

# NAUKI O KOMUNIKACJI SPOŁECZNEJ I MEDIACH / COMMUNICATION AND MEDIA STUDIES

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## IMPACT OF SOCIAL MEDIA ADVERTISING ON SYRIAN CONSUMERS' BEHAVIORAL RESPONSES

**Abstract:** This study investigates the effectiveness of social media advertising in influencing Syrian consumers' awareness, comprehension, conviction, and purchase behavior, applying the DAGMAR model. A structured questionnaire was administered to 400 Damascus-based users, with data analysed via SPSS using descriptive statistics, correlation, t-tests, and ANOVA. Results show strong effects on awareness and comprehension, moderate influence on conviction and purchase behavior, and demographic variations in response. Findings highlight the need for more persuasive strategies to bridge comprehension and purchase intention. This research adds to limited Syrian-context studies, offering theoretical and practical insights for advertisers in emerging markets.

**Keywords:** awareness, comprehension, conviction, behavior, DAGMAR

### 1. Introduction

The emergence of the Internet has played a prominent role in the development of advertising over the past decades, and with the emergence of advertising through social networks, it has become more interactive, enabling advertisers to target advertising messages to a precisely defined audience, whether in terms of demographic or psychographic variables<sup>1</sup>.

Social media advertising is one of the most attractive and widespread means of promotion, and it represents one of the important and effective promotional methods in marketing products. One of the most important reasons for the success of social media advertising campaigns is their ability to provide diverse content in new formats that can attract the attention of the target audience. This feature has evolved with the advent of Facebook and other social networks, which rely

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<sup>1</sup> A. Talafuse, *Traditional and digital media advertising preference: A descriptive evaluation of Billings, Montana mothers*, Scottsdale 2014 [doctoral dissertation], p. 5.

on the information provided by users. This reliance has led many marketers and advertisers to adopt the ads of these networks, which allow them to influence the purchasing decisions of consumers, communicate their messages, establish relationships with existing and potential customers, and reduce costs compared to traditional methods<sup>2</sup>.

In this context, advertising models have begun to pay special attention to measuring the effectiveness of advertising online in general, and through Facebook in particular. This research development is driven by several factors and variables, most notably the changes that have occurred in the structure of advertising media and increasing reliance on social networks by a wide segment of users and advertisers. The use of these networks is not limited to communication between individuals, but also to sharing their experiences with different products and brands. Based on the search for a predictive measure of the effectiveness of advertising, the DAGMAR model was presented by Russel Collie in 1961, and its steps are awareness, understanding, conviction, and behavior. The model holds that advertising affects the consumer in a way that eventually leads them to perform a certain behavior.

## 2. Problem of the study

The wide geographical spread of consumers and the distance between production sites and consumption sites has made the process of communicating with the consumer and reaching them a difficult and complex process that requires intensive efforts. This has prompted production and marketing institutions to search for the best ways and means to reach the consumer, introduce goods and products, and help him in making the purchase decision. Therefore, companies began to use advertising through social networks as a means to promote their products, since advertising published through these networks can be viewed for a longer time than advertising broadcast through traditional media, because Internet users have enough time to read and watch the content of the advertisement and interact with it.

Several models have emerged to measure the effectiveness of advertising, including the DAGMAR model. Accordingly, the problem of the study is defined as determining the extent of Syrian consumer awareness, understanding, and conviction regarding social media advertising in relation to purchasing intention, as well as studying the impact of demographic factors (gender, and education) on exposure. This is investigated through a survey that contains a set of questions that measure the previously mentioned dimensions.

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<sup>2</sup> Y. Truong, R. McColl, *Practitioners' perceptions of advertising strategies for digital media*, „International Journal of Advertising” 2010, no. 29(5), p. 709.

### **3. Questions of the study**

- a) To what extent is the Syrian consumer exposed to advertising on social media networks?
- b) What is the level of awareness, understanding, and conviction among Syrian consumer regarding advertisements published on social media networks?
- c) What behavioral intentions do Syrian consumers demonstrate towards social media advertisements?

