

**Advertisement Creativity Impact on the Purchase Intentions with Mediation  
Role of Flow Experience and Brand Awareness****Muhammad Amad***National Bank of Pakistan, Islamabad***Athar Marwat***Independent Researcher, Peshawar***Adil Adnan***Professor, IQRA National University, Peshawar***Abstract**

*Companies invest in product design and features to attract customers. However, a creative advertisement would make it possible to sell products/services. Many researchers scrutinize the effects of different ad-creativity on customer buying behavior from altered outlooks. However, the purpose of this inquiry is to appreciate the ad-creativity and purchase intention, though, brand awareness and flow-information interaction and its effect on purchase intention. A survey has conducted on airline consumers by convenience sampling method. Specifically, by using a self-administered survey, we collected data from 512 clients and analyze them using CFA. Empirical results show purchase intention predict by ad creativity, moreover, flow experience & brand awareness partially mediate the association between ad creativity & buyer purchasing. With the dynamic considerable thought in this area, this research explores relationships via creativity antecedents & purchase intentions, and also includes flow (Ad) experience & awareness of the brand as mediators.*

**Keywords:** Creative Advertisement, Purchase Intention, Brand Awareness, Flow Experience

Every year, creative-advertisement becomes a remarkable impact in attracts widespread interest amongst the general purchaser (Shen et al., 2021). From many perspectives, the attractiveness of creative-advertising designs for target audiences has become a major concern. Creative-advertising combines a variety of designs and new ideas to get consumers to buy advertised products (Wibawa, et al., 2022). Recently, the term "creative- advertisement" has come to mean the amount to which an advertising commercial can have distinct, original, innovative, and novel brand or executional qualities (Kang & David, 2019).

Ad divergence and Ad relevancy combine to provide creative advertising (Benoit & Miller, 2019). The Ad-divergence construct is made up of (Ad) flexibility, creation, explication, aesthetic merit, and newness (Benoit & Miller, 2019). The quality score, however, reflects advertising's component that determines how precisely ones ad & landing link match the customer's search query or even other information (Benoit & Miller, 2019). Brand-to-consumer relevance refers to situations in which the promoted or marketed brand is relevant to potential customers (Yu, 2022). Ad-relevance is a concept that combines Ad to consumer relevance and refers to situations where the advertisement may contain executional elements that are important to the end customers (Benoit & Miller, 2019).

Additionally, creative-advertising has a cognitive, favorable, and emotive impact on customer reactions and positive buy intentions. Such beneficial effects help marketers' products get higher returns through creative advertising. It's odd, then, that managers who oversee advertisement-creativity as a core service haven't been investigated for managerial insight and industry standards (Ertz, Cordes, & Buettgen, 2019), and some empirical research has found that advertisement-creativity has no impact on customer attitudes (Sarlgan et al., 2022). Even yet, these pose the issue of whether there is a link between advertising ingenuity and purchase intent?

The construct, practice, and antecedents of advertisement creativity have received the majority of attention in the literature. However, little is known about how it affects customers' purchasing decisions or how much they are ready to pay for environmentally friendly goods or services (Sarlgan et al., 2022). Customers may be more inclined to purchase products from companies, even at a greater price; if they believe that they satisfy their flow experience and brand awareness (Martins et al., 2019). However, customers are less likely to purchase products from companies if they are aware that they are not satisfying their customers (Huh & Malthouse, 2020).

Current research shows that customer views of creative advertising negatively impact their purchasing intentions (Bilal et al., 2021), although the influencing mechanism is not well understood. There is a research gap as the outcomes of earlier investigations show varied results.

Obviously, the airline business has had devastating overall sales volume recently (Saleem et al., 2017). Many governments implemented restrictions, lockdowns, and other emergency measures to reduce the rate of infection as a result of Covid-19 widespread infections and deaths in the millions. For airline business, the current pandemic presented copious challenges (Saleem et al., 2017), including a major dilemma in terms of celebrity advertisement for airline business. There is argument as to whether shrinkage creativity advertisement terminate. The COVID-19 crisis demonstrates downturn or simply stops creativity advertisement in turn negative impact on purchase intention. Since Creative advertisements that underestimate or overlook the context of a significant airline business crisis may be viewed as exploitative or callous.

