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Afnan Mohammed Shaban,

Assistant Professor, Doctor,

Market Research & Consumer Protection Center, University of Baghdad,
Baghdad (Iraq)

<https://orcid.org/0000-0002-3101-1699>

THE USE OF INFLUENCER ADVERTISEMENTS ON TELEVISION AND THE EXTENT OF CONSUMER RESPONSE TO THEM (AN EXPLORATORY STUDY)

The research aims to study the impact of influencers' advertisements on television, exploring the consumer's response to them, their attitude toward the brand, and their purchase intentions. It also seeks to determine the extent to which consumers follow influencers' advertisements on television, clarify the influence of these advertisements on the consumer's response and purchasing decision, and examine the relationship between following influencers' advertisements and the results achieved through brand dissemination. Additionally, the study identifies the reasons behind the influence of influencers' advertisements on television and examines the public's preferred methods of presenting this type of advertisement.

The study was based on constructing the variables and research model around following influencers and their characteristics, and how these reflect on television advertising among consumers. A descriptive analytical approach was used on a deliberate sample from the city of Baghdad, consisting of individuals who follow influencer advertisements. A questionnaire was used as the research tool to gather opinions and attitudes about the influence of influencer television advertisements on consumer responses. The results indicate that influencers play a role in achieving consumer response and changing their behavior toward the brand, which is linked to factors such as the influence on the brand, its dissemination, and gaining consumer trust. This is further supported by factors such as trust, credibility, attractiveness, and the influencer's style and language, all of which influence their audience. The study's hypotheses confirmed that individual characteristics do not affect the response to influencers' advertisements, while there is a statistically significant correlation between following influencers' advertisements and consumer decision-making regarding purchases. We expect that this study will be a scientific addition to the field of television advertising, with future studies potentially expanding on this research in other areas within the field.

Keywords: *consumer, influencers, advertising, television, promotion*

JEL classification: *M31, M37*

Дослідження має на меті вивчити вплив реклами відомих осіб на телебаченні та дізнатися реакцію споживача на них, його ставлення до бренду та намірів щодо покупки, а також визначити ступінь стеження за рекламою цих осіб на телебаченні. Досліджувалися фінансові показники очікуваної реакції споживачів, з'ясувалися причини впливу реклами інфлюенсерів на телебаченні на поведінку споживачів, а також ті способи подання такого типу реклами, яким надає перевагу громадськість. Дослідження базувалося на побудові дослідницької моделі, де у якості змінних використовувалися характеристики впливових осіб та їх відображення у телевізійній рекламі. Описовий аналітичний підхід будувався на використанні цільової

вибірки. Для опитування мешканців міста Багдад, які слідкують за рекламою інфлюенсерів, використовувався інструмент дослідження у формі анкети, щоб з'ясувати їхню думку та ставлення до впливу телевізійної реклами інфлюенсерів на їх реакцію. Результати показують, що впливові особи відіграють певну роль у досягненні реакції споживачів і зміні їхньої поведінки щодо бренду, і це пов'язано з кількома факторами, а саме з впливом на бренд. Впливова особа поширює бренд та завойовує довіру споживачів до нього, а також підтримує стабільність довіри, надійності та привабливості бренду, яким вона користується, а також її стиль і мову, які впливають на її аудиторію. Гіпотези дослідження довели, що індивідуальні характеристики не впливають на реакцію на рекламу впливових осіб, у той час як існує статистично значуща кореляція між спостереженням за рекламою впливових осіб і прийняттям споживачем рішення про покупку. Ми очікуємо, що це дослідження стане науковим доповненням до галузі телевізійної реклами, і що в майбутньому будуть дослідження, які доповнюватимуть дослідження в інших областях у цій галузі.

Ключові слова: споживач, інфлюенсери, реклама, телебачення, просування.

JEL classification: M31, M37

1. Introduction

Marketing companies increasingly rely on influencers for promotion, particularly in the media, due to their ease of connecting with audiences, browsing channels, pages, and websites, and circulating information [1]. Influencers, such as bloggers and celebrities with Facebook pages and YouTube channels, have thousands of followers and fans who are greatly influenced by their opinions. These influencers enjoy trust and credibility, giving them the ability to build relationships and communicate effectively with consumers [2]. The consumer, who is the target of goods and services producers, is ultimately reached through these marketing efforts [3].

