

Investigating the Impact of Ad Formats and Ad Intrusiveness on Social Media Ad Effectiveness in the Fashion Market in Egypt



**Mohamed Abdelazim Abo El-Naga¹, Marwa Tarek Abd El Azeem²,
Rana Wagdi Abdel-moneam³**

¹Alexandria University, Alexandria, Egypt

^{2,3}Arab Academy for Science, Technology and Maritime Transport, Cairo, Egypt.

ABSTRACT

Purpose – This paper aims to investigate advertising effectiveness in various social media platforms in the fashion industry in Egypt. The present study uses a proposed framework to explore online advertising in Egypt. From a theoretical point of view, this study examines the relationship among three groups of factors including attitude towards online ad formats, ad intrusiveness, product involvement and social media ad effectiveness among Egyptian consumers.

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

Findings – The results indicate that the attitude towards static ads has a positive significant impact on social media ad effectiveness which is similar to the positive impact of using rich media ads (video/audio) on ad effectiveness. Furthermore, it is observed that video ads score higher as being more pleasant while static ads score higher for being more believable and convincing as perceived by Egyptians. Moreover, ad intrusiveness is found to have a significant negative effect on ad effectiveness. In the same context, this study shows a significant moderation relationship between Product involvement, ad intrusiveness and social media ad effectiveness.

KEYWORDS: Ad effectiveness, Attitude toward the ad, Intrusiveness, Loyalty intentions, social media platforms, product involvement, ad formats.

1. INTRODUCTION

Recently all eyes are concentrating on the e-commerce environment and on all that is digital, where a digital channel (DC) is defined as “a specific digital shopping format that a retailer employs to provide consumers with an online shopping opportunity” (Wagner et al., 2020). Marketing activities and customer relationship management have transformed drastically because of the emergence and popularity of DCs as mediums of interaction, especially for small enterprises (Chatterjee and Kar, 2020; Ebrahimi et al., 2021; Seyyedamiri and Tajrobehkar, 2021) and individual entrepreneurs (Ahmad et al., 2018; Olanrewaju et al., 2020). As a result of the pervasive use of social media and online channels, brands and small businesses have integrated digital technologies progressively into their marketing activities and business models (Ahmad et al., 2018; Atanassova and Clark, 2015; Chatterjee and Kar, 2020). Due to the popularity of social media platforms, businesses and customers increased their reliance and interest in using those channels as additional marketing tools to promote their brands. A study conducted recently found that 73% of marketers believed that social media was an effective channel for their businesses (Mohsin, 2021). Another study showed that 71% of consumers who had a positive experience with a brand on social media were likely to recommend it to others (Galov, 2021). Kumar et al. (2020) illustrated the importance of social media in marketing when they found that integrated marketing promotional messages can be effective at influencing consumer perceptions about product image and lead to consumption behaviors.

According to survey issued recently by PwC (2021) found that firms, particularly those in developing nations, struggle to achieve beneficial outcomes from digitization owing to their own inflexible procedures and lack of data in such regions (Abuizz et al., 2019). In the same context, marketers will be unable to benefit from new advertising with increased interactive choices if the format is unable to attract consumers and give more advertising effectiveness than competing social media advertising formats. Tan et al., 2018; Belanche et al., 2017). As a result, one of the primary objectives of this research is to get a better knowledge of Egyptian social media users' preferences for various ad formats, which will aid in obtaining higher levels of ad effectiveness.

Furthermore, it is possible to assume that there is a difference between users' perceptions and reactions toward stationary advertising social media formats, such as image ads, and more dynamic social media formats, such as videos, based on reactance theory (Brehm, 1981), uses and gratification theory, and theory of planned behaviour (Kim et al., 2016). Furthermore, past studies have found that

Investigating the Impact of Ad Formats and Ad Intrusiveness on Social Media Ad Effectiveness in the Fashion Market in Egypt

there is a lack of research examining the impact of various ad formats and ad intrusiveness on ad effectiveness, which has been widely demanded (Madhavan et al., 2019) specifically in developing countries, creating a gap of knowledge that need to be tapped to gain better insights and understanding on how these variables affect ad effectiveness. In a way that helps to provide answers to basic questions for advertisers, such as how can we increase effectiveness of social media ads in an emerging market like Egypt? which social media ad formats should be chosen to increase the effectiveness of an advertising campaign?

As stated by Kim et al. (2016), the type of ad format has a significant effect on ad intrusiveness therefore ad effectiveness, this was also backed up by Madhavan et al. (2019). Very few studies incorporated ad intrusiveness and product involvement in the same study for an emerging country and examined their effect on ad effectiveness. Research on social media sites is still in its early stages in developing countries (Duffett, 2015; Rahman and Rashid, 2018). Recent statistical studies undertaken in Egypt, showed a staggering interest for social media users in the fashion and apparel industry specifically (Statista, 2021). Where it is the most lucrative and significant sector catching the interest of social media users with an outstanding percentage of (79%) out of the total Facebook users in Egypt are interested in fashion and apparel related topics (Crowd-analyzer, 2021). Accordingly, this research focuses on the fashion market in Egypt.

To conclude, Not only do brands compete for attention with other advertisements, but they also must deal with consumers' tendency to limit ad exposure (Nettelhorst et al., 2020). Consumers spend 4.1 seconds on the average to gaze at social media advertising, which signifies that there is a limited opportunity for marketers to grab consumers' eyes (EyeSee, 2019). Consequently, it is hypothesized that ads are the kind of information that users do not look for when they visit social media platforms. This contradiction on the effects of social media ads may emphasize the need to describe ad features that are expected to increase the favorable attitude towards the ad. Accordingly, this research gives an opportunity to investigate antecedents of social media advertising effectiveness. It helps in developing a better understanding of how ad formats and ad intrusiveness affect the overall attitude towards the online ad in the fashion market in Egypt.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1 Concept of social media and social media marketing

First, social media is defined as a group of Internet-based applications that is built on ideological and technological foundations of Web 2.0 and that allow the creation and exchange of User Generated Content (Kaplan and Haenlein, 2010). Social media marketing is a broad phrase that refers to the use of social media platforms for marketing purposes. According to Weinberg (2009), social media marketing (SMM) is "the process of empowering individuals to promote their websites, products, and/or services through online social channels, to interact with and tap into a much larger community that may not have been available via traditional advertising channels." SMM can also generate value, boost business processes, and improve business performance (Ha et al., 2016; Newberry, 2018; Olanrewaju et al., 2020). As reported by eMarketer, for instance, the number of social network users will rise faster in emerging economies i.e.: Egypt, Saudi Arabia, compared with the developed markets (Abrams, 2019). Which is observable now where the number of social media users in Egypt increased by 17% in just one year (jan2020 / jan2021) (Statista, 2021).