### **4. Hypothesis of the study**

- a) There is a statistically significant correlation between the extent of Syrian consumers' exposure to social media advertisements and their level of awareness, understanding, conviction, and intention to engage in purchasing behavior.
- b) There are statistically significant differences between Syrian consumers in the extent of their exposure to these advertisements according to their demographic and personal variables (gender, education).

### **5. Objective of the study**

- a) Measuring the extent of Syrians' exposure to social media advertisements.
- b) Revealing the level of awareness, understanding, and conviction among Syrians regarding social media advertisements.
- c) Measuring the behavioral intention of Syrians towards social media advertisements.

### **6. Importance of the study**

Relying on social media to promote different brands has become an interest for both academics and marketing practitioners; accordingly, the importance of the study is summarized as follows:

- a) Many companies and advertisers use social media networks to advertise various and diverse products, which emphasizes the importance of studying the impact of exposure to these advertisements on their users.
- b) Highlighting the role played by social media networks, as they are one of the important means that enable organizations to communicate and connect with its target audience and various stakeholders in its external environment, as they are a tool for distinguishing itself from competitors.

- c) The results of this study are needed for companies and advertisers to determine the extent of exposure to their advertisements on social media networks in order to help them draw up advertising plans and policies in the future.

## 7. Literature review

- a) Tobi, Onewo, Ayodele, Morakinyo & Akindele, Akintan (2020) Effect of online advertising on consumer buying behavior among internet users in Ikeja metropolis Lagos State, the researchers in this study aimed to identify the impact of electronic advertising on the purchasing behavior of Internet users in Lagos State, by identifying the impact of corporate website advertisements on the consumer's purchasing decision, and identifying the impact of the credibility of these advertisements on the purchasing decision. The research was conducted using the descriptive approach with a sample of 381 individuals. Among the most prominent results reached by the research are:
- Most Internet users obtain their information about goods and services through companies' websites.
  - If companies rely on their websites to advertise their products, this will create an effective advertising advantage.
  - The feature of evaluating the product and reading the opinions of those who used it on companies' websites helps the consumer make a purchasing decision.
  - The electronic payment service on the company's website helps the consumer confirm and document financial transactions<sup>3</sup>.
- b) Assia Enehasse (2020). The Impact of Digital Media Advertising on Consumer Behavior Intention: The Moderating Role of Brand Trust. The researcher aimed in this study to identify the impact of digital advertisements on consumer behavior intention, to reveal the impact of digital advertisements on brand trust, and to identify the impact of brand trust on the relationship between electronic marketing and consumer behaviour. The researcher used the survey method with a sample of 150 individuals. Among the most prominent results reached by the research are:
- The respondents differ in their levels of internet use. Some use it for an hour a day, some spend about three hours a day, and others spend more than five hours.
  - The habits of purchasing electronically advertised products varied among the respondents. Some of them buy a product once or several times every week, and some of them only buy once a month.

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<sup>3</sup> O. Tobi, M. Ayodele, A. Akindele, *Effect of online advertising on consumer buying behavior among internet users in Ikeja metropolis, Lagos State*, „Ilorin Journal of Human Resource Management” 2020, no. 40(1), p. 171–181.

- The majority of respondents believed that brand trust had the greatest impact on their purchasing behavior<sup>4</sup>.

## 8. Theoretical framework

### a) Definition and Origins of DAGMAR model:

The DAGMAR model (Defining Advertising Goals for Measured Advertising Results) was introduced by Russell Colley in 1961 to provide advertisers with a structured way to set and evaluate communication objectives<sup>5</sup>. Unlike approaches that focused mainly on sales, DAGMAR emphasized the communication process between the brand and the consumer. It suggests that effective advertising should guide audiences through a hierarchy of effects – moving from awareness of the product to comprehension, conviction, and ultimately action. The model remains influential because it translates abstract advertising goals into measurable outcomes<sup>6</sup>.

### b) steps of the DAGMAR Model:

This model refers to a set of mental steps that ultimately lead to consumer acceptance of the commodity: awareness, understanding, conviction, and behavior.

- Awareness: ensuring that the target audience recognizes the brand or product.
- Comprehension: communicating essential information so consumers understand its features and benefits.
- Conviction: persuading audiences to develop a positive attitude or preference toward the product.
- Behavior: motivating consumers to purchase or engage with the brand.