The use of influential people is a new concept in the field of marketing and is of great importance, no less important than the means of communication used in promotion. An influencer's audience and fan base enhance the impact of the advertisements they present, connecting the product to their personal brand and stardom. The importance of research also lies in determining the type of relationship between the influencer and the consumer, and the extent of the consumer's response to it. The type of advertising and its significance in the field of marketing are also key aspects.

With the significant development in television advertising methods, the evolution of its concepts, and the use of influencers to promote products and ideas, there has emerged a need to study television advertisements through the lens of influencers. Modern

studies no longer focus on traditional ideas in advertising, especially with the presence of influencers and the unique advantages they bring to advertising.

Television has unique advantages over other media outlets due to its combination of image, sound, and color [4]. In light of the great technological development in the means of communication, the methods of television advertising and the methods of presenting goods to consumers have diversified in order to attract their attention. Advertisers use a variety of marketing tools to reach and engage audiences, as well as to expand their consumer base [5]. The marketing tools that advertisers employ to reach the audience, interact with them, and increase their number are varied, including influencers as an important tool in disseminating advertising and achieving the desired profits [6]. Studies indicate that using influencers achieves the goals of marketers, especially on social media sites, as they publish videos through their channels to promote in various fields and enjoy high confidence among their audiences and followers.

Influencers are said to have a major role in disseminating brands, moving the public's desires towards them, and supporting their preferences and needs. They are used to achieve greater returns than those achieved by traditional promotional methods [7].

In this research, we define the problem of the study by presenting the following questions:

- What response do influencer TV ads achieve in consumers?

- How much influencer advertising is followed on television?

- What is the impact of influencer ads on the consumer's purchasing decision?

The research aims to determine the impact of influencer advertisements on television on consumers' responses and how these characteristics are reflected in their purchase intentions.

This research highlights the use of influencers on television and the response it achieves among the consumer. Advertising through influencers is one of the effective methods used by advertisers and companies to target the consumer and introduce him to the brand, and thus advertising agencies and marketers carry out marketing through influencers.

Television is one of the influential media outlets in disseminating advertisements, and it includes innovation and development in the ideas and methods presented in advertising, including the use of influencers in presenting advertisements.

2. Literature Review

The new stage in the development of people's access to information through the technological progress of information has resulted in the development of the concept of promotion with the emergence of influencers who have a large number of fans and followers. Social networks and their ease of use have contributed to the rapid spread of this type of advertising and the display of products directly to consumers and communicating with them and talking to them directly [8].

Advertising is a paid means of promoting the sale of a good or service to consumers, and it is also a means of communication used to spread certain messages through the media, aiming to influence and persuade the public to buy, thereby increasing profits for the advertiser [9].

Influencers are individuals who create advertising content for products and ideas, spread awareness, and promote specific services to consumers, relying on their credibility and experience with the products

they endorse. Companies use influencers to attract consumers and boost sales, and today, influencers have become one of the essential tools for advertising and promotion.

Influencers are distinguished by characteristics, including credibility, which is the most important quality for influencing and winning over consumers. Studies indicate that consumers form a connection between influencers and the products they advertise. Each time consumers see the influencer, their memory is triggered, recalling the product and retaining the advertisement for an extended period. Advertising has become very important in our lives, as it serves as a process for communicating information about products, ideas, and services with the goal of influencing and convincing the consumer to buy [11].

The influencer has the advantage of an engaging oral presentation style and possesses the ability to enhance the brand's perception and reach a wide audience, which is an important aspect of successful promotion strategies [12].

It also has the characteristic of physical attractiveness, personality, and admiration among the public, which gives the consumer positive behavior towards the intention to purchase, which earns a lot of money for the company's marketing the product.

The other characteristic of the influencer is the positive feeling towards the brand and its association with the influencer, especially if it is linked to the influencer's personal expertise and experience, which achieves an increase in the promotion and sale of the brand, which is the goal behind using the influencers preferred by the public.

The influencer also has the ability to persuade the consumer and change his point of view towards a brand or product, due to the influencer's good reputation, high experience, and continuous presence in the media [13].

Influencers are characterized by having an attractive personality that is appreciated and loved by others, and consumers are often associated with the products and brands advertised by celebrities they admire [14].