Moreover, the global web index showed insights on the time spent on different forms of media reporting an average of 3 hours as the time spent watching television and an average of 3 hours for time spent using social media followed by an hour spent playing video games online daily (GWI, 2021). Furthermore, social media usage has risen dramatically in recent years (Thota, 2018), and the COVID-19 epidemic has accelerated social media use among adults (Samet, 2020). The following section provides more insights on the nature of social media users worldwide as well as Egyptian social media users specifically and their top interests.

2.1.1 Users of social media

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

Investigating the Impact of Ad Formats and Ad Intrusiveness on Social Media Ad Effectiveness in the Fashion Market in Egypt

Table 1: Social media users in Egypt

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

<https://www.crowdanalyzer.com> (2021)

2.1.2 Fashion industry in social media

The latest research shows that active users on Facebook who are interested in shopping and fashion reached a staggering percentage of (79%) out of the total Facebook users in Egypt. As for Instagram, 13 million users are interested in online shopping making it the main interest for Egyptians with a massive (92%) of the total 14 million Egyptian Instagram users. Accordingly, its prevalent that online shopping specifically the fashion industry is the most lucrative and significant sector catching the interest of social media users in Egypt. As illustrated in table 2.

Table 2: Social media users' interest in Egypt

	Facebook	Instagram
Shopping and Fashion	35m	13m
Fitness Enthusiast	21m	10m
Foodie	28m	12m
Gamers	27m	12m
News Watchers	24m	10m
Music Fans	32m	13m
Travel	28m	12m

<https://www.crowdanalyzer.com> (2021)

In the same context, this research lends itself to help marketers use social media advertising to target their audience in Egypt. Since advertising messages changes dramatically across industries, this research concentrates on one industry which is the fashion industry.

2.2 Ad effectiveness in the digital context

Previous literature in this field has found that consumers' attitudes toward an ad, intrusiveness and loyalty are the three key variables related to advertising effectiveness in the digital context (Ashley and Tuten, 2015; Belanche et al., 2017; Goodrich et al., 2015). Attitude is the main driver of consumer volitional behavior (Eagly and Chaiken, 1993). Thus, in a communication setting, attitude toward an ad is one of the best indicators of ad effectiveness (Goldsmith et al., 2000). Attitude toward the ad has been defined as "a predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure occasion" (MacKenzie and Lutz, 1986). According to persuasion literature, developing favourable views toward an advertisement is critical for customers to at least evaluate the promoted items and services. As a result, in order to attract and engage customers, it may be necessary to create a favourable predisposition in the viewer toward an advertisement (Bright and Daugherty, 2012). Ad effectiveness has been studied in the past using various methodologies, with

Investigating the Impact of Ad Formats and Ad Intrusiveness on Social Media Ad Effectiveness in the Fashion Market in Egypt

some research measuring ad effectiveness only in terms of consumer attitudes toward the ad (Bright and Daugherty, 2012), where attitude is the primary driver of consumer volitional activity (Eagly and Chaiken, 1993; Goldsmith et al., 2000). Other studies measured ad effectiveness in terms of attitude towards the ad/ attitude towards the brand (DeBruyn and Lilien, 2008). On the other hand, this research is concentrating specifically on ad effectiveness in the digital context i.e.: Social networking sites. Previous literature in this field has found that consumers' attitudes toward an ad, and perceived ad loyalty are key variables related to advertising effectiveness (Ashley and Tuten, 2015; Belanche et al., 2017; Goodrich et al., 2015). therefore, this study considers ad effectiveness from an integrated perspective where it is measured as a multi-dimensional variable with specific dimensions which are (1-attitude towards the ad, 2-perceived ad loyalty). After identifying what does ad effectiveness mean in the digital context (social media) the next section discusses variables affecting ad effectiveness.

2.3 Variables affecting ad effectiveness

After reviewing the importance of ad effectiveness, its definition, this section covers variables affecting ad effectiveness. First, this study concentrates on internal attributes affecting ad effectiveness entailing: 1- ad formats (image/text – Video/audio). Then 2- ad intrusiveness 3- product involvement.

Recently researchers have been interested in the effect of ad characteristics on the overall favorability and attitude towards the ad. Benyoucef (2016), Tafesse (2015) and Usmani et al. (2019) all tried to examine ad characteristics and their impact on ad effectiveness to reach a better understanding on how to create ads that appeal more to the customer.

2.3.1 Ad formats

Rodgers and Thorson (2010) describe ad format as "the manner in which an ad appears"; for on-line advertising, format includes image/text ads, animation ads, and audio/video ads. The huge diversity of ad formats and marketers' lack of awareness about their impacts end up making on-line campaign strategies even more difficult. Advertisers' advice to "use the proper format" (Madhavan et al. 2019) is pointless unless the advertiser understands what the right format is.

2.3.1.1 The impact of attitude towards ad formats on ad effectiveness

According to previous literature, and as stated by Kim et al. (2016) the type of ad format has a significant effect on ad intrusiveness and ad effectiveness among other variables which was also backed up by Li et al. (2016). Previous research has proposed suggestions about the negative effects of rich media on individuals who are exposed to it. There are considerable concerns that the cost of serving and generating rich media campaigns is higher than the cost of delivering basic formats ad campaigns (Harwood, 2004). These skeptics are unwilling to think that not employing audio/video hinders brand promotion, claiming that customers can be convinced just as well with plain text visuals as they can with rich media (Lee et al., 2015). Surprisingly, animation may alert Internet consumers to the presence of a banner ad, leading to ad avoidance, or worsening the memory of the ad (Bayles, 2002; Cho and Cheon, 2004; Dreze and Hussher, 2003).

On the other hand, Madhavan et al. (2019) argued that rich media decrease ad intrusiveness which in turn increases positive attitude towards the site. Previous literature contained theories on the more favorable effect rich media has on those subjected to it, Rich media refers to visual effects that contain complex animations or instantly playing audio and video that exist on a Web page (Elkin, 2002). Advertising components with unusual characteristics attract attention, and people remember commercials with distinctive qualities better. The use of rich media may enhance the customer experience and lead to satisfied customers who have more favorable attitudes toward the product and the ad whilst others claim that users are more likely to form a more positive attitude towards the ad, when being subjected to text/image ad formats.

Accordingly, the hypotheses can be illustrated as follows.

H1: Attitude towards ad format has a positive impact on ad effectiveness H1a: Attitude towards video ads has a positive impact on ad effectiveness

H1b: Attitude towards static ads has a positive impact on ad effectiveness.

