The Impact of Creativity in Social Media Marketing on Consumer's Purchase Intention in Egypt

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Abstract

Over the past decade, marketing strategies and non-traditional advertising methods have significantly transformed how consumers perceive and engage with marketing. Examining how customers feel about social media marketing and how it influences them would be highly relevant to ongoing digital marketing trends and consumer behavior. Additionally, it will aid in understanding the process of digital interaction with customers. Numerous studies have been conducted on advertising creativity; however, further research needs to be conducted regarding the influence of creativity on social media channels, particularly in Egypt. The study's primary goal is to shed light on and provide insight into how creativity in social media marketing impacts customer purchase intention in Egypt. The theory of divergence and relevance is considered one of the primarily discussed theories of creativity and is also examined in this study. According to the theory, creative advertisements are characterized as both relevant and divergent. Divergent

advertisements include the following characteristics: (originality, flexibility, elaboration, synthesis, and artistic Value). Another essential variable impacting advertising creativity is ad relevance, measured by ad-to-consumer relevance and brand-to-consumer relevance. Advertising creativity and ad relevance represent the independent variables in the study. Accordingly, consumer purchase intention is the dependent variable, concentrating on demographics as a moderating variable affecting the relationship between advertising creativity and purchase intention. This study utilizes quantitative data from an online survey distributed to Egyptian social media users. This research aids in highlighting significant concerns and generates insightful conclusions, portraying the value of creativity in social media marketing while shedding light on the interactions and difficulties that organizations experience. Also, it emphasizes the identification of creativity and highlights its significance in how it affects consumers' purchase intention.

Keywords: *Advertising creativity, originality, flexibility, elaboration, synthesis, artistic Value, ad relevance, ad-to-consumer relevance, brand-to-consumer relevance, purchase intention.*

المستخلص

على مدار العقد الماضي، غيرت استراتيجيات التسويق وطرق الإعلان غير التقليدية بشكل كبير كيفية إدراك المستهلكين للتسويق والتفاعل معه. إن دراسة شعور العملاء تجاه التسويق عبر وسائل التواصل الاجتماعي وكيفية تأثيره عليهم سيكون وثيق الصلة باتجاهات التسويق الرقمي المستمرة وسلوك المستهلك. بالإضافة إلى ذلك، سوف يساعد في فهم عملية التفاعل الرقمي مع العملاء. تم إجراء العديد من الدراسات حول الإبداع الإعلاني. ومع ذلك، يجب إجراء مزيد من البحث فيما يتعلق بتأثير الإبداع على قنوات التواصل الاجتماعي، لا سيما في مصر. الهدف الأساسي للدراسة هو إلقاء الضوء على كيفية تأثير الإبداع في التسويق عبر وسائل التواصل الاجتماعي على نية شراء العملاء في مصر وتقديم نظرة ثاقبة. تعتبر نظرية الاختلاف والملاءمة إحدى نظريات الإبداع التي نوقشت في المقام الأول وتم فحصها أيضًا في هذه الدراسة. وفقًا للنظرية، تتميز الإعلانات الإبداعية بأنها ذات صلة ومتباينة. تشمل الإعلانات المتباينة الخصائص التالية: (الأصالة، المرونة، التفصيل، التوليف، والقيمة الفنية). هناك متغير أساسي آخر يؤثر على الإبداع الإعلاني وهو مدى صلة الإعلان بالموضوع، ويتم قياسه من خلال مدى صلة الإعلان بالمستهلك ومدى الصلة بالعلامة التجارية للمستهلك. يمثل الإبداع الإعلاني وملاءمة الإعلان المتغيرات المستقلة في الدراسة. وفقًا لذلك، نية شراء المستهلك هي المتغير التابع، مع التركيز على التركيبة السكانية كمتغير معتدل يؤثر على العلاقة بين إبداع الإعلان ونية الشراء. تستخدم هذه الدراسة البيانات الكمية من استطلاع عبر الإنترنت وزع على مستخدمي وسائل التواصل الاجتماعي. يساعد هذا البحث في تسليط الضوء على الاهتمامات الهامة ويولد استنتاجات ثاقبة، تصور قيمة الإبداع في التسويق عبر وسائل التواصل الاجتماعي مع تسليط الضوء على التفاعلات والصعوبات التي تواجهها المنظمات. كما أنه يؤكد على تحديد الإبداع ويسلط الضوء على أهميته في كيفية تأثيره على نية الشراء لدى المستهلكين.

الكلمات المفتاحية: إبداع الإعلان، الأصالة، المرونة، التفصيل، التوليف، القيمة الفنية، ملاءمة الإعلان، الصلة بالإعلان للمستهلك، الصلة بالعلامة التجارية للمستهلك، نية الشراء.

1 Introduction

One of the most crucial elements of the advertising process is undoubtedly creativity. The phrase "bridging the gap between what an advertising wishes to propose and what a client wishes to listen to" accurately describes it. Creative advertising is more memorable and lasts longer. There is no concrete evidence that creative advertising affects buying behavior, even though numerous studies have demonstrated that they attract more attention and result in positive views toward the things being sold. Comparatively, little empirical study has been done to link creative messaging to actual sales revenues. Creative advertising has been a crapshoot because product and brand managers and the firms selling to them need a methodical methodology to evaluate the impact of their campaigns. (White, A & Smith, Bruce.,2001).

Since consumers are the main targets of businesses' advertising campaigns and use sense-making to interpret advertising messages, it is crucial to understand how customers view creative advertising. Businesses employ innovation in advertising to stand out from the competition and attract customers. Considering this, consumer perceptions of an advertisement's creativity may significantly influence their purchasing decisions and attitudes toward the product. (Ang, S.H. & Low, S.Y.M.,2000)

As a result, the current study investigates consumers' perceptions of advertising creativity in social media advertising

to build a conceptual framework for advertising innovation. Since organizations frequently build their success on the effectiveness of their communication through creative and original advertising, we opted to analyze the advertisements of different organizations as the base of this study.

To put it another way, our goal is to answer the query, "How do customers perceive creativity in advertising?" The current study fills a gap in the literature by conceptualizing advertising innovation from the consumer's perspective. The existing literature on the topic mostly represents the opinions of marketing academics and advertising experts.

The main objective of this study is to find out how creativity in social media advertising in the Egyptian market impacted the consumer's purchase intention and how advertisers can create distinctive advertisements through creative dimensions, especially in today's challenging environment. Understanding that creative ideas do not come easily, they must be developed through systematic thinking. Unique ideas might appear instant or impulsive, but they are not. They are based on sound strategy, outstanding visuals, and the correct application of timing and media. The conclusion is to ensure that all elements of advertising creativity work together to make the result more powerful and effective. (Basariya, s. & Rabiyathul., 2017).

