Social Media Interactive Advertising and Purchase Intention of the UAE Customers: An Empirical Analysis
(Pengiklanan Interaktif Media Sosial dan Niat Pembelian Pelanggan UAE: Suatu Analisis Empirik)

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ABSTRACT

The advent of social media technologies, specifically the phenomenal growth of online and interactive advertising, has assisted various organizations in responding to and communicating with respective consumers at sustainable expenditures through various online channels, including social media, with immense potential and popularity levels. Limited studies have been conducted to examine the connection between consumer engagements by small and medium enterprises (SMEs) and their respective promotional performances, as consumer purchase intention would be notably affected by the ability of an enterprise to interact and share information. Therefore, the current study aims to evaluate the impacts of attitude, brand loyalty, brand image, and brand awareness on interactive advertising and engagement with consumers via social media in the United Arab Emirates (UAE) to promote SME digital lifestyle products. Accordingly, a quantitative survey was administered to evaluate 308 responses from customers of companies vending digital lifestyle products before conducting partial least square structural equation modeling (PLS-SEM) to analyze the collected data. The results demonstrated significant positive relationships between both brand loyalty and brand awareness and consumer purchase intention, respectively, whereas the relationships between attitude and brand image and consumer purchase intention were separately discovered to be insignificant.

Keywords: Attitude; brand equity; interactive advertising; purchase intention; social media

ABSTRACT

Kemunculan teknologi media sosial, khususnya pertumbuhan luar biasa pengiklanan dalam talian dan interaktif telah membantu pelbagai organisasi dalam memberi maklum balas dan berkomunikasi dengan pengguna pada perbelanjaan yang mampan melalui pelbagai saluran dalam talian, termasuk media sosial dengan potensi dan tahap populariti yang besar. Penyelidikan terhad telah dijalankan untuk mengkaji kaitan antara penglibatan pengguna oleh perusahaan kecil dan sederhana (PKS) serta prestasi promosinya, kerana niat membeli pengguna akan dipengaruhi oleh keupayaan perusahaan untuk berinteraksi dan berkongsi maklumat. Oleh itu, kajian ini bertujuan untuk menilai kesan sikap, kesetiaan jenama, imej jenama dan kesedaran jenama terhadap pengiklanan interaktif dan penglibatan bersama pengguna melalui media sosial di Emiriah Arab Bersatu (UAE) untuk mempromosikan produk gaya hidup digital PKS. Sehubungan itu, suatu tinjauan kuantitatif telah ditadbir untuk menilai 308 maklum balas daripada pelanggan syarikat yang menjual produk gaya hidup digital sebelum menjalankan pemodelan persamaan struktur kuasa dua terkecil separa (PLS-SEM) untuk menganalisis data yang dikumpul. Keputusan menunjukkan hubungan positif yang signifikan antara kedua-dua kesetiaan jenama dan kesedaran jenama dengan niat membeli pengguna manakala hubungan antara sikap dan imej jenama dengan niat membeli pengguna secara berasingan didapati tidak signifikan.

Kata kunci: Ekuiti jenama; media sosial; niat membeli; pengiklanan interaktif; sikap

INTRODUCTION

The advent of new technologies, particularly in the mobile technology domain, has brought about significant transformations in the business landscape, leading to an exponential growth of social activities and interactions on digital platforms (Ahmad & Khalid 2017). In response to this digital revolution, businesses have increasingly turned

to social media interactive advertising as a powerful tool to effectively engage with their target audience and drive meaningful outcomes. Numerous studies have demonstrated the substantial influence of social media interactive advertising on consumer behavior and business success. For example, Liang, Choi and Joppe (2020) found that interactive features in social media advertising positively impact consumer engagement and purchase intention, while Hassan, Shahzad and Bashir (2021) highlighted a strong connection between social media interactive advertising and brand loyalty.