2.3.2 Ad intrusiveness

As social media advertising grows, users become more exposed to advertising on Facebook. This increased exposure can result in negative perceptions (Shen et al., 2016). Advertising intrusiveness is defined as "the advertisement's ability to interrupt users to the extent that their train of thought is disrupted" (McCoy et al., 2017). From a customer's perspective, ad intrusiveness is defined as "the degree to which advertising in a media vehicle interrupt the flow of an editorial unit" (Ha, 1996), which can negatively impact consumer assessment of the primary product and brand (Edwards et al., 2002). The psychological reactance theory (Brehm and Brehm, 1981) suggests that ads threaten personal freedom or situational control, triggering reactance and making ads appear more invasive to consumers. As a result, ad intrusiveness has an unfavorable impact on memory, attitude, and intent to act (Chang et al., 2013; McCoy et al., 2012). As a result, people may act in opposition to the ad to reclaim their sense of freedom. Counterarguments and negative feelings such as frustration and displeasure are all part of the reaction (Rains, 2013).

Investigating the Impact of Ad Formats and Ad Intrusiveness on Social Media Ad Effectiveness in the Fashion Market in Egypt

2.3.2.1 The impact of ad intrusiveness on ad effectiveness

Previous literature in this field has found that consumers' attitudes toward an ad, intrusiveness and loyalty are the three key variables related to advertising effectiveness in the digital context (Ashley and Tuten, 2015; Belanche et al., 2017; Goodrich et al., 2015). Previous research found that advertisements on the network raises issues about intrusiveness (Lin and Kim, 2016). Consumers may regard advertising as intrusive when they obstruct their goal-oriented actions, according to Edwards et al. (2002).

More recently, Wiese et al., (2020) stated that considering the broad purpose of social networking sites, social interaction and relationship building via information exchange and entertainment could ensure value while also aiming at reducing the invasive nature of ads. Thus, instead of creating feelings that marketing communication is pushed onto the consumers, advertisers should join the conversation through ad content that is presented in a variety of advertising formats such as videos, photos, games, polls and blogs in order to counterpart the advertising intrusiveness which has a negative or disruptive orientation towards ad effectiveness (Wiese et al., 2020). Which was previously backed up by Chatterjee (2008), Rotfeld (2006), Pikas and Sorrentino (2014) and Truong and Simmons (2010). Thus, the hypothesis can be illustrated as follows:

H2: Advertising intrusiveness has a negative impact on advertising effectiveness.

Furthermore, Lin and Kim (2016) also identified intrusiveness as a valid antecedent to consumer attitudes toward sponsored advertising. Thus, there is a need to better understand consumers' perceptions of ads on the various social media formats to help managers choose the most effective in advertising terms. (Belanche et al., 2019)

2.3.3 Product involvement

Product involvement is defined by Celsi and Olson (1988) and Mowen and Minor (1998) as the perceived personal importance and consumer interest associated with the acquisition, consumption, and disposal of an object, service, or concept. Research has found that consumer involvement in products has a significant effect on the outcome of consumer behaviour. Consumers are less likely to believe claims of low involvement products but more likely to believe claims of high involvement products (Mueller, 2006). Individuals' levels of involvement indicate how actively and attentively they seek information and make judgments (Flores et al., 2014). Research in online advertising has shown that product involvement had main and interaction effects on purchase intention, brand attitude (Flores et al., 2014), advertising credibility (Zhou and Xue, 2019), intention to click (Flores et al., 2014) and advertising effectiveness (Lim, 2012).

2.3.3.1 The moderating effect of product involvement

Product involvement is a key variable in consumer behaviour research. Where priming theory, for example, claims that there is a link between amount of involvement and ad effectiveness (Gordon et al., 1998). Similarly, literature confirms a positive influence of product involvement on advertising effectiveness, in terms of forming enduring attitudes toward the ad and the brand, and on banner click-through rates (Cho, 2004). With regard to intrusiveness, when users are interested in the content of an ad, they feel less irritated (Li, 2002), so product involvement reduce ad intrusiveness. For viewers who are highly involved with a product, such that they are attentive to and interested in the ad (Furnham et al. 2002), the incentive of high-arousal stimuli might not be necessary. Over the years, independent of the advertising medium, researchers consistently found that higher product involvement leads to higher degrees of advertising effectiveness and lower ad avoidance (Cho, 2004; Jung, 2017; Rejón-Guardia and Martínez-López, 2014; Speck and Elliott, 1997). This leads us to the following hypothesis: "The lower the involvement with the product, the higher the ad intrusiveness". Micu and Pentina

(2014) found that product involvement moderated viewers' level of elaboration and attitude change for online advertisements. Further studies examined the moderating role of product involvement on ad effectiveness where Zhou and Xue (2019) reached findings regarding the moderating nature of product involvement where participants reported more favorable attitude toward advertisements for the high-involvement product. In turn, the following hypothesis can be formulated:

H3: Product involvement moderates the relationship between ad intrusiveness and ad effectiveness.

Investigating the Impact of Ad Formats and Ad Intrusiveness on Social Media Ad Effectiveness in the Fashion Market in Egypt

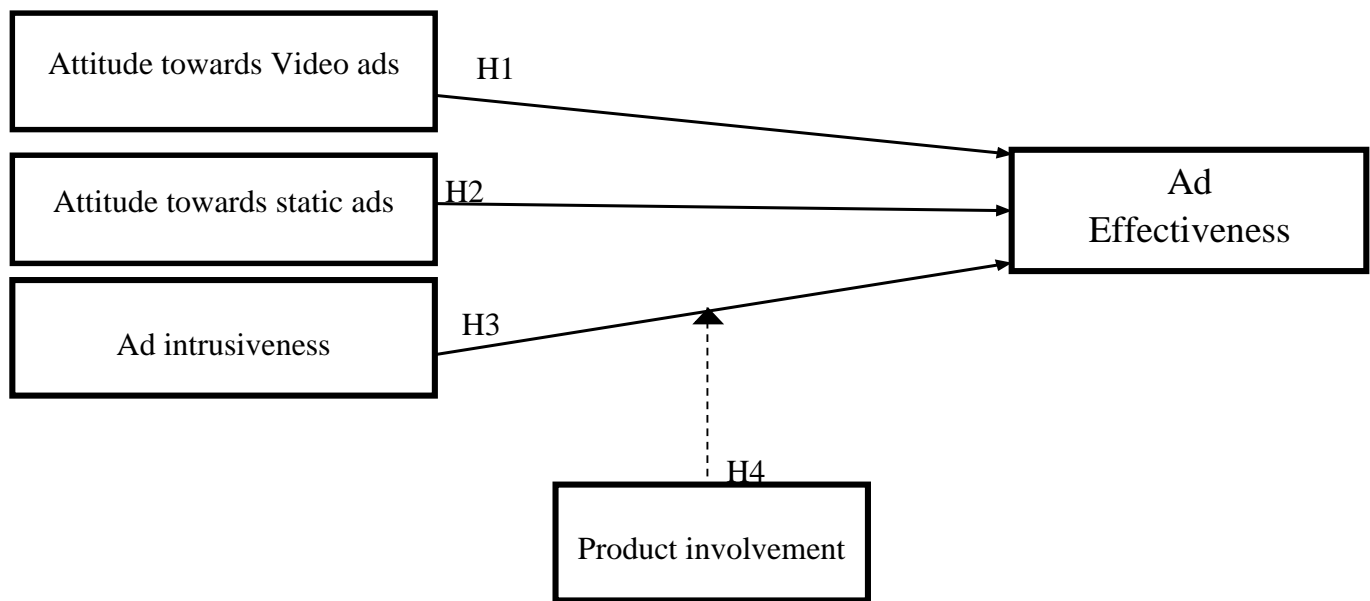


Fig 1: The proposed theoretical framework

3. RESEARCH DESIGN AND METHODOLOGY

This study aims to contribute to the marketing and consumer research literature through investigating antecedents (ad formats / ad intrusiveness) of social media advertising effectiveness along with moderating variable (product involvement). Therefore, based on the previous discussion and the developed hypotheses, a proposed framework is suggested for further understanding of social media ad effectiveness in the fashion market in Egypt.