The structure of the study is as follows. A summary of previous research and literature review on the main concepts of

the study, specifically advertising creativity and its measuring dimensions. It was followed by a section that details the research methodology used. The fourth section outlines and discusses the quantitative data analysis collected from consumers. It provides a framework for explaining the causes and effects of consumers' views of advertising creativity and its effects on the consumer's purchase intention. The study ends with conclusion, limitations as well as suggestions for future study.

2 Literature review and hypothesis development

2.1 Proposition of Divergence and Relevance Theory

The American Psychologist J. P. Guilford gave a crucial address to the American Psychological Association (AMA) in 1950, urging scholars to " look into creativity as a cognitive and social process as well as a personality feature." Guilford argued that psychology would be essential to both individual and collective creativity. He claimed that it is crucial to allow for thinking differently from the norm. He was the first to honor the decision he made. He demonstrated the connection between creativity and intellect by criticizing the exclusion of divergent thinking from the traditional IQ exam. Divergent thinking is a strategy for problem-solving that uses novel ideas to solve challenges that arise regularly. However, he criticized how the educational system forced pupils to think conventionally and approach problems similarly. He suggested using divergent thinking to solve problems. (Amabile & Pillemer. 2012).

Guilford concluded that creative thinking happens when different ideas are generated (Guilford, 1956). Divergent thinking, or what is today known as "thinking outside the box," is, in other words, the process of thinking in unconventional ways and coming up with answers to problems (Robinson, 2009).

The theory of divergence and relevance has been studied in numerous research, and the following statements sum up the theory of divergence and relevance: The answer that results from thinking in a way that is different from the norm is creativity. Divergence is a distinct, one-of-a-kind, original, and distinctive strategy. Relevance refers to the idea that the same unconventional thought should be relevant, practical, and acceptable, and, of course, it must provide a solution to the issue. Accepting the unique or unconventional concept by the relevant population's culture is also a part of this relevancy clause to conceptualization. According to this theory, creativity generates a unique and distinctive idea to achieve a specific goal. The response must be novel, but it cannot only be different. As a result, in addition to being valuable, accurate, and practicable, the solution must also be suited to the task or problem that needs to be solved. (Daechun, 2013).

2.2 How the Theory of Divergence and Relevance Drives Creativity

Several academics have developed measures using the idea to assess the uniqueness of advertising (Smith & Yang, 2004;

Smith et al., 2007). Similarly, in this work, the typologies and categories used to evaluate the chosen advertising were explained using the idea of divergence and relevance. The models and typologies derived from the theory will be utilized to test the chosen ads because this work defines and describes creative commercials. The typology from Smith (2007) is modified for the analysis. Divergence and relevance are broken into these categories, each with sub-factors that help define what makes commercials creative.

Albert D. Lasker offered a highly concise description of advertising when he said it is "salesmanship in print, propelled by a reason why" (Richards & Curran, 2002). That concept dates back to when electronic media and the internet existed when advertising was only allowed in print. It is necessary to look at the definition of advertising and its function in marketing to comprehend the relationship between creativity and advertising. One of several marketing communication tools is advertising. The Latin word "advertere," which means to grab notice, is the root of the English word "advertising." (Bel-Molokwu., 2005). The following, however, is highly comprehensive and valuable. It comes from Arens (2002): Advertising is organized and constructed non-personal distribution of information about things (goods, services, and ideas) by sponsors through various media that is typically paid for and persuasive in character.

Advertising is structured in contrast to oral communication, which is a reactive word of mouth, even though advertising and

other business communication instruments conform to the oral method. A composed commercial text is advertising. It is organized and well-planned. These messages are meant nicely. The messages often include many special effects or values to accomplish particular objectives. Since creativity and marketing/advertising first interacted, there have been many different approaches to creativity (Smith & Yang, 2004). Similar to psychological definitions, marketing creativity is typically regarded as having two qualities: divergence and relevance (also known as effectiveness). This leads to the conclusion that "creative ads are those that are perceived to be divergent and relevant" because "an ad has a specific goal, the level of creativity is to some extent based on its ability to achieve that goal" (Smith & Yang, 2004).

As authors argued that what is novel must also be usable, appropriate, and acceptable, being " the generation of ideas or outcomes that are both novel and useful, applicable, and acceptable," it changed the definition of creativity from the basic idea of "newness" or "strange." Since advertising is a business that needs to be measurable, it must be "new and appropriate to some purpose" (Amabile & Pratt.,2016). Additionally, developing a new chart so that creativity is recognized as a multi-faceted subject, knowing whether or not an idea is both novel and valuable will be independent of personal perception. Because

what is original to the author may not be fresh to the target audience, novelty or newness itself needs to be redefine.

2.3 Factors and Contents of Advertising Creativity

One key topic that still needs consensus among experts studying advertising creativity is what should be included in an advertisement to gauge its level of inventiveness. Almost all academics express the same idea in various ways. They all concur that a creative advertisement should have unique and pertinent aspects. Smith and Yang (2004) studied all prior works that outlined and enumerated the requirements for creativity. They developed a tabular presentation of the findings demonstrating divergence and relevance as the two factors determining creativity.

What constitutes a creative advertisement has been the subject of a lengthy debate. On the one hand, experts in the field often approach creativity as a problem-solving method. For instance, Reid et al. (1998) define "unique and inventive ideas designed to develop goal-directed and problem-solving advertisements and commercials" as an example. Similarly, Hoon & Low (2000) contend that creativity entails comedy, a break from "conventional" advertising rules, and alternative thinking. However, this body of literature needs more research that thoroughly analyzes the process of advertising creativity by highlighting the causes and effects that influence the process.

Relevant researchers have tried to investigate the idea of advertising creativity primarily through quantitative methods

(e.g., White and Smith, 2001; Hoon & Low, 2000; Kover et al., 1995). Most quantitative research has attempted to connect creativity with other advertising concepts like recall (Till & Baack, 2005; Stone et al., 2000; Stapel, 1998), attitude (Hoon & Low, 2000), like (Stone et al., 2000; Stapel, 1998), recognition (Stapel, 1998), or purchase intention (Hoon & Low, 2000; Kover et al., 1995). However, more attempt has yet to be made to delve further into how consumers perceive creative advertising.

We can have a comprehensive knowledge of creativity by merging the various concepts based on decades of research. Divergence and relevancy are the two critical components of advertising creativity. (Lindau & Tosti.,2012). Divergence is the term used to describe the aspects of commercials that set them apart from other forms of advertising. Ad-to-consumer relevance and brand-to-consumer relevance are two ways to determine relevance. Ad-to-consumer relevance is the state in which the advertisement elements have significance for the target audience. The relevance of a brand or product to a consumer's requirements or uses is referred to as brand-to-consumer relevance. (Smith, Chen & Yang., 2008)

Humor is a crucial component of creative advertising. Humor is a crucial component of creativity since it can enhance the experience of seeing an advertisement if the consumer finds it amusing (Ang & Low., 2000).