Television advertising employs a means of communication that aims to influence consumer behavior by using various non-personal methods and strategies to attract consumers through different media channels. Advertising is referred to as the psychological process that is based on changing the consumer's behavior towards the product or the proposed idea [15].

The content of television advertising positively affects consumer loyalty by employing persuasive techniques and building credibility. It has been found that there is a correlation between the impact of television advertising on a brand and consumers' commitment to it. This relationship is influenced by the advertisement's content, characteristics, and design, which are key factors in driving consumer loyalty [16].

Influencer marketing is referred to as a new means of marketing by focusing efforts on influential people who are able to convey the promotional message clearly and intensely to a large audience. Statistics indicate that 60% of companies focus large budgets on marketing through influencers, especially on social media sites [17].

Television is one of the most important media outlets that has gained great popularity and acceptance among the masses, and despite the emergence of social media, it still maintains its position and audience due to its ability to influence as a distinct advertising medium for products and services and to influence consumer purchasing decisions due to the provision of moving images, color's, sound and music. [18]

These are the most important features of television [19]:

- television is a broad mass medium and its programs enjoy high viewership rates;
- it includes combining image and sound, which makes it more effective.
- the diversity and innovation in presenting artistic and dynamic camera shots, along with the use of montage techniques, enhance its impact.

As a result of the technological development in television, it has been used as an advertising tool based not only on convincing the product, but also on selling

and achieving profits, and the density of the number of viewers whose attitudes, opinions, and desires vary towards the media messages presented by television [20]. Television works as a visual media to provide information and realistic events, which helps viewers form opinions and trends about a specific issue or topic [21].

Television also plays an important and influential role in the lives of societies at all political, social and cultural levels, in addition to its role in providing entertainment. It presents programs that influence positive and negative human behavior, and there are many theories of influence to communicate the audience's relationship with media outlets, including television.

The consumer is the person who decides to buy products to satisfy their needs and desires through their use. They go through the pre-purchase stages, the purchase decision-making stage, and finally the purchase stage [22].

The consumer is also someone who buys and consumes products they desire [23].

Advertising plays an important role in guiding consumer behavior toward purchasing, so companies rely on advertising to identify the consumer's needs, understand them, and determine their preferences, as it is a vital link in the shopping process [24].

Consumer response to advertising is defined as the behaviors influenced by the emotional and cognitive responses resulting from viewing the advertisement [25]. Researchers point out that some behaviors are directed toward the brand, such as experiencing it, developing loyalty, and remembering it [26]. Consumer behavior includes the actions taken after the individual decides to purchase and use goods [27]. The consumer's response lies in the behavior they undertake in searching for and purchasing the advertised products to meet their personal needs [28].

As for the factors influencing consumer response, they include economic factors, such as the individual and family's income and the purchasing power they have to acquire a commodity, and psychological factors, including needs, which are the

natural requirements of the consumer. The consumer buys based on need, and motives are the drivers of desires and needs [29]. Perception and learning through experiences, as well as consumer trends based on prior experiences with products, also play a role. Gender, age, and cultural and social levels also affect consumer behavior and responses to advertising [30].

The effect that is supposed to be achieved by the influencer is in influencing the target audience and its reaction is by responding, rejecting, or changing its positions and trends and thus its behavior towards what is presented to it [31]

The effect that is supposed to be achieved by the influencer is in influencing the target audience, and its reaction is by responding, rejecting, or changing its positions and trends, thus altering its behavior towards what is presented to it [31]. Studies indicate the importance of advertising in consumer behavior and its impact on it. This depends on the persuasive methods used, meeting consumer needs, innovation in presentation and presentation methods, using suspense, and gaining the recipient's trust in the media. Although most studies indicate the use of influencers as a means of promotion on social media, we contribute by presenting a study on influencer advertisements on television and the consumer response to them.

3. Research Methodology

Research problem

The research problem is determined by presenting the question: To what extent does the use of influencer advertisements on television affect the consumer's response to them?

Research aims

The research included defining a number of goals that it sought to achieve, which are the following:

1. Determine the impact of influencers' advertisements on television on consumer response to them.

2. Identify the extent to which influencers' advertisements are followed on television.

3. Explaining the impact of influencers' advertisements on the consumer's purchasing decision.

Research hypotheses

The following research hypotheses were identified:

The first hypothesis: There are differences in the sample's response to influencers' advertisements.