With the recognition of the importance of establishing a robust social media presence, businesses strategically select suitable platforms to optimize the efficacy of their interactive advertising campaigns (Voorveld et al. 2018). However, it is impractical and resource-intensive to maintain an active presence on every digital platform. Therefore, understanding the impact of social media interactive advertising becomes crucial for businesses seeking to unlock the consumer journey towards purchase intention and create a symbiotic learning experience with their target audience. These interactive advertising campaigns enable businesses to actively engage consumers, build brand awareness, and influence consumer attitudes and perceptions (Jara, Parra & Skarmeta 2014; Pentina & Koh 2012).

Moreover, social media interactive advertising offers businesses an opportunity to foster trust and enhance brand equity. Sundaram, Mitra and Webster (1998) emphasize the role of interactive features in advertising in developing consumer trust, which is vital for establishing long-term relationships and driving customer loyalty. The impact of social media interactive advertising goes beyond immediate customer engagement and brand awareness; it directly influences key business outcomes such as sales revenue, customer loyalty, and market share (Voorveld et al. 2018).

In summary, social media interactive advertising plays a pivotal role in the success of businesses in the digital era. It enables businesses to actively engage with their target audience, foster brand-consumer relationships, influence consumer behavior, and drive business outcomes. The interactive nature of these campaigns, coupled with strategic platform selection, contributes to enhanced brand equity, customer trust, and long-term business growth.

By addressing these aspects, the current study aims to evaluate the impacts of attitude, brand loyalty, brand image, and brand awareness on interactive advertising and engagement with consumers via social media in the United Arab Emirates (UAE), specifically focusing on promoting small and medium enterprises (SMEs) digital lifestyle products. Through a quantitative survey and partial least square structural equation modeling (PLS-SEM) analysis, this research seeks to provide insights into the relationships between these variables and consumer purchase intention in the UAE context.

LITERATURE REVIEW
SOCIAL MEDIA AND INTERACTIVE ADVERTISING IN THE UAE

Al-Tenaiji and Cader (2010) discovered that the user presence on social media was significantly increasing in the UAE and highlighted the consequential impacts of social networking sites in the country, due to its global third rank in terms of social networking site membership, which was ahead of Canada and the USA. For example, the UAE hospitality sector exhibited a prominent presence on the online platform, where hotel consumer complaints, such as those at Dubai Festival City, were resolved swiftly via multiple engagement touchpoints on social media. Additionally, competitions were active and frequent, as demonstrated by a wide variety of posts regarding attractive travel expenses, such as special packages for presidential suites or extra nights in the spa package on Twitter. The survey conducted by Al-Tenaiji and Cader (2010) also discovered that UAE organizations could reach 48% of online audiences through social networks, while the remaining 52% extended their communications to the organizations via multiple social networking sites, after becoming aware of a specific enterprise through advertising (23%), communication (15%), and brand awareness (19%). Consequently, the active communication role provided by social media has motivated different shopping malls to subsequently create their online presence, as indicated by the Dubai Mall with 31,000 followers on Instagram, 477,000 on Facebook, and 66,000 on Twitter (Wally & Koshy 2014).

According to Al-Hubaishi, Ahmad and Hussain (2017), the effective employment of online government services is present in the UAE. For instance, Hassan (2013) demonstrated a highly aggressive utilization of online services through smartphones, with 38.1% of the government services being accessible and available online. Similarly, numerous affordable mobile data plans provided by the National Telecom Service Providers, such as Emirate Integrated, Etisalat, and other telecommunication companies, have catalysed the upward trend of an online presence. As such, the

UAE government enthusiastically ensures that the entire Emirates of the country (Dubai, Umm Al-Quwain, Abu Dhabi, Ajman, Ras Al-Khaimah, and Sharjah) and various private organizations collaborate towards the development of functional and convenient online systems to promote a multitude of SME products and services, which is a considerably high priority of the current government. Therefore, the current study sought to investigate multiple existing interactive advertising methods performed by global conglomerates and SMEs in the UAE to influence consumer behavior via social media, which was perceived as a superior advertising means due to various benefits, such as high constant awareness, contact-based efficiencies, rapid brand conversion, stable consumer retention, and high levels of pertinent locatability (Ha 2012). Examples of interactive advertising methods include online advertising (e-mail, classified advertisements, banners) and wireless interactive television advertising, which allow higher extents of marketing gamification or personalization by a particular brand (Bradley & Domingo 2020).