### c) Criticism of DAGMAR's model:

Although widely used, DAGMAR has faced several criticisms. Scholars argue that the model overemphasizes communication effects while neglecting sales and market realities (Koul 2019: 64). Others suggest that consumer decision-making is not always linear, meaning audiences may skip stages or act impulsively rather than following the awareness–comprehension – conviction – action sequence. In addition, the model was developed in the context of traditional media, making its direct application to today's fast-paced digital environment more complex<sup>7</sup>.

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<sup>4</sup> A. Enehasse, *The impact of digital media advertising on consumer behavior intention: The moderating role of brand trust*, „Journal of Marketing and Consumer Research” 2020, no. 68, p. 22–32.

<sup>5</sup> C. Mihart, *Modelling the influence of integrated marketing communication on consumer behavior: An approach based on hierarchy of effects concept*, „Procedia – Social and Behavioral Sciences” 2012, no. 62, p. 799.

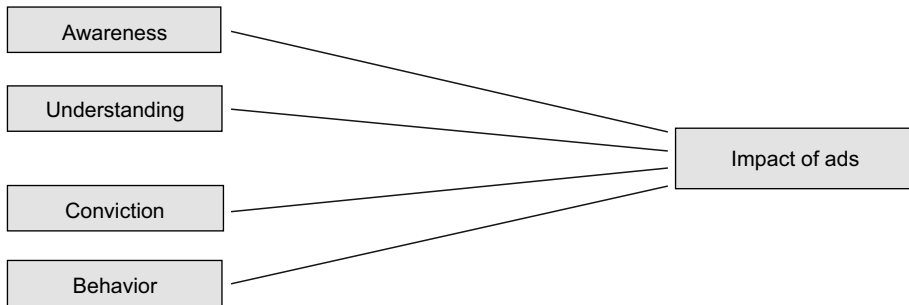
<sup>6</sup> L. Karlsson, *Advertising theories and models: How well can these be transferred from text into reality?*, Halmstad 2007 [master's thesis], p. 13.

<sup>7</sup> A. Bisht, *Advertising and sales promotion*, Uttarakhand 2020, p. 61.

d) Objectives of the DAGMAR Model:

The primary objective of DAGMAR is to establish clear, measurable communication goals for advertising campaigns. Instead of focusing solely on sales, it emphasizes defining specific outcomes such as increasing awareness, improving comprehension, or strengthening brand preference, that can later be evaluated. This approach helps advertisers translate broad marketing aims into concrete, testable communication tasks<sup>8</sup>.

e) DAGMAR's model:



**Fig. 1.** DAGMAR's model

Source: H. Doroudi, S. Razavi, *The customer's desire and online effective advertising in social media (A case study: Instagram users)*, „British Journal of Marketing Studies” 2018, no 6(6), p. 27–39.

f) Relevance of DAGMAR to Online Advertising in Syria:

DAGMAR remains valuable for understanding how audiences interact with online advertising in Syria. In a media environment marked by economic challenges and rapid digital adoption, advertisers seek measurable ways to assess effectiveness. The model's focus on communication objectives “awareness, comprehension, conviction, and action” offers a useful framework for analyzing how Syrian consumers respond to online campaigns. At the same time, the criticisms of DAGMAR highlight the need to adapt its stages to the realities of digital media, where interaction is faster, non-linear, and influenced by social and cultural factors unique to the Syrian context.

## 9. Methodology of the study

This study uses an analytical descriptive survey methodology. Analytical surveys aim to explain why people behave as they do and to identify causal relationships between behavior and social, demographic, or psychographic characteristics, often testing hypotheses. Descriptive surveys, on the other hand,

<sup>8</sup> D. Mukherjee, *Theories, models and appeals in advertising*, New Delhi 2020, p. 18.

document current conditions, collecting demographic and psychographic data to describe the population and its attributes at a given moment.

The research utilized a quota sample, focusing on the study population of Syrians aged 18 years and above. The researcher intentionally chose this age group as it represents a stage of maturity wherein individuals are more inclined to use social media networks and are more exposed to their advertisements.

