

## AN ANALYTICAL EVALUATING THE IMPACT OF SOCIAL MEDIA ADVERTISING ON CONSUMER PREFERENCE DYNAMICS FOR SIMILAR PRODUCTS

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### ABSTRACT

In a digital setting, where the connection between advertising strategy and consumer purchasing choices is ever-changing, this study examines how social media advertising affects customer preference for comparable items. Social media has emerged as one of the most significant channels through which brands connect users through user-generated content, influencer endorsements, and targeted advertisements to their brand in an interactive and personalized manner. This study uses cross-sectional quantitative methodology and gathers its information through a survey administered to 1,612 respondents. Factor analysis and ANOVA were also considered to examine the factors governing consumer preference dynamics as influenced by social media advertising. As such, the research concluded that there is indeed an association between social media advertisements and consumer preferences whereby individuals perceive product differentiation after they have been exposed to tailor-fit advertisements. These results show that the involvement of the consumer through engaging content and community-driven interactions holds the potential to drive sales in saturated markets. Well-adapted brands to the new medium also benefit through improved visibility as well as loyalty to their customers through these same mediums that are now widely being used to get product information and validate choices. This research adds to our knowledge of the ways social media impacts customer behaviour and gives marketers practical advice for improving their advertising campaigns in a cutthroat market. Illuminating the mechanisms through which social media advertising affects consumer choices, this research paves the way for further exploration of the digital marketing landscape.

**KEYWORDS:** Social media advertising, Consumer preference, Similar products, Purchase decision.

### INTRODUCTION

Social media broadly refers to an umbrella term encompassing all the latest online services that allow users to share content regardless of their physical location. Organizations employ social media advertising to reach niche audiences, however,

these also reach people who were not intended to be reached. The essence of social media is participation; everyone interested can join in and express his or her two cents. Media and audiences can no longer exist in a vacuum. Critical media behaviours they advocate for include voting, commenting, and especially knowledge sharing. This would be the correct way of putting it: think about social media as an open, two-way conversation in the community. Social media transformed advertising in the context of the digital age when these offer businesses new ways through which they can reach people worldwide and communicate with the masses. The multi-faceted influence of social media marketing on consumer choices is the subject of this article, which focuses on products with similar features (Handijono et al., 2024). The marketing personnel need to know how social media marketing might affect the audience preference levels to maximize the fruit of their strategy and usage. Moreover, due to the widespread use of social media, the whole approach toward viewing and reacting to advertisements has been completely reversed. From the study findings, people are spending most of their online time doing a mix of activities such as entertainment, socializing, discovering products and validating them, or validating the products directly on these sites. The sense and behaviour of buying created in customers by advertisements made through social media have also been influenced (Asmayanti et al., 2022). The fact that targeted groups can be homed upon by social media sites through the material tailored further gives away the amount of power held by these networks to swing the preference of the observer. Modern advertising is more relevant and effective than ever because of data analytics and machine learning technologies that enable advertisers to tailor advertisements according to the tastes and actions of an individual. However, the multifaceted impact of social media advertisements, such as audience choices in cases of similar products, is still unknown. This study seeks to address that void by analysing the impact of different social media marketing approaches on consumers' perceptions and purchases of identical items (Indu, 2024). By highlighting these dynamics, the paper seeks to explain how similarly positioned items can strategically use social media to find distinctiveness in crowded market spaces. All things considered, the conclusions reached in this study are to be added to those which already exist regarding how effective social media advertisements prove and can offer companies at least some guidelines on moving about in the murky waters of digital advertising. According to experts, this dynamic field is in dire need of more research. This introduction lays the framework for future studies in the field by highlighting the growing role of digital platforms in consumers' purchase decisions and the effect of social media advertisements on these choices (Jannah, 2023).

## **BACKGROUND OF THE STUDY**

Consumers' preferences for similar items have changed dramatically as a result of the advent of social media as a powerful marketing tool, which has revolutionised the way firms interact with their target audiences. For social media sites that have some of the largest users' bases and interactive capabilities in the world, advertising is no longer a one-way street between the brand and consumer; it becomes more of

a dialogue between these two parties. This shift enables brands to be in direct contact with their customers, which creates a communal and authentic feeling, most often absent in advertising through traditional media. Research on the impact of social media ads on consumer spending is crucial since the majority of customers now look for product details, peer reviews, and suggestions on these platforms before making a purchase (Mustafa et al., 2023). Consumer Choice in today's digital marketplace is vast, so much so that it becomes convoluted. Social media acts to influence consumer preference for many consumers who are exposed to various similar products. A significant percentage has engaged with content from sites that put down the features of any given product but also emphasize users' experiences and testimonies as well. Reviews and comments, as well as opinions from influencers, account for part of this user-generated content that shapes consumer perception in preference. Brands that can tap this kind of content can stand out in the otherwise increasingly saturated market, in which the social validation drive is carried into informing any potential buyer of what choice to make (Sayudin et al., 2024). The novel coronavirus pandemic accelerated reliance on social media even quicker as even more people sought elsewhere when shopping and having social contacts during waves of lockdowns and restrictions. This change is unprecedented, and it has cemented the position of social media as a marketing channel, with brands readily changing their strategies to engage with a more digitally dependent audience. E-commerce and social media have merged quickly, allowing brands to design seamless shopping experiences that better interact with consumers and sell products. Consumers, as they scroll through their feeds, are exposed to targeted advertisements in their areas of interest, which eventually makes a big difference to consumer preferences for similar types (Zhou et al., 2021). Technological advancement such as data analytics and Artificial intelligence has also transformed brands on how to advertise within the social media. Technologists have given marketers highly sophisticated tools that trace in real time, analyses about consumer behavior and trends. This gives them the opportunity to generate very personalized ad experiences for individual users. This enables brands to have campaigns targeting consumers in ways that capture more than mere attention but lead to deeper connections with the target audience, thus more potent in influencing consumer preference later on (Abraham et al., 2022). Finally, there is the fact that the world of social media advertising operates in a world where algorithms and trends in use continuously change. Brands should be agile in changing the strategies to maintain their relevance and visibility. Since there are new emerging and others that are transforming, the marketer is always under the pressure of innovativeness in terms of getting attention from consumers to target his audience. This interaction between the social media trend and the consumer behavior gives an agile environment where the brands should always adjust to maintain competitiveness (Bag et al., 2022). Therefore, it is important for marketers to understand how social media marketing affects the dynamics of customer desire for comparable items. As the digital marketplace continues to expand, one would expect that brands that engage with consumers well through social media witness favorable shifts in preferences and increased loyalty. It delves into the intricate workings of these ads to help readers comprehend the ways in which social media

impacts customer actions and preferences in relation to rival goods. Analyzing this complex relationship between engagement on social media and consumer preference, this research was helping brands make the best possible choices for their advertising strategies in an increasingly competitive environment (Boissevain & Grotenbreg, 2022).

## **PURPOSE OF THE RESEARCH**

The study's overarching goal is to dissect how social media ads affect the dynamics of customer desire, with a focus on related goods. The goal of this study is to determine the impact of different advertising methods on customer choice and preferences for similar items in light of the current state of social media's effect on consumer behaviour. The research is targeting understanding how different types of social media advertising -such as influencer endorsements, user-generated content, or targeted advertising- influence preference changes. The study attempts to pinpoint some of the drivers for consumer engagement. On top of that, through a clearer understanding of these mechanisms and how they bring information exchange and community around consumers on social media, some actionable insight was be availed for brands interested in developing improved advertising strategies. The research was shedding light on the ever-changing connection between social media and the decision-making process of consumers, which in turn gave marketers the tools they needed to succeed in the online marketplace.

## **LITERATURE REVIEW**

Businesses in today's cutthroat market can't afford to ignore social media marketing if they want to sway consumer tastes. This study review may provide light on how social media marketing influences consumer choices and actions in relation to linked products. The enormous influence of social media marketing on consumers is shown in several studies that examine its effects on customer behaviour in relation to numerous consumers' levels of awareness, engagement, and purchase decisions. The above-mentioned platforms, such as Instagram, Facebook, and Twitter, among others, can enable business organizations to reach and communicate with an audience on a global level using a custom-made message. This function raises brand awareness and personalizes marketing to individual customers, thus influencing customers' preferences and their predisposition to buy. Theoretical frameworks provided by consumer behavior theories help understand people's reactions to social media advertisements (Bowman, 2021). The level of consumer engagement and the strength of the arguments made by the advertisement determine the success value of the persuasive message. Customers react more to the adverts addressed directly to them through their experience with similar goods, and it later is reflected in their buying choices for the same customers. Tailoring and personalizing techniques make

the social media endeavors worthwhile. Advanced analytics on data and machine learning are used in marketing such that it tailors an advertisement to a particular demographic or psychographic or behavioral profile of an audience. Some of the benefits that businesses reap from this form of advertising include increased conversion rates and Return on Investment (ROI), and this is because personalized advertisement increases ad relevance and also increases customer engagement (Cagé et al., 2022). User-generated content and social proof do influence the choices of people on social media. People engage in or embrace the idea if they find people around them embracing it, and this is called a principle of social proof; people are going to shop according to the customer's review and opinions from the influential people. User-generated content such as reviews and testimonials can inform the quality and experience of a product, which would impact customer confidence and preference. Strategies for differentiating social media advertising that work in competitive contexts are essential. In order to differentiate themselves from competitors offering similar goods, corporations may use narrative techniques, emotional appeals, and unique value propositions (Castillo-Abdul et al., 2021). Knowing how these methods allure target customers and change the preferences of these customers, the first step for keeping market share and being on top of the competition comes into play. The last but not least stage of this study evaluation is to look at how social media ads affect the selection of similar products by audiences. This paper attempts to assemble recent research on advertising effectiveness, theories of consumer behavior, personalization tactics, social proof, and competitive differentiation to provide both a theoretical and practical contribution toward marketers. Decisions about the brand's positioning, ad placement, and digital marketing strategy were based on the findings. The overarching goal of the research is to close knowledge gaps in the ways in which social media advertising affects consumers' decision-making in dynamic, cutthroat markets (Chaffey & Smith, 2022).

## RESEARCH QUESTION

1. What social media advertising strategies effectively promote similar products to consumers?

## METHODOLOGY

A cross-sectional investigation was carried out by the researchers, and the study was carried out by the researcher for a period of four months in order to collect the data. For the cross-sectional design to be implemented, it was necessary to gather data at a single moment in time, which was both efficient and inexpensive. A technique that is quantitative was chosen by the researcher because of the restricted resources and the short amount of time available. Through the use of a

random sampling process, each and every respondent was contacted for the survey. Following this, a sample size was determined using Rao Soft, and the total number of samples was 1574. Individuals confined to wheelchairs or who are unable to read and write the survey questions read aloud by a researcher, who then records their answers word for word on the survey form. While participants waited to complete their surveys, the researcher informed them about the project and field any questions they may have. On occasion, it is asked that people finish and send back questionnaires simultaneously.

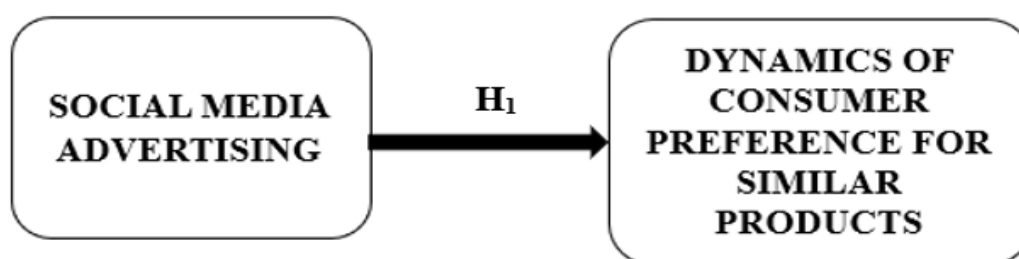
**Sampling:** Research participants filled out questionnaires to provide information for the research. Using the Rao-soft programme, researchers determined that there were 1574 people in the research population, so researchers sent out 1650 questionnaires. The researchers got 1628 back, and researcher excluded 16 due to incompleteness, so researchers ended up with a sample size of 1612.

**Data and Measurement:** The research relied heavily on a questionnaire survey (either a one-to-correspondence survey or a Google Form survey) to compile its findings. Two distinct sections of the questionnaire were administered: Both online and offline channels' (A) demographic information, and (B) replies to the factors on a 5-point Likert scale. Secondary data was gathered from a variety of sites, the majority of which were found online.

**Statistical Software:** Statistical analysis was conducted using SPSS 25.

**Statistical Tools:** To get a feel for the data's foundational structure, a descriptive analysis was performed. To understand the basic properties of the data, a descriptive analysis was carried out. Validity was tested through factor analysis and ANOVA.

## Conceptual Framework



## RESULTS

### Factor Analysis

A common technique for verifying the underlying component structure of a set of measurement items is factor analysis, or FA. It is believed that latent factors, which are not easily visible, influence the scores of the seen variables. The FA technique is a model-based approach. Building causal pathways that connect observable events, underlying causes, and measurement mistakes is the main goal of this study.

By using the Kaiser-Meyer-Olkin (KMO) Method, one may assess if the data is suitable for factor analysis. The sample's adequacy is assessed for each of the model's variables and for the model overall. The statistics quantify the extent of possible common variation between several variables. Factor analysis often works better with data that contains lower percentages.

Random integers between 0 and 1 are produced by KMO. If a sample's KMO value falls between 0.8 and 1, it is deemed adequate.

If the KMO is less than 0.6, which suggests that the sample is insufficient, corrective action must be taken. Make the best decision you can; other writers choose 0.5, thus the range is 0.5 to 0.6.

- The partial correlations are significant in respect to the overall correlations if the KMO is near zero. To reiterate, high correlations significantly impede component analysis.

The following are Kaiser's acceptability cutoffs:

0.050 to 0.059, a miserable range.

- 0.60 to 0.69 below the mean

The typical middle-grade range is: 0.70 to 0.79.

with a quality point value in the range of 0.80 to 0.89.

The variation between 0.90 and 1.00 is breathtaking.

**Table 1: KMO and Bartlett's Test**

KMO and Bartlett's Test <sup>a</sup>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.952
Bartlett's Test of Sphericity	Approx. Chi-Square	6850.175
	df	190
	Sig.	.000
a. Based on correlations		

Bartlett's Test of Sphericity was used to further validate the correlation matrices' overall significance. The Kaiser-Meyer-Olkin sampling adequacy is 0.952. A p-value



of 0.00 was discovered by the researchers utilising Bartlett's sphericity test. A significant test result from Bartlett's sphericity test demonstrated that the correlation matrix is not a correlation matrix.

### Test for Hypothesis

- **Dependent Variable: Dynamics of Consumer Preference for Similar Products**

The changing factors and influences that determine how consumers make choices between products that have a similar function or are from the same category are referred to as the dynamics of consumer preference for similar products. Such a phenomenon involves various aspects, including brand loyalty, where consumers connect with specific brands through experiences or emotions. Amongst all such features, product attributes relating to quality and performance attract a consumer preference and not forgetting price sensitivity as with most consumers' tendencies concerning prices. Marketing influences along with the word-of mouth influences of friends and relatives as well as the online trends on social media do significantly determine the purchases. In some cases, the availability and accessibility of something easily makes it even more appealing, and thus makes it all the clearer that, after all, there may be no single factor making up the consumer-buying decision-making process. The dynamics help businesses cater to the needs of their consumer in the competitive market and offer the right difference in their offerings (Childers & Boatwright, 2021).

- **Independent Variable: Social Media Advertising**

Social media advertising, a subset of digital marketing, involves launching sponsored ad campaigns across many social media platforms to target certain demographics. Marketers and advertisers may connect with customers on social media, where they already spend time, increasing sales and brand recognition. User attention is becoming a precious resource in the internet world, making it more and more difficult to get the message recognised. Advertising on social media platforms reaches potential customers at every stage of the buying process, making it very effective. To get people excited about a new product before it's even released, a business-to-consumer company may do things like launch a brand awareness campaign. In a similar vein, business-to-business (B2B) companies may offer expensive products by re-engaging their audience via remarketing campaigns. Social media advertisements differ from traditional types of advertising in that they



provide more sophisticated targeting choices. Brands use the carpet-bombing strategy in traditional advertising, which is sending messages to as many individuals as possible regardless of their interest. Conversely, marketers may reach their target customers using social media by narrowing down on their specific demographic, psychographic, and behavioural features (Dandis et al., 2022).

- **Relationship between Social Media Advertising and Dynamics of Consumer Preference for Similar Products**

There is a new and growing role for consumer preference dynamics for similar items in regard to social media advertising in today's digital marketplace. Social media platforms present themselves as attractive channels of accessing consumers, thereby targeting advertisement and influencing preferences in real time. Brands should attract their target audience by delivering the unique features and benefits about their products through attractive visual advertisements, influencer partnering, and user-generated contents. The preferences of different consumers can also change as they are exposed to various advertisements on social media about the perceived value and relevance of the products being represented. For example, a good social media campaign can instill the urgency or need in consumers to favor one product over the other, although the two products are similar in use. Social media also provides for the community feel where the consumers share experiences, reviews, and recommendations that are likely to influence other consumers. Positive word-of-mouth by influential people may be fruitful in building credibility of the brand, which would influence consumer choices toward such products. Social media, which interacts with the audience at each click, is the space where brands can gather instantaneous feedback to change their strategy to encounter emerging trends and consumer demands. Agility can further influence consumer preferences by ensuring that brands which interact meaningfully with their audiences can lead to loyalty and preference. As a result, social media advertisement molds not only the consumer's choices but also provides the trend on broader scale consumer behavior; thus it's a crucial factor that goes along in the interpretation of why preferences patterns exist or change concerning equivalent products (Desai, 2022).

Based on the above discussion, the researcher formulated the following hypothesis, which was to analyse the relationship between Social Media Advertising and Dynamics of Consumer Preference for Similar Products.

“H01: There is no significant relationship between Social Media Advertising and Dynamics of Consumer Preference for Similar Products.”

“H1: There is a significant relationship between Social Media Advertising and Dynamics of Consumer Preference for Similar Products.”

**Table 2: ANOVA Test**

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
<b>Between Groups</b>	77672.790	892	7532.376	2386.428	.000
<b>Within Groups</b>	753.845	719	7.418		
<b>Total</b>	81481.476	1611			

The outcome of this research is noteworthy. A p-value of .000 (below the alpha threshold) indicates that the value of F, which is 2386.428, is statistically significant. This means the “H1: There is a significant relationship between Social Media Advertising and Dynamics of Consumer Preference for Similar Products” is accepted and the null hypothesis is rejected.

## DISCUSSION

The findings of the current study highlight how pertinent social media advertising is for preferences to customers, particularly pertaining to competitive products. With ongoing digitization, social network sites have become a great melting pot for brands wanting to engage themselves with and through customers. The very noticeable relationship established between social media advertisement and consumer preference pattern hints at just how successful such direct advertisements can be while bringing about changes in consumer's selection. It has a strong F-value (2386.428) and a low p-value (.000), and this in the ANOVA results indicates that, indeed, social media strategies play a pivotal role in shaping preferences among consumers, particularly in a marketplace saturated with similar offerings. Social media works on two conflicting forces: distributing the brand message and user-generated content in the name of the community. The second critical component of the present consumer environment is credibility and relevance through user-generated content, testimonials, and even influencer endorsements. Community generates social proof wherein a buyer tends to believe in the product that his peers or influencers he follows have liked or appreciated. Consumer awareness and discovery of a product through social media lead self-evidently to making the content interesting, visually appealing, and authentic. More importantly, the quick progress of technology and analytics creates an environment where marketing strategy can change overnight so advertisements reach particular consumer groups. Aggregation allows brands to make faster responses to new trends as well as feedback coming directly from consumers, so offerings get even more relevant to marketplace needs. Thus, companies that use social media advertising effectively are not only making their products more visible but also establishing long-term loyalty among the consumers. Implications of this study indicate that marketers must focus on social media as a core element of advertising strategies and take seriously

the complex interactions that form consumer preference in a competitive digital environment.

## CONCLUSION

This study's results show that social media advertising has a significant impact on customer choice, particularly when two items are similar. As established above, social media is a dynamic space where brands can interact with consumers directly, thus creating a two-way communication that enhances community and authenticity. According to the results, customer perceptions and decisions are greatly influenced by personalised advertising methods including influencer endorsement and user-generated content. Brands can increase engagement and conversion rates with the use of powerful data analytics and targeting capabilities. This allows them to craft messages that were connected with certain audience groups. In addition, the ANOVA test shows that there is a strong statistical relationship between the employment of social media ads and the changes in customer preferences. The large F-value, and the small p-value guarantee that effective tactics for social media can indeed decide how consumer behaviour changes and preferences alter even for products as alike as possible. It shows that in most cases, the impact of social proof, recommendations by peers, and collective experiences on social media plays a greater role in purchase decisions than traditional advertisements. Considering such findings, marketers need agile and innovative approaches to the social media space to remain competitive in an ever-evolving digital marketplace. As consumers find themselves increasingly influenced by their experiences on social media, this was mean that the only brands that enjoy improved brand loyalty and preference levels are those that can meaningfully connect with their target through social media. Therefore, the knowledge and successful utilisation of appropriate social media advertisement strategies would become key success factors for the survival of companies operating in such an environment where change in technological innovations and customer expectations continues to emerge at such high velocities. The current paper is significant to the overall literature in social media marketing, yet it was added to that by offering pragmatic suggestions to brands for further enhancing the effectiveness of advertising campaigns.

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