In the past decades, the rapid influx and application trend of mobile-based technologies, internet systems, and websites were demonstrated. The proclaimed fraternities of the technologies were conducive to the mass technology adoption scale before generating emerging opportunities to develop an eclectic range of services and offerings. Accordingly, a deeper comprehension of the role played by social media in providing advertising platforms is required to determine the difference from other conventional advertising forms in terms of the scope of activities, usage, and coverage. Specifically, the SMIA in the current context is related to various forms of social media engagement between consumers and companies. Hence, the current study employed three measures to determine social media engagement from three different aspects, namely functional, emotional, and communal.

CONSUMER PURCHASE INTENTION

Various industries across the globe expend tremendous amounts of financial resources and endeavours when promoting respective products via social media and digital platforms. Correspondingly, the effectiveness of advertising campaigns in facilitating preferable consumer behaviours is constantly and frequently a challenge to improve the feasibility of implementing the campaigns. Particularly, social media advertisements are continuously created and organised by incorporating

various key elements that could entice potential customers' attention (Dwivedi et al. 2017; Shareef et al. 2017). Moreover, companies repeatedly gain advantages from social media activities to distinguish themselves from other competitors in elevating consumer purchase intentions in the future (Wang & Kim 2017). As a result of the high engagement degree with consumers on social media, interactive advertising actions pose a huge influence in shaping a superior corporate image and healthier future purchase behaviour while boosting positive customer experiences.

Consumer behaviour can be evaluated by measuring purchase intention as an important index, which serves as a representation of the possibility or degree to which consumers demonstrate high willingness levels for a commodity purchase as observed by the marketers (Wiwutwanichkul 2007). Accordingly, purchase intention scores were regularly adjusted by certain scholars to closely support available data collected from consumers within a limited time before forecasting actual purchase behaviour (Bemmaor 1995). Although certain circumstances might not be pertinent in assessing actual purchase behaviour, intention-based data could be potentially applicable in a majority of scenarios as shown by Creyer and Ross (1997), in which purchase intention was frequently deduced from actual purchase behaviour patterns by numerous researchers.

Consumer purchase intention can be measured in terms of the probability of a consumer purchasing a product or service, wherein the higher the demonstrated purchase probability or willingness, the higher the purchase intention. Besides, consumer purchase intention could act as a practical indicator by providing adequate knowledge for the marketers regarding the experiences, preferences, and current external environments of consumers before gathering relevant information, examining alternatives, and ultimately implementing purchase intention. By referring to the suggestion and improvement of Fishbein and Ajzen (1975), the attitude (subjective norms) and external factors (normative norms) of consumers constructed the measure of consumer purchase intention in the current study. Thus, this study aimed to discover the effects of both subjective norms and normative norms on consumer purchase intention towards the SME products amongst the UAE consumers.

ATTITUDE TOWARDS SOCIAL MEDIA ADVERTISING

Previous studies, such as Knoll (2016) and Kumar et al. (2016) propounded that social media advertising (SMA)

was advertisements posted by firms with interactive and instant features, therefore allowing consumers to perform interactive actions on social media. Apart from the interactive and instantaneous nature of the SMA, several SMA aspects, including the built-in polls, quizzes, and pools, which empower consumers to comment, explore, share, like, and follow the social media posts instantly, are subsequently enabling the advertisements to be further interactive. Particularly, the SMA provides managers and consumers with special metrics of advertisement popularities to swiftly appraise the numbers of shares, comments, and received likes. The SMA is considered innovative due to its emergence as the main component of content viewing in a provided social media platform, which is contrasting with the traditional Web 1.0 media advertisements. According to Berthon et al. (2012), social media has shifted power from enterprises to consumers and transformed the consumers from passive participants into active influencers during the advertising process. Consequently, addressing the SMA effect on consumer behaviour should be performed to enhance the rapid digitalisation process of the world and the industry.

