on equity value.

## **2.5 Effect of The Effectiveness of Mobile Advertising via SNS on the Purchase Intentions of Online Consumers**

The results of the study by Lolowang *et al.* (2023, p.13) indicate that the online advertising variable has a positive and significant effect on the Purchase Intentions variable. Similarly, these results also corroborate those of Dahnil and Yi (2014), who indicate that there is a significant effect between online advertising and purchase intentions (cited by Lolowang *et al.*, 2023, p.16). Alcaraz *et al.* (2022, p.167) state that advertising on social networks (SNS) is known for its low costs; it, therefore, allows start-ups to launch various promotions that increase purchase intentions. Moreover, this result is in line with the study of Meliawati *et al.* (2023, p.77), who confirm that social media marketing, and more specifically TikTok, affects purchase intentions. Efendiöglu (2019), in his research, also found results that social media is used as a visible consumption channel that positively influences purchase intentions (Meliawati *et al.*, 2023, p.80-81). Laksamana (2018) found that social media marketing significantly influences purchase intentions and brand loyalty (Meliawati *et al.*, 2023, p.80-81). In Gutierrez 2023's study (p.1), the results show that brands need to build strong relationships through high-quality consumer-brand interactions to significantly increase purchase intentions while carefully managing consumers' privacy expectations.

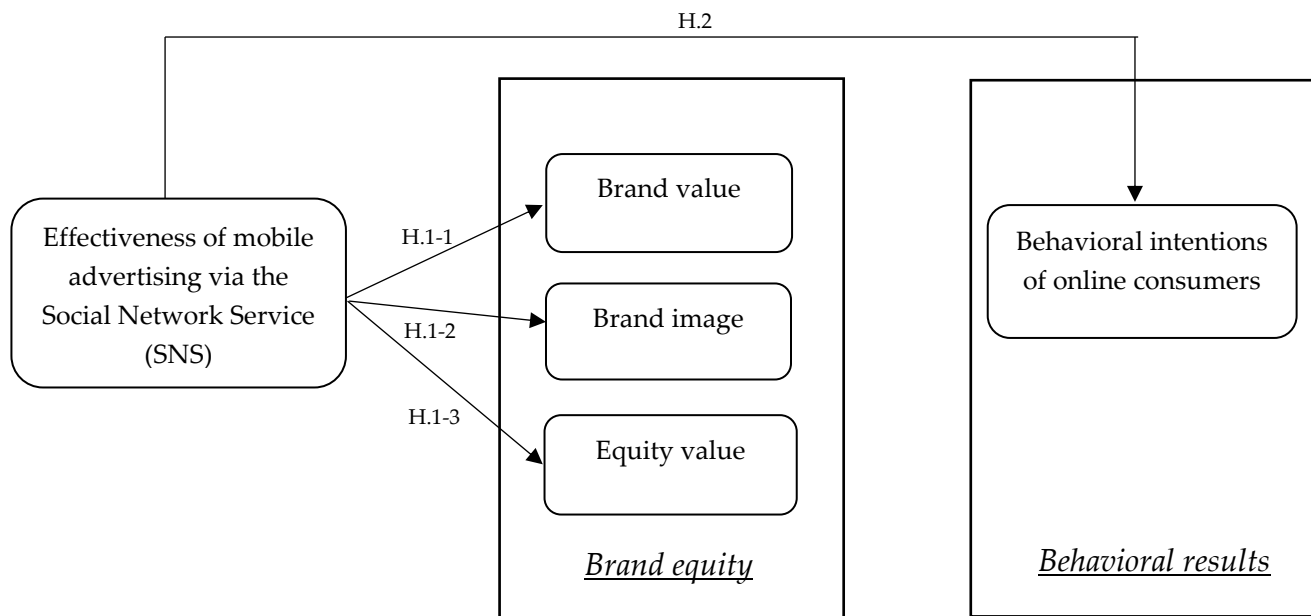
Kim and Park (2023, p.107) state that social media influencers positively affect brand image (Hermanda *et al.*, 2019), and consumer purchase intentions can be significantly influenced by the attractiveness of digital influencers (Torres *et al.*, 2019). We also refer to the study by Godey *et al.* (2016), who show that social media activities affect brand awareness and image, and, consequently, consumer behavior (Ebrahim, 2020, p.6).