The second hypothesis: There is a significant correlation between following influencers' advertisements and the consumer's purchasing decision.

Methodology

The research is considered descriptive research, focused on the characteristics of the phenomenon that is the subject of the study. It relied on using a survey method with the research community and selecting its sample. The researcher designed the survey scale after collecting information that could achieve the research objectives, relying on the specified variables.

Search variables

The independent variable - Influencers' advertisements on television.

The mediating variable - Demographic characteristics of respondents.

The dependent variable - Consumer response.

Research methods and tools used

In this research, the descriptive analytical method was used, and studies, research, and references were utilized to add and develop ideas in the study. The questionnaire form was used as a research tool, and it was approved and verified for validity after being presented to the arbitrators. The reliability of the test was confirmed through the use of the Cronbach coefficient, with the reliability value found to be (78.00), which is a positive percentage of the reliability of the tool. The questionnaire included questions about the sample's follow-up of influencers' advertisements, their responses to them, the reasons for their influence on the consumer, as well as measuring the consumer's response to influencers' television advertisements. It was distributed to a deliberate sample from the city of Baghdad, consisting of followers of influencers' television advertisements from both the center and outskirts of the city. The sample varied in

intellectual, age, and social characteristics to gather their opinions on the topic, and it was representative of the research community.

SPSS was used to analyze the data contained in the research and determine correlations according to the study. For the specific factors and items in the axes included in the questionnaire (Investigating the Impact of TV Influencer Advertisements on Consumer Brand Response and Purchase Intentions), the arithmetic mean and standard deviation of the items were calculated based on the sum of multiplying the numbers for each of them, and the weight of the answer was calculated according to a three-point scale:

agreed = 3, neutral = 2, disagree = 1, by dividing it by (178) the total sample to show the results of agreement and calculate the arithmetic mean and standard deviation.

Statistical tests

Statistical methods were used to analyze descriptive and quantitative data, with frequencies and percentages calculated. Statistical equations were applied to test the hypotheses developed in the research using the SPSS statistical program, and the results were presented in statistical tables as shown in the practical explanation of the research findings. The arithmetic mean and standard deviation were used, the Pearson correlation coefficient was applied, and differences were calculated by extracting the value of the chi-square (χ^2) test. The test was also calculated using Cronbach's alpha for reliability.

Search limits

Time limits: The research took the period from 01.01.2023 to 12.31.2023, during which the research was conducted.

Spatial boundaries: The spatial boundaries of the research were the city of Baghdad, in which the test was conducted.

Study model (form prepared by the researcher) (Figure 1).

4. Practical framework

First: Description of the research community

The research population to which the study was applied is characterized by identifying a research sample of followers of influencers' television advertisements and their impact on consumer response, as well as measuring the sample.

The following table shows the characteristics of the research sample in terms of following influencers' television advertisements and their impact on consumer response to them and their purchase intentions.

Descriptive Analysis

4.1. Demographic data

Table 1 shows the sample description and that the percentage of females (56.7%) is higher than the percentage of males (43.3%), and the highest percentage for the age group (38 and over) is (29.8%), followed by the age group (27-36) with (29.2%). The percentage of bachelor's academic qualifications is higher than the rest of the qualifications by (32.0%), while the percentage of those holding graduate degrees is (26.4%).

4.2. Following influencer ads

Table 2 shows the extent to which the sample follows influencers' ads. The highest percentage is (44.9%) for those who sometimes follow influencers' ads, while the percentage of those who always

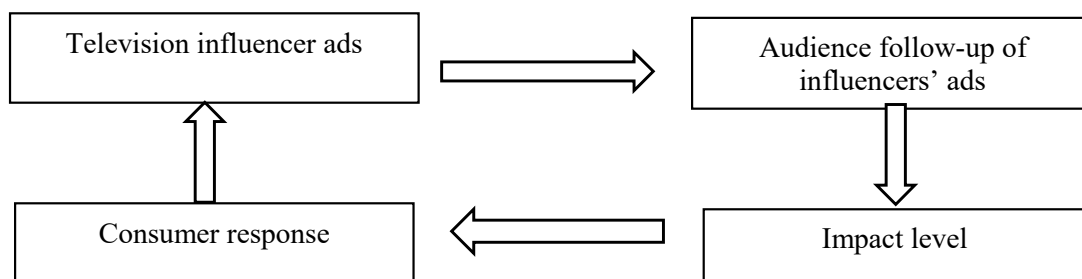


Fig. 1. Study model

follow influencers' ads is (30.3%), and the percentage of those who rarely follow influencers' ads is (24.7%).