The SMA effect could be explored via different approaches and on different platforms, for example, the analysis of short text messages on Twitter, the examination of long messages on Facebook, or the investigation of videos on YouTube. In this regard, organisations are advised to create official social media pages or YouTube channels to determine the most appropriate interactive advertising tools (Hudson et al. 2016), as different features and unique interfaces with respective SMA specifications exist in each social media platform. For instance, the SMA appears primarily in the form of in-stream video advertisements on YouTube (which are skippable before and during the beginning of a video) and in-search advertisements (which are displayed amongst the search results) (Hatzithomas, Fotiadis & Coudounaris 2016). Furthermore, in-stream video advertisements would incidentally emerge when a consumer watches a video, while in-search advertisements would surface instead when consumers deliberately search for related content on YouTube, which nevertheless is a video platform. Similarly, when consumers subscribe to the YouTube channel of a brand, advertisements would be subsequently exposed during their video watching by offering identical content and experiences, despite the dissimilarity in information sources (Johnston et al. 2018). Accordingly, the current study researchers postulated that consumers globally would exhibit varying attitudes on social media sites due to heterogeneous cultures, thus emphasising the

importance of behavioural responses to the SMA, which was continually disregarded in past research (Wang, Min & Han 2016).

BRAND IMAGE, BRAND LOYALTY, AND BRAND AWARENESS

According to Hyun, Kim and Lee (2011), advertising is indispensable to generating positive emotional responses, including excitement and happiness, and favourable evaluations, such as perceived value, service quality, and consumer satisfaction. Similarly, Sundar and Kalyanaraman (2004) also posited that effective interactive advertising could influence evaluative responses while elevating positive emotions to enhance reliable information processing processes from a specific experience. Accordingly, De Pelsmacker, Geuens and Anckaert (2002) propounded that effective advertising could be described in three evaluative measures, namely clarity, likability, and informativeness. Specifically, advertising would be considered efficient when a commercial was transformed into highly informative and entertaining information embedded in consumer minds. As such, brand equity is subjective to the implementation of effective advertising means before elevating brand awareness and increasing the brand potential amongst target consumers (Sasmita & Mohd Suki 2015). Meanwhile, Jothi, Neelamalar and Prasad (2011) suggested that the SMA is one of the branding strategies in engendering multitudinous business benefits, propagating promotional ideas, encouraging brand and service adoption amongst a target consumer group, facilitating sustainable market competition, updating relevant details to the target audience, boosting the presence of the brand or service, motivating consumer interactions with the brand, and ultimately harnessing social benefits.

TRUST

There is a growing interest in understanding the role of trust and its impact on consumer behavior and purchase intentions (Nuttavuthisit & Thøgersen 2017). Trust plays a crucial role in marketing strategies as it influences consumers' buying plans and willingness to purchase (Hemmerling et al. 2015). De Morais Watanabe, Alfinito, Curvelo and Hamza (2020) define trust as a belief, expectation, or feeling of loyalty that arises from the intent, completeness, or ability of an exchange partner. Consequently, trust can significantly influence consumers' purchasing behavior. In the context of this study, the aim was to investigate the effects of consumers' trust and buying behavior in interactive advertising on social

media, with a focus on deepening our understanding of this market in the United Arab Emirates.

Trust is a complex concept with multiple definitions across disciplines. there are definitions of trust found in the literature. Rousseau et al. (1998) conducted an extensive literature study on trust and identified willingness and confident expectations as essential elements in all definitions, regardless of the underlying discipline. According to the Oxford English Dictionary, trust is defined as having confidence in the quality of people or things, accepting or approving something without investigation or evidence, and having expectations about something based on credible value, honesty, and loyalty.