As Hasim *et al.* (2020, p.364) point out, the effectiveness of social media, and Instagram in particular, has a positive impact on the purchase intentions of online consumers and on brand equity. These findings seem to highlight the mediating role played by brand attitude between the effectiveness of online advertising and purchase intentions. We also highlight the study of Chi *et al.* (2009, p.1), which deals with the relationship between the effectiveness of advertising endorsement and purchase intentions. We also highlight the study of De Keyzer *et al.* (2023, p.6), who examine the relationship between personalized advertising perceived via social networking sites (SNS) and consumer responses to the brand. This indirect link is mediated by four variables, namely perceived self-efficacy, perceived intrusiveness, brand attitude, and click intentions. These results contradict those of Shaouf *et al.* (2016, p.622) and Zhu (2013, p.77), who find a negative correlation between advertising effectiveness and purchase intentions. Based on these various results, we can predict that mobile advertising effectiveness via the Social Network Service (SNS) has a positive effect on the purchase intentions of online consumers, hence the following hypothesis:

**H2:** The effectiveness of mobile advertising via SNS has a positive effect on the purchase intentions of online consumers.

Figure 1 illustrates the research model.

**Figure 1:** Research Model



Source: Author, 2025

## 5. Research Methodology

### 5.1 Data Collection

We retain the assertion of Carricano and Poujol (2010, p.9), who state that “*the population to be studied must be defined with the greatest care.*” We agree with these two authors that “*an appropriate choice of sampling method can make our survey a success.*” Therefore, we selected individuals who receive advertising content on their phones and frequently visit websites via social networks (SNS).

To this end, we followed a convenience sampling procedure based on two criteria: individuals with mobile experience (at least one year) and those aged 18 and above. We also referred to previous studies in this field that included participants with mobile experience, as this prerequisite is commonly applied in research on mobile advertising via social networks. The questionnaire primarily targeted young people (under 30) living in Tunisia (North Africa).

At the same time, we ensured diversity in socio-professional categories while guaranteeing a variety of responses to the survey questions. We also considered gender, age, family status, and socio-professional category (CSP) as criteria for diversifying our sample.

For data collection, we created an online survey using Google Forms. The survey link was shared via Facebook and remained open for the first six weeks of June 2021.

Each participant took approximately 10 minutes to complete the questionnaire, and data collection lasted one month. Notably, we took advantage of the COVID-19 lockdown period to distribute a higher number of questionnaires. Our sample includes artisans, professionals, employees, students, managers, retirees, business owners, shopkeepers, and unemployed individuals.

To determine the exact sample size, we followed Roussel's (1998) recommendation that "*the sample size should include 5 to 10 times as many individuals as there are items subject to the same factorial analysis*" (Dalmas, 2014, p.124). This rule served as a strict constraint in our research (Dalmas, 2014, p.124). Based on this calculation range, we used 5 observations per item, resulting in a matrix of  $64 \times 5 = 320$  participants, which formed the basis for our exploratory and confirmatory factor analyses.

Most respondents were young (63.3%) and under 30 years old. The sample was composed of 51.9% women and 48.1% men, with the majority being single women (56.5%). This can be explained by the fact that single individuals generally have more free time to browse the internet anytime and anywhere, unlike married individuals, who may struggle to find time to access websites. These descriptive characteristics are summarized in Table 2.

Next, we present the data analysis methods used in our research. First, we conducted an exploratory factor analysis to examine the relationships between measured variables and refine the measurement scales (Carricano and Poujol, 2010, p.56). Then, we performed a confirmatory factor analysis to validate the measurement model and the scales adopted for the different concepts.

For our research, we opted for the first method, based on Akrouit's (2010, p.17) assertion that "*principal component analysis contributes to the common variance between observable variables.*" The second method is generally used to identify latent variables that contribute to this common variance (Akrouit, 2018, p.31). This method is based on structural equation modeling (SEM) with the maximum likelihood (ML) estimation method. We then used AMOS 20 software to evaluate whether the proposed model fits the data adequately. If not, the proposed measurement model is rejected.

