



Effect of Design Elements for Social Media Ads on Consumer's Purchasing Decision

Kaled Moafa Ahmed*

Department of Graphic Design, Ajam University, Ajam, UAE

*Corresponding author: Kaled Moafa Ahmed, Department of Graphic Design, Ajam University, Ajam, UAE, Tel: +971501794289; E-mail: mr_kma@yahoo.com

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Abstract

Objective: Increased exposure on social media sites makes consumer vulnerable to digital advertising, promoting them to make a purchase. However, concentrated marketing necessitates devising innovative strategies for intriguing customers. This study assesses the impact of design elements of social media advertising on consumer purchasing decision.

Method: Descriptive analytical research design was used, with convenience sample of 303 online shopping users. Data was collected through an online questionnaire-based survey which was analyzed statistically.

Results: It showed that advertising image majorly affects the purchasing decision (41.6%), followed by typography (8%), design (4.8%) and lastly color (2.6%). However, the impact of image on the purchasing behavior of male differs. Conclusion: Effective and innovative strategies must be used for designing a social media advertisement.

Keywords: Elements of advertising design; Image; Purchasing decision; Social media advertisement; Social media networking

Introduction

Social media is continually finding ways to integrate into every aspect of individual life [1]. Its advent has revolutionized the relationship between a firm and a customer given its constant connectivity and accessibility [2]. Kapoor, et al. [3] reasons that marketing dynamics have significantly shifted with the emergence of social networks which have provided different ways to improve the customer consciousness. Most studies confirm customers behavioral and perceptual engagement with various social media platforms such as Google+, Facebook, YouTube, Instagram, Snapchat, and

Twitter, as an instrumental tool for optimizing company marketing efforts [4-6].

Marketing through social networks has created a more interactive virtual environment for promoting business and brand recognition. Several organizations are using social media networks for targeting customers and establishing a profitable relationship [7]. The use of social media network as a strategic marketing tool is found to impose a persuasive influence on customer purchasing decision [8]. Such as customers are more inclined to use social media to assess a product, it's quality and peer reviews to help determine the credibility of the product instead of relying on the traditional modes of advertisements [9,10]. Lee and Hong [11] documented that creativity in the idea, design, brand image, and celebrity endorsement increase customer purchasing prospects.

The significance of social media advertising is evident from Pricewaterhouse Coopers (PWC) issued IAB (Internet Advertising Revenue) report, which highlighted that digital advertising revenues increased by 23.1% in 2018. Studies reported that organizations are aggressively spending on advertisements [8,12], reporting an investment of 524.58 billion USD in 2016 only. Increased competitiveness serves as a challenge for marketing managers and firms concerning the plan and design of the ad. Similar is the case for marketers in the UAE (United Arab Emirates), where the number of social media users continues to expand with an equal penetration of smartphone usage in the e-commerce sector (i.e., more than 90 percent). Generally, in the UAE, every week, a minimum of one purchase is made, which is 2 for Dubai. It is expected that the e-shopping share for Dubai will increase at an annual 5.2% rate and with a CAGR ratio of 24.6% to 2020, which is the fastest in the world.

Various studies report that seven factors stimulate the growth of the sector; including increasing demand, high adoption rates of high-end internet and mobile devices, increasing younger population that use internet heavily and smartly, constant use of social networks, cross-border e-commerce, and growth in the numbers of entrepreneurs along with improved great government support [13-16]. As a result, people are exposed to many advertising messages every day,

becoming more resistant to traditional forms of advertising. Knoll [15] reports that there are constant concerns about the usefulness of advertising campaigns and how these campaigns can attract more customers. The increasing competition further has forced advertisers and designers to re-evaluate their advertising methods to pursue more comprehensive and effective marketing concepts. This evaluation is critical for both researchers as well as managers [17]. Also, existing researchers have generally concentrated their attention to either purchasing behavior [2,18], brand management [19], customer relationship [16], innovation management [20], and employee recruitment [21]. Whereas, the studies on the specialized social media areas such as advertisement, its component, and its elements are found limited.