One widely cited definition in the literature is by Mayer, Davis and Schoorman (1995), which emphasizes the expectation that another person will act in ways that are beneficial for the trustor, regardless of their capacity to control or monitor it. This definition also highlights the trustor's willingness to make themselves vulnerable to the trustee's actions. In other words, trust involves a willingness to take risks and the recognition that something important may be at stake in a trusted relationship.

A practical example that demonstrates trust in consumer behavior is the act of buying petrol at a specific gas station. This decision reflects trust as consumers make themselves vulnerable to the potential outcome of the transaction. Drivers rely on the petrol brand based on their belief that the brand will fulfil their expectations (Mayer, Davis & Schoorman 1995).

Methods

The current study employed a quantitative research method, using a survey questionnaire as the primary instrument to collect relevant data (Akanmu, Hassan & Bahaudin 2020). The survey aimed to assess the relationship between various independent variables, including attitude, brand image, brand loyalty, brand awareness, and social media interactive advertising (SMIA) of SME products in the UAE, and the dependent variable of consumer purchase intention.

To ensure data reliability and minimize bias, the questionnaire setup and reliability were based on pilot studies, although specific details were not mentioned in the initial methods. Prior to the main data collection, a pilot study was conducted to test the questionnaire's clarity, comprehensibility, and internal consistency. The pilot study involved a small group of participants who were not part of the final study sample. The feedback and responses from the pilot study were used to refine the questionnaire, ensuring its validity and reliability. Further details on the pilot study and its outcomes were not provided.

In the survey questionnaire, an odd-scale 5-point Likert scale was selected to measure respondents' agreement levels on each item, ranging from 1 for 'strongly disagree' to 5 for 'strongly agree'. This scale selection was based on recommendations by Krosnik (1999) and Pearse (2011) and aimed to strike a balance between contradictory objectives and prevent ambiguous interpretations. Additionally, respondents were allowed to select multiple answers (up to two or three) in some items to regulate response directions, although the specific items allowing for multiple answers were not mentioned.

For the selection of customers in the study, a simple random sampling technique was employed. Simple random sampling is a probability sampling method where each member of the target population has an equal chance of being selected for the study. By using simple random sampling, the researchers aimed to obtain a representative sample of customers in the UAE and increase the generalisability of their findings to a wider population of customers.

Regarding the selection of Small and Medium Enterprises (SMEs) companies, convenience sampling was utilised. Convenience sampling is a non-probability sampling technique that involves selecting participants based on their accessibility and availability. In this case, the researchers may have chosen SMEs that were conveniently accessible to them or had a willingness to participate in the study. While convenience sampling may not provide a fully representative sample of all SMEs in the UAE, it can still provide valuable insights and practical implications, given the researchers' specific objectives and constraints.

Furthermore, Partial Least Squares (PLS) analysis was utilised in the current study. PLS is a statistical method used to analyze complex relationships between variables in structural equation modeling. It allows for the examination of both measurement and structural models simultaneously. In this study, PLS was employed to examine the relationships between the independent variables (attitude, brand image, brand loyalty, brand awareness, trust, SMIA) and the dependent variable (consumer purchase intention). The use of PLS analysis helped assess the strength and significance of these relationships. However, the specific details on the application of PLS in the study, such as the model specifications or algorithm settings, were not mentioned in the methods section.
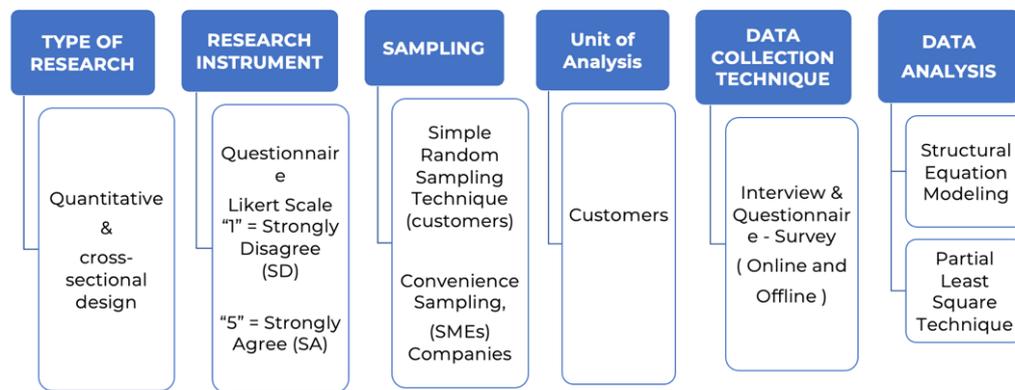
FIGURE 1. Research methodology model

