



# Harnessing advertising appeal in social media: Boosting consumer attention and purchase intention

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## ABSTRACT

Instagram is one of the many social media platforms today equipped with its own internal online stores. As the number of Instagram users rises, businesses are advised to use eminent marketing tools and effectively engage with customers on the platform. Creating a strong brand image in consumers' minds should be one of the main objectives of advertising. To be able to catch the attention of consumers, advertising appeal may be achieved through innovation and advertising creativity. This study examines the role of advertising appeal of social media marketing on consumer attention and purchase intention. Employing the qualitative thematic data analysis, six informants were intensively interviewed. All data was transcribed and analysed using the NVivo 12 software. The results indicate that advertising appeals effectively capture customer attention and stimulate their needs, wants, and interests in purchasing a product or service. Additionally, these appeals facilitate clear communication of messages that customers can easily understand and respond to, thereby influencing consumer purchase intentions. The implications underscore the crucial role of advertising appeal in social media marketing and promotion, highlighting its impact on consumer behaviour and purchase decisions.

Keywords: **Advertising appeal, social media marketing, promotion, consumer attention, purchase intention**

## INTRODUCTION

Advertising gives consumers the option to purchase the best products at the lowest prices. It is inconceivable to expect people, particularly in urban areas, to spend their money on products they have never heard of (Desai & Vidyapeeth, 2019). Moreover, people are aware of what products are available in the market and choose accordingly. There is nothing more gratifying than receiving one's money's worth in this manner. Advertising depends on consumerism for success, and consumers evaluate it based on materialistic criteria (Chaffey & Ellis-Chadwick, 2019). In addition, successful advertising requires continuous victory in the face of fierce competition, frequently without regard for high standards or aesthetic preferences.

For as long as marketing and advertising have existed, marketers and advertisers have utilised appeals. Advertising appeal refers to the strategy employed by an advertiser to attract the attention of consumers to a product or service, or to influence their emotions and alter their attitudes. It attempts to elicit a response from the customer regarding the advertised product or service (Ahmad et al., 2020). An appeal is also a request, a petition, or anything that serves the human interest. It is catered to the intended audience. Additionally, an appeal discusses the interest of the audience. The appeal is designed to stimulate human requirements and desires as well as demonstrate how the brand is able to fulfil them. A definition of an advertising appeal is a statement that induces a person to act in a particular manner. These appeals frequently target consumer purchase intention.

Social media marketing is the process of creating content for social media platforms to promote products and/or services, to create a community with a target audience, and to increase website traffic. One of the fundamental principles of inbound marketing is attracting ideal customers. Due to the fact that ideal customers use social media, brands must have a social media presence, if they want to attract potential customers (Jacobson et al., 2020). Social media helps build a community around businesses. Creating a community through social media marketing has numerous advantages, for instance, increasing brand awareness and establishing industry authority. Whether social media marketing or other marketing methods, the purpose of advertising appeal is to help attract the attention of consumers. It brings the consumers to the stage of consideration, where they will consider whether or not to purchase.

Consumer attention is when an individual or group focuses on or pays close attention to a particular item or activity. Consumer attention can be measured by observing how long someone stares at, considers, or discusses a specific object (Maslowska et al., 2021). Getting people's attention with relevant content, communications, and advertisements is the most crucial aspect of digital marketing. It involves capturing the attention of the target audience and maintaining it long enough to generate engagement, and ultimately, business value (Sreejesh et al., 2020). In this context, adding value to a business involves converting potential buyers into actual buyers. Consumers who are new to a business return as repeat customers. It is also essential to keep in mind that there are hazards associated with attracting consumer attention, so brands must weigh the benefits and drawbacks before acting.

Purchase intention is the willingness of a customer to purchase a certain product or a certain service. Alternatively, purchase intention is a measure of the respondent's attitude towards purchasing a product or availing of a service. Purchase intention as a measurement is effective in designing marketing activities or promotions (Kaur, 2019). The intent of a consumer is to precisely specify the type of content that should be displayed in an advertisement. Consumer intention can disclose their level of knowledge. By analysing the

purchase intentions of a consumer, it helps to create an integrated map on how to go about an advertising campaign. Marketing based on purchase intentions as a measurement leads to an increase in marketing activities' return on investment (Mayrhofer et al., 2020). Therefore, the purpose of this study is to determine the role of advertising appeal towards consumer attention as well as purchase intention in social media marketing and promotion.