**Table 2: Descriptive Characteristics of the Sample**

Description		Collection number (n = 430)
Total questionnaires distributed		650
Total questionnaires retained for analysis		430
Response rate		66%
Sample characteristics		N = 430
Gender	Man	207
	Woman	223
Age	Under 30	272
	Between 30 and 45	68
	Between 41 and 50	56
	More than 51	34
PSC	Executive/business manager	12,3%
	Liberal profession	8,8%
	Employee	20,7%
	Artisan/Trader	4,9%
	Student	40,7%
	Retirement	5,3%
	Inactive	5,6%
	Other	1,6%
Marital status (MS)	Married	120
	Single	243
	Divorced	40
	Widowed	27

Source: Author, 2025.

## 5.2. Content of the Questionnaire

We used a pre-test method for our experimental version of the questionnaire, distributing the original version (without any modifications) to ten or so consumers before testing the respondent for confusion or ambiguity about the items. We also told respondents that their help would be important for our survey and that this medal of rigorous answers gives a great chance of having better reliability of answers and reduces the bias due to non-response. Respondents were diverse across the board (age, education, gender, industry) to ensure our sample would be diverse.

Most respondents were involved in our survey. Based on their recommendations, we made a few adjustments to the meaning of some vocabulary and original items. We also point out that the interviewees did not hesitate to express their opinions on the number of scales. They felt it was better to reduce the number of scales to 7 points because of the length of the questionnaire. We based ourselves on the comments of Evrard, Pras and Roux (2003), who recommended using 5-point scales when a survey has more than 60 items (Assaidi *et al.*, 2015, p.93). We also mention the study of Dalmas (2014, p.123), who states that a questionnaire with more than 100 items will be very heavy and runs many risks such as bias, the Halo effect, response polarization, contamination, and missing data.

We reduced the number of items to make the questionnaire “lighter”, “shorter” and “easier” for respondents to answer. We also noted that several respondents found it very difficult to distinguish between the different levels. A source of confusion and even incomprehension was repeated several times by other interviewees who asked the same questions about the meaning of these scales. We also noted that there was a lack of understanding of the exact position of the scales, which differed from one person to another. For this reason, we decided to retain the comments that were unanimous. We then decided to distribute the questionnaire to other people to ensure that there were no misunderstandings.

In the first part of the questionnaire, we clarified and redefined the various key concepts related to our research objective, so that the respondent would have a clear idea of the theme and could easily answer the questions posed. From the first question to the fourth, we set out to study the effect of advertising effectiveness on brand equity, namely brand image, brand value, and equity value. The last question is devoted to studying the behavior of online consumers who frequently use their mobile phones to purchase goods or services. The last part of the questionnaire was devoted to the respondent's personal characteristics, i.e., name, gender, age, PSC, current marital status, etc. These data will help us to describe our sample. We also specify that our questionnaire includes 20 items.

### 5.3 Measurement Instruments

Six constructs were measured in this research: advertising effectiveness, brand value, brand image, equity value and the purchase intentions of online consumers. We chose the measurement scales based on three principles: the conceptualization of each variable, the research objective, and the reliability of the scales (Errabi et Hamadi, 2023, p.83).

The measurement scales used in this research are interval scales and, more specifically, 5-point Likert-type scales ranging from “strongly disagree” to “strongly agree”.

3 items for advertising effectiveness inspired by the Martins *et al.* (2019) measurement scale.

4 items measuring the brand value adapted from the Alhaddad (2015) scale.

4 items for the brand image inspired by the model developed by Adetunji *et al.* (2014).

5 items to measure equity value developed by Ho and Chung (2020).

4 items to measure purchase intentions adapted from the Ha *et al.* (2014) scale (see Appendix).

## 6. Results

### 6.1 Analysis of The Measurement Model

A confirmatory factor analysis (CFA) was conducted to empirically test the measurement model. We used structural equation methods (SEM) with maximum likelihood (ML) estimation. At this level, the standardized regression coefficients, explained variances

(SMC), construct variances, critical ratio (CR), and error variances must be checked for each construct. The results show that all the variables have standardized regression coefficients greater than 0.7 and are significant (Table 3).