This study aims to determine whether and how customer purchasing intentions in highly visible businesses are influenced by perceptions of advertising celebrities. We offer an integrated research model based on (Shukla, Singh & Wang, 2022) and concentrate on the mediating functions of flow experience and brand awareness. Moreover, raise the studies' study questions, however, are: Does celebrity advertisements matters on consumers' intentions to make intense purchases? Prior research has looked into how creativity has a significant impact on client purchasing behaviour, allowing businesses to establish better long-term customer relationships (Ertz, Cordes & Buettgen, 2019). We propose, however, that client purchase intentions are influenced by advertisement innovation. This inquiry is important for Pakistani marketers since ad-agencies spend massive outlay in advertising, however, don't analyze their efforts' efficacy.

So the purpose of this study is to answer the research gap, which is to analyze the relationship between Advertisement creativity and involvement with purchasing decisions on products. This study also analyzes the role of flow experience and brand awareness as a mediating variable in influencing the relationship between advertisement creativity and airline consumers purchasing decision-making (Ertz, Cordes & Buettgen, 2019; Shukla, Singh & Wang, 2022). By analyzing celebrity advertisement in the context of flyers and non-flyers who are clients of various airlines, and their purchase decisions this study fills a gap in the literature. However, the following were the key objectives of this analysis.

1. To explore the comprehensive analysis of the advertisement celebrity and purchase decision in the context of Pakistani airlines on customers.
2. To investigate mediating role of flow experience concerning advertisement-celebrity and purchase choice.
3. To investigate dual mediation influence of brand awareness concerning advertisement-celebrity and purchase choice.

The following are some ways that this study adds to the body of literature. First, empirical studies related to ad-celebrity in the pertinent airline business research are currently in an exciting and developing stage. Second, to the best of our knowledge, this study is the first to look into how creative advertising affects consumer intention to buy in the airline sector. As a result, by emphasising advertising innovation, this research is anticipated to give airline managers and advertisers a clearer understanding of how purchase intentions are formed. Finally, this study emphasises the influence of advertising innovation on brand awareness & flow experience.

## Literature Review and Hypothesis Development

### *Creative Advertisement and Purchase Intention*

The term "creative advertisement" relates to how original, distinctive, imaginative, and unusual a commercial's branding or execution might be. Ad-Creativity, on the other hand, is essentially defined by two characteristics: divergence and relevancy (Shukla, Singh & Wang, 2022; Billore, Jayasimha, Sath & Nambudiri, 2020). The degree to which specific Brand/Ad components are useful, significant, and meaningful to the Ad's target audience is characterized as relevancy (Du, Joo & Wilbur, 2019). Schmitz (2021) describe seven primary indicators of divergence in their study, which may be considered a pioneering creative research, as flexibility, fluency, originality, elaboration, viewpoint, unique synthesis, and resistance to premature closure. Future orientation, sympathetic viewpoint, colorfulness and appearance, feelings, richness of imagery, humor, and sentiments and their presentation, synthesis, and imagination were also found as secondary-markers of Ad difference. The second most important feature of creative-commercials, according to contemporary literature, is the advertisement's relevance to the target demographic. The Ad creativity comprises traits ideal, relevant, & valuable, toward viewer choice. The relevancy-ad development always piqued the curiosity of marketers and their strategies. Ad relevance entices

respondents to participate, and there is a plethora of literature on how Ads are made uniquely relevant and specific to the client, as well as how the factor of Ad-relevance affects Ad processing and responses (Huh & Malthouse, 2020). In order to endorse purchasing intent, the creative Ad is critical. Martins et al. (2019) also indicated that measuring the dynamics of consumer purchasing intention is a subject of future research. Purchase intention is defined by Bag, Tiwari, and Chan (2019) as the likelihood that a customer will buy a service or product. Bilal et al., (2021) also explains customer purchase intent is influenced by brand understanding.

Researchers from all across the world are concerned in purchasing intentions (Huh & Malthouse, 2020; Bilal et al., 2021). The number of consumers has expanded globally due to the attraction of Ad-c creativity and the rapid growth of the international economy. Along with concentrating on profit, businesses are making investments, advancing ideas, and developing new strategies to position their brands in their target markets in order to maintain their competitiveness in the market and achieve business sustainability (Hosseinikhah Choshaly & Mirabolghasemi, 2020). The importance of comprehending customers' behavioral responses to Ad-creativity has increased in light of recent developments in buyer purchase intentions and Ad-creativity enhanced.