4.3. The influencer's personality influences the promotion of the product he is advertising

Table 3 shows the extent of the influence of the influencer's personality in promoting the product they advertise. The highest percentage (60.7%) of respondents answered: "Sometimes," while (7.9%) responded that the personality of the influencer rarely influences the promotion of the product they advertise.

4.4. The reasons for the influence of influencer advertisements on television on the consumer

Table 4 shows that trust in the influencer (28.7%) is one of the most important reasons for the influence of influencer advertisements

on television on the consumer, followed by the compatibility of the influencer's personality with the product (20.8%). Admiration for the influencer's personality was (17.4%), and attractiveness was (16.9%), while credibility received a percentage of (16.3%).

4.5. Consumer response to advertisements that influence the purchasing decision

Table 5 shows that the majority of the sample (42.1%) said that the consumer sometimes responds to advertisements that influence the purchasing decision, while (30.9%) indicated that the consumer always responds to advertisements that influence the purchasing decision. The percentage of those who answered that the consumer rarely responds to advertisements influencing the purchasing decision was (27.0%).

Table 1

Sample description according to selected demographic data

main categories	categories flee	number	%
Gender	male	77	43.3%
	female	101	56.7%
Age	18-27	39	21.9%
	27-36	52	29.2%
	37-46	34	19.1%
	38 more	53	29.8%
Academic achievement	Master's Degree	47	26.4%
	Ph.D	57	32.0%
	diploma	40	22.5%
	Preparatory school	34	19.1%

Table 2

Following influencer ads

Following influencer ads	duplicates	%
Always	54	30.3
Sometimes	80	44.9
Scarcely	44	24.7
The total	178	100

Table 3

Influence of the influencer's personality in promoting the product they advertise

Following influencer ads	duplicates	%
Always	56	31.5
Sometimes	108	60.7
Scarcely	14	7.9
The total	178	100

4.6. Preferred mediums for influencer advertising that generate consumer response

Table 6 shows that social media sites are the most preferred medium for influencer advertisements that achieve consumer response, according to the sample's point of view. However, (41.6%) of the sample indicated that television is the most preferred

medium for influencer advertisements that achieve consumer response.

4.7. Measuring consumer response to influencer ads

Three factors affecting consumer response to influencer advertisements were identified: influence on the brand, the factor of trust in the influencer, and the factor of trust and credibility. The

Table 4

The reasons for the influence of influencer advertisements on television on the consumer

Reasons for the influence of influencer advertisements on television	duplicates	%
Admiration for the influencer's personality	31	17.4
Gravity	30	16.9
Credibility	29	16.3
Trust the influencer	51	28.7
The compatibility of the influencer's personality with the product	37	20.8
The total	178	100

Table 5

The consumer response to advertisements that influence the purchasing decision

Consumer response to influencer advertising	duplicates	%
Always	55	30.9
Sometimes	75	42.0%
Scarcely	48	27.0%
The total	178	100

Table 6

The preferred method for influencer ads that achieve consumer response

The preferred method for influencer advertising	duplicates	%
Social media sites	104	58.4
TV	74	41.6
The total	178	100

Table 7

The arithmetic means of the sample's response to influencers' advertisements

Ferries	mean	standard deviation
Influencers contribute to the spread of the brand	1.8034	0.68113
Influencers help attract new customers from other channels	1.7360	0.73103
The consumer's purchase intention is influenced by influential people	2.2303	0.82186
Consumer thanks to celebrity ads more than other ads	2.0787	.805700
Influencers have style and linguistic skills that attract the consumer	2.3315	.734320
I have confidence in the information the influencer provides in the ad	2.0562	.786320
The influencer has the ability to persuade through evidence in advertising	2.0449	0.84252
It is important for the influencer to be liked by people	2.2921	0.78405
The influencer provides personal experiences, which gives more confidence in the advertised product	2.0674	0.87395

arithmetic mean and standard deviation of these values were calculated.