We also find that all the variables have good reliability (CR) > 0.6. Based on Joreskog's Rho, we find that all the constructs are verified since they are greater than 0.6. Roussel *et al.* (2002) stated that “*this coefficient is more precise than Cronbach’s Alpha, since it incorporates error terms*” (Gardés, 2018, p.18). Next, we check the convergent validity of our measurement model. According to Fornell and Larcker (1981), convergent validity is verified when the Rho of convergent validity is greater than or equal to 0.6 and the VME (cited by Akrouf, 2018, p.366). These authors admitted that the measurement of convergent validity is based on compliance with two criteria, such as the result of the t-test (cr= critical ratio), which must be significant and greater than 1.96, and the average variance extracted (VCM), which must be > 0.5 (Fornell and Larcker, 1981, cited by Akrouf, 2018, p.366). Our results are consistent with these recommendations since the AVE Rho represents a value below the significant threshold of 0.5. Hence, the convergent validity of our measurement model is verified. The results are shown in Table 3.

**Table 3: Reliability and Validity Indices**

Variables	Items	Standardized coefficient	SMC	Jöreskog rho	VME	Error variance
Advertising efficiency	EFFPUB2	0,776	0,602	0.732	0.577	0,053
	EFFPUB3	0,743	0,553			0,066
Brand value	VM2	0,794	0,630	0.828	0.617	0,059
	VM3	0,789	0,622			0,058
	VM4	0,774	0,599			0,060
Brand image	IM2	0,726	0,527	0.781	0.544	0,059
	IM3	0,738	0,545			0,051
	IM4	0,747	0,559			0,059
Equity value	VE2	0,794	0,631	0,863	0,612	0,046
	VE3	0,846	0,715			0,052
	VE4	0,764	0,583			0,058
	VE5	0,719	0,517			0,068
Purchase intentions	INTACH2	0,836	0,699	0,869	0,689	0,047
	INTACH3	0,837	0,700			0,048
	INTACH4	0,817	0,668			0,056

Source: Author, 2025.

We now test the discriminant validity of the overall measurement model. We rely on Amamou and Koubaa (2013, p.29), who state that “*this test is designed to be used as a discriminant validity assessment tool*”. For discriminant validity, we checked that the square of the correlation (R2) is lower than the lowest Mean Variance Extracted (VME), following the approach of Fornell and Larker (1981) (Cited by Akrouf, 2018, p.366).

Nevertheless, according to our analyses using AMOS software, we noticed that the square root of the AVE of some constructs exceeds its correlation with the other constructs in the model. This means that these constructs are highly correlated with the

other constructs. Hence, this condition is not verified because the structures are not systematically adjacent. In conclusion, our measurement scales do not have complete discriminant validity, but this does not provide a departure from the overall measurement model according to the words of Campbell and Fiske (1959), who state that “it is difficult to aim for absolute validity” (Chemangui, 2006, p.16). Table 4 illustrates all the discriminant validity results.

**Table 4:** Test of the Discriminant Validity of the Global Measurement Model

	EFFPUB	VM	IM	VE	INTACH
EFFPUB	0.760*				
VM	0,958***	0.785			
IM	0.882	0,700	0.737		
VE	0.877	0.736	0.724	0.782	
INTACH	0.847	0.805	0.769	0,843	0.830

\*Convergent validity of each construct.

\*\*\* Square of the correlation between two dimensions

Source: Author, 2025

After this verification, we will then check the fit indices provided by the AMOS 20 software to determine whether the proposed model fits the data well or not. Furthermore, if this is not the case, rejection of the measurement model is proposed. We also note that the evaluation of the overall measurement model and structure must be based on the Chi-Square statistic ( $\chi^2$ ), c.r <1.96, the parsimony index ( $\chi^2/ddl$ ), the absolute measurement indices (RMR, GFI > 0.9, AGFI > 0.9 and RMSEA < 0.08) and the incremental measurement indices (CFI > 0,9 and NFI > 0.9, TLI > 0.9). We note that most of the indices are above the standards. Table 5 summarizes all the fit indices of the models respecting the recommended thresholds.

**Table 5:** The Adjustment Indices of the Research and Structure Model

Fit Index	The measurement model	The structural model
Chi 2	951,507	1210,271
c.r	616	661
GFI	0,9	0,872
AGFI	0,873	0,849
CFI	0,971	0,952
NFI	0,922	0,901
TLI	0,965	0,946
RMR	0,049	0,056
RMSEA	0,036	0,044

Source: Author, 2025.