The study included 400 participants selected from the population of Damascus governorate. This selection was made due to its representation of residents across all Syrian governorates. The sample was categorized based on age and gender, as outlined in the table below:

**Table 1.** Shows the distribution of study sample members by gender and age variables

Total	Gender		Age
	male	Female	
80	40	40	18–25
80	40	40	26–33
80	40	40	34–41
80	40	40	42–49
80	40	40	50 and more
400	200	200	Total

Data collection tool:

A structured questionnaire was used as the primary tool to collect data from the study sample, consisting of 400 participants from Damascus. The questionnaire was designed to measure four main dimensions according to the DAGMAR model: awareness, comprehension, conviction, and purchase behavior. It also included demographic questions (gender, age, educational level). A three-point Likert scale (Agree – Neutral – Disagree) was employed to assess responses, and the data were analyzed using SPSS with descriptive statistics, correlation tests, T-tests, and ANOVA.

## 10. Findings and Discussions

### a) General Findings

Exposure to social media advertisements:

The questionnaire included three questions to measure the sample members' exposure to social media advertisements. These questions were grouped into a single scale divided into three categories (**low, medium, and high**). The results were as follows:

**Table 2.** Presents the overall measure of Syrian consumers' exposure to social media advertisements

Exposure size categories	Frequency	%
Low exposure	27	6.9
Medium exposure	90	22.5
High exposure	283	70.8
total	400	100

The study measured Syrian consumers' exposure to social media advertisements using a three-question scale, categorizing responses into low, medium, and high exposure. Results (Table 2) indicate that the majority of respondents (70.8%) experience high exposure, while medium and low exposure account for 22.5% and 6.9%, respectively. This high exposure reflects the deep integration of social media into daily life in Damascus and mirrors global trends where social media has become a primary channel for product information.

Notably, the relatively small percentage of low-exposure users highlights the persistent digital divide within Syria, possibly due to disparities in internet access, device ownership, or digital literacy. These variations suggest that while social media is an effective channel for mass reach, targeted strategies may be necessary to engage less connected demographics.

Impact of social media advertising according to the DAGMAR model:

The questionnaire included a set of statements based on the **three-point Likert scale** to define the steps of the DAGMAR model, providing three response options (**agree – neutral – disagree**). After processing the forms, the data were classified as follows:

**Table 3.** Presents the steps of the DAGMAR model

Statement	Agree	%	Neutral	%	Disagree	%	Mean	Weighted %
1	2	3	4	5	6	7	8	9
Helps me recognize different types of products	251	62.8	136	34.0	13	3.3	2.50	86.50
I remember the brand name through it	160	40.0	205	51.3	35	8.8	2.31	77.08
Teaches me how to use the product	90	22.5	197	49.3	113	28.3	1.94	64.75
Provides me with information about various products	227	56.8	155	38.8	18	4.5	2.52	84.08
Keeps me informed about available products	176	44.0	195	48.8	29	7.3	2.37	78.92
Introduces me to product ingredients	148	37.0	170	42.5	82	20.5	2.17	72.17
Shows me where the product is displayed	202	50.5	171	42.8	27	6.8	2.44	81.25
Introduces me to different brands of the product	216	54.0	161	40.3	23	5.8	2.48	82.75
I learn how to use some products	164	41.0	125	31.3	111	27.8	2.13	71.08
<b>Awareness</b>							2.31	77.00
I understand how to obtain the advertised product	150	37.5	181	45.3	69	17.3	2.20	73.42
I compare product features and price before purchase	145	36.3	193	48.3	62	15.5	2.21	73.58
I understand the content of the ads I watch	154	38.5	147	36.8	99	24.8	2.14	71.25