### ***Brand Awareness and Flow experience***

Since consumers must be made aware of a brand in to buy it, brand awareness is crucial for the aforementioned procedure to occur (Rossiter and Percy, 1997). The crucial initial step in a customer's preparedness to establish a preferred brand and get near the point of purchase includes brand awareness (Foroudi, 2019). A customer is always wary about learning about a new brand. Companies maintain their brand awareness initiatives to keep consumers aware of their brand. Foroudi (2019) defines brand awareness "the amount people become knowledgeable with a specific brand features.

For airlines, preserving a firm brand reputation remains becoming more crucial in this situation. Successful branding can boost consumer trust in a carrier, raise brand recognition, and combat commoditization. The distinctive brand experience that workers may provide clients is a characteristic of successful brands (Sung & Hu, 2021). Corporate brand planning is seen as a useful tool for creating and maintaining great brands; ultimately, it is up to the employee to uphold the brand promise. Brand success is even more directly correlated with staff conduct in the airline business, which requires high labour costs and frequent consumer contact. To help a brand's image and values become more unified, airline employees must perform brand-consistent actions (Sung & Hu, 2021). Similarly, A creative advertisement, became antecedent of ad value and flow experience. Flow experience, on the other hand, has a similar impact on purchase intent. Flow experience is also described by the number of researchers in relation to the likelihood of purchasing a product or service. Nonetheless, Martins et al. (2019) define Ad-flow as "the highest potential experience in which individuals/participants are significantly engrossed in a given activity that is viewed as exceptionally enjoyable/pleasurable." They also talked about how flow experience might serve as an arbiter when it comes to following buy intent.

Relation was observed between flow experience and activity that requires, for purchases made (Novak et al., 2000). Prospective shoppers might find utilitarian and hedonic value in many flow factors (Barcelos et al., 2018). The ability of a company's website to improve the customer flow is essential if it is to thrive in the booming f o market. Therefore, it's indeed essential and intriguing to investigate the relationship between the shopping experience and the consumer's values and behaviour as a result of an expected purchase intention.

### ***Advertisement-creativity and Purchase intention***

A survey of 200 people was done in Pakistan on creative advertising and buying intent. The findings revealed that advertisements are effective in instilling awareness in the minds of clients, encouraging them to initiate buy intentions. The researcher uncovered a gap in how advertisements can help consumers change their purchasing intentions (Kamran & Siddiqui, 2019). In Pakistan, Iqbal et al. (2021) did a study on electronic word of mouth advertising with 380 participants. The studies revealed that the Ad message appeal and Ad believability have a significant impact on customers' purchase intent. Prior studies had not found a link between ad message attractiveness, ad believability, and customers' buy intent, therefore the researcher recognised a gap. In Saudi Arabia, a study on exposure to web ads and purchase intent was undertaken with 90 participants.

Customers' purchasing intentions are significantly influenced by exposure to online advertisements, according to the study (Ahmed, 2017). In Indonesia, a study on ad creativity, internal consumer response, and customer buy intent was conducted. According to the findings of

the study, Ad-creativity has a favourable influence on internal consumer response (Samuel & Aurellia, 2017). The research hypothesis is based on literature, stated above.

**H<sub>A</sub>:** *Advertising-creativity has quite a significant great impact on customer purchasing behavior.*

**Ad -Creativity, brand awareness, Flow-experience & purchase-intention**

In Pakistan, a survey of 200 respondents was done on brand loyalty, image, equity, and awareness. The findings revealed that brand (loyalty, image) and brand equity are mediated by brand awareness. The researcher found the gap since there are just a few studies that use brand awareness via indirect relations (Shabbir, et al., 2017). Researchers evaluated brand awareness as a mediator amongst brand recognition & loyalty, exposed as positive mediator (Shabbir, et al., 2017). In connection to advertising content and brand awareness, Ad-value & flow (experience) mediating influence was assessed, & practical predictions were discovered (Martins et al., 2019). This research hypothesis is based on literature, stated above.