## 6.2 Testing Hypotheses

Research hypotheses H1-1, H1-2, H1-3 are verified. The results show that advertising effectiveness is linked by a direct effect to brand value ( $\beta = 1.154$ ,  $p < 0.005$ ), brand image ( $\beta = 0.587$ ,  $p < 0.005$ ), and equity value ( $\beta = 0.954$ ,  $p < 0.005$ ).



The results obtained in relation to hypothesis H.2 reject the existence of a significant effect of advertising effectiveness via social network services on purchase intentions. This result is opposed to the study of Lolowang *et al.* (2023, p.13), who confirm that online advertising has a positive and significant effect on purchase intentions. On the other hand, this result is in line with the study of Ahmad and Mahmood (2011, p.36) who state that the number of advertising exposures must be considered to achieve advertising effectiveness. They state that it is difficult to change the purchase intentions of online consumers with a single advertising exposure. This leads us to infer that a logical level of exposure creates viewers' behavioral flexibility about online advertising, with the aim of achieving a high level of intentions.

However, it is important to acknowledge that this divergence where mobile advertising influences brand value but not purchase intentions could be influenced by several contextual and psychological factors. Specifically, consumer behavior in North Africa may be shaped by socio-economic conditions, cultural attitudes, or technological constraints that limit the effectiveness of mobile advertising in driving purchase intentions. For instance, in North African markets, the socio-economic status of consumers might affect their responsiveness to advertising, particularly if they face financial limitations or prioritize price sensitivity over brand engagement. Moreover, cultural factors, such as trust in online advertising or preference for traditional shopping methods, could play a role in dampening the effect of mobile advertising on purchase intentions. Additionally, technological barriers such as limited access to high-speed internet or smartphone usage might also limit the reach and impact of mobile ads, reducing their effectiveness in driving consumer behavior. These external factors suggest that the relationship between advertising effectiveness and purchase intentions may not be as straightforward as expected, and further exploration into these variables would be beneficial to fully understand the dynamics at play in this region.

Table 6 summarizes all the results related to the verification of research hypotheses.

**Table 6:** Statistical tests of hypotheses

<b>The resulting hypotheses on Brand Equity</b>		<b>Result</b>
Hypothesis 1	<b>H1-1:</b> The effectiveness of mobile advertising via SNS has a positive effect on brand value.	Validated
	<b>H1-2:</b> The effectiveness of mobile advertising via SNS has a positive effect on brand image.	Validated
	<b>H1.3:</b> The effectiveness of mobile advertising via SNS has a positive effect on the equity value.	Validated
<b>The resulting hypotheses on purchase intentions.</b>		
Hypothesis 2	<b>H2:</b> The effectiveness of mobile advertising via mobile social network services (SNS) has a positive effect on the purchase intentions of online consumers.	Invalidated

Source: Author, 2025.

## 7. Discussion

This study focuses on a new direction that addresses the relationship between advertising effectiveness and brand equity, which, in turn, influences the purchase intentions of online consumers. Regarding the impact of advertising effectiveness on brand equity – including brand value, brand image, and equity value – the results were consistent. We found that advertising effectiveness has a much stronger effect on brand equity, particularly the hypothesis of a positive effect between advertising effectiveness via SNS and brand value. This result emphasizes that companies must commit to investing in improving their virtual communication activities to promote the brand, create a competitive advantage in a dynamic environment, and offer social benefits for users. This finding corroborates the study by Munir *et al.* (2023, p.66), who confirm the significant effect of digital marketing on brand value. The presence of this relationship is also demonstrated by Dwivedi *et al.* (2023, p.754), who assert that the metaverse affects brand value. They seek to understand how brand value, brand awareness, and brand strategy will evolve in the metaverse (Dwivedi *et al.*, 2023, p.754). Additionally, this result aligns with the study by Guitart *et al.* (2018, p.474), as these authors confirmed the direct effect of advertising effectiveness on brand value. We can conclude that different forms of advertising, particularly those that are visually stimulating and interactive, are more effective in reinforcing brand value on the web than traditional banner ads.