Tuten and Solomon [22] also highlighted that social media advertising is instrumental in shaping the consumer's decision making through promotion and communication. Accordingly, Dar et al. [23] supplied that there is a need to examine social media advertising in recent times. Oh et al. [24] also emphasize to discover more advertising dimensions that affect customer reactions and perceptions of the product. Thereby, given the limited research concerning the advertising elements and design, this research aims to highlight the impact of creative elements in shaping the decision to purchase via social media. It also identifies the factor that impact the customer purchasing decision and the differences attribute because of their gender. The study assumes that the results drawn would contribute to the understanding of the customer buying decision and help supply valuable information to the companies and their advertising designers for crafting better advertisement designs leading to improved product sale and promotions.

Literature Review

Social media network

Social networking is a web-based suite of applications for the Web 2.0 that allows the creation and dissemination of user-generated content [25]. Kohli, Suri, and Kapoor [26] defined that this sharing occurs through blogs, social networking, microblogging, photos, and video sharing sites. Social media allows two-way communication and helps in the creation of customer value through interaction with various information sources, media, events, and entertainment [27]. Jing and Sotheara [28] documented social media as a discussion forum for business-consumer and consumer-consumer interaction, along with a means of retail sales, where customers share their opinion, interact with the brand and highlight their need. Empirical researches reveal different objectives of social media advertising [29-31]. For instance, an interactive and engaging advertisement stimulates a sale, improves brand image, increases brand awareness, declines marketing cost, and generates an increasing amount of traffic. Similarly, advertisement helps capture consumers attention and promote him towards the use of the service [32].

Social media advertisement

Advertising is reflected as a strategic marketing tool for attracting people and increasing interaction for deriving customer actions towards a product or service. Previously, television and print advertising were used and considered pillars of the advertising and marketing process. However, with the development of digital technology, the use of advertising through social media evolved, which helps attract people and creates a positive perception of the product or service. Zhu and Chang [33] have stated that social media advertisers customize and tailor the advertising message as per their customers' preferences. This is because the perceived level of personalization help customer to stay loyal as well as satisfied [34]. Zain and Salman [35] reported that emotional responses to advertising greatly influence consumer purchase decisions. Experts predict that animation and images are the significant components in social media advertising [29,36].

The success and effectiveness of online advertising are based on its design elements, such as image, color, writings, designs, and effects [37]. Ashley and Tuten [29] stated that creative designs and content help enhance the receiver's opportunity, motivation, and the ability for processing information from an ad. However, organizations often substantially spend on advertising to attract the target audience without consulting or undergoing in-depth research on design strategies which often leads to the failure to convince the client [38,39]. The influence of visual design factors along with the theory of visual rhetoric [40], emphasizes that visual elements help easily convey the marketing messages, which often rely on advertising in psychological, emotional and social connotations to affect consumer purchasing behavior effectively [41].

As a result, the increased ability to attract attention amid the myriad of competing products, depending on the optimal use of colors, image, design style, writings, texture, and effects can characterize the multifunctionality of advertising. This is followed by the second stage of delivering a message to the consumer, which requires attention to the written elements as the type choice, color and font size, which must be used appropriately for the product and consumer.

Elements of advertising design

Studies indicate that colors are linked to meanings in the subconscious because of experiences. Kumar [42] explored the psychological impact of color on advertising. It showed that marketers understanding of the colors is integral for forming a brand image, communicating its quality and the way it matches the need of the customer. Zailskaitė-Jakštė et al. [43] reported color among the three most important factor that determines a consumer purchase decision.

Bonnardel, et al. [44] study reported that good visuals also accounted for customer loyalty, satisfaction, and trust towards a brand. Nordeborn [45] also showed that color helps promote positive behavior and attitude of the consumer towards the product in terms of its perceived usability and efficiency. This has promoted the advertiser reliance on the color to give

specific connotations to the brand, people, places and public ideas [46] or through its implicit communication ability based on symbols, inspirations or ideas [47]. Accordingly, the designer should carefully use the color for implicit communication because the meanings vary from culture to culture. Singh, et al. [48] exemplifies that the difference in the color in cultures. Such as white in some Asian countries, for instance, China expresses mourning and sadness, which for various other countries symbolizes joy and optimism.