## LITERATURE REVIEW

An approach to advertising appeal, employed by a marketer, is using various forms of advertising to attract consumer attention that may lead to purchase intention (Kamran & Siddiqui, 2019). It is a tactic that businesses and advertising agencies use to convince people to buy their products or services (Trivedi et al., 2020). Besides, advertising appeal can also boost sales by informing potential and current consumers about new product releases, special offers, and upgrades. At its core, advertising appeals grab consumer attention, hence successfully sway their emotions and shift their behaviour towards purchasing intention. In creating an advertisement appeal, agencies ought to be cautious because it has the potential to harm their agency's reputation if the goal is not achieved (Choi et al., 2020). As a result, all advertising agencies must be cautious when creating advertisements for clients because advertisements are potent tools that have the power to either create or destroy a business.

Furthermore, in e-commerce, purchase intention is the most important customer metric. However, many businesses create customer segments based on a buyer persona and consider their work finished after they have completed it (Randall, 2019). Marketers who only look at demographics and do not take into account, intent to buy could be missing out on more than 70% of potential customers (Wijekoon & Sabri, 2021). It stands to reason that ignoring the intention to buy is equivalent to ignoring potential customers. Advertisers who find the opportunity to comprehend this will benefit from numerous advantages, including further developed transformation rates, overall higher revenue, client lifetime esteem, brand value, and return on initial capital investment (Thomas et al., 2019).

Moreover, social media has emerged as a powerful marketing tool in the modern digital landscape, enabling firms to connect with their target audience, build brand awareness, and drive consumer engagement (Agil et al., 2022). As highlighted by a recent study, social media platforms have transformed the traditional marketing paradigm by providing businesses with unprecedented opportunities to reach out and interact with their customers directly (Kapoor & Kapoor, 2021). A study by Raj (2022) noted that social media marketing allows firms to leverage the power of electronic word-of-mouth (eWOM). In this phenomenon, consumers actively share their experiences, opinions, and recommendations about products and services within their social networks. eWOM can have a significant impact on consumer purchase intentions, as individuals often rely on the opinions of their peers when making purchasing decisions (Nofal et al., 2022).

### *Maslow's Hierarchy of Needs*

Maslow's Hierarchy of Needs, a foundational theory in human behavioural psychology, provides a critical framework for investigating the role of advertising appeal in social media marketing and its impact on consumer attention and purchase intention. Originally designed to elucidate fundamental human needs and desires, the Hierarchy has been adapted by marketers to develop emotionally compelling advertising strategies (Cossio Aparicio, 2021). Research indicates that marketers target and position consumers based on

various factors, including geography, social class, and demography (Dwivedi, 2021). This targeted approach enables a deeper understanding of consumer motivations, beyond mere statistical analysis, facilitating the creation of more effective marketing plans. Additionally, recognising that consumer needs and desires can fluctuate due to political and economic changes is essential for maintaining the relevance and efficacy of social media marketing efforts. Thus, this study aims to explore how integrating Maslow’s Hierarchy with targeted marketing strategies can enhance advertising appeal, thereby capturing consumer attention, and driving purchase intention in the dynamic landscape of social media.



**Figure 1.** Maslow’s Hierarchy of Needs

## METHODOLOGY

The research utilised a qualitative approach with in-depth interviews to collect data. The interviews were conducted at IPG Media Brands in Petaling Jaya and involved six executive-level informants (Table 1). According to Creswell (2013), a range of five to twenty-five participants is generally considered adequate for qualitative studies, making six informants an acceptable number for in-depth interviews. IPG Media Brands Malaysia is an advertising and media agency that is part of the Interpublic Group (IPG), a multinational network of marketing agencies. They specialise in offering clients strategic media planning and purchasing services, digital advertising solutions, and data-driven insights. IPG Media Brands was regarded reliable for the study due to its extensive experience and expertise in creating and managing impactful advertising campaigns across various digital platforms (IPG Mediabrands, 2024).