In summary, the methods involved a quantitative approach using a survey questionnaire. The questionnaire was refined through pilot studies to ensure clarity and reliability, although additional details on the pilot study were not provided. Simple random sampling was used to select customers, while convenience sampling was employed for SMEs. The relationships between variables were analyzed using PLS, although the specific PLS analysis details were not described.

RESULTS AND DISCUSSION

RESULT ANALYSIS

The hypotheses shown in Figure 4 developed based on the discussed variables would be appraised after validating the model goodness by conducting the partial least square (PLS) algorithm. The path coefficients of each variable are portrayed in Figure 3.

TABLE 1. Attitude coding

Attitude	
I consider the SMIA a good thing	AT1
I like the SMIA idea	AT2
I consider the SMIA to be essential	AT3
My overall attitude towards the SMIA is favourable	AT4

TABLE 2. Brand equity dimensions: Brand loyalty, brand image and brand awareness coding

Brand loyalty	
I am satisfied with the brand as it appears on the social media	BL1
I will suggest a particular brand or product via social media to others	BL2
I will not change to any other product if I can interact through a social media	BL3
I often use a brand or product as my first option if it has SMIA	BL4
I always refer to a product and a brand through social media	BL5
Brand image	
This product is established well	BI1
The product has a good image	BI2
The product has a distinguished image compared to other products	BI3
Brand awareness	
I can quickly recall a logo or symbol of a particular brand or product on the social media	BA1
Some features of a particular product or brand that appears on social media come quickly to my mind	BA2
I am aware of this product or brand that showed on social media	BA3
I have recognition for this brand or product compared to another competing product or brand on the social media	BA4
I am aware of how this product or brand looks like	BA5

TABLE 3. Trust coding

Trust	
This social media website is honest and trustworthy	TR1
This social media website keeps to obligations and promises	TR2
The social media website has sufficient and plentiful information	TR3
The website's infrastructure is dependable	TR4
A secure personal privacy is offered on the website	TR5

TABLE 4. Purchase intention coding

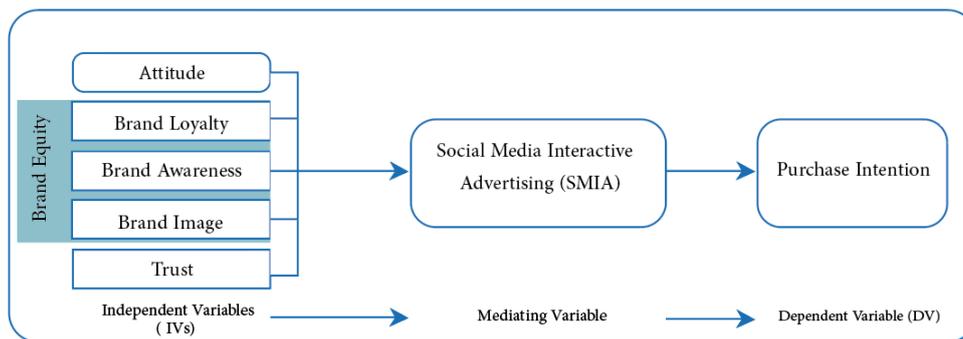