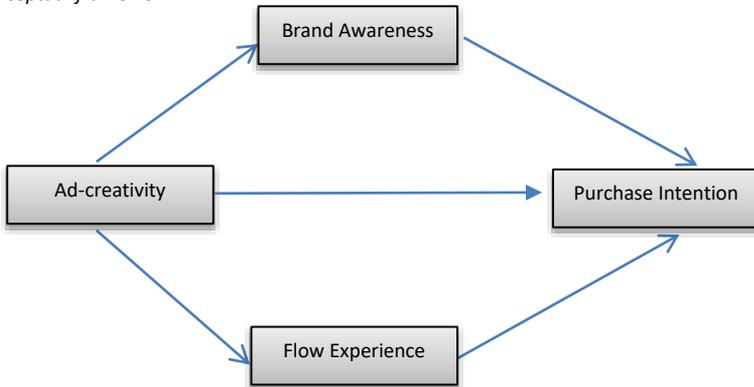
**H<sub>B</sub>:** *The relationship between ad inventiveness and consumer purchase intent is mediated by brand awareness.*

**Ad -Creativity, Flow-experience & purchase-intention**

In Pakistan, a survey of 200 people was done on loyalty, equity, brand image, and awareness. The flow-experience was discovered to be a mediator in brand (loyalty, image) and brand equity, according to the findings. The researcher discovered the gap because flow-experience has been used as a mediator in a small number of studies (Shabbir et al., 2017). Researchers observed that the Ad-flow experience was a constructive mediator in an association with brand loyalty, brand image, and brand equity (Shabbir, et al., 2017). The mediating impact of Ad flow-experience was assessed in relation to advertising content and brand awareness, and constructive predictors were discovered (Martins et al., 2019). The research hypothesis is based on literature, stated above.

**H<sub>C</sub>:** *The relationship between ad inventiveness and consumer purchase intent is mediated by ad-flow-experience.*

**Figure 1.**  
*Conceptual framework*



**Research Methodology**

The population consists of non-frequent flyers and frequent flyers passengers of Lahore, Islamabad, and Peshawar airport. As non-frequent and frequent flyers selected, airline industry became key market for Pakistan economy (Saleem et al., 2017). However, samples of 600 contacts were made through in-person visits in order to assemble a sizable survey sample. To conduct this research in May and June 2022, written consent was gained from pertinent aviation authorities. However, in current review, common method variance was reduced by using procedural adjustments (e.g., Podsakoff, MacKenzie, & Podsakoff, 2012). Three data waves were first released. The 20-day time gap was already acknowledged.

The research focuses on a cross-sectional survey that employees completed being parts of a self-reported questionnaire examining the link between Ad-creativity and purchase intentions. However, each questionnaire came with a cover letter outlining the study's goals and assuring respondents that participating in the study was optional and their replies would be kept private. On

a Likert scale of 1 to 5, where 1 equaled "strongly disagree," all four instruments were scored. A convenience- sampling was utilized to collect the data, and Sekaran & Bougie (2016), criteria were followed by selecting key informants from a sample population who were un-knowledgeable about the phenomenon of interest and were willing and able to reply to the self-administered questionnaire.

**Research Measurement Scale**

The questionnaire espoused by (Smith & Yang, 2004; Torrance, 1987; Guilford, 1967) which were collected from the Ad-creativity (4 items) and buy intention (3 items) scales (Kumar, Lee, & Kim, 2009; Hsu & Lin, 2015), utilized. While, four questions were pick from the survey to assess brand awareness (Wu & Ho, 2014). The Ad-flow-experience was measured using a total of four elements (Ho & Kou, 2010).

**Data Analysis and Results**

The data process commenced simultaneously through non-frequent flyers and frequent flyers of different airline. The report's data came from a single source to diminution biased. In line with recommendations as in literature (Podsakoff et al., 2003), we followed procedure approaches and responses were gathered in phases with antecedents and outcomes segregated. The surveys questionnaire was dispersed independently and data collecting take around three calendar week. However, out-of distributed questionnaire' only 512 received back, response rate of 85.33 %.

**Demographics Analysis**

As shown in Table. 1 displays a detailed demographic analysis. The matched 512 individuals ranged in age from 20 to 40, with 467 (72%) men and 145 (28%) women. Most participants (43%) and age range 30-39, moreover (62.5%) were not regular flyers.