The proposed framework attempts to help in understanding how social media users form a more favorable attitude towards online advertisements on social media. It focuses particularly on social media ad features in terms of ad formats along with investigating the moderating effect of product involvement on the relationship between ad intrusiveness and ad effectiveness. Finally, this helps in having a comprehensive picture of the context under which social media users are affected by social media ads and are more likely to make online purchase decisions. The next section reviews the conceptual and operational definitions of each construct.

3.1 Conceptual / operational definitions

Table 3: Conceptual / operational definitions

Variable	Conceptual definition	Operational/measurement
Ad effectiveness	The degree to which the advertising generates the desired effect. (Nysveen, 2006)	Multidimensional variable: <ul style="list-style-type: none"> Perceived ad loyalty attitude towards the ad
Perceived loyalty intentions	likelihood to repurchase the product or service” and “likelihood to recommend a product or service to others.” (Taylor, 1998)	<ul style="list-style-type: none"> I intend to get more information about the advertised product/service on social networking sites. I intend to buy the advertised product/service on social networking sites. I would recommend the advertised product/service on social networking sites. I would disseminate information about the advertised product/service on social networking sites. (Belanche et al., 2019)

Investigating the Impact of Ad Formats and Ad Intrusiveness on Social Media Ad Effectiveness in the Fashion Market in Egypt

Ad attitude	a predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during particular exposure situation. (Goldsmith, Lafferty, and Newell, 2000)	<ul style="list-style-type: none"> In general, the social media ads are pleasant. In general, the social media ads are not at all likable. (Belanche et al., 2019)
Attitude toward the ad's format		<ul style="list-style-type: none"> Unfavorable/ favorable Unpleasant/ pleasant Unconvincing/ convincing Unbelievable/believable Bad/good (Jain et al., 2018)
Product involvement	the degree of psychological connection between an individual and a stimulus object, such as a product, brand, advertisement, task, or idea. (Bloch, 1981)	<ul style="list-style-type: none"> Fashion clothing is important to me. The thought of fashion clothing products makes me excited. Fashion clothing is interesting to me. For me personally fashion clothing is an important product I am very much involved in/with fashion clothing • Fashion clothing is needed for me. Fashion clothing means a lot to me. Fashion clothing is a significant part of my life Fashion clothing is fascinating to me. (Hong, 2015)
Ad intrusiveness	The degree to which advertisements in a media vehicle interrupt the flow of an editorial unit. (Ha and Litman, 1997)	<ul style="list-style-type: none"> Online advertisements on social media are intrusive Online advertisements on social media are distractive Online advertisements on social media are distracting (Belanche et al., 2019)

3.2 Research paradigm and philosophy

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

Table 4: Adopted Research Methodology

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

Investigating the Impact of Ad Formats and Ad Intrusiveness on Social Media Ad Effectiveness in the Fashion Market in Egypt

4. RESULTS

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

4.1 Descriptive analysis

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

4.1.1 Descriptive analysis of respondents profile

Table 5 represents the respondents' profile for the whole sample that have participated in this study. In total, it shows that total sample participated in this research is 1392, (N=1392). It is observed that female respondents contribute the highest percentage with 51.9%. On the other hand, most of respondents participate in this research are age ranged between 18:25 years old with 47.8%. Further, most of respondents had a master degree with 70.2%. Further, the income level for the major of respondents is less than 5000 with 40.9%. Moreover, for the current job, the respondents who have participated in this study are full time employees with 31%.

Table 5: Descriptive Statistics for Respondents Profile

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

4.1.2 Descriptive analysis of research variables

Table 6: Descriptive Analysis for the Research Variables

Research Variable	N	Mean	Std. Deviation	Frequency				
				1	2	3	4	5
Attitude towards video ads	1392	3.3218	.99308	68	174	548	446	156
Attitude towards static ads	1392	3.2557	1.13406	102	248	442	392	208

Investigating the Impact of Ad Formats and Ad Intrusiveness on Social Media Ad Effectiveness in the Fashion Market in Egypt

Ad intrusiveness	1392	3.1537	1.07153	72	340	434	394	152
Ad effectiveness	1392	3.4555	.79955	18	128	538	618	90
Product involvement	1392	3.5259	.92535	22	164	458	556	192

Table 6 shows the mean and standard deviation for the research variables. It could be observed that the mean and the frequencies of most responses are in the agreement zone, as the mean values for the research variables; attitude towards video ads, attitude towards online static, ad intrusiveness, ad effectiveness, and product involvement are 3.3218, 3.2557, 3.1537, 3.4555, and 3.5259 respectively.

4.1.3 Validity and reliability

The convergent validity of the measurement model can be assessed by the Average variance extracted (AVE) and composite reliability (CR). The reliability and internal consistency of the measured variables represent a latent construct. In order to achieve the construct reliability, a value of $CR \geq 0.6$ is required. Moreover, the AVE measures the level of variance captured by a construct versus the level due to measurement error, values above 0.7 are considered very good, whereas the level of 0.5 is acceptable (Ahmad et al., 2016).

Table 7: Convergent validity and reliability of the measurement model

Variables	Composite Reliability	AVE	Cronbach's Alpha
Attitude towards video ads	0.756	0.650	0.825
Attitude towards online Static	0.906	0.840	0.905
Ad Intrusiveness	0.823	0.778	0.950
Ad Effectiveness	0.820	0.728	0.829

From Table 7, the value of CR for all of the constructs are greater than 0.60. Therefore, the composite reliability completely achieved the required level. Moreover, the values of AVE, and Cronbach's Alpha for the constructs are greater than 0.70. The required level was achieved.

4.1.4 Discriminant validity

It is computed by comparing the square root of AVE values of each construct with the correlations between such construct and other constructs. Acceptable discriminant validity is achieved when the square root of AVE values of the construct is greater than the correlations between such construct and other constructs.