A - Table 7 shows that the factor of influencing the brand through influencers' advertisements has good arithmetic mean values for the paragraphs of this factor. The arithmetic mean value for the paragraph "influencers contribute to the spread of the brand" is equal to (1.8034) with a standard deviation of (0.68113). The arithmetic mean value for the paragraph "influencers contribute to attracting new customers from other channels" is equal to (1.7360) with a standard deviation of (0.73103). For the paragraph "the consumer has the intention to purchase from the influence of influencers," the arithmetic mean is equal to (2.2303) with a standard deviation of (0.82186). The arithmetic mean value for the paragraph "thanks to the consumer's celebrity ads more than other ads" is equal to (2.0787) with a standard deviation of (0.8057)

These indicators give a good value to the influence of influencers in spreading and marketing the brand through the advertisements they present on television. This new method gives importance to the model of influencers as presenters of successful advertisements.

B - The personality of the influencer and the trust factor are among the factors influencing the recipient. The result of the paragraph "influencers have linguistic style and skills that attract the consumer" indicates that the arithmetic mean is equal to (2.3315) with a standard deviation of (0.73432). The arithmetic mean for the paragraph "we have confidence in the information provided by the influencer in the advertisement" is equal to (2.0562) with a standard deviation of (0.78632). As for the paragraph "the influencer has the ability to persuade through evidence in the advertisement," the arithmetic mean value is equal to (2.0449) with a standard deviation of (0.84252).

C - Admiration for the influencer. The results also show that the arithmetic mean value for the paragraph "It is important that the influencer's personality be liked by people" is equal to (2.2921) with a standard deviation of (0.78405). Meanwhile, for the

paragraph "The influencer provides personal experiences, which gives more confidence in the advertised product," the arithmetic mean value is equal to (2.0674) with a standard deviation of (0.87395).

This result indicates a high percentage of agreement regarding the importance of admiring the personality of the influencer who presents the advertisement, as they have a large number of followers and fans. This is reflected in the extent of response and acceptance of the advertisement and in taking positive steps toward products and brands, which is a positive indicator in the study.

4.8. Hypothesis Testing:

First: There are differences in the sample's response to influencers' advertisements

Table 8 shows that the value of the Chi-Square is equal to (.019a), the score is (2), and the significance value (.991) is higher than the level of significance (0.05), which indicates that there are no differences in the type variable. The Chi-Square value is also equal to (5.590), with the final score (6) and the significance value (.471), which are higher than the significance level (0.05), indicating that there are no differences in the age variable. Additionally, the Chi-Square value is equal to (8.004a), with the final score (6) and the significance value (.238), which is higher than the level of significance (0.05), indicating that there are no differences in the academic qualification variable regarding advertisements of influencers

Second: There is a significant correlation between following influencers' advertisements and the consumer's purchasing decision

Table 9. shows that the value of the Pearson correlation coefficient is equal to (-.155) and the significance value is (.039) at the significance level (0.05), which indicates the existence of a statistically significant correlation between following influencers' advertisements and the consumer's purchasing decision.

5. Discussion

In this research, the researcher relied on measuring the impact and response to

Table 8

Differences in the sample's response to influencers' advertisements

Variants	Test value ch2	Degrees of freedom	Significance value	Relationship type
Type	.019 ^a	2	.991	Not function
Age	5.590 ^a	6	.471	Not function
Educational level	8.004 ^a	6	.238	Not function

Table 9

The relationship between following influencers' ads and the consumer's purchasing decision

Pearson correlation coefficient	Significance value	Moral level	Relationship type
The correlation between following advertisements and purchasing decision	-.155	0.05	function

advertisements presented on television, using influential people as a new strategy adopted by companies in advertising and promoting their products and services and disseminating the brand. This approach does not come without prior studies on the extent to which the influencer is accepted and attracted by the broad audience of followers and viewers. This is achieved due to the influence of celebrities in television advertising through credibility, attractiveness, and admiration as attributes they possess, as indicated by the study [32]. It agrees with the current study in the influence of influencers' attributes in enhancing the consumer's attitude toward television advertising, their position on the brand, and making the purchasing decision. In conclusion, trust and experience are among the influences on the celebrity's personality, which stimulates consumer purchasing behavior, as noted in the study by [33]. Additionally, [34] pointed out in his study that the attractiveness of influencers, along with the credibility and quality of the advertisement, will direct the consumer to positive behavior toward the advertisement.