Study informants were selected using purposive sampling. Besides that, researchers used a phenomenology approach to determine meaningful patterns in themes across the transcript. This approach could uncover explicit values that reflect axiological assumptions where the informants are allowed to express their thoughts, feelings, and experiences in their own words, free of the constraints imposed by fixed-response questions

(Zainodin et al., 2022). Hence, the phenomenological approach was used to analyse the phenomena and the structure of consciousness of individuals in a certain situation to understand the reason and meaning of human actions towards advertising appeal.

An interview protocol was meticulously developed, and data was gathered through in-depth interviews conducted over a period of two months. The researchers designed semi-structured questions, commonly used to explore and understand informants' experiences and perspectives (DeJonckheere & Vaughn, 2019). Prior to the interviews, each informant received a consent form detailing the study's objectives and purposes, and informing them of their right to withdraw from the interview at any time (Tengku Mahamad et al., 2021). To further ensure the credibility and authenticity of the findings, a member check was conducted, allowing informants to review and verify the data. All interview data was transcribed and imported into the NVivo 12 software for coding and analysing thematically.

**Table 1.** Informants' profiles

Informants	Position	Years of Experience	Company Tenure	Specialisation
AD1	Senior Account/Brand Executive	5	3	Digital Marketing
AD2	Digital Content	4	4	Digital Marketing
AD3	Account Manager	10	8	Strategic Marketing
AD4	Senior Account/Brand Executive	8	5	Social Media Advertising
AD5	Senior Account Executive	8	5	Strategic Marketing
AD6	Senior Account Manager	7	6	Strategic Marketing

## FINDINGS AND DISCUSSION

In this study, nine themes were generated from the thematic analysis using NVivo 12. A total of five themes were extracted for the first objective (consumer algorithm tracker, emotional appeal as the most effective appeal, engagement through social media, striking visual elements, and utilising various advertising appeals) and four themes were extracted for the second objective (conduct a market research, celebrity branding, identify objective and target audiences). These themes are discussed next with the help of anonymised excerpts to illustrate the findings and justification.

### *The roles of advertising appeal towards consumer attention in social media marketing and promotion*

#### *Consumer algorithm tracker*

A consumer algorithm tracker for advertising appeal is a system or tool that tracks and analyses consumer behaviour, preferences, and interactions with the advertising material (Ho & Lam, 2020). The best strategy is to use a systematic approach, such as tracking potential consumers and determining what they require in order to align with the advertising appeal (Kemp et al., 2020). This is occasionally referred to as consumer analysis, and it gives advertisers and marketers insightful information about their target market. Identifying potential consumers through social media algorithms is a typical technique for advertisers and marketers to learn what clients want, hence creating an appeal in advertising, as mentioned below by AD1:

*When it comes to social media context, any type of marketing or promotion will be narrowed down to following the concepts of selective consumer attention and selective purchase attention. We have this thing called an algorithm that can now be tracked or applied in the majority of your phone applications, where it will re-target you based on your likes, dislikes, engagement with certain pages or brands, and more.* (AD1)

As mentioned by AD1, advertisers, and marketers choose or engage with their potential consumers through social media algorithms in order to fulfil the needs of the advertising appeal. In advertising, the social media algorithm identifies the advertisements and assumes users would be interested in viewing them based on the quality of the ads, how the ads are set up by advertisers and marketers, such as its target demographics, the likes, the shares, as well as the users' previous searches or interactions with similar ads. Based on the following excerpt, it can be considered a social listening tool that advertisers use to analyse alternative appeals and adjust their methods by tracking customer conversations and reactions to advertising campaigns.

*Consumer attention is the way brands measure through social media platforms. Example: A social media user algorithm and scrolling through the feed posts and sees there is 50% discount on the product that she has been wanting to purchase. The media strategy will collect the data and how long does this consumer take to see the ads and is there any further action such as clicking on the CTA button.* (AD4)

In using Maslow's Hierarchy for consumer algorithm tracker in advertising appeal, it can be focused on tracking and analysing consumer behaviour and preferences, connected to different levels of requirements within the hierarchy. Based on the excerpts above, the social needs of Maslow's Hierarchy are the nearest level where this level could respond positively to advertising pitches that emphasise on connections, community, and societal acceptance. Monitoring social media interaction, user-generated material, and sentiment analysis might help in understanding how these appeals shape customer behaviour. Advertising in social media marketing is an important component of digital marketing because it allows businesses to communicate with their consumers and establish their needs through advertising appeal (Mayrhofer et al., 2020).