Image is considered as the language of the contemporary era, because of its ability to quickly communicate, attract and persuade, the recipient of the ad to learn the basic subject of advertising in seconds [49]. In contrast, it takes about forty seconds to receive full information for this reason, which is consistent with the theory of visual rhetoric. It assumes that visual dimensions (such as images and colors) influence recipient behaviors without the need for cognitive responses and play a key role in correlating the ideas [50]. Trefzger et al. [51] recognized images as the most successful element for attracting customers attention.

Smith [50] promotes the integration of the images due to its effectiveness as it provides better and improved access to consumer internal visual memories through unconscious responses [50]. While the psychological, behavioral and artistic aspects of image advertising are centered in design and have an impact on attracting consumer attention and excitement [52,53]. Over the past two decades, the advertising dependency on celebrity image has increased dramatically due to influence on the consumer purchasing decision [52,53].

The photographs selection is based on the designer activity in which he induces communication and expresses his ideas. Therefore, the primary challenge for both advertisers and designers for social network advertising is the ability to understand the differences among consumers and make appropriate visual communication plans. Understanding the difference and adjustment of the visual communication strategies depends on the visual discourse that can influence the behavioral intentions of shoppers [54]. Similarly, Rompay and Dijkstra [55] showed that the intention of buying among the shoppers is high if the images are placed in the advertisement vertically and not horizontally.

Typography communicates the product information and is an integral part of the design process. Therefore, the designer should direct his complete attention for using the appropriate words as a part of an advertisement, not for beauty, but for quick and clear communication [56,57]. Characters influence differently depending on its forms and types, for example, some letters look heritage or modern, which give a sense of dignity, or the impression of fun, while some letters suggest positive, moderation and sobriety. It is important to choose a character that matches the content readability; that is, the clarity and readability of the information [58].

Purchasing decision

Recently, interest in researching the decision to buy through social media has increased due to its significant impact on the

global economy [1,59,60]. Many studies have declared it as the most significant component in the formation of consumer behavior and decision-making [3,61,62]. Attractive ad and advertised product help convince the consumer and motivates his purchase decision through the creativity in the idea, design, brand image, and celebrity endorsement [63]. According to Holis [64], exposure to a single online ad can have a significant impact on the purchase and help decide to buy a new product [65]. The advertising drives consumers to buy a product or service [66] by gauging in the emotional reaction of the recipient through visual elements of advertising messages. Also, the preference and likelihood of online purchases increase if the consumer likes the design of the ad [65,67]. The model of consumer purchasing stages consists of a range of factors ranging from psychological, social, and cultural factors. The models of the hierarchy theory predict the hierarchies of effects (HoE) theory, which begins with cognitive factors (mental or rational), then emotional feeling (feelings and emotions), and finally the conductive work aspects (motivation and behavior) up to the purchase intention and decision [68]. The data stage affects the consumer's perception of his or her need for a product or service. Information is often from two main sources: marketing efforts (product features, price, advertising, and location) or through the surrounding social interactions such as family and friends, social neighbors, and cultural and cultural membership. This is followed by an interaction phase that is related to how a decision is made. Psychological factors such as motivation, perception, level of education, etc. affect the need of the client, search for information, and competitors. **Figure 1** presents the research model formed based on the review of the literature.