**Table 1.**  
*Demographic Analysis*

	Item	Frequency	%
Gender	Male	367	72
	Female	145	28
Age	20- 29	105	24
	30- 39	198	43
	40 and <	311	33
Qualification	Inter	199	33.17
	Graduate	210	35
	Masters	290	31.83
Frequent flyer	Yes	215	37.5
	No	575	62.5

*The researcher used the VIF and tolerances values to test regression diagnosis. According to Sekaran & Bougie (2016), Multi-collinearity does not exist, in-case the value of tolerances shouldn't exceed (.20) and the variance inflation factor (VIF) should be lower than (10).*

**Table 2.**  
*Collinearity*

	V.I.F	Tolerances
Creativity (Ad)	1.95	.511
Flow (Experience)	2.22	.449
Brand (Awareness)	1.49	.669

Table: 3 beneath indicates detailed correlations among all variables. *However, Hair et al. (2010) endorses correlation-co-efficient values among variables, would more than (.01).* According to the correlation, there is a moderately significant positive association between ad creativity and Purchase-Intention (0.683, significant), supporting the hypothesis. Additionally, there is a strong association between advertising creativity and experiencing flow (.688). Again, this fits with the put forward hypothesis. Additionally, Ad-Creativity is also strongly connected with having a favorable association with brand awareness (.323), which is consistent with the hypothesis.

**Table 3.***Correlation*

Variable	1	2	3	4
1. Ad-Creativity	—			
2. Flow-Experience	.688**	.549**		
3. Brand-Awareness	.323**	.353**	.330**	
4. Purchase-Intention	.683**	.584**	.809**	.341**

**CFA Model**

*CFA results on Ad-creativity, flow-experience & brand-awareness are presented underneath.*

**Table 4.***CFA(Model Fit)*

TLI	CFI	GFI	$\chi^2/df$	AGFI	RMSEA	SRMR	NFI
.93	.97	.95	2.7	.93	0.07	.03	.94

*Eight (8) indices that specify model fit outcomes were validated in term of arithmetical value being within a sufficient range of all factors. . As a result, no element was overlooked or isolated.*

**Hypothesis Testing**

*Ad flow experience, brand recognition, Ad creativity, and purchase intent were all evaluated both directly and indirectly & the consequences are depicted below;*

**Table 5.***Regression (AdCr--FE---BA--PI)*

	Estimations	SE	CR	P
PI <--- Ad- Creativity	.720	.025	.29.11	***
Indirect Effect	Estimations	SE	CR	P
PI <--- Ad Cre + Ad-FE	.415	.023	17.8	***
PI<--- Ad Cre + BA	.086	.012	7.258	***

Ad creativity had an impact on purchase intentions. Calculated (Direct effect) & the results exhibited Ad creativity had noteworthy influence on customer's purchase-intent ( $t=8.5$ ,  $p<.05$ ). Indirect influence (mediating) of Ad flow-experience via Ad-creativity and purchase-intention was determined and outcome values depicted following results ( $t= 17.8$ ,  $p < .05$ ). Furthermore, empirically result suggests flow- experience partially mediates among creativity and purchase intent. Moreover, mediation consequences effects of brand awareness among Ad-creativity and purchase-intention was estimated and outcome values resulted ( $t=7.2$ ,  $p<.05$ ). The results of the outcome values conclude brand awareness is partial intermediary in the relations among Ad-creativity and purchase- intent.

**Discussion and Implications**

The study's objective was to determine both direct and indirect links between ad creativity and purchase intention, as well as the mediating effect of flow experience and brand recognition in Pakistan. The current study predicts the impact of advertising innovation on purchase intent. Furthermore, Ad-creativity has a significant impact on flow experience & brand awareness as indirect constructs relations. Although it is nearly universally agreed that ad creativity influences buy intentions positively, its link with flow experience and brand awareness value has a substantial impact on purchase intentions.

Even while previous research has shown that advertising innovation has an impact on customers' purchasing intentions, there hasn't been much research that examines how and in what context brand awareness issues and information flows affect consumers' purchase intentions. By considering the roles of advertising creativity in the interaction between information flows, brand awareness, and green buying intentions, we have generated convincing results.

First, view of the Ad. creativity is strongly inversely associated with consumers' intent to buy, which is in line with research from (Shukla, Singh & Wang, 2022), Consumers are becoming more aware of how commercials might influence them to alter their purchasing intentions (Kamran & Siddiqui, 2019). Through TV news, web searches, and social media use, consumers learn about company fraud, which has a positive impact on consumer behavior and purchases (Shukla, Singh & Wang, 2022). Customers who think companies exaggerate their environmental performance may question the sincerity of company efforts and harbor positive impressions of those companies. Additionally, corporate advertising, celebrity endorsements, and consumer perceptions that corporations exaggerate their environmental performance may cause consumers to trust the accuracy of corporate efforts and generate positive judgments of those companies.