Furthermore, previous research established that the effectiveness of mobile advertising via SNS positively affects brand image. This was confirmed by Alhaddad (2015, p.75), who supported this significant relationship and stated that marketers can create an improved brand image on social networks based on the creation of effective advertising content. This result is in line with the study of Aljumah *et al.* (2023, p.469), who states that one of the important benefits of social network communication (SNS) is that people become aware of the product and that a favorable brand image is created in the mind of the online consumer (Huang and Sarigöllü, 2014). This result is in line with the works of Ahmed *et al.* (2023, p.270); Helmi *et al.* (2022, p.92), Lutfie and Marcelino (2020, p.353) and Adetunji, *et al.* (2014, p.315), who addressed this hypothetical relationship by confirming a positive and significant link between these two constructs.

By examining the structural relationships, we found that there is a significant and positive relationship between advertising effectiveness and equity value. This result shows how delivering effective advertising content can help advertisers create product differentiation based on value for money, as the information reported can extend to the equity value that the buyer may consider when choosing an advertised product. This result is supported by the works of Aggarwal and Mittal (2022, p.7); Ebrahim (2020, p.297); Rienetta *et al.* (2017, p.417); Koivulehto (2017, p.31), and Kim (2015, p.250), who addressed this hypothetical relationship by confirming a significant and positive correlation between these two concepts.

Finally, regarding the last hypothesis, an examination of the structural links shows that there is a non-significant link between advertising effectiveness and the purchase

intention of online consumers. This result shows that an effective advertising message does not affect the behavioral intentions of online consumers. This result contrasts with those of Lolowang *et al.* (2023, p.13); Meliawati *et al.* (2023, p.77), and Fink *et al.* (2020, p.152), who confirmed the significant effect between the two constructs. This result is in line with the findings of van Esh *et al.* (2018), who find that the two dimensions of social media advertising (credibility and authenticity) do not influence purchase intentions (Manan *et al.*, 2020, p.61). This result is in line with the study of Rahbar and Abdul Wahid (2011), who found that green advertising does not have a significant influence on purchasing behavior (Yusof *et al.*, 2013, p.403). This result seems logical to us if we also follow the study of Ahmad and Mahmood (2011, p.36), who state that to achieve advertising effectiveness, we need to pay attention to the number of advertising exposures. This leads us to infer that a logical level of advertising exposure creates a sense of enjoyment and flexibility in the receiver. Furthermore, according to Hanaysha (2022, p.7), the entertaining nature of advertising via social network services (SNS) improves users' confidence but does not necessarily affect their purchase intention. This means that when people look for brand-related content to entertain themselves, relax and spend their time, they will not intend to buy that brand's products. We concluded that the degree of enjoyment of advertising content does not necessarily affect the purchase intentions of online consumers. This result supports the conclusion of Al Koliby and Rahman (2018, p.15) that insufficient information about a brand does not affect online consumers' purchase intentions towards that brand.

In light of these findings, it is important to recognize that the dynamics observed in this study may be influenced by the unique context of North Africa, specifically Tunisia. The relationship between advertising effectiveness, brand equity, and consumer behavior may differ in other geographical and cultural settings. Comparative studies across diverse regions, such as developed markets in Europe and the US, where mobile technology adoption and consumer digital engagement are more widespread, could provide valuable insights into whether the results of this study are applicable globally. Additionally, investigating how different levels of access to mobile technology in developing regions might impact the effectiveness of mobile advertising could further enrich the understanding of these relationships. Future research in this direction would help determine the broader applicability of the findings and open new avenues for exploring the intersection of mobile advertising, brand equity, and consumer behavior across different markets.

## **8. Theoretical and Managerial Implications**

### **8.1 Theoretical Implications**

Based on advanced previous research that focuses on mobile advertising, we saw a growing interest from practitioners and researchers in understanding social media advertising (SNS), in which our study fits. The investigation in this field gave rise to several disciplines to study the phenomenon of advertising effectiveness via social

network services (SNS). Little research was invested in explaining the effectiveness of advertising via social networking services (SNS), particularly in the North African context.

Consequently, our research has come to address this shortcoming. It seeks to uncover the consequences of advertising effectiveness on brand equity on the one hand, and behavioral intentions on the other by combining the conceptual models of Ha *et al.* (2014) and Alhaddad (2015). The model advanced by Ha *et al.* (2014) did not consider the effect of advertising effectiveness on brand equity but only clarified its impact on online consumers' attitudes. However, the model advanced by Alhaddad (2015) focuses on the analysis of advertising effectiveness on brand equity. This merger allowed us to discover and integrate new constructs into our research model that helped us to enrich the existing literature.