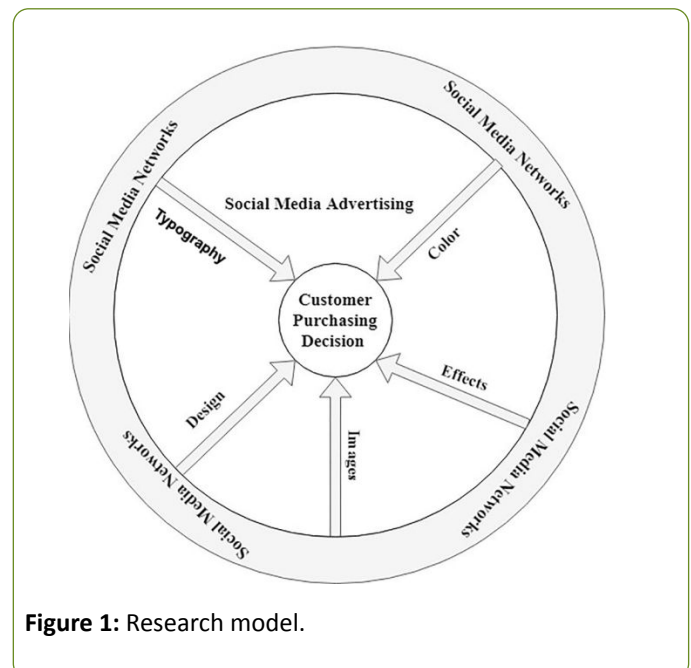


Figure 1: Research model.

Methodology

Study design

A descriptive-analytical research design is used for examining the attitudes of consumers towards the elements of social media advertising on the purchasing behavior of the customer. This research design is selected as it provides logical reasoning behind a certain behavior in an explicit manner. It highlights the actual and existing situation of the concerned phenomena.

Table 1: Inclusion and exclusion criteria.

| Inclusion Criteria | Exclusion Criteria |
|----------------------------|-------------------------------|
| Online Shoppers | Not online shippers |
| Willingness to participate | No willingness to participate |
| UAE residents | Not UAE resident |

Data collection

A survey method was used for collecting data from online users. The rationale for using this is based on its effectiveness for collecting participants descriptive information concerning individuals' attitude, knowledge, and preferences [69]. A self-administered electronic questionnaire (created on Survey Monkey website) was used for collecting data. It comprised of 39 questions which reflected personal and demographic aspects of the participants and elements of advertising design on social media as factors affecting the purchasing decision. All the questions were based on the 5-point Likert Scale, ranging from 1 strongly agree, 2 for agree, 3 for neutral, 4 for disagree and 5 for strongly disagree. However, the last two items of the questionnaire reflected opposite scaling, i.e., 5 for strongly disagree to 1 strongly agree.

Data analysis

The collected data were analysed using IBM SPSS (Statistical Package for social sciences) software Version 20.0. A

Table 2: Participants demographic.

| Variables | | Frequency | Percentage |
|---------------|----------------|-----------|------------|
| Gender | Male | 81 | 26.7% |
| | Female | 222 | 73.3% |
| Age | 16 to 20 years | 46 | 15.2% |
| | 21 to 25 years | 144 | 47.5% |
| | 26 to 30 years | 49 | 16.2% |
| | 31 to 35 years | 19 | 6.3% |

Study population and sample

The population constitutes of the online shoppers residing in the UAE, based on its provision of the relevant and authentic data. A convenience sample of 303 online shoppers was recruited in the study, among which 222 were females while 81 were male. The sample was selected as per the inclusion criteria, which is stated below (**Table 1**).

descriptive statistical test was used for the analysis of variables (such as frequency, percentages, mean, and standard deviation). While the advanced statistical tests were used for continuous variables (such as multiple regression, correlation, and t-test).

Results

Initially, the responses of the participants were analysed for their demographics. **Table 2** shows that the sample included 81 (26.7%) males and 222 (44.30%) females (44.30%). It was also found that the majority of the sample had age ranging from 21 to 25 years (47.5%), followed by the 26 to 30 years (16.2%). The students with age between 16-20 years were (15.2%) and 36 to 45 years were (14.9%) while the remaining 6.3% of the respondents were in the age group 31-35.

| | | | |
|--|----------------|----|-------|
| | 36 to 45 years | 45 | 14.9% |
|--|----------------|----|-------|

Table 3 shows the number of hours participants spend on surfing social networks. It showed that 58% of the participants browse the internet for more than 3 hours a day, followed by participants that that spend one to three hours (39.3%), and less than an hour a day (2.4%). Among the most visited sites,

the participant's responses showed that Instagram has the highest preference ratio (n=263), followed by YouTube (n=182), Snapchat (n=176), Facebook (n=142), Twitter (n=106), Pinterest (n=93) and LinkedIn (n=29).

Table 3: Social network browsing hours and sites.

| Variables | | Frequency | Percentage |
|---------------------------|-------------------------|-----------|------------|
| Browsing Duration | | | |
| | Less than an hour a day | 8 | 2.6% |
| | An hour to 3 hours | 119 | 39.3% |
| | More than 3 hours | 176 | 58.1% |
| | Less than an hour a day | 8 | 2.6% |
| Social Media Sites | | | |
| | Facebook | 142 | 46.8 % |
| | Twitter | 106 | 34.9% |
| | YouTube | 182 | 60.0% |
| | Instagram | 263 | 86.7% |
| | LinkedIn | 29 | 9.5% |
| | Pinterest | 93 | 30.6% |
| | Snap Chat | 176 | %58.0 |

Table 4 presents participants' response concerning their perception of the design elements of color and its change for social media ads. It depicts that consumers' awareness of the importance of color in the design of social media advertising was very positive (Mean=4.20), followed by color as an attention-seeking component in advertising on social media sites (Mean=4.39). The survey participants showed that color helps to remember the product (Mean=4.32) and that color is

a positive impression of the product and the company (Mean=4.28). They reported color as the most important design factor of social media networks (Mean=4.22), and the psychological aspect of color substantially impacts the purchasing decision (Mean=4.11). While gradients preference to use social media design with arithmetic mean (Mean=3.92), which drives many advertisers and advertising agencies to pay attention to color as a tool to stimulate purchasing behavior.

Table 4: Importance of colour as an advertisement element.

| Factors | Frequency | Percentage | Mean | Standard Deviation | Ranking |
|--|-----------|------------|------|--------------------|---------|
| Color is the most important design factors for social media | 252 | 83.2% | 4.22 | 0.75 | 4 |
| Color helps me remember the product and advertising | 266 | 87.8% | 4.32 | 0.84 | 2 |
| The psychological element of color has a major role in the purchase decision | 243 | 80.2% | 4.11 | 0.95 | 5 |
| Color makes a positive impression of the product and the company | 266 | 87.8% | 4.28 | 0.67 | 3 |
| Use the gradients of color in the design of the best advertising sites to communicate socially | 218 | 72.0% | 3.92 | 1.02 | 6 |
| Color arouses my interest in advertising on social media | 282 | 93.0 | 4.39 | 0.67 | 1 |

| | |
|--------------------------------------|-------|
| Stability coefficient Alpha Cronbach | 0.734 |
|--------------------------------------|-------|

Table 5 Consumers' opinions concerning the importance of image in the social media advertisement. It reveals image as the foremost important component for remembering the ad (Mean=4.40), second as it helps to make the purchasing decision faster (Mean=4.25), the picture affects the photography more than the fees With a mean (Mean=4.05), and that the strange and composite image attracts more attention with a mean (Mean=3.98), and then the image

increases the desire to buy by an average (Mean=3.97). The emotional and dramatic picture is influential as compared to other (Mean=3.80), and the images of children positively affect the attention of the arithmetic average (Mean=3.80), and the preference of black and white image in social media ads (Mean=2.47). The image is used in the design of social media ads, which helps to convince the consumer of the decision to buy.

Table 5: Recognition of the importance of image variable as a design element for social media ads.

| Statements | Frequency | Percentage | Mean | Standard Deviation | Ranking |
|---|-----------|------------|------|--------------------|---------|
| The image helps me make the purchasing decision faster | 256 | 84.5% | 4.25 | 0.89 | 2 |
| I am more affected by the photograph than the drawings. | 226 | 74.5% | 4.05 | 0.99 | 3 |
| I prefer the image in black and white in social media ads | 60 | 20% | 2.47 | 1.30 | 9 |
| The exotic and composite image attracts my attention more | 224 | 74% | 3.98 | 1.07 | 4 |
| Product image helps to remember advertising | 280 | 92% | 4.40 | 0.65 | 1 |
| Emotional and dramatic picture more effective | 190 | 63% | 3.8 | 0.97 | 6 |
| Children's photos positively influence attention | 191 | 63% | 3.8 | 1.08 | 7 |
| The celebrity image interests me with the advertised products | 161 | 53% | 3.32 | 1.30 | 8 |
| The picture increases my desire to buy | 227 | 74% | 3.97 | 0.97 | 5 |
| Stability coefficient Alpha Cronbach | 0.722 | | | | |

The data in **Table 6** refer to the element of typography and the degree of consumer preference. Their preferences came in the following order: Typography in the ad attracts attention to the content of the ad with an arithmetic mean (3.97) and obtaining information through the writings first with an

arithmetic average (3.76). Recognize the content of the message in a serif font with arithmetic mean (3.19) and the attractiveness of the inclined writings in the social media announcement with arithmetic mean (3.00).

Table 6: Importance of typography as a design element for social media advertising.

| Variables | Frequency | Percentage | Mean | Standard Deviation | Ranking |
|--|-----------|------------|------|--------------------|---------|
| Get information by writing first | 203 | 67% | 3.76 | 1.03 | 2 |
| Typography in the ad attracts customer attention. | 235 | 77% | 3.97 | 0.87 | 1 |
| Serif Font help me understand the content of the message | 132 | 44% | 3.19 | 1.22 | 4 |
| The best Font is in white | 144 | 48% | 3.42 | 1.16 | 3 |
| Gravitated to the italics Font to declare serves as a mean of social communication | 116 | 38% | 3.00 | 1.29 | 5 |
| Stability coefficient Alpha Cronbach | 0.676 | | | | |

Table 7 indicate that consumers' attitudes toward design are used in advertising. Purchasing the product at a mean (4.29),

and animation helps to communicate the advertising idea faster with an average (4.27), and informative graphics help to

remember the context and content of the ad at an average (4.23).

Table 7: Recognition of the importance of variable design methods as a design element for social media advertising.

| Variables | Frequency | Percentage | Mean | Standard Deviation | Ranking |
|---|-----------|------------|------|--------------------|---------|
| Best direct and simple ad design | 276 | 91% | 4.40 | 0.75 | 2 |
| The information shown in the infographics helps me remember the content and content of the ad | 267 | 88% | 4.23 | 0.72 | 5 |
| Innovative creative idea helps attract attention | 296 | 98% | 4.63 | 0.53 | 1 |
| Animation helps get your ad idea faster | 262 | 86% | 4.27 | 0.79 | 4 |
| Good design of social media advertising increases the desire to buy the product | 279 | 92% | 4.29 | 0.72 | 3 |
| Stability coefficient Alpha Cronbach | 0.734 | | | | |

Table 8 shows consumers' opinions about the advertisement effect element, where the music in the social media advertisement came in the forefront with a big impact on remembering the ad with an arithmetic average (Mean 4.23), distinguishing the mobile ad better than the fixed ad in the social media with an arithmetic average (Mean 4.17). The participants showed that the human voice increases the focus

is moving to advertise with arithmetic mean (Mean 4.09), then fascination and effects are more attractive than the idea with arithmetic mean (Mean 3.65). It is clear from the foregoing high level of consumer awareness concerning the positive role played by influencers in the decision of the purchase of the customer.

Table 8: Recognition of the importance of effects as a design element for social media advertising.

| Variables | Frequency | Percentage | Mean | Standard Deviation | Ranking |
|---|-----------|------------|------|--------------------|---------|
| The human voice helps me focus on mobile advertising | 244 | 81% | 4.09 | 0.78 | 3 |
| Effects more attractive than the idea | 196 | 65% | 3.65 | 1.26 | 4 |
| Mobile advertising is better than static advertising on social media | 238 | 79% | 4.17 | 0.88 | 2 |
| Music in social media advertising has a great impact on remembering advertising | 252 | 83% | 4.23 | 0.80 | 1 |
| Stability coefficient Alpha Cronbach | 0.662 | | | | |

Table 9 shows consumers' opinions about the determinants of purchasing decision on the social network. It ranks customer research and comparisons to other similar products or commodity as first (Mean=4.28), followed by good advertising which compels the interest of the customers (Mean=4.26), and its design as a guide to determine whether to purchase a product or not (Mean=4.25). The responses revealed that design helps customer to remember the ad more than the advertised product promotes the product purchase

(Mean=4.07), followed by an ad increases in customer confidence concerning the advertised product quality and preference (Mean=4.06), repetition of the ad leads to boredom and neglectation (Mean=4.04), and the creative design helps to make a purchase decision (Mean=3.89). Creative advertising promoted buying a product (Mean=3.50), and the celebrity image in advertising increases their desire to buy (Mean=3.17).

Table 9: Perception of consumer attitudes towards purchasing decision.

| Variables | Frequency | Percentage | Mean | Standard Deviation | Ranking |
|--|-----------|------------|------|--------------------|---------|
| A good social media ad design guides me to the product I want to buy easily | 269 | 89% | 4.25 | 0.71 | 3 |
| Good advertising makes me more confident in product quality and better while buying for competing products | 239 | 79% | 4.06 | 0.88 | 5 |

| | | | | | |
|---|-------|--------|------|------|----|
| Good advertising is interesting to me which compels me to know more about the product and therefore the appetite for purchase | 271 | 89% | 4.26 | 0.76 | 2 |
| Celebrity image in advertising makes me want to buy the product | 124 | 41% | 3.17 | 1.27 | 10 |
| Creative helps me decide to buy | 221 | 73% | 3.89 | 0.94 | 7 |
| I research and make comparisons about the product or product before buying | 269 | 88% | 4.28 | 0.76 | 1 |
| I can buy a new product if I like to advertise | 214 | 71% | 3.85 | 1.30 | 8 |
| The design helps me remember the ad more than the advertised product and drives me to buy | 234 | 77% | 4.07 | 0.87 | 4 |
| Repeating the ad makes me bore, and I usually ignore it | 22 | 7.3% | 4.04 | 1.05 | 6 |
| I am influenced by the majority in the purchase decision | 43 | 14.5 % | 3.50 | 1.19 | 9 |
| Stability coefficient Alpha Cronbach | 0.802 | | | | |

For determining the impact of factors on the purchasing behavior of the customer, **Table 10** presents the Pearson correlation and linear regression analysis. It shows that there is a positive correlation between color, image, design style, effects, and writing elements on consumer purchasing decision (p -value 0.01). The purchasing value was (0.759) and the value of “ P ” calculated to test the significance of the model=80.959. The independent variables cause about 57.7% of the variation in the degree of the dependent variable. The unexplained ratio of 42.3% may be attributed to the fact that the analytical model does not contain other variables that affect the purchasing decision, or measurement errors or others.

Multiple linear regression analysis presents the relative contribution of each significant variable in explaining part of

the variation in the purchasing decision. It showed that five variables related to the consumer purchasing decision variable have a multiple correlation coefficient of 0.759, and the f -value calculated to test the significance of this coefficient is 80.959. The five variables account for 57% of the variation in the consumer purchasing decision. In it, 41.6% of the variance is attributed to the image, 8% to effect, 4.8% to design, and 2.6% to color, emphasizing the influence of social communication influences the purchasing decision of the consumer. These factors can be arranged according to the relative importance in descending order based on the standard partial regression coefficients (beta) ranking image as first (0.280) followed by design (0.227), effects (0.206), color (0.185), and written elements.

Table 10: Factors impacting consumer decision making.

| Independent variables | Simple Coefficient | Correlation | Partial Coefficient | Regression | Percentage of variation explained in the purchasing decision | T-Value Difference |
|---|--------------------|-------------|---------------------|------------|--|--------------------|
| Image | 0.645** | | 0.311 | | 41.6% | 5.324*** |
| Effects | 0.590** | | 0.445 | | 8% | 4.230*** |
| Design | 0.558** | | 0.534 | | 4.8% | 4.998*** |
| Color | 0.555** | | 0.332 | | 2.6% | 3.980*** |
| Typography | 0.456** | | 0.156 | | 0.7 | 2.217* |
| **Significant at the overall level 0.01 | | | | | Value (P)=80.959 *** | |
| *Significant at level 0.05 | | | | | Values R=0.759 | |
| ***Difference at the level 0.001 | | | | | Values R2=0.577 | |

Table 11 presents the results of the t -test concerning the consumers' attitudes towards social media advertising design element based on their gender. The results showed that there were differences between the effect of the image favored more by males (Mean 35.41) than females (Mean 33.55). The differences between the two averages are 2.78* which is

statistically significant at the probability level 0.01. The mean score difference for the writing element on the purchasing decision was found beneficial for males (Mean 18.22 degrees), while for females, it was 17.04 degrees. The results of the test showed that there were differences between the design method on the purchasing decision in favor of males, (Mean,

22.55) as compared to females (Mean 21.75). The value of $t = 2.52^*$, a statistically significant value at the probability level 0.01.

Table 11: T-test results for gender differences of the advertising elements effect of social media in the consumer purchasing decision.

| Variables | Male | Female | T-Value Difference |
|---------------------|-------|--------|--------------------|
| | Mean | Mean | |
| Colour | 24.7 | 25.5 | 1.86 |
| Image | 35.41 | 33.55 | 2.78* |
| Typography | 18.22 | 17.04 | 2.46* |
| Design style | 22.55 | 21.75 | 2.52* |
| Effects | 16.54 | 16.01 | 1.51 |
| Purchasing decision | 40.40 | 39.10 | 1.75 |
| Difference *0.01. | | | |

Discussion

The study aimed to understand the impact of social media advertising design elements on purchasing decision from the perspective of consumers. It is believed that study results largely conceived the role of each of these key elements and the extent of its different impact on the purchasing decision of the consumer. After evaluating, organizing, classifying and interpreting data, the level of consumer awareness of the importance of the elements of social media advertising design is very positive, especially in terms of its impact on a consumer purchasing decision. It is because it drives many companies to pay attention to the graphic design of social media ads to attract consumers to their products as a tool to influence the customer purchasing decision.

The current study findings are found to be consistent with the previous study of Shareef et al. [6], which showed that the content of the ad is the most crucial element and not the context. Kapoor [3] also support the study results and state that advertisement content and elements impact customer purchasing preferences. The study primary aim was to highlight the impact of advertiser on the promotion of a product on social media and realize its vulnerability. Considering the advertisement elements impact on gender, the current study found the males were more inclined towards online shopping as compared to females. This is in-line with the study results of Davis et al. [70] that showed high potential in men for online purchase as compared to females.

The results revealed consumer preferences for the design elements of social media ads came in the following order, such as image, effects, color, design, while the relative importance of typography decreased. The researcher believes that this is due to the population in UAE, where about 200 different nationalities reside, where the importance of the words is considered secondary to images. The results drive many advertisers and advertising agencies to pay attention to the elements of design on social media as a tool to stimulate purchasing behavior. As advertising is the strongest means of

social media to convey the marketing message to the target group of customers, it can build and change their views towards the product. The study further suggests that advertise designers and marketers should focus on highlighting the value of a product. For instance, the advertising message could constitute cognitive and emotional elements that derive the attention of the consumer [62].

Despite the significant findings, this research remains limited in terms of its assessment of the consumer. Such as only a few elements of advertising components were studied, where future researches can explore various other associated factors. Also, only the gender variable was considered considering the impact of advertising components, where more variables such as cultural traits can be studied for highlighting the role of individualist culture imposes. Moreover, similar study objectives can also be replicated for other researches in different countries to analyze the customer mindset and advertising patterns. Likewise, advertising for an individual social media network can also be explored, which helps to understand the best approaches for targeting customers across different forums.

Conclusions

The research on social media marketing has been the focus of attention for various scholars. Similarly, the advertisement on social media marketing serves as an increasing source of revenue for companies. Thereby, the research was carried out for investigating the impact of social media advertising design elements on the purchasing behavior of the customer. The results of online-survey showed that five factors impacted the customer purchasing intention; namely, image, design, effect, color, and typography. The model presented showed that image as an advertising component causes a significant impact on the customers' purchasing intention.

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Conflict of Interest

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