Table 8: Discriminant Validity of the Research Variables

		1.	2.	3.	4.
1. Attitude towards video ads	Pearson Correlation	(0.770)			
	Sig. (2-tailed)				
	N	1392			
2. Attitude towards static ads	Pearson Correlation	.566**	(0.852)		
	Sig. (2-tailed)	.000			
	N	1392	1392		
3. Ad intrusiveness	Pearson Correlation	-.437**	-.407**	(0.847)	
	Sig. (2-tailed)	.000	.000		
	N	1392	1392	1392	
4. Ad effectiveness	Pearson Correlation	.527**	.452**	-.409**	(0.774)
	Sig. (2-tailed)	.000	.000	.000	
	N	1392	1392	1392	1392
		1.	2.	3.	4.

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

Investigating the Impact of Ad Formats and Ad Intrusiveness on Social Media Ad Effectiveness in the Fashion Market in Egypt

Table 8 shows the discriminant validity of the research variables, where it could be observed that all square roots of AVE values are greater than the correlations between the corresponding construct and other constructs.

4.1.5 Confirmatory factor analysis

Confirmatory factor analysis (CFA) is required to confirm the factor structure extracted by the researcher as a measurement scale for each dimension before launching the structural equation modeling (SEM). AMOS 24 program was used, and the ML method was applied to show each variable's factor loading and model fit. Regarding the CFA using the covariance method, it had been illustrated using Figure 2, and the results had been shown as follows:

The model fit of the confirmatory factor analysis was computed, where it was found that the minimum discrepancy or chi-square divided by the degrees of freedom (CMIN/DF) was 4.469; the probability of getting a larger discrepancy as occurred with the present sample (p-value) was 0.000; goodness of fit (GFI) was 0.966; adjusted goodness of fit index (AGFI) was 0.951 - that evaluate the fit of the model versus the number of estimate coefficients or the degrees of freedom needed to achieve that level of fit; the Bentler-Bonett normed fit index (NFI) was 0.968, and the Tucker-Lewis index or Bentler-Bonett non-normed fit index (TLI) was 0.968 – which assess the incremental fit of the model compared to a null model; the comparative fit index (CFI) was 0.941.

Also, the root means square residual (RMR) was 0.049 – which shows the amount by which the sample variances and covariances differ from their estimates obtained under the assumption that the model is correct; the root means square of approximation (RMSEA) was 0.050 – which is an informative criterion in covariance structure modeling and measures the amount of error present when attempting to estimate the population (Hair et al., 2016). Table 9 shows these indicators' value in CFA and their recommended values.

Table 9: Fit Indices and Thresholds for Measurement Model

Measure	Results	Threshold
Chi-square/df	4.469	< 2 excellent; < 3 good; < 5 sometimes permissible
Measure	Results	Threshold
P-value	0.000	> 0.05
GFI	0.966	> 0.80
AGFI	0.951	> 0.80
NFI	0.968	> 0.80
TLI	0.968	> 0.85
CFI	0.941	> 0.80
RMR	0.049	< 0.09
RMSEA	0.050	< 0.10

Figure 2 shows the confirmatory factor analysis applied, where the factor loadings are shown on arrows implying good factor loadings (Factor Loadings > 0.4) for the confirmatory factor analysis. These factor loadings are shown in numbers using Table 10.

Investigating the Impact of Ad Formats and Ad Intrusiveness on Social Media Ad Effectiveness in the Fashion Market in Egypt

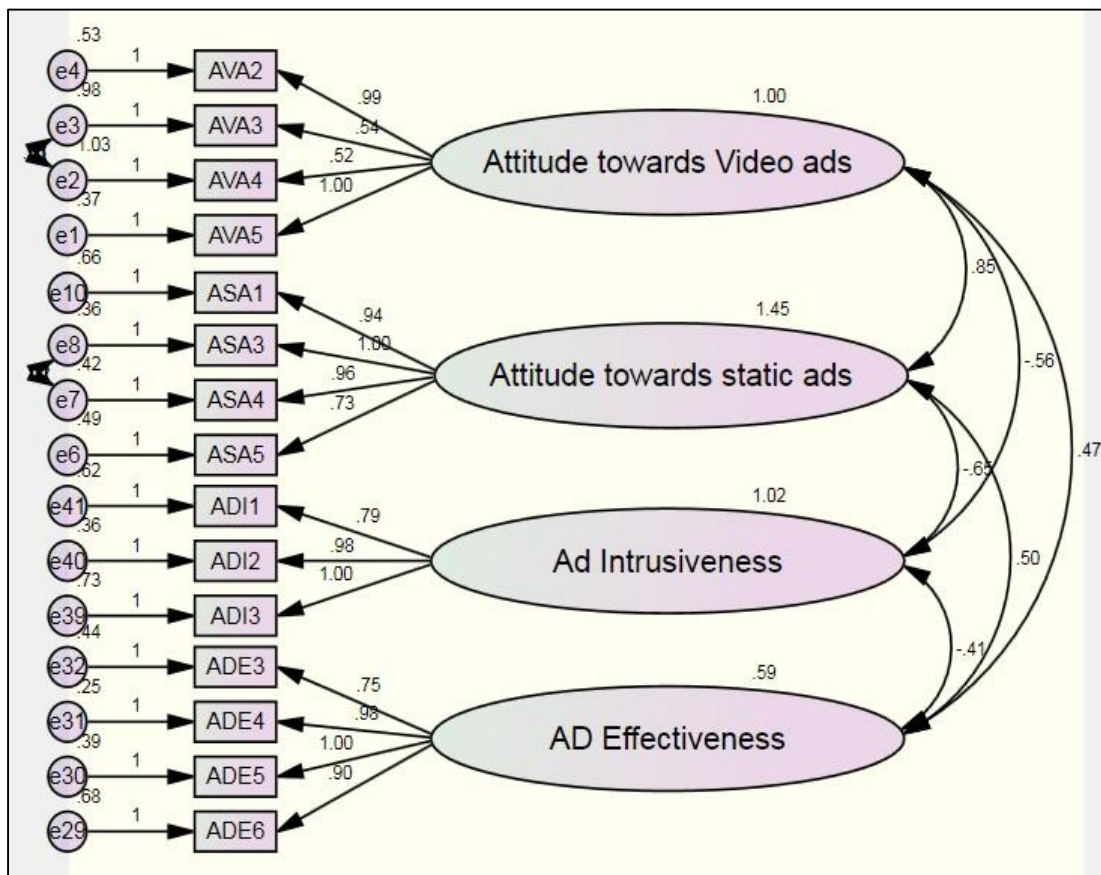


Figure 2: CFA for the Measurement Model

Table 10 shows that all factor loadings (FL), which represent the size of the loadings of items on their corresponding variables, are greater than or equal to 0.40, implying that the constructs under study have adequate validity. Also, all the P-values are less than 0.05, showing the significance of the corresponding statements to their constructs.