Similarly, we integrated new notions into our model that encompass all the concepts that are related to mobile advertising via SNSs, such as brand value, brand image, and equity value, while trying to find a better understanding of each term used by various authors in the literature. Hence, our first contribution consists in enriching the digital marketing literature by rethinking mobile advertising via social network services (SNS).

Our research contributed to the construction of a model that integrates brand equity, which is affected by advertising effectiveness through SNS. This enabled us to clarify the link and complementarity between advertising effectiveness and brand equity, i.e., brand value, brand image, and equity value, which is a field of research that is still unexplored and is particularly in need of clarification.

The contribution of our research also lies in the treatment of the causal relationships between advertising effectiveness and the behavioral intentions of online consumers. Moreover, the confirmation of our theoretical results through empirical analysis enabled us to demonstrate the importance of the virtual interaction between the online consumer and the brand, as well as to demonstrate the principle of the presence of a relationship between the effectiveness of mobile advertising via social networks and the purchase intentions of online consumers. Based on the theory of brand equity (Keller, 1993) and the hierarchy of the effects model (Idris *et al.*, 2020), our study extended the model proposed by Ha *et al.* (2014) by incorporating the inherent consequences of advertising effectiveness on brand equity.

Our research provided insight into the consequences of advertising effectiveness via SNS, which were not addressed by previous research. To address this shortcoming, we proposed to investigate the relationship between advertising effectiveness and brand equity, both of which are responsible for creating long-term economic wins. Moreover, there is a theoretical gap as to the nature of this relationship. Most researchers studied either users' perceptions of advertising, the consequences of advertising effectiveness, or the behavioral intentions of online consumers, but they did not tackle these subjects simultaneously.

We also note the presence of controversies regarding the determination of the consequences of advertising effectiveness on brand equity (brand value, brand image, equity value). Sometimes, some research finds that equity value comprises only two dimensions such as brand image and brand awareness as mentioned by Alhaddad (2015); Aaker (1991) suggested that brand equity comprises five dimensions namely brand loyalty, brand awareness, brand associations, perceived quality and other brand assets (cited by Alhaddad, 2015, p.76); Lasser *et al.* (1995) focus on five dimensions, namely performance, social image, value, trustworthiness and attachment (cited by Alhaddad, 2015, p.76). Thus, this research did not highlight the major distinction between brand value and brand equity, which is still an unexplored field of research that needs to be clarified. That is why the results of these debates encourage us to invest more in this research framework.

In the context of this research, and based on an extensive literature review, we observe that while brand value, brand equity, and brand image are distinct concepts, some studies do not consistently differentiate between them. To address this ambiguity, our research proposes specific definitions for each concept, drawing from recent studies (Janpors *et al.*, 2023; Negm *et al.*, 2023; Rajavi *et al.*, 2023; Trisatya *et al.*, 2023; Alhaddad, 2015; Aaker, 1991). This approach represents our theoretical contribution, aiming to clarify these distinctions and enhance the academic understanding of these terms. By doing so, we hope to provide a clearer framework for future research to rigorously examine these concepts and explore their interrelationships in a more structured and comprehensive manner.

## **8.2 Practical Implications**

From a managerial point of view, this research offers advertisers, companies, managers- and all those involved in the field of mobile advertising in general and advertising via social network services (SNS) in particular- possible solutions for understanding the consequences of the effective creation of advertising content on brand value, brand image, equity value and the behavioral intentions of online consumers. However, effective, entertaining, up-to-date, and informative ad creation triggers a strong editorial construction of brand equity.

In this sense, managers need to adopt real virtual techniques that enable advertisers to abandon traditional techniques and replace them with others that are likely to offer a strong bond with mobile users and maintain a behavior that enables them to remain loyal and buy the same brand repeatedly. We, therefore, recommend encouraging companies that rely on this online creativity to create an active commitment from their subscribers so that a strong emotional attachment to the brand is created and consequently their purchase intentions will increase.