We might think of creativity in advertising as a divergence from the typical, familiar, or ordinary by utilizing a study

undertaken by Robert Smith of Indiana University and his research team. According to Smith, "divergence was demonstrated to be the leading indicator of ad creativity."Finally, we integrated imagination, future direction, and unusual perspective into a single factor termed "imagination" in order to reduce conceptual repetition and achieve simplicity, leaving five primary markers of ad divergence: From this, he created five metrics that reveal the degree of divergence in particular advertising: (Singh, Pravin & Gautam, Amit., 2019).

- *Originality* – advertisements with unusual, unexpected, or otherwise out-of-the-ordinary components.
- *Flexibility* – advertisements that present a variety of viewpoints or views.
- *Synthesis* – advertisements that connect, integrate, or merge typically unrelated objects or concepts.
- *Elaboration* – advertisements that include surprising elements or wrap up and develop simple concepts to make them more elaborate, complex, or intelligent.
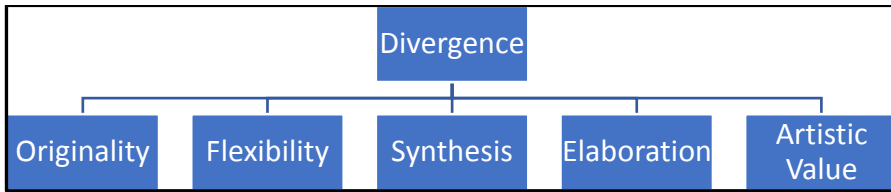- *Artistic Value* – advertisements that use appealing colors or artistic, linguistic impressions.

Figure (1) Divergence elements
Source: Developed by the researcher. Adapted from Smith et al., 2008

From the previous explanations regarding advertising creativity and its dimensions. In addition, the current study concentrates on studying the effect of advertising creativity on consumers' purchase intention. The researcher has concluded the first hypothesis:

H1: There is a significant relationship between advertising creativity and purchase intention

2.3.1 Originality

A unique advertisement includes characteristics that are uncommon, unexpected, or deviate from the obvious and ordinary. The distinctiveness of the concepts or elements presented in the advertisement is highlighted. An advertisement can deviate from expectations or experiences using original verbal or visual strategies. Many marketing initiatives need more originality. The Coca-Cola ad "Happiness Factory" excelled in the originality dimension of the interior of a vending machine and was one of the campaigns we looked at that succeeded in the creativity category. (Lehnert et al., 2014).

Advertising that conveys surprising or uncommon concepts can be considered to be original. The following inquiries can be used to gauge originality:

- Is the advertisement unusual?
- Is the ad distinctive?
- Does the advertisement challenge stereotypical beliefs?

From the above description, the researcher has concluded the following hypothesis:

H1a: There is a significant relationship between originality and purchase intention

2.3.2 Flexibility

An advertisement that receives good marks for versatility seamlessly connects the product to numerous uses or concepts. For instance, a commercial for the Kraft Foods coffee brand Jacobs Krönung that ran in Germany in 2011 and 2012 featured a male juggling several household tasks, including dishwashing, button-sewing, and slicing an onion. (Werner.,2018) Presenting several concepts or thoughts that shift from one topic to another might accomplish flexibility. Smith evaluated an advertisement's adaptability using the following criteria:

- Did the advertisement include concepts that jumped from one issue to another?
- Are there any new concepts in the advertisement?
- Does the advertisement switch between ideas?

From the above description, the researcher has concluded the following hypothesis:

H1b: There is a significant relationship between flexibility and purchase intention.

2.3.3 Elaboration

Many advertisements extend simple concepts or include unexpected details, making them sophisticated and complex. One practical illustration is a commercial for Ehrmann fruit yogurt, one of the top brands in Germany, in which a woman is eating yogurt and licks her lips to reveal that her tongue resembles a strawberry (Ehrmann produced variations of the commercial for various flavors). This advertisement significantly deepens the notion of fruitiness in yogurt. (Lehnert et al., 2014)

This aspect of divergence applies to commercials that offer unexpected details or develop straightforward concepts into something more nuanced and sophisticated:

- Is the advertisement packed with information?
- Does the advertisement develop simple concepts into more complex ones?
- Did the ad include more information than you anticipated?

From the above description, the researcher has concluded the hypothesis:

H1c: There is a significant relationship between elaboration and purchase intention.

2.3.4 Synthesis

This aspect of creativity is about combining or linking typically unconnected things or concepts. An advertisement for Juicy Fruit Squish chewing gum, for instance, depicted rabbits who were penned like cattle and fed bananas, berries, and melon as their teeth grew in. To create a unique plot, the commercial blends seemingly unconnected elements (such as chewing gum and rabbits) (Werner.,2018). Synthesis refers to advertising that integrates two frequently unrelated themes or things. It can be analyzed by asking whether the advertisement connects typically unrelated objects.

• Does the advertisement have any odd connections?

• Does the advertisement pair strange items?

From the above description, the researcher has concluded the hypothesis:

H1d: There is a significant relationship between synthesis and purchase intention.

2.3.5 Artistic value

Aesthetically pleasing linguistic, visual, or auditory components can be found in advertisements with high artistic originality. They have excellent production values, thoughtful dialogue, unique color schemes, and a distinctive soundtrack. Customers frequently perceive advertisements as almost works of

art rather than concentrating on sales. An animated commercial for Danone's Fantasia yogurt that aired at the end of 2009 was one of the advertisements we looked at, and it received one of the top scores for aesthetic Value. In the background of fruit-filled flowers, it featured a woman floating on a flower petal across a sea of Fantasia yogurt. (Werner.,2018) The commercials' overall aesthetic value includes color, sound, and design, among other things. It is possible to determine an advertisement's aesthetic worth by asking:

- Is the advertisement visually or vocally distinctive?
- Does the advertisement vocally or graphically bring ideas to life?
- Is the advertisement artistically made?

From the above description, the researcher has concluded the hypothesis:

H1e: There is a significant relationship between artistic Value and purchase intention.

2.4 Ad Relevance

Divergence has always been an important topic when discussing the different aspects of creativity, but the advertisement must also be relevant, acceptable, and meaningful. Thus, relevance is the extent to which a component of an advertisement has meaning, significance, or Value for the target audience. Relevance typically has to do with the advertisement's informational or brand attributes. From the above description, the researcher has concluded the following hypothesis:

H2: There is a significant relationship between Ad relevance and purchase intention.

2.4.1 Ad-to-Consumer Relevance:

It describes a situation in which an advertisement contains execution components that are significant to consumers. This level of relevance is attained when the advertisements have the ability to elicit an emotional response from potential customers. For instance, Coca-Cola's advertising campaigns in India for their soft drink brand Thumbs Up strongly emphasize appealing to the younger demographic. Therefore, the Thumbs Up advertisement is relevant to the younger generation. (Hayes et al., 2019)

From the above description, the researcher has concluded the following hypothesis:

H2a: There is a significant relationship between Ad to consumer relevance and purchase intention.