Table 10: Item loading after confirmatory factor analysis

			Estimate	S.E.	C.R.	P
AVA5	<---	Attitude towards video ads	1.000			
AVA4	<---	Attitude towards video ads	.517	.032	16.421	***
AVA3	<---	Attitude towards video ads	.541	.031	17.463	***
AVA2	<---	Attitude towards video ads	.993	.032	30.819	***
ASA5	<---	Attitude towards static ads	.726	.021	34.622	***
ASA4	<---	Attitude towards static ads	.958	.018	54.051	***
ASA3	<---	Attitude towards static ads	1.000			
ASA1	<---	Attitude towards static ads	.936	.026	36.417	***
ADE6	<---	Ad Effectiveness	.903	.039	23.105	***
ADE5	<---	Ad Effectiveness	1.000			

Investigating the Impact of Ad Formats and Ad Intrusiveness on Social Media Ad Effectiveness in the Fashion Market in Egypt

ADE4	<---	Ad Effectiveness	.984	.033	29.444	***
ADE3	<---	Ad Effectiveness	.746	.032	23.554	***
ADI3	<---	Ad Intrusiveness	1.000			
ADI2	<---	Ad Intrusiveness	.982	.035	28.439	***
ADI1	<---	Ad Intrusiveness	.793	.031	25.304	***

4.1.6 Testing research hypotheses

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

Table 11: shows the SEM analysis for the impact of the research variables on ad Effectiveness.

Table 11: SEM analysis of the research variables

			Estimate	P	R ²
Ad effectiveness	<---	Attitude towards video ads	.157	***	0.586
Ad effectiveness	<---	Attitude towards static ads	.119	***	
Ad effectiveness	<---	Ad intrusiveness	-.662	***	
			Estimate	P	R ²
Ad effectiveness	<---	ADI_PI	.110	***	

The model fit indices; CMIN/DF = 6.793, GFI = 0.947, CFI = 0.957, AGFI= 0.924, and RMSEA = 0.065 are all within their acceptable levels. The SEM model conducted for the research variables to use is illustrated in Figure 3.

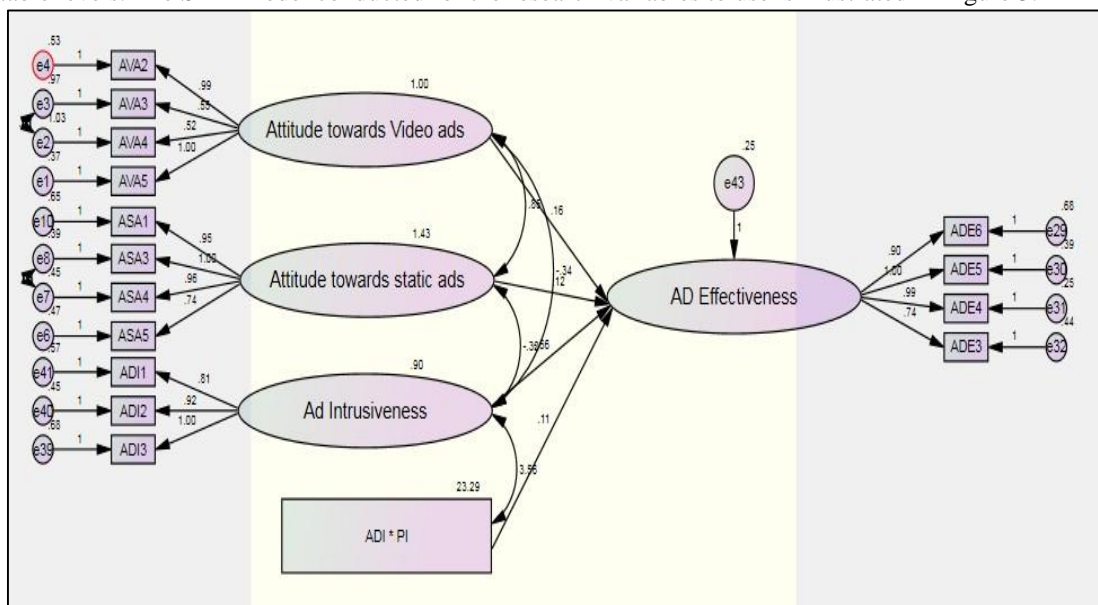


Figure 3: SEM for the proposed model

- For the first hypothesis **“H1: attitude towards ad format have a positive impact on ad effectiveness”**
H1a: attitude towards video ads have a positive impact on ad effectiveness” H1b: attitude towards static ads have positive impact on ad effectiveness”.

It could be observed that there is a significant positive effect of attitude towards video ads, and attitude towards static ads on ad effectiveness, as the corresponding P-values are less than 0.05, and the corresponding estimates are 0.157, and 0.119 respectively.

Investigating the Impact of Ad Formats and Ad Intrusiveness on Social Media Ad Effectiveness in the Fashion Market in Egypt

- For the second hypothesis “**H2: Ad intrusiveness has a negative impact on ad effectiveness**” it could be observed that there is a significant negative effect of ad intrusiveness on ad effectiveness, as the corresponding P-value is less than 0.05, and the corresponding estimate is -0.662.
- For the third hypothesis “**H3: Product involvement moderates the relationship between ad intrusiveness and ad effectiveness**” . It could be observed that there is a significant positive effect of the interaction variable between ad intrusiveness and Product involvement on ad Effectiveness, as the corresponding P-value is less than 0.05 and the estimate is 0.110. Therefore, there is a significant positive moderation of Product involvement in the relationship between ad intrusiveness and ad Effectiveness.

4.1.7 Summary of testing research hypotheses

This research presents the empirical study to test the research hypotheses by measuring the variables concluded from the literature review through descriptive analysis and correlations between variables using SPSS and AMOS. Table 12 shows a summary for the conducted analysis.

Table 12: Summary for the conducted analysis

Hypothesis	Description	Results	P value	R ²	Relationship
H1	Attitude towards ad format have an impact on ad effectiveness	<i>Fully Supported</i>			
H1a	Attitude towards video ads have a positive impact on ad effectiveness	<i>Fully Supported</i>	***	.586	Positive Significant
H1b	Attitude towards static ads have an impact on ad effectiveness.	<i>Fully Supported</i>	***		Positive Significant
H2	Ad intrusiveness has a impact on ad effectiveness	<i>Fully Supported</i>	***		Negative Significant
H3	Product involvement moderates the relationship between ad intrusiveness and ad effectiveness	<i>Fully Supported</i>	***		Positive Significant

5. DISCUSSION OF FINDINGS

5.1 Theoretical implications

5.1.1 The effect of attitude towards ad format on ad effectiveness

The first research hypothesis was to examine the effect of attitude towards ad format on ad effectiveness of social media online ads.

H1: Attitude towards ad format have an impact on ad effectiveness

Where ads were divided into rich media (video/audio ads) and static ads, accordingly the first hypothesis included two sub hypotheses:

H1a: Attitude towards video ads has a positive impact on ad effectiveness

H1b: Attitude towards static ads has a positive impact on ad effectiveness.