Additionally, advertising celebrity tactics, such as making leads or claims that products and services are environmentally friendly, might even decrease consumers' expectations for the calibre of the products they buy. This "Ad. celebrity" influences favorably purchasing inclinations (Shukla, Singh & Wang, 2022). If customers believe that a firm has been deceived by celebrity endorsement, they may be skeptical of its sustainability initiatives and difficult to establish a long-term connection with it. Furthermore, there is a 72 per cent association between ad originality and purchase intention. The flow-experience variable, on the other hand, mediates 42% of the association between ad creativity and purchase intent. Furthermore, the brand-awareness variable mediates 9% of the association between advertising creativity and purchase intent. Empirically results indicate that Ad-creativity and purchase intentions confirm partial mediation impact exerted by flow experience and brand awareness. In short, the relationship has been empirically tested, and the current study's findings confirm all hypotheses. SEM is also used to evaluate the model and explore the important implications of the relations here between relationships perceived.

This research has three theoretical implications. First, creative Ads that are consistent with past studies have positively improved the importance of purchase intentions (Verma, 2021; Martins et al., 2019). Brand awareness, which enhanced the consumer's purchase decision, was the most positive element, followed by the Ad-flow experience. These findings suggest that buyers see innovative ads as a valuable source of product information and find them both beneficial and fun. Second, flow experience value mediates the relationship between brand awareness and customer purchase intent. Customers will have pleasant thoughts about the advertised brand, and they will profit from the information flow experience ads that are simpler to break through the clutter.

Third, the Ad information flow emotional value was proven as a significant predictor of brand awareness to explain brand awareness. These studies demonstrate how vital for clients, to bring further passionate relationships, that recognize through Ad creativity. Moreover, we argue the critical part of customer opinion, through trustworthy relations. Lastly, the findings show information flow experience, & brand recognition, as the key attitudinal constructs amongst purchase intentions & Ad Creativity.

### ***Practical and Theoretical Implications***

Several theoretical contributions are made in this paper. The purpose of this research was to add to the Ad-creativity literature in the context of Pakistani business. In this current day, when the globe is converting to the internet and technologies, the necessity of marketing creative messaging has increased several folds. Companies can sell their products and raise positive brand awareness at significantly cheaper prices.

The research found that companies looking to sell their items should generate appealing advertising or creative marketing messages that attract attention and persuade customers. As the study's findings show, creating new advertising will attract audiences' attention and so increase brand acknowledgement crucial for persuading customers. These findings demonstrate Ad creativity became more informative, entertaining, and reliable. Adding sentimental values via advertisement improves the message's reaction, and spread among customers' peers and social groupings.

There are several practical implications. To begin, meaningful information that satisfies consumer demands must be sent to customers when they view and engage in innovative commercials. Consumers prefer to focus details of the advertised service or product. Though, advertisements that justify consumer needs guarantee marketers and advertisers, build constancy and conviction (Lee & Cho, 2020). Second, buyers become more involved with a brand the more they are familiar with it. Advertisers should think about creating ads that elicit positive emotions. Emotions are a reflection of a customer's feelings, resulting in constructive brand recall and a perception of the brand as essential and beneficial. Finally, marketers should design inventive advertising that captures buyers' attention rapidly. Brands must consider investing in better-

designed advertisements that make watching advertising more enjoyable. Brand recognition causes a shift in the customer's perception of the quality and knowledge of the product or service, as well as consumer loyalty and satisfaction, which positively influences purchasing intent.

### **Limitations and Future Research Directions**

Several limitations exist in this investigation. To begin, the study was conducted in a cross-sectional manner, with customers of other Pakistani (provinces) included. The results indicate fascinating tactics for implementation across overall Pakistani culture, however, decrease cultural & economic disparities. Second, the impact of brand recognition/awareness on purchasing intentions; has been assessed. More effort is required to analyze fundamental antecedents of brand equity that determine people's propensity to buy logically and statistically. Finally, because the researcher did not use all of the statistics when assessing and putting together the dissertation, the analysis was confined to factual and analytical generalizability.

Throughout the future, the researcher will address current research limitations by conducting a longitudinal study in Pakistan to compare the effects of creative and non-creative advertisements on brand awareness and customer purchase intent. Second, future research may place a greater emphasis on rationally and empirically analyzing the factors of brand exposure that purchase decisions intent. Finally, future studies measure creative and non-creative persuasion advertisements that target brand familiarity and customer buying intent, thus, the next inquiry will address factual and analytical generalizability difficulties.

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