2.4.2 Brand-to-Consumer Relevance:

Generally, the marketed brand or product category must be pertinent to potential customers. This scenario can be realized if the commercial builds a meaningful bond between the brand and the consumer. The commercials may demonstrate that potential customers are familiar with the advertised brand or type of advertising (Hayes et al., 2019).

From the above description, the researcher has concluded the following hypothesis:

H2b: There is a significant relationship between brand-to-consumer relevance and purchase intention.

2.5 Social Media as a Marketing Channel

As marketing communication becomes an essential component of their strategy, more businesses invest more time and energy into it. We may make the case that businesses should only partially rely on conventional sales and marketing procedures due to the quickly changing nature of marketing communication channels. Businesses can obtain a competitive edge over rivals selling identical items by utilizing unconventional and integrated marketing platforms, like social media (Haataja., 2010).

Facebook and other social media platforms allow businesses to contact vast target audiences rapidly. The target demographic can interact with businesses and their marketing initiatives thanks to these social media sites. Despite all the apparent advantages of social media, many businesses need help comprehending how their marketing communications affect customers and how consumers view or evaluate these messages (Haataja. 2010).

In comparison to conventional commercial marketing, Bloom & Novelli (1981) claimed that success in social marketing required greater intelligence, creativity, and uniqueness (Lefebvre, 2007). According to a research survey, the final two success characteristics determine how creative an advertisement is. Particularly in terms of originality in social marketing, the scientific community places a specific focus on it as a critical

component for the success of a social marketing campaign through the use of novel communication channels or target audience methods (Lefebvre., 2007).

Several prior studies and literature on using social media and comprehending consumer opinions internationally (Brown et al., 2007; Dawley, 2016; Haataja, 2010). Nevertheless, research on creative advertising across social media and integrated marketing channels needs to be improved. The term "integrated marketing channels" refers to the channels utilized during integrated marketing efforts to convey a clear and consistent brand message to consumers while enabling the various channels to support and enhance one another (Kotler & Keller, 2011). The relevance of originality for successful marketing has been extensively studied in advertising (Barry & Howard, 1990; Smith & Yang, 2004; Smith, Chen, & Yang, 2008; Smith, Chen, & Yang, 2010). However, there needs to be significant research on the importance of creating social media advertising and its effect on consumers' purchase intention in Egypt.

This study sought to address the research question, "What impact does creativity in social media marketing have on consumer's purchase intention?" by examining the relationship between creativity in social media marketing and consumers' purchase intentions. This study was intended to help companies and marketers in Egypt manage social media platforms more effectively as non-traditional marketing channels. The study was

also expected to shed light on consumers' perceptions of social media marketing and help firms understand their customers' responses to innovation in social media marketing.

This knowledge is relevant now since marketing initiatives and using unconventional marketing channels, such as social media platforms, are developing quickly. This would help us comprehend how to interact with and develop consumer relationships and whether creativity and other social media marketing components are crucial. People are social creatures by nature, and we constantly gather and disseminate information that is significant to us. Through various social media platforms, social interaction with others has become very simple and commonplace for many generations, especially younger ones. Each social media platform has a vastly expansive range in how consumers and businesses use it. With new technologies and platforms being introduced often, social media's functioning and how users connect continue to undergo drastic change.

For businesses to maintain their competitive advantage, marketing must adapt to these rapid changes (Packer., 2011). Most platforms link users who share interests and enable them to communicate with one another while gathering or exchanging data. Below is a detailed explanation of how consumers and business organizations use social media.

2.6 Social media usage

Social media comprises online programs on numerous platforms that enable contact, interaction, and content sharing. Through a variety of social media platforms, social media material and messages can be distributed using a variety of media formats, such as blogs, wikis, podcasts, videos, photos, sound, and discussion boards. Social media use has increased dramatically and is still growing. Social media is a communication medium that businesses utilize for marketing and advertising. Thanks to social media, these companies may now carry out integrated marketing efforts with less effort and expense. (Kim & Ko.,2012.)

A 2008 survey by DEI Worldwide indicated that 49% of customers used social media to make a purchasing decision based on the information they found there. In addition, 70% of consumers use social media to search for information. Additionally, 45% of those who used social media to look for information engaged in word-of-mouth marketing, and 60% stated they were inclined to use social media to spread information to others. One customer is worth much more than what they spent initially. Thus, businesses that do not use social media as a communication tool to inform and develop relationships with customers are missing a huge potential (DEI Worldwide 2008).

Platforms like Facebook (and its mobile counterpart, Instagram) enable advertisers to engage with their customers and

target their ads to them. These commercials are effectively targeted since they account for consumer behavior, geography, interests, and demographics (Facebook Business, 2018). Businesses may communicate and interact with customers. Through social media, customers can communicate and share information and ideas that can be useful to other customers and business organizations.

2.7 Purchase intention

The likelihood that a consumer will purchase a product after weighing its features against those of competing brands is known as purchase intention. Purchase intent is a crucial indicator of customer behavior. It indicates a potential customer who could be willing to buy the product. When the consumer is more willing to purchase a product, that indicates that he intends to buy this product. When consumers respond favorably to a product's commercial and buy it, they are likelier to have a positive and stronger intention toward it.

Purchase intention is a significant indication of consumer behavior because it reflects consumers' perceived willingness to buy products (Zhu et al., 2020). According to Ingavale (2013), exposure to a particular commercial impacts customers' purchasing decisions. On the other hand, Jiang et al. (2010) claimed that advertising has mental impacts that influence consumers to engage in a specific behavior. Conative reactions

like purchase intent thus represent the behavioral reactions of consumers to these effects.

Purchase intention is the likelihood that a consumer will buy the relevant good or service in the future due to seeing the advertisement (Dodds et al., 1991). We treated purchase intention as a response following the existing literature because prior research has demonstrated that customers' buying intentions are a response to stimuli (Jiang et al., 2010; Liu et al., 2016). (Liu et al., 2016; Moon et al., 2017; Sohaib & Kang, 2015; Wu et al., 2019).

When considering whether to make a purchase, Jayachandran and Kaufman (2004) emphasized that product knowledge is crucial. Another study by Fung et al. (2004) found a correlation between customer feelings and the packaging and design of the advertisement. Additionally, from a business standpoint, packaging and design "create the goodwill of a firm, and it also reflects the quality of the product." "Perceived value of purchase intention," or "the relationship between products and consumers," is another element (Payne & Holt, 2001). Overall, it is concluded that consumers are more likely to purchase when the perceived Value is higher (Younus et al., 2015).

"The product's perceived value has various concrete and intangible elements" (Snoj et al., 2004). According to Petrick (2002), increased perception may result in a purchasing decision. However, customers evaluate things and make decisions based on their knowledge of the products. 2007 (Lin & Lin). According

to Younus et al. (2015), "buying intention has a positive influence on perceived value" (Tun Zong et al., 1994).