The hypothesis was fully accepted. On one hand, this study found a positive significant relationship between Attitude towards video ads and ad effectiveness on SNS. As well as a positive significant relationship between attitude towards static ads and ad effectiveness on SNS.

The positive relationship between the use of video ads “rich media” and ad effectiveness on SNS was supported by several previous researches (Kim et al., 2016; Liu et al., 2019; Madhav an et al., 2019; Rosenkrans, G., 2009). On the other hand, other recent researchers contradicted these findings and claimed that the use of rich media i.e.: video/audio ads hinder social media ad effectiveness (Lewandowska and Jankowski, 2017; Pleyers and Vermeulen, 2021). These results emphasize that the scale of ad effectiveness decrease may occur when the media interfaces offer users easy ways of avoiding video ads by gazing toward surrounding stimuli and by skipping the video ads as they are perceived to be more intrusive than static ads. which are perceived to be more congruent with the social media feed by SNS users. This was also stated by Bayles (2002), Hamburg et al. (2012) and Li et al. (2016) who stated that there is no significant effect of banner animation on user recall because Internet users have learned from their abundant web-browsing experience to automatically overlook advertisements or other distractions like advertisements. Even under the condition in which users pay attention to banners, Kim et al. (2010) show that there is no significant difference in the frequency of fixations on static banners and animated ones. However, all the previously mentioned studies are in accordance

Investigating the Impact of Ad Formats and Ad Intrusiveness on Social Media Ad Effectiveness in the Fashion Market in Egypt

with the findings of this study that states that the attitude towards static ads has a positive significant impact on social media ad effectiveness which is like the positive impact of using rich media ads (video/audio) on ad effectiveness.

Another possible explanation is the Banner blindness theory (Benway and Lane, 1998) that posits that ads, in some cases are perceived to be abusive and aggressive, although they were developed to spark the attention of internet users and route them, via a click, to the advertised brand/product. Furthermore, "banner blindness" is defined as a phenomenon concerning Web usability, in which online users consciously or unconsciously ignore banner ads on web pages (Liu et al., 2019). As a result, the social media user misses knowledge about a product or service and become more oblivious of the advertised product. Following discussions about the effectiveness of banner ads, and taking into consideration users' reactions to them, it was suggested that internet users defend themselves from this kind of unsolicited advertising through a kind of self-induced blindness, referred to as "banner blindness". According to

Hervert et al. (2011) and Pagendam and Heike (2006) web site's usability study findings, the most obvious, colorful, and animated banner adverts, previously considered more likely to be viewed on a web page, are the ones that are ignored. This phenomenon seems to contradict the long-believed theory that in order to make something visually salient, it should stand out and be prominent (Barreto, 2013). This was also backed up by Yang et al. (2021) who suggest that creativity alone is not sufficient to overcome the banner blindness phenomenon. Specifically, the effect of creativity on recognition of ads is dependent on banner ads' visual saliency and ad-page congruity which is believed to be higher for subtle ads rather than creative ones.

5.1.2 The effect of ad intrusiveness on social media ad effectiveness.

In this research, ad intrusiveness has a significant negative impact on social media ad effectiveness. Moreover, this finding is supported by Lin and Kim (2016) and Wiese et al. (2020). Similarly, literature confirms the effect of ad intrusiveness on social media ad effectiveness (Chatterjee, 2008; Pikas and Sorrentino, 2014; Rotfeld, 2006; Truong and Simmons, 2010). In comparison to traditional media, online environment is perceived more intrusive (Belanche et al., 2017). The ad intrusiveness is defined as "the degree to which advertisements in a media vehicle interrupt the flow of an editorial unit" (Ha, 1996). The ad intrusiveness causes irritation and avoidance (Li et al., 2002) and users end up ill treating the consumer whom we are supposed to serve (Madhavan et al. 2019). Though advertisement is intrusive in nature, but its unintended effects can be minimized by exploring Perceived ad intrusiveness and taking suitable measures.

In this study static image ads and video ads are both found to be perceived as favorable for Egyptian social media users. These variables are measured using a 5-point Likert scale ranging from low "1" to high "5". Each variable is measured using 5 scale items: unfavorable/ favorable, unpleasant / pleasant, unconvincing/ convincing, unbelievable believable, Bad/Good (Jain et al., 2018). And since both formats were found to have a positive significant impact on ad effectiveness by Egyptians then a deeper analysis of the scale items used provide better insights on the reasons for the strengths of each variable. According to this analysis, it is observed that video ads scored higher as being more pleasant while static ads scored higher for being more believable and convincing as perceived by Egyptians. Accordingly, Egyptian marketers are advised to design social media advertising campaigns that contain both types of ad formats which might decrease the overall intrusiveness of the ad as stated by Belanche et al. (2017) who found that High-arousal stimuli meet viewers' expectations of relevant content, which decreases ad intrusiveness and hence increases and effectiveness. Moreover, in times when the budget of the advertising company is limited; the use of static ads will not hinder the effectivity of the ad as just mentioned. Furthermore, A possible moderator might cause a decrease in the impact of ad intrusiveness on ad effectiveness for social media users in Egypt. In other words, if product involvement is high, then the ad intrusiveness of ads is expected to decrease facilitating the achievement of higher levels of ad effectiveness. Lending us to the hypothesis which is being discussed in the following section.

5.1.3 The moderating effect of product involvement.

This study seeks to test the role of product involvement in moderating the effect of ad intrusiveness on ad effectiveness, as proposed in H3. That is, the effectiveness of social media ads is greater for users with higher levels of product involvement than for those with lower levels of product involvement. The hypothesis was fully accepted. As this study found a significant moderation relationship between Product involvement, ad intrusiveness and social media ad effectiveness. Which was supported in the literature, since users with low product involvement, are not attracted by the ad, exert less effort to process the information (Bian and Moutinho, 2011), suggesting a particularly disadvantageous setting for ads' effectiveness. Subsequently, ads struggle to grab viewers' attention, which could lead to a lack of viewers' interest in either the brand or the ad, resulting in lower processing and less advertising persuasiveness (Bakalash and Riemer, 2013). In other words, users who are more involved with an advertised product pay more attention to the ad and process the commercial information more intensively (Belanche et al., 2017). Similarly, literature confirms a positive influence of product involvement on advertising effectiveness, in terms of forming enduring attitudes toward the ad and the brand (Cho and Leckenby 2000; Petty, Cacioppo and Schumann 1983; Zhou and Xue, 2019). Regarding intrusiveness, when users are interested in the content of an ad, they feel less irritated, so product involvement also reduce ad intrusiveness (Belanche et al., 2017; Edwards et al., 2002).