cont. Table 3

	1	2	3	4	5	6	7	8	9
I understand the return policies for defective products		210	52.5	95	23.8	95	23.8	2.29	76.25
Ads help me form an initial image of the advertised products		142	35.5	174	43.5	84	21.0	2.15	71.50
<b>Understanding</b>								2.19	73.00
I seek expert opinions before buying a product		197	49.3	109	27.3	94	23.5	2.26	75.25
Simplicity of ad design convinces me to use the product		112	28.0	176	44.0	112	28.0	2.00	66.67
Innovative ad ideas convince me of the product		136	34.0	128	32.0	136	34.0	2.00	66.67
Supports my opinion about a specific product		61	15.3	179	44.8	160	40.0	1.75	58.42
Provides information that helps me make a purchase decision		192	48.0	105	26.3	103	25.8	2.22	74.08
I follow user comments before making a purchase decision		114	28.5	116	29.0	170	42.5	1.86	62.00
<b>Conviction</b>								2.01	67.00
Rewards and gifts associated with the product make me decide to buy		188	47.0	83	20.8	129	32.3	2.15	71.58
Ads make me seek to buy advertised products		195	48.8	174	43.5	31	7.8	2.41	80.33
Ads stimulate my desire to buy		223	55.8	98	24.5	79	19.8	2.36	78.67
Ads make me reserve the advertised product		188	47.0	99	24.8	113	28.3	2.19	72.92
I go to sales outlets to buy the advertised product		186	46.5	105	26.3	109	27.3	2.19	73.08
I invite friends and family to watch these ads		215	53.8	58	14.5	127	31.8	2.22	74.00
Product guarantees push me to buy advertised products		210	52.5	136	34.0	54	13.5	2.39	79.67
Saves me the effort of searching for different products		175	43.8	105	26.3	120	30.0	2.14	71.25
<b>behavior</b>								2.25	75.00

Consumer responses were analyzed according to the DAGMAR model's stages: awareness, comprehension, conviction, and behavior. The overall mean across all stages was 2.15 (on a 3-point scale), indicating a moderate but positive effect of social media advertising. This suggests that social media campaigns are more successful at capturing attention than at driving full behavioral change.

- Awareness: The strongest impact was observed at this stage (mean = 2.31,77%), confirming that social media campaigns effectively attract attention and enhance brand recognition. This aligns with DAGMAR's theoretical emphasis on the primacy of awareness as the foundation for all subsequent stages.
- Behavior: Ranked second (mean = 2.25,75%), suggesting that exposure to social media advertisements can stimulate purchasing behavior but not uniformly. This indicates that high awareness does not automatically translate into action, highlighting the importance of integrating persuasive cues or incentives in advertising.
- Comprehension: Third (mean = 2.19,73%), showing that consumers understand product features but may not yet feel convinced. The gap between comprehension and conviction underscores a common limitation of DAGMAR in digital contexts, where fast-scrolling and multitasking may reduce deep cognitive engagement.
- Conviction: The weakest stage (mean = 2.01,67%), highlighting the challenge of transforming awareness and understanding into a strong preference or intent to purchase. This supports criticisms of DAGMAR's linear assumption, suggesting that in real-world consumer behavior, especially online, stages can be skipped, reversed, or influenced by social proof, peer recommendations, or economic considerations.

#### b) Hypothesis testing

In this section, the study hypotheses examining the relationships between the variables were tested to determine their validity, using appropriate statistical techniques.

**H1** *There is a statistically significant correlation between the extent of Syrian consumers' exposure to social media advertisements and their levels of awareness, understanding, conviction, and intention to engage in purchasing behavior.*

**Table 4.** Correlation between exposure and DAGMAR steps

Variables	Pearson Correlation Coefficient	Significance Level
Exposure × Awareness	0.327	0.000
Exposure × Understanding	0.363	0.000
Exposure × Conviction	0.141	0.005
Exposure × behavior	0.115	0.022

Moderate positive correlations emerged between exposure and awareness ( $r = 0.327$ ) and comprehension ( $r = 0.363$ ), but weak correlations with conviction ( $r = 0.141$ ) and behavioral intention ( $r = 0.115$ ). This pattern confirms that social media effectively raises awareness and understanding but struggles to convert these cognitive effects into behavioral outcomes.

The weak correlation between exposure and behavior may reflect structural and contextual barriers in Syria, including economic constraints, limited product availability, and uncertainty about online purchasing, which can dampen consumers' ability to act on their intentions.