2.8 Demographics on social media

It has been demonstrated that demographic characteristics substantially impact how people and web users behave (Assael, 2004; Engel, Blackwell & Miniard, 2006; Koufaris, 2002). Demographic characteristics offer a reasonably simple and trustworthy basis for segmentation (Girard et al., 2003).

The demographic variables included age, gender, income, education, marital status, nationality, and race. It has been concluded from the previous researchers and previous studies that there are diverse demographic variables operating on social media means daily. Thus, consumers will interact with advertisements posted on social media, especially Facebook.

Demographic variables vary worldwide, and the nature of consumers dealing with social media daily is different from country to country as there are many differences between cultures.

The researcher concentrated on four main demographic variables that played an essential role, as previously mentioned and agreed upon by previous marketing and social media researchers. Age, gender, income, and education will be the demographic variables. Their influence will be measured as a moderator between the advertising creativity in social media ads and consumers' purchase intention in Egypt.

From the above description, the researcher has concluded the following hypothesis:

H3: There is a significant relationship between advertising creativity and purchase intention moderated by demographics.
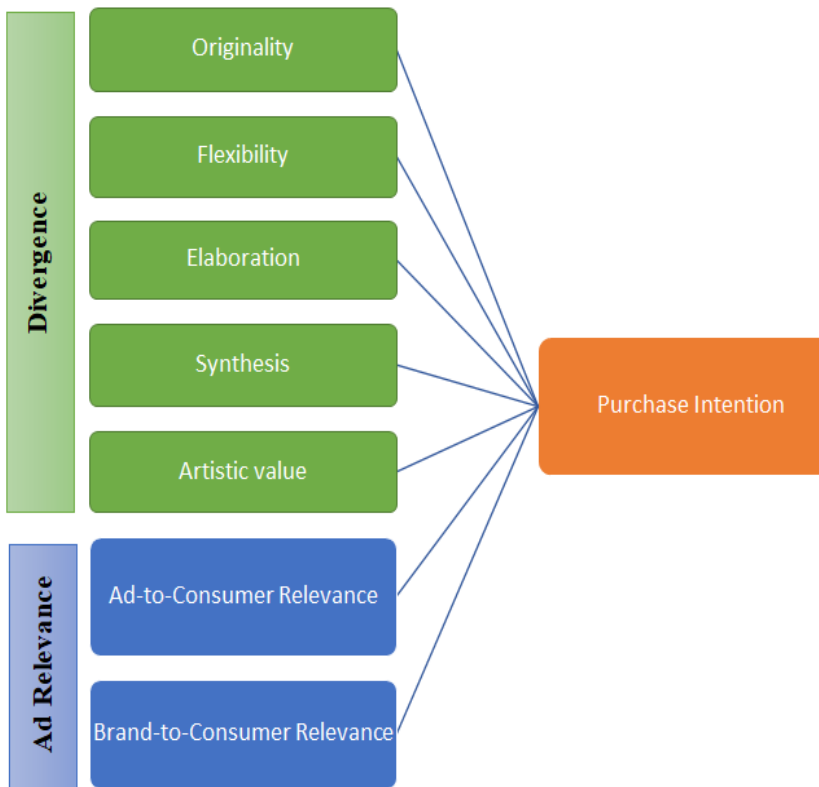
3   Conceptual framework of the study:

Figure (2) Proposed Research Framework

Source: Developed by the researcher

Based on the literature review, the conceptual model (see figure 2) with its primary constructs is developed by adapting measurement items from previous research. The ad creativity in this study is measured by two primary constructs divergence and ad relevance. Divergence's main dimensions (originality, flexibility, elaboration, synthesis, and artistic Value). Additionally, ad relevance is measured by (Ad to consumer relevance and brand-to-consumer relevance). Divergence and ad relevance represent the independent variables in the study, moving to the dependent variable, which is the consumer's purchase intention and moderated by demographics (age, gender, income, and education).

4 Research Methodology and Sampling

4.1 Sampling plan

A web-based survey instrument has been created that uses a non-probability convenience sampling technique via survey monkey. Also, in advance of a complete investigation, a sample of the survey was used before conducting the official survey; 25 respondents took a pre-test to ensure the items were clear and straightforward to understand. The goals of the pilot study were to assess the reliability of the scale items and pinpoint areas that needed improvement. Participants in the pilot study provided feedback regarding the variables considered for the research survey. The researcher modified the statements in each measurement based on feedback from the pilot study to make

them understandable to the intended audience. The researcher revised the research survey before starting to gather data.

In November 2022, the data collection process was carried out. 459 Egyptian consumers responded despite efforts to contact the participants through numerous online groups (through Facebook and WhatsApp). Since there is no specific framework for this community, the researchers outline a selection of 400 respondents with a 95 % coefficient of confidence and 5 % error limits. The final sample was therefore deemed adequate for data analysis as this research is quantitative. The study population is as follows: all consumers using social media means in Egypt aged between (18 – 65).

4.2 Questionnaire design

All scales used in this study were taken from the past literature. Advertising creativity was adapted from Smith, Robert & Yang, Xiaojing. (2004).). Smith and his colleagues 2007 saw the adoption of an advertising context. With an emphasis on advertising creativity, which has five dimensions originality, flexibility, elaboration, synthesis, and artistic Value, he concentrated on the elements directly related to how consumers utilize and process advertisements. Ad relevance construct was adapted from Jung, A-Reum. (2017). The researcher has selected four creative ads from four companies (Nescafe, Ikea, McDonald's, and Heinz). Those ads have been launched

previously on social media and were voted as creative ads by various advertising agencies and consumers as well.

The questionnaire was designed with simple and direct language. The questionnaire was initially written in English. However, since Arabic is the mother tongue of Egypt, an Arabic translation was also produced. This process was essential to guarantee that the respondents fully understood the statements before responding.

An online survey was created to collect the current research's primary data. The questionnaire comprises four sections measuring consumers' purchase intention toward four creative ads. The first section of the questionnaire contained questions regarding the characteristics of ad creativity in order to gauge how consumers responded to creative advertisements. The second section of the questionnaire measured how relevant advertisements were to consumers. Followed by questions regarding consumers' purchase intention concerning the creative advertisements. The demographics are the main focus of the final section. A 5-point Likert scale, from strongly agree to disagree, weighted from 1 to 5 strongly, was used in all categories, except for demographics, to gauge respondents' levels of agreement with the stated questions.

Data analysis SPSS is used to analyze data statistically. The researcher performed various tests on data, such as reliability, correlation, and regression analysis.

5   Statistical Analysis

5.1 Reliability and intrinsic validity for research dimensions

The internal consistency coefficient (Cronbach's Alpha) reflects the reliability of a scale. The results of the Factor Analysis show that all items are loaded in their constructs as suggested in the proposed model, as the loading of all items is more significant than 0.5. Also, AVE values indicate that the created constructs could explain more than 50% of the questions, indicating high internal validity.