Investigating the Impact of Ad Formats and Ad Intrusiveness on Social Media Ad Effectiveness in the Fashion Market in Egypt

In light of this finding, the current study recommends that ads made by Egyptian marketers on SNS should be designed in a way that enhances the consumer's identification with the advertised product which can be achieved through the use of cookies and other online cues, could help identify users' product involvement and create better matched advertising campaigns.

5.2 Practical implications

- The current research attempted to help marketers improve their practices over SNS by providing insights to the factors affecting online ad effectiveness. For instance, according to the current study, marketers are advised to design their SNS marketing campaigns so that their ads use both rich media "video/audio" ads along with static subtle ads, to achieve the lowest levels of intrusiveness and subsequently higher levels of ad effectiveness. As such according to the current study, Video ads are perceived to be more pleasant while static ads are perceived to be more believable and convincing, yet both ad formats are perceived as favorable formats to the Egyptian social media user.
- The research might be useful for companies in improving their efforts to reduce ad intrusiveness through increasing product involvement. This can be done through improving the targeting techniques used by marketers using cookies to target specific audience that are interested in their products instead of targeting according to geographical areas or mass targeting, which might lead to reaching new customers indeed but those customers will be highly irritated by the ad and are less likely to make a purchase based on an ad for a product that they are not involved "interested in" with.
- It also advises marketers to segment social media users based on their product involvement levels. In other words, behavioral segmentation rather than other segmentation techniques such as Demographic Segmentation, Psychographic Segmentation, Geographic Segmentation. Which will help acquire new interested customers, retain existing customers, and improve customer relationship management (CRM) on social media platforms. This study helps in investigating the relationship between important factors (attitude towards ad format, ad intrusiveness and product involvement) affecting ad effectiveness, by taking these factors into consideration when designing new marketing campaigns on SNS, the company could enhance and build better relationships with its customers.

5.3 Research limitations and suggestions for future research

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

- In the current study the researcher focuses only on ad formats and ad intrusiveness, but there are more variables to be examined such as ad characteristics like vividness, interactivity, content of ad, position of ad, presence of call-to-action.
- The researcher recommends the application of other existing models in the context of social media ad effectiveness in Egypt such as the theory of reasoned action (TRA), technology acceptance model (TAM2), Motivation theory, since most of these models have already been applied outside Egypt, according to the researcher's knowledge.
- For future research work, it is suggested that future studies would consider additional product categories.
- In addition, replication of the same study could be made to other geographic regions in Egypt. This would serve the purpose of generalization, which is one of the limitations of this study due to the absence of a sampling frame for social media users in Egypt.

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APPENDIX 1

Dear respected respondents,

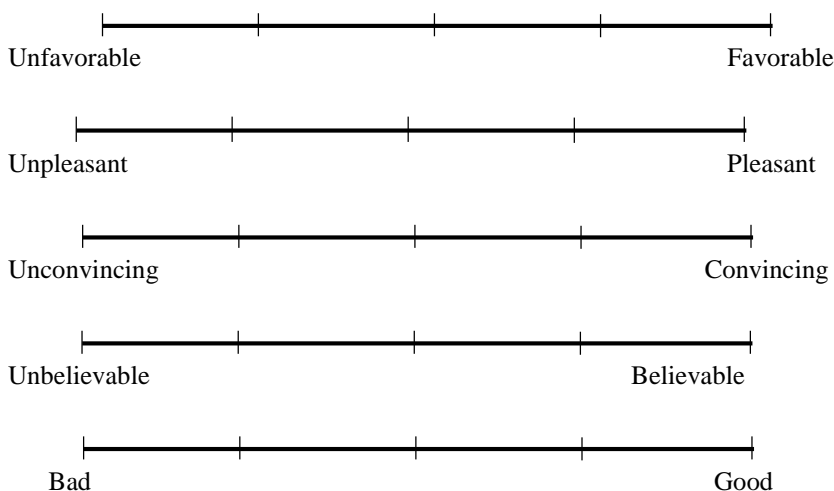
I am a PhD student from the school of Management, Arab Academy for Science, Technology and Maritime Transport, Egypt. I am currently conducting research which investigates variables affecting social media ad effectiveness. The study focuses on Egyptian social media users and their attitudes towards ads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

Questionnaire-From

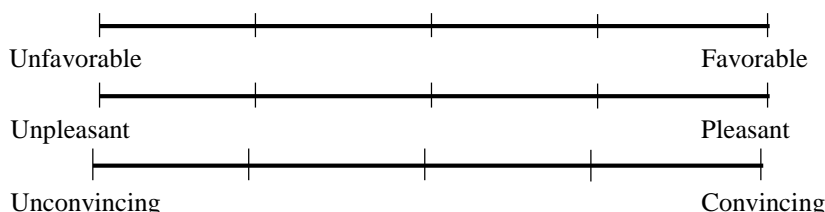
1. Do you have an account on social networking website?

- a) Yes
- b) No

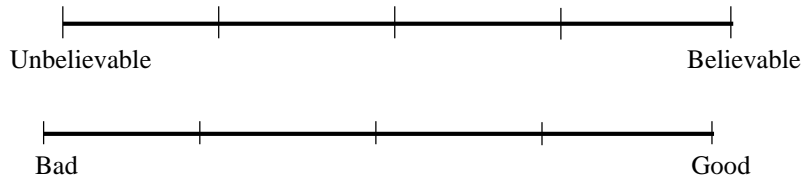
2. Online video advertisements format are:



3. Online static advertisements format are:



Investigating the Impact of Ad Formats and Ad Intrusiveness on Social Media Ad Effectiveness in the Fashion Market in Egypt



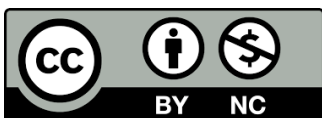
Please read carefully each of these statements and kindly do not omit any item.

Statements	Scale				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
Ad Effectiveness – Ad Attitude					
In general, the Social media ads are pleasant					
In general, the social media ads are not at all likable					
Ad Effectiveness – Perceived Loyalty intentions					
I intend to get more information about the advertised product/service on social networking sites.					
I intend to buy the advertised product/service on social networking sites.					
I would recommend the advertised product/service on social networking sites.					
I would disseminate information about the advertised product/service on social networking sites.					
Ad intrusiveness					
Online advertisements on Social media are intrusive					
Online advertisements on social media are disturbing					
Online advertisements on social media are distracting					
Statements	Scale				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
Product Involvement					
Fashion clothing is important to me.					
The thought of Fashion clothing products makes me excited.					
Fashion clothing is interesting to me.					
For me personally Fashion Clothing is an important product					
I am very much involved in/with Fashion Clothing					
Fashion clothing is needed for me.					

Investigating the Impact of Ad Formats and Ad Intrusiveness on Social Media Ad Effectiveness in the Fashion Market in Egypt

Fashion clothing means a lot to me.					
Fashion Clothing is a significant part of my life					
Fashion clothing is fascinating to me.					

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



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