**H2** *There are statistically significant differences between Syrian consumers in the extent of their exposure to these advertisements according to their demographic and personal variables (gender, education).*

**Gender:** To examine gender-based differences in exposure, the researcher applied the Independent-Samples T-Test. This test was used to identify whether there were statistically significant differences between males and females in the degree of exposure to social media advertisements. The results are presented in Table No. (5), which illustrates the relationship between gender and exposure levels.

**Table 5.** Differences between exposure size and gender

Gender	Sample Size	Mean	Standard Deviation	t-value	Significance Level
Male	200	10.66	2.988		
Female	200	12.15	2.146	5.727	0.000

Females reported higher exposure than males ( $p = 0.000$ ), consistent with global research on social media engagement. This may be explained by cultural norms in Syria, where women may spend more time on social platforms for information on fashion, household products, and social trends.

**Education:** The researcher conducted a one-way analysis of variance (One-Way ANOVA) to examine differences in exposure to social media advertisements according to the educational level of the study sample. The results are presented in Table No. (6).

**Table 6.** Shows the differences between exposure and education

Educational Level	Sample Size	Mean	Standard Deviation
High School or Less	50	11.64	3.056
University	280	11.35	2.606
Postgraduate	70	11.44	2.847
Total	400	11.40	2.703
Significance Level			0.771

No significant differences ( $p = 0.771$ ), suggesting that exposure is widespread across educational levels. This underscores social media's egalitarian reach, as cognitive engagement with ads does not necessarily require formal education. Accordingly, the second sub-hypothesis, which posited differences in exposure based on educational level, was not supported.

c) Discussions:

The findings demonstrate both the relevance and the limitations of DAGMAR in a digital Syrian context. Awareness is clearly the strongest outcome, consistent with the model's theoretical assumptions, but the weaker effects on conviction and behavior illustrate the complexity of translating online exposure into tangible purchasing decisions.

Integrating theory and context:

- Consumer psychology: Social media exposure alone may not generate conviction without reinforcement through peer influence, online reviews, or interactive content.
- Socio-economic context: Limited purchasing power and logistical constraints in Syria can inhibit behavioral responses, even when comprehension and conviction are high.
- Non-linear behavior: The weaker correlation between exposure and conviction aligns with critiques of DAGMAR; in digital environments, consumers often act impulsively or skip stages entirely, influenced by algorithmic recommendations or trending content rather than deliberate persuasion.

Comparison with previous studies: Findings resonate with Enehasse (2020) and Tobi et al. (2020), who also found digital advertising more effective at raising awareness than driving action. However, this study adds a nuanced insight into emerging markets, showing how economic, social, and cultural factors mediate the translation of exposure into purchasing behavior.

## 11. Practical implications

- a) Awareness is strong, but conviction is weak: Social media campaigns effectively attract attention and enhance brand recognition, but do not always translate into purchase intentions. Marketers should recognize that high exposure alone does not guarantee consumer action.
- b) Targeted strategies are essential: Incorporating personalized content, influencer endorsements, interactive features, and social proof can help bridge the gap between comprehension and conviction.
- c) Gender differences matter: Female users reported higher exposure, indicating that campaigns might need to consider gender-specific content or engagement strategies.
- d) Educational levels do not significantly affect exposure: This suggests that social media advertising can reach a broad demographic regardless of education, emphasizing the platform's wide accessibility.

## 12. Recommendations

Based on the findings of this study, several recommendations are proposed to enhance the effectiveness of social media advertising in the Syrian context:

- a) Enhance Persuasive Content: Advertisers should focus on strategies that move consumers from awareness and comprehension to conviction and purchase behavior, such as interactive content, clear product benefits, and persuasive messaging.
- b) Leverage Social Proof: Utilizing influencers, customer reviews, and peer recommendations can strengthen consumers' conviction and increase their likelihood to act on advertisements.
- c) Targeted Campaigns: Given the higher exposure among female users, campaigns can be tailored to demographic segments to maximize engagement while ensuring inclusive approaches for all groups.
- d) Digital Literacy Initiatives: Companies and policymakers should support programs that improve digital literacy and online navigation skills, reducing barriers for low-exposure users.
- f) Future Research Directions: Further studies could explore other Syrian regions, longitudinal effects of advertising, and experimental interventions to test strategies that enhance consumer conviction and behavior.

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