5.2 Descriptive Statistics of demographics constructs

Table (1) Descriptive Statistics of demographics constructs

Variables	Frequency	Percentage
Gender	**Sample (n=459)**	**100%**
Female	210	45.8%
Male	249	54.2%
Income level	**Sample (n=459)**	**100%**
Less than 10,000	145	31.6%
10,000-20,000	235	51.2%
20,000-30,000	37	8.1%
Above 30,000	42	9.2%
Educational level	**Sample (n=459)**	**100%**
High school	55	12%
Bachelor's Degree	334	72.8%

Post Graduate degree	70	15.3%
Age	**Sample (n=459)**	**100%**
18-29	166	36.2%
30-39	231	50.3%
40-49	52	11.3%
50-59	8	1.7%
60 or older	2	.4%

From the previous table, it is clear that 46% of the sample are females, and 54% of the sample are males. 32% of their income is less than 10000, 51% is between 10,000 and 20,000, and the others earned more than 20,000. Most of the sample have earned bachelor's degrees and are aged 18-39.

5.3 Descriptive statistics of the study framework variables

In this section, the descriptive statistics of the study variables are described since the results were as follows:

- The results indicated that the average originality for different advertisements is between 2.5 and 3.1. Accordingly, respondents tend to agree with the statements that measure these constructs neutrally. The highest average is for the advertisement of IKEA., followed by Nescafe and McDonald's, and the minor agreement for Heinz advertisement.

- The results showed that the average flexibility for different advertisements is between 2.4 and 2.8, then respondents tend to agree with the statements that measure these constructs neutrally. The highest average is for the advertisement of

IKEA, followed by Nescafe and McDonald's, and a minor agreement for Heinz advertisement.

- It is clear that the average synthesis for different advertisements is between 2.3 and 2.9, then respondents tend to agree with the statements that measure these constructs neutrally. The highest average is for the advertisement of IKEA, followed by Nescafe and McDonald's, and a minor agreement for Heinz advertisement.

- The results showed that the average elaboration for different advertisements is between 2.3 and 2.7, then respondents tend to agree with the statements that measure these constructs neutrally. The highest average is for the advertisement of IKEA, followed by Nescafe and Heinz, and the least agreement for McDonald's advertisement.

- It is indicated that the average artistic Value for different advertisements is between 2.4 and 3, then respondents tend to agree with the statements that measure these constructs neutrally. The highest average is for the advertisement of Nescafe, followed by IKEA and McDonald's, and the least agreement for Heinz advertisement.

- It is clear that the average of Ad to consumer relevance for different advertisements is between 2.4 and 3, then respondents tend to agree with the statements that measure these constructs neutrally. The highest average is for the

advertisements of Nescafe and IKEA. McDonald's and Heinz are relative to each other, with an average of 2.5.

- The results indicated that the average brand-to-consumer relevance for different advertisements is between 2.4 and 2.8, then respondents tend to agree with the statements that measure these constructs neutrally. The highest average is for the advertisement of Nescafe, IKEA, McDonald's, and Heinz by the same sequence.

- It is clear that the average purchase intention for different advertisements is around 3, then respondents tend to neutrally agree with the statements that measure these constructs. The highest average is for the advertisement of IKEA, followed by Nescafe, McDonald's, and Heinz.

5.4 Correlation analysis

5.4.1 Nescafe

The following table illustrates the Pearson's correlation coefficient test results for the Nescafe advertisement. From it, there is a statistically significant positive correlation with a p-value <0.05 between purchase intention and each originality, flexibility, synthesis, elaboration, artistic Value, Ad to consumer relevance, and brand-to-consumer relevance. The highest correlation is between brand to consumer relevance, and the least correlation is with originality.

Table (2): Pearson's coefficient Correlation between the study variables for Nescafe Advertisement

Correlations

	originality	flexibility	synthesis	elaboration	Artistic Value	Ad-to-Consumer Relevance	Brand-to-Consumer Relevance
Purchase intention	.289**	.385**	.311**	.318**	.383**	.454**	.508**

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

5.4.2 IKEA

The following table illustrates the Pearson's correlation coefficient test results for IKEA advertisement. From it, we can conclude a statistically significant positive correlation with a p-value <0.05 between purchase intention and each originality, flexibility, synthesis, elaboration, artistic Value, Ad to consumer relevance, and brand-to-consumer relevance. The highest correlation is with artistic Value, and the least correlation is with the brand to consumer relevance.

Table (3): Pearson's coefficient Correlation between the study variables for IKEA Advertisement

Correlations

	originality	flexibility	synthesis	elaboration	Artistic Value	Ad-to-Consumer Relevance	Brand-to-Consumer Relevance
Purchase intention	.356**	.366**	.338**	.338**	.441**	.399**	.286**

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

5.4.3 McDonald's

The following table illustrates the Pearson's correlation coefficient test results for McDonald's advertisement. From it, there is a statistically significant positive correlation with p-value <0.05 between purchase intention and each of originality, flexibility, synthesis, elaboration, artistic Value, Ad to consumer relevance, and brand to consumer relevance. The highest correlation is between Ad to consumer relevance, and the least correlation is with flexibility.

Table (4): Pearson's coefficient Correlation between the study variables for McDonald's Advertisement

Correlations

	originality	flexibility	synthesis	elaboration	Artistic Value	Ad-to-Consumer Relevance	Brand-to-Consumer Relevance
Purchase intention	**.309****	**.262****	**.353****	**.371****	**.377****	**.405****	**.404****

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

5.4.4 Heinz.

The following table illustrates the Pearson's correlation coefficient test results for the Heinz advertisement. From it, we can conclude that there is a statistically significant positive correlation with a p-value <0.05 between purchase intention and each originality, flexibility, synthesis, elaboration, artistic Value, Ad to consumer relevance, and brand-to-consumer relevance. The highest correlation is between brand to consumer relevance, and the least correlation is with flexibility.

Table (5): Pearson's coefficient Correlation between the study variables for Heinz Advertisement

Correlations

	originality	flexibility	synthesis	elaboration	Artistic Value	Ad-to-Consumer Relevance	Brand-to-Consumer Relevance
Purchase intention	.231**	.156**	.221**	.253**	.275**	.232**	.415**

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

5.5 Testing the research hypotheses

To answer these hypotheses, regression analysis will be used:

5.5.1 Nescafe.

Table (6) Regression analysis for Nescafe Advertisement

	Unstandardized Coefficients		Standardized Coefficients			R-square
	B	Beta	Standardized	t	Sig.	
(Constant)	1.825	.148		12.305	.000	0.320
originality	.070	.028	.012	2.520	.004	
flexibility	.098	.033	.151	2.946	.003	
synthesis	.038	.038	.053	1.010	.313	
elaboration	.089	.033	.084	2.681	.004	
Artistic Value	.039	.030	.066	1.301	.194	
Ad-to-Consumer Relevance	.095	.029	.172	3.218	.001	

Brand-to-Consumer Relevance	.179	.028	.316	6.476	.000
gender	.083	.073	.045	1.146	.253
income	.112	.100	.046	1.116	.265
education	.105	.112	.038	.939	.348
age	-.121	.112	-.045	-1.082	.280

Note that gender is a dummy variable that takes one if male and 0 if female. Income is a dummy variable that takes one if greater than 20,000 and 0 if less than 20,000. Education is a dummy variable that takes 1 for a bachelor's degree or higher. Age is a dummy variable that takes one, if greater than 40 years.

from the above table, we can conclude that with confidence, 95%

- Originality has a significant positive impact on the purchase intention of Nescafe advertisement, and this effect = 0.070, controlling for other variables.

- Flexibility has a significant positive impact on the purchase intention of Nescafe advertisement, and this effect = 0.098, controlling for other variables.

- Elaboration has a significant positive impact on the purchase intention of Nescafe advertisement, and this effect = 0.095, controlling for other variables.

- Ad to consumer relevance has a significant positive impact on the purchase intention of Nescafe advertisement, and this effect = 0.089, controlling for other variables.

- Brand-to-consumer relevance has a significant positive impact on the purchase intention of Nescafe advertisement, and this effect = 0.089, controlling for other variables.

- Each synthesis and artistic Value have no significant impact on the purchase intention of Nescafe advertisement as their p-values are more significant than 5%.
- All demographic variables have no significant impact on the purchase intention of Nescafe advertisement, as their p-values are greater than 5%.
- From the R-square, the estimated model could explain around 32% of the variation in the purchase intention of Nescafe.

To be sure that model results are reliable, we have to check the linearity assumption. It was tested, and the points were random, then linearity is satisfied.

5.5.2 IKEA

Table (7) Regression analysis for IKEA Advertisement

	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta	t	Sig.	R-square
(Constant)	1.932	.157		12.333	.000	0.264
originality	.043	.018	.077	2.402	.016	
flexibility	.028	.035	.047	.814	.416	
synthesis	.024	.031	.041	.772	.440	
elaboration	.056	.020	.092	2.825	.012	
Artistic Value	.116	.033	.201	3.514	.000	
Ad-to-Consumer Relevance	.072	.031	.129	2.338	.020	
Brand-to-Consumer Relevance	.080	.035	.104	2.317	.021	
gender	-.104	.074	-.058	-1.396	.163	
income	-.111	.102	-.047	-1.090	.276	
education	.252	.113	.092	2.231	.026	
age	-.291	.115	-.111	-2.531	.012	

Note that gender is a dummy variable that takes one if male and 0 if female. Income is a dummy variable that takes 1 if greater than

20,000 and 0 if less than 20,000. Education is a dummy variable that takes 1 for a bachelor's degree or higher. Age is a dummy variable that takes 1 if greater than 40 years.

from the above table, we can conclude that with confidence, 95%

- Originality has a significant positive impact on the purchase intention of Ikea, and this effect = 0.043, controlling for other variables.
- Elaboration has a significant positive impact on the purchase intention of Ikea, and this effect = 0.056, controlling for other variables.
- Artistic Value has a significant positive impact on the purchase intention of Ikea, and this effect = 0.116, controlling for other variables.
- Ad to consumer relevance has a significant positive impact on the purchase intention of Ikea, and this effect = 0.072, controlling for other variables.
- Brand-to-consumer relevance has a significant positive impact on the purchase intention of Ikea, and this effect = 0.080, controlling for other variables.
- Each synthesis and flexibility has no significant impact on the purchase intention of Ikea as their p-values are greater than 5%.
- Education has a significant positive impact on the purchase intention of Ikea. That is, the average purchase intention of Ikea of highly educated respondents is higher than the same average for high school respondents.

- Age has a significant negative impact on the purchase intention of Ikea. That is, the average purchase intention of Ikea of older respondents is lower than the same average for younger respondents.
- Gender and income variables have no significant impact on purchase intention as their p-values are greater than 5%.
- From the R-square, the estimated model could explain around 26.4% of the variation in the purchase intention of Ikea.

To be sure that model results are reliable, we have to check the linearity assumption. It was tested, and the points were random, then linearity is satisfied.

5.5.3 McDonald's.

Table (8) Regression analysis for McDonald's Advertisement

	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta	t	Sig.	R-square
(Constant)	1.826	.142		12.877	.000	0.257
originality	.080	.031	.123	2.572	.010	
flexibility	-.033	.036	-.048	-.941	.347	
synthesis	.027	.036	.042	.750	.453	
elaboration	.086	.032	.135	2.669	.008	
Artistic Value	.078	.029	.139	2.673	.008	
Ad-to-Consumer Relevance	.079	.033	.132	2.403	.017	
Brand-to-Consumer Relevance	.096	.030	.164	3.171	.002	
gender	.050	.071	.029	.696	.487	
income	-.090	.097	-.040	-.931	.352	
education	.231	.109	.089	2.116	.035	
age	-.040	.108	-.016	-.368	.713	

Note that gender is a dummy variable that takes one if male and 0 if female. Income is a dummy variable that takes 1 if greater than 20,000 and 0 if less than 20,000. Education is a dummy variable that takes 1 for a bachelor's degree or higher. Age is a dummy variable that takes 1 if greater than 40 years.

from the above table, we can conclude that with confidence, 95%

- Originality has a significant positive impact on the purchase intention of McDonald's, and this effect = 0.08 controlling for other variables.
- Elaboration has a significant positive impact on the purchase intention of McDonald's, and this effect = 0.086, controlling for other variables.
- Artistic Value has a significant positive impact on the purchase intention of McDonald's, and this effect = 0.078, controlling for other variables.
- Ad to consumer relevance has a significant positive impact on the purchase intention of McDonald's, and this effect = 0.079, controlling for other variables.
- Brand-to-consumer relevance has a significant positive impact on the purchase intention of McDonald's, and this effect = 0.096, controlling for other variables.
- Each synthesis and flexibility has no significant impact on the purchase intention of McDonald's as their p-values are greater than 5%.

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- Education has a significant positive impact on the purchase intention of McDonald's; that is, the average purchase intention of McDonald's of highly educated respondents is higher than the same average for high school respondents.
- Gender, age, and income variables have no significant impact on purchase intention as their p-values are greater than 5%.
- From the R-square, the estimated model could explain around 25.7% of the variation in the purchase intention of McDonald's.

To be sure that model results are reliable, we have to check the linearity assumption. It was tested, and the points were random, then linearity is satisfied.

5.5.4 Heinz.

Table (9) Regression analysis for Heinz Advertisement

	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta	t	Sig.	R-square
(Constant)	2.097	.130		16.082	.000	0.189
originality	.051	.029	.091	1.749	.081	
flexibility	-.024	.033	-.039	-.731	.465	
synthesis	.029	.035	.045	.847	.398	
elaboration	.071	.033	.110	2.183	.030	
Artistic Value	.045	.028	.082	1.616	.107	
Ad-to-Consumer Relevance	-.042	.031	-.073	-1.341	.181	
Brand-to-Consumer Relevance	.180	.029	.336	6.252	.000	
gender	.091	.060	.066	1.507	.133	
income	-.094	.082	-.051	-1.142	.254	
education	.064	.092	.030	.695	.488	
age	.127	.093	.063	1.372	.171	

Note that gender is a dummy variable taking one if male and 0 if female. Income is a dummy variable that takes one if greater than 20,000 and 0 if less than 20,000. Education is a dummy variable that takes 1 for a bachelor's degree or higher. Age is a dummy variable that takes one, if greater than 40 years.

from the above table, we can conclude that with confidence, 95%

- Elaboration has a significant positive impact on the purchase intention of Heinz, and this effect = 0.071, controlling for other variables.
- Brand-to-consumer relevance has a significant positive impact on the purchase intention of Heinz, and this effect = 0.180, controlling for other variables.
- All other independent variables have no significant impact on the purchase intention of Heinz as their p-values are greater than 5%.
- All demographic variables have no significant impact on purchase intention as their p-values are greater than 5%.
- The estimated model could explain around 18.9% of Heinz's purchase intention variation from the R-square.

   To be sure that model results are reliable, we have to check the linearity assumption. It was tested, and the points were random, then linearity is satisfied.

5.6 Conclusion of the statistical results

from the above analysis we can conclude that

5.6.1 For Nescafe

- We accept that there is significant impact on each of originality, elaboration, flexibility, Ad to consumer relevance, brand to consumer relevance on purchase intention.
- We reject that there is significant impact on each of synthesis, and artistic value on purchase intention.
- The highest effect on purchase intention for Nescafe advertisement is for brand to consumer relevance, the least effect is for Ad to consumer relevance.

5.6.2 For IKEA

- We accept that there is significant impact on each of originality, Elaboration, artistic value, Ad to consumer relevance, brand to consumer relevance on purchase intention.
- We reject that there is significant impact on each of synthesis, and flexibility on purchase intention.
- The highest effect on purchase intention for IKEA is for Artistic value, the least effect is for originality.

5.6.3 For McDonald's

- We accept that there is significant impact on each of originality, Elaboration, artistic value, Ad to consumer relevance, brand to consumer relevance on purchase intention.
- We reject that there is significant impact on each of synthesis, and flexibility on purchase intention.
- The highest effect on purchase intention for McDonald's is for brand to consumer relevance, the least effect is for Artistic value.

5.6.4 For Heinz

- We accept that there is a significant impact on each of Elaboration, brand to consumer relevance on purchase intention.
- We reject that there is a significant impact on each of originality, artistic value, Ad to consumer relevance, synthesis, and flexibility on purchase intention.
- The highest effect on purchase intention for Heinz is for a brand to consumer relevance; the least effect is for elaboration.

6 Conclusion

Divergence and relevance are frequently used to characterize creative advertising. Divergence is the term used to describe the aspects of commercials that set them apart from other forms of advertising. Ad-to-consumer relevance and brand-to-consumer relevance are two ways to determine relevance. (Smith & Yang 2004.) Additionally, other advertising components are seen as essential in creative advertising, such as comedy and storytelling (Ang & Low, 2000). In this study's respondents, advertising with these innovative features was linked with being positive, while those without them were associated with being negative. Positive consumer action mainly purchases intention, directly resulting from effective advertising.

The respondents viewed advertising without these creative components negatively, leading to consumers blocking or

ignoring them and disrupting their social media experience. Every responder to this study regularly used social media to communicate with friends and family. All respondents acknowledged that they view too many advertisements and frequently impede them. Social media platforms are overrun with advertisements; respondents judged good advertisements to meet the above-mentioned creative criteria while being undetectable and similar to non-ad material on these platforms.

Divergent advertisements are unique and different; therefore, at the most fundamental level, a contrast effect should be produced, according to Smith and Yang (2004). The advertisement's divergent, which distinguishes it from other advertisements and draws pre-attentive processing (such as orientation reactions), which causes the consumer to notice and focus processing resources on the advertisement, create this contrast. Due to the contrast effect, advertisements stand out from other advertisements and other materials, attracting the consumer's attention. Suppose the advertisement stands out as an advertisement that consumers judge critically on platforms where they expect to see enjoyable original material rather than traditional advertisements. In that case, it might fail on social media sites.

When it comes to social media advertising, additional factors and elements may influence consumer behavior, such as the creativity of the ads. Suitable ads are relevant and contain creative elements (building blocks of divergence), such as

humor, storytelling, and original, unique content. In conclusion, the higher the creativity of the advertisement, the higher the consumer's purchase intention toward the advertisement.

7 Limitations of the study and suggestions for further research

The current study suggests interesting topics for more research. The fact that the subject of advertising creativity is completely unexplored highlights the need for future research to create a comprehensive understanding of this vital advertising aspect. To give an example, it is necessary to conduct more studies on how customers perceive creativity to comprehend the influences on advertising creativity from the viewpoint of consumers. Future research on the subject may be encouraged by the significance of advertising creativity to advertising effectiveness, particularly in social marketing. It is highly advised to replicate this research in advertising for services rather than consumer products to broaden the conceptual framework and proposed conception of creativity.

Maintaining and establishing customer relationships and ensuring that marketing initiatives advance consumers up the hierarchy of effects are crucial from a managerial marketing perspective. This study suggests that innovative advertising in social media platforms moves users up the ladder of the impact and encourages good consumer behavior. Marketers should consider this as they prepare their marketing communications.

It is crucial for marketers to comprehend the platforms they employ for marketing communication and the kinds of content these platforms typically feature. Ads are evaluated by consumers, especially if they are uninteresting. Marketing experts should make sure their advertising is correctly targeted. Using the free audience and targeting tools offered by social media platforms like Facebook and Instagram should also be used as poorly targeted ads are ineffective and may result in adverse consumer reactions towards the brand if they disturb the user's social media experience. The previous recommendations can be adhered to with little additional resource expenditure. They should assure favorable consumer responses to advertising campaigns and encourage consumers to advance through the hierarchy of effects.

In this study, opinions and data collected from a small sample of Egyptian customers are presented. To fully understand the impact of creative advertising on consumer purchase intention and to ensure the transferability of these findings, larger-scale research is needed to assess the significance of divergence and relevance in social media advertising across various demographics and social media platforms. The significance of creative advertisements on social media platforms has to be investigated further or even considered as a crucial element affecting various companies thus, influencing their sales and customer satisfaction.

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