We explore the existence of a mediating role for the influencer between the brand and the consumer in the study [35], which achieves the success and spread of the brand's credibility in our study and the existence of the influence of famous people towards the consumer.

The study [36] indicates that influencer marketing leads to directing the consumer towards adopting the brand through the content provided by the influencer.

There is no doubt that influencers have their own followers on social media, and thus they constitute an important means of promoting the brand and achieving consumer response, which is the desired goal of advertising.

According to the study, we reached a set of results after using the scale, and it was found that there is good follow-up of influencers' advertisements on television. The personality of the influencers who promote the product or idea affects the receiving audience. Trust in the influencer and the compatibility of the influencer's personality with the product are among the most important reasons for influencing the consumer. Additionally, admiration for the influencer's personality, credibility, and attractiveness play significant roles. It is noteworthy that influencer advertisements have a great impact on the recipient's psyche, and the indicator of this is the response achieved after the advertisement, with the consumer making the purchasing decision for the advertised products. The recipient tends to prefer social media sites, which is the most preferred method for influencer advertisements that check consumer response.

Influencers have a clear role in the spread of the brand they promote and in attracting new customers with their personalities, as well as using linguistic style and skills that attract the consumer. The sample differs in its responses to influencer ads based on age and cultural levels. Additionally, the consumer makes

the purchasing decision for the products advertised by their favorite influencers, who have a wide audience.

What distinguishes the current study from previous studies:

We have benefited from previous studies in reviewing the literature for the current study and inferring the sources and information provided to us. However, the current study investigated the impact of influencer advertisements on television in multiple aspects as a new feature for promotion. Previous studies focused on the influencer marketing aspect, while our study was informational and distinguished itself from previous studies by focusing on consumer response, which is the primary goal of this study.

6. Conclusion

The results reveal that followers' trust in influencers translates into greater discovery of brands and products promoted

on television, supporting marketing potential. However, statistical tests are needed to establish strong predictive relationships between exposure to influencer ads and perceived purchase response rates. Since television is still a dominant advertising channel in some emerging markets, such as Iraq, future studies should compare the impact of influencer, celebrity, and traditional advertising. One limitation is the local context – research in additional geographies would help identify generalizable patterns in consumer behavior toward this popular strategy.

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THE USE OF INFLUENCER ADVERTISEMENTS ON TELEVISION AND THE EXTENT OF CONSUMER RESPONSE TO THEM (AN EXPLORATORY STUDY)

Afnan Mohammed Shaban, University of Baghdad, Baghdad (Iraq).

E-mail: dr.afnan@mracpc.uobaghdad.edu.iq

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The research aims to study the impact of influencers' advertisements on television, exploring the consumer's response to them, their attitude toward the brand, and their purchase intentions. It also seeks to determine the extent to which consumers follow influencers' advertisements on television, clarify the influence of these advertisements on the consumer's response and purchasing decision, and examine the relationship between following influencers' advertisements and the results achieved through brand dissemination. Additionally, the study identifies the reasons behind the influence of influencers' advertisements on television and examines the public's preferred methods of presenting this type of advertisement.

The study was based on constructing the variables and research model around following influencers and their characteristics, and how these reflect on television advertising among consumers. A descriptive analytical approach was used on a deliberate sample from the city of Baghdad, consisting of individuals who follow influencer advertisements. A questionnaire was used as the research tool to gather opinions and attitudes about the influence of influencer television advertisements on consumer responses. The results indicate that influencers play a role in achieving consumer response and changing their behavior toward the brand, which is linked to factors such as the influence on the brand, its dissemination, and gaining consumer trust. This is further supported by factors such as trust, credibility, attractiveness, and the influencer's style and language, all of which influence their audience. The study's hypotheses confirmed that individual characteristics do not affect the response to influencers' advertisements, while there is a statistically significant correlation between following influencers' advertisements and consumer decision-making regarding purchases. We expect that this study will be a scientific addition to the field of television advertising, with future studies potentially expanding on this research in other areas within the field.

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