Given these implications, there are four levels of interest in improving brand equity. Firstly, the first index should focus on improving the value of the brand, which is known as the perceived value of a brand by the customer and which represents a real key to a company's success in a dynamic environment. The second index focuses on

developing a well-positioned brand image in the face of these various brands exposed to rival markets. The third index focuses on the strategic understanding of the main reasons for brand commitment using electronic mediation. The final index highlights the equivalence relationship between what is perceived (price) and what is received in return (value). Indeed, the effective creation of advertising content via social network services (SNS) has a positive and significant effect on brand value, brand image, and equity value. Finally, to increase the intentional levels of online consumers, we suggest that managers humanize their brand on social networks by adapting the brand's corporate elements, i.e., the logo, colors, shapes, and design to get closer to their virtual community. The principle is therefore to move beyond a bland tone towards an approximate accessibility that could be the main reason for falling in love with a brand. Hence, strong love will create strong brand equity, which in turn will lead to high purchase intentions. If advertisers and managers carefully study the inherent consequences of advertising effectiveness, they can help companies commit consumers and create strong brand purchase intentions.

### **8.3 Limitations and Future Research Directions**

Like all research, this study has some limitations. First, we have used a single source of information: online consumers who frequently use their mobile phones to access online mobile social network services (SNS). Future research should use other sources of information, such as project managers, companies, and communications agencies. Secondly, another limitation relates to disseminating the research questionnaire: it seems that most reactions came from interactions on a single tool, specifically Facebook. Further research will attempt to clarify this concept in other offline media, as this area of research is still vast, and there are still many avenues to explore. Another limitation concerns the failure to consider actual purchasing behavior because of advertising effectiveness. In this context, we propose that future interest be given to actual purchasing decisions. Finally, other variables may exert an influence on the hypothetical relationships tested. For example, Martí Parreño *et al.* (2013, p.733) found that age can modify the acceptability of such a mobile advertising campaign. In future research, we propose to consider the moderating effect of socio-demographic variables.

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### **Conflicts of Interest Statement**

The author declares no conflict of interest.

### About the Author

Nesrine Mzid is currently a Doctor in Marketing. She obtained her PhD from the Faculty of Economics and Management of Sfax (FSEGS) in 2022. Her research interests are focused on digital marketing. She is a member of the Research Laboratory ARBRE (Applied Research in Business Relationships & Economics) at the Higher Institute of Management of Tunis. She regularly presents her work at conferences, including those organized by the Tunisian Marketing Association (ATM).

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**Appendix : Measurement scales and questionnaire structure**

Measurement scales	Items	Number of items	Factors	Eigen values	Cronbach's alpha	KMO	Authors	
Mobile advertising effectiveness	I find mobile advertising via social network services (SNS) useful.	3	0,861	2,343	0,856	0,727	Martins <i>et al.</i> (2018,	
	I find mobile advertising via social network services (SNS) relevant.		0,888					
	I find mobile advertising via social network services (SNS) important.		0,901					
The consequence of advertising effectiveness	Brand value	4	0,924	3,265	0,923	0,846	Adetunji <i>et al.</i> (2014	
			Even if another brand has the same features as this brand, I will prefer to buy this brand which appeared on social media.					0,914
			If there is another brand as good as my brand, I prefer to buy this brand that appeared on social media.					0,914
			If another brand is in no way different from this brand, it seems more sensible to buy that brand that appeared on social media.					0,860
	Brand image	4	2,969	0,870	0,883	0,823	Alhaddad (2015, p.81)	
				The ad presented information that was consistent with the image of the brand advertised.				0,873
				From the ad, I understand what the brand advertised represents.				0,882
				After seeing this ad, I can easily recognize the logo of the brand advertised.				0,820
Equity value	5	4,115	0,903	0,945	0,866	Ho et Chung (2020)		
			Social networks help me to solve problems related to product use.				0,899	
			Social networks help me better understand certain products, accessories, components, and technical development products.				0,940	
			Social networks provide me with information about products/services that meet my needs.				0,913	
			Social networks help me make the right purchase decisions				0,890	
Online consumers' behavioral results	Purchase intentions	4	0,884	3,382	0,937	0,855	Ha <i>et al.</i> (2014)	
			I am willing to provide my credit card information to a mobile advertising company (SNS).					0,932
			I am willing to carry out banking transactions to purchase a product or service via mobile SNS advertising.					0,935
			I am willing to buy a product/service I need directly from a mobile SNS ad.					0,926

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