### *Emotional appeal as the most effective appeal*

Emotional appeal is a marketing strategy that elicits emotional responses from consumers. They examine a campaign's objectives and target audiences before crafting a campaign narrative that connects with the audiences (Kemp et al., 2020). Advertising with emotional appeal could be a strong technique because it latches onto customers' emotions, affecting their feelings and behaviour. By studying Maslow's Theory, emotional appeals can connect to the different levels of needs within the hierarchy. Moreover, targeting audience emotions through advertising campaigns allows advertisers to connect with the audience on a personal level. Advertisers provide an emotional appeal to persuade consumers to buy their products, brands, or services (Prajogo & Purwanto, 2020). They create a strategy that connects with the target consumers to increase sales by knowing how to evoke consumers' emotions in advertising. As explained by AD2:

*We used emotional to attract consumer attention because humans are easily triggered by emotions such as happy, sad, fear, and anger. By putting this type of appeal, people will remember the brand, product, and advertising. For the emotional and branded appeal we promote it by the brand itself, such as Apple or Coca-Cola. These are the most famous brand that people only saw the brand and immediately buy the product.* (AD2)

Emotional appeal can trigger feelings that lead directly to consumer attention and purchase intention. In the earlier excerpt, AD2 mentioned that Coca-Cola used an emotional appeal. Its campaign called ‘Choose Happiness’ was considered the best emotional appeal advertisement at that time. The campaign targeted its consumers to share their happy memories with friends and family. This can also be related to the social needs of Maslow’s Hierarchy. Moreover, consumers may respond positively to messages that emphasise social relationships, belonging, and acceptance. Advertisers tap into social needs by emphasising how a product or service can improve relationships, build meaningful connections, or foster a feeling of community. In this respect, AD5 shared the following:

*When designing a social media marketing campaign and promotion, the choice of advertising appeals will depend on various appeals and factors including the target audience, campaign objectives, and the product or service itself. Every appeal has different kind of content, not all advertisement can be use same appeal. For example, Samsung, and Apple use emotional. Mostly advertising will use emotional appeal as this is the most effective to attract consumer attention.* (AD5)

Emotional appeal is directly linked to corporate success. Consumer purchasing decisions are influenced by ads. As quoted above, both informants opined that emotional appeal is considered the most effective appeal. Emotional appeal is more successful than any intellectual approach. An audience who has emotional attachment to a brand is more inclined to promote that product, brand, or service (Raza et al., 2020). Additionally, certain appeals will only work for specific items, some will consider what the brand stands for and whether the tactic suits the brand’s features. Emotional advertising may boost brand recognition and client loyalty. Thus, understanding the target audience and the individual demands within Maslow’s Hierarchy is critical when using emotional appeals in advertising.

### *Engagement through social media*

Social media advertising is a quick and efficient method to engage with customers and increase the effectiveness of marketing initiatives. Advertisers often hyper-target their consumers and offer personalised content based on demographics and user behaviour by using several data sources (Koneska et al., 2021). This increases interactions and conversions when an audience is exposed to a brand via social media. Social media advertising is also quite inexpensive, with the potential for large rates of return (Kyu et al., 2021). One of the features that advertisers always use is hashtags. Hashtags are an effective method for Instagram users to locate content. AD2 explained that:

*Ok, so...incorporate relevant and popular hashtags in your advertising copy or captions to increase the discoverability of your content. Hashtags can also encourage user engagement by promoting discussions or user-generated content around a specific topic or campaign.* (AD2)

Hashtags can contain both letters and numbers, but no non-numerical characters. Based on the above excerpts, users may search for hashtags and click on hashtags in postings. Besides, appropriate hashtags can be a powerful technique for advertisers to promote their products, brands, or services. However, advertisers need to ensure the appropriate hashtags are used. Advertising that promotes a trend might boost brand awareness and promote conversations around the hashtag on social media (Kamran & Siddiqui, 2019). According to AD4:

*...depends on what are the objectives or goals that you would like to achieve through your campaigns. If you are looking to generate hype, then hashtags would be the best way to expand your reach. As for me this social media feature is the best and better way to grab consumer attention. Actually, it depends on our clients' product/service when we do this. But the most important thing is it must be related to the product or services of our clients.* (AD4)

Both AD2 and AD4 mentioned utilising the hashtag. Monitoring social media could uncover what consumers are interested in and how businesses could meet their wants or needs (Thomas et al., 2019). One of the most effective methods for advertisers to mould content to fit people's requirements is through the use of consumer data and utilisation of social media features such as hashtags (Li et al., 2021). While social media platforms have limits, they nonetheless provide opportunities for businesses to be creative in their consumer interpersonal interactions. Essentially, social media advertising is important for increasing awareness and engagement, but it requires a deliberate strategy and plan to achieve the best results in attracting consumer attention.

### *Striking visual elements*

Visual imagery is used to draw attention, stimulate people's interest, explain product features and benefits, generate and develop a personality for a product, correlate the product with specific symbols and lifestyles, as well as establish a brand's identity in the eyes of the target audience (Segal, 2020). Advertisers utilise visual imagery to enhance or boost their product's message. The content depicted in a visual picture has a clear impact on the overall purchase decision of the brand (Rhee & Jung, 2019). When something neutral in the product is combined with something that generates a good affective reaction (e.g., visual), the consumer might perceive the positive attributes of the visual and then extend it to the promoted product. As shared by AD3:

*To keep the brand CI and align visual elements, we use colours that represents the brand and easy to understand and no confusion with other brands. For images, to keep the colour interesting to capture their attention but also the main messaging must be legible. For videos, we can either tell emotional story to show that we understand them and their lives. If it's a tactical ad, use colours, attractive prizes and also key words to capture their short span attention.* (AD3)

When it comes to advertising, it is primarily an effective way of attracting someone's attention. Visual appeal is important in order to attract consumers to watch advertisements. Videos and images convey information a thousand times more effectively than spoken or written words (Trivedi et al., 2020). The characteristics of the image also play a role: bigger images work better than small ones; a colour image works better than a black-and-white

image; and the sharper an image, the more effective it is in attracting attention (Septianto et al., 2022). Images help to make better use of the advertising space. Images also cater to physiological needs whereby striking visual elements can be used to capture attention and highlight products or services that fulfil basic physiological needs. Moreover, in the same amount of space, visual material conveys more information than text or words. To exemplify this, AD6 shared a real-life example:

*I give an example of my latest project with Sooka. The usage of social video to communicate new content offerings (MFL) on Sooka. Next is repurposing the assets to digital ads for conversion purposes. The use of colour, interactive elements, and words emphasises visual elements. Then we use of influencers as talents and influencer marketing to create hype on new content offerings and lastly, we use TikTok live to launch the music video and #sookadancechallenge to keep the audience engaged and promote the brand through UGC. (AD6)*

As mentioned by AD6, visual content conveys information far more effectively and quickly compared to written content. As such, if agencies want to get the most out of their advertising initiatives, they must capitalise on visual content. According to Bărbuceanu (2020), over 36,000 visual signals can be absorbed by our eyes in a single hour. Given that the average word-per-second rate is thought to be approximately 250, that would be quite an accomplishment and thus, most advertising campaigns use visual content to attract consumers. Advertising appeal can be found within Maslow's Hierarchy of needs, depending on how it is utilised.

#### *Utilise various advertising appeals*

Advertising appeals are communication methods used by marketers. They are used to capture and encourage consumer attention to buy certain items or services. The appeals are intended to promote a favourable picture of a product or service and the people who utilise it. These attractions are significant to businesses looking to win clients (Willig, 2022). There are various types of advertising appeals including rational appeal, musical appeal, sexual appeal, humour appeal, emotional appeal, scarcity appeal, and fear appeal (Kim & Lee, 2021). Different forms of advertising appeals affect different types of people and consumers. As explained by AD3:

*There are different approaches and also various approach. So in my opinion some approach works even though we used it before but some we would need to learn from the data and statistics in order to understand why, how, what, when and where does it work and not work. With various appeal, we can test one by one and which appeal or approach better in advertising. To try other ways, it can impact advertising by influencing them with different approaches. (AD3)*

Based on the above excerpt, it is human nature to believe in things we read, hear, and see, time and over. This could be attributed to rational appeals that focus on functional benefits, such as highlighting the practicality or affordability of a product, which can fulfil consumers' physiological needs. Advertisements help products or services gain consumer trust. This typically relates to testimonial advertising or advertisements in which someone similar to the audience is portrayed as utilising the advertised good or service (Ho et al., 2020). The visual and audible representation of the product's usage and advantages entices

audiences and subsequently, helps to create trust and confidence in the company and its product. In this manner, various advertising appeals are also utilised in advertisements. AD4 shared some examples regarding this:

*Different products and services require different approaches and appeals to affect consumers' brand loyalty. Example, Nestle wants to launch a new ice cream product in the market, then the most suitable approach will be appetite appeal as they want to create desire and craving for that product. Coca-Cola uses emotional appeals as they want consumer to be happy, positive and together. So, here we know that different approaches are used to different kind of products.* (AD4)

As mentioned by AD4, the products or services offered in the market are different, and as such, require different types of appeal in order to attract consumers. For example, the emotional appeal used by Coca-Cola is linked to personal and social needs. Emotional appeal is one of the most successful and persuasive advertising tactics to reach out to people using their emotions. Other than the Coca-Cola advertisement themes, common commercial themes that used in these appeals include love, happiness, family, friendship, the desire for fame, respect, and recognition (Jacobson & Harrison, 2022).

### *The roles of advertising appeal towards purchase intention in social media marketing and promotion*

#### *Conducting market research*

Conducting research before formulating an advertising campaign gives a better idea of how many rivals a company has to compete with and who they are (Kingsnorth, 2022). The research will also show where the market gaps are. This might be a wonderful opportunity to develop a distinctive selling proposition for the product and capture a strong market position. Before an agency can develop a unique advertisement campaign, it must first undertake market research to determine what is presently available in the business as highlighted by AD3:

*Before we live the campaign, we can work on some surveys, research, analyse data and social listening to get data before deciding the approach. The strategy team will work on this and decide which is the best way to approach to maximise purchase intention.* (AD3)

AD4 echoed a similar sentiment:

*The best way to ensure this is by involving a strategist who can help to do research in a very detailed manner from the survey, interview, data, findings, and social listening. From there, the brand will be able to come out with a very genuine campaign that understands consumer's point of view.* (AD4)

Both primary and secondary market research involves studying consumers' buying habits. As stated by AD4, the best way to do research is by conducting surveys on potential customers using print, email, or web-based services. Surveys extract valuable information directly from clients (Sutevski, 2021). Surveys can also reveal what previous services and techniques consumers appreciated, and then use that feedback in future marketing campaigns.

### *Celebrity branding*

The use of endorsements from famous individuals is also known as celebrity branding. This type of advertising campaign or marketing technique leverages a celebrity's popularity or social standing to promote a product, business, or service. Having an influential person promote a product can be a strong marketing technique. Today, celebrities support a wide range of businesses, services, and even social causes. Celebrities can put the spotlight on all sorts of enterprises, which is why they are sought after by a wide range of businesses to market products or services (Shiva et al., 2022). A variety of products, businesses, or services can be utilised as promotional materials or endorsements in advertising. Typically, the things that individuals are most interested in are those that are relevant to their lifestyle or that may support their everyday needs or wants (Jacobson & Harrison, 2022). As explained by AD2:

*A sex appeal on Calvin Klein latest advertisement, they use global celebrity Jennie Black Pink's to attract more audience and from that it can create purchase intention and increase sales in a short time.* (AD2)

AD2 believed that to attract more audience, create purchase intention and increase sales rapidly is by using celebrity branding, especially Jennie of Black Pink. The reason Jenny was chosen is because her presence, talent, and distinct style have a significant worldwide influence. Moreover, followers tend to mimic the actions of their favourite influencers including purchase intentions and decisions. Thus, celebrity branding can be used to appeal to customers' physiological needs by associating a celebrity with products or services related to basic needs or wants. AD4 added:

*Humans tend to act on their emotions first before being thinking rationally. Hence most brands tend to use this appeal as one of the strategy factors as it is still workable No matter what industry or vertical.* (AD4)

Celebrity endorsement is important in advertising since most celebrity endorsements are charged with rational or emotional appeals as mentioned by AD4. One noteworthy aspect of this type of advertisement is that when the celebrity strongly promotes a business or product, this creates strong emotional feelings in customers, instead of the ordinary sales pitch (Khushaim, 2022). Both informants, AD2 and AD4 highlighted Korean celebrity endorsement. This can be attributed to the strong purchasing power of K-pop fans that can support their idols, and marketers from all industries, ranging from consumer goods to banking. Thus, celebrity endorsement is often viewed as an avenue for partnership to create brand recognition. However, aside from the benefits, celebrity endorsement does have its drawbacks. Using a celebrity as a product ambassador might cost millions of dollars, depending on their popularity (Segal, 2020). Furthermore, any unintentional or intentional scandal or negative publicity of the endorsing celebrity can have a detrimental impact on the brand's image.

### *Identifying objective and target audience*

In advertising, determining a core target demographic is critical whether starting a new business or adding a new product or service to an existing range. Purchase intention refers to groups of people who seek a certain product but wish to gather additional information first (Chen & Dermawan, 2020). For instance, consumers who want to purchase a new laptop, automobile, apparel, or television, require information from advertisers who

must then determine how they may better direct their messaging to the target audience. Based on Maslow's Hierarchy of Needs, different target audiences can be identified for advertising appeals, based on their needs at the different levels of the hierarchy. When creating an advertising campaign, the agency is guided by various aspects such as geographic, demographic, psychographic, and behaviour, which make up the four layers of segmentation as mentioned by AD2:

*We will see their demography like gender, age, psychographics, and locations. For example, beauty products, so we know that our target is women and range age and be adjust... like teens or adults. Because demographic lead to buying behaviour. We can use the element of appeal after we identify demographics.* (AD2)

A target demographic helps a business focus its marketing efforts to reduce the possibility of failing. As stated by AD2, demographics are crucial elements that should not be ignored when seeking to comprehend and address customer needs. Consumer behaviour might be significantly influenced by certain factors including age, sex, income, education, marital status, and mobility. In order to figure out which appeal is suitable, they can refer to Maslow's Hierarchy as a guidance. In attracting customers, advertisers might seek to fulfil their basic physiological needs, social connections, a sense of belonging or self-esteem and recognition. Similarly, it is equally important to identify the main objective of a advertising campaign. In this regard, AD5 explained the following:

*To define your campaign objectives and target audiences by determining what specific actions or behaviours you want to influence, such as increasing brand awareness, generating leads, driving website traffic, or boosting sales.* (AD5)

Essentially, segmenting the target market enables successful marketing with efficient expenditure and greater client retention. The objective of market segmentation is to target particular segments within the target market with more appropriate marketing content (Willig, 2022). Through segmentation, advertisers can focus on providing relevant content to those who are particularly interested in it. This is because people will become tired or annoyed when they keep receiving advertisements or content that are not beneficial to them. Although it is difficult for a marketer to respond to a specific profile of a single customer, characteristics that tend to impact most consumers in predictable ways may be identified.

## CONCLUSION

Findings reveal that rational appeals, such as problem-solving and product information, effectively sustain consumer interest, whereas emotional appeals, like humour and fear, are potent in capturing initial attention. Balancing both types of appeals is crucial for engaging and retaining consumers in the dynamic social media landscape. Moreover, the study highlights that advertising appeal significantly influences consumer purchase intention, with emotional appeals exerting a stronger impact than rational appeals. This underscores the importance of evoking positive emotions to sway purchasing decisions through social media advertising. Additionally, the research demonstrates that social media engagement activities such as liking, sharing, and commenting are a pivotal moderator.

Active consumer participation amplifies the effectiveness of persuasive advertising, enhancing both consumer attention and purchase intent. Practical implications include recommendations for marketers to strategically utilise advertising appeal to capture consumer interest, foster engagement, and drive purchasing behaviour on social media platforms. Encouraging active participation from customers can further bolster campaign effectiveness, leading to increased brand recognition, positive customer perceptions, and improved sales outcomes. In summary, this study underscores the significant role of advertising appeal in social media marketing. By understanding these dynamics and leveraging them effectively, marketers can craft impactful campaigns that resonate with consumers, ultimately driving engagement, interest, and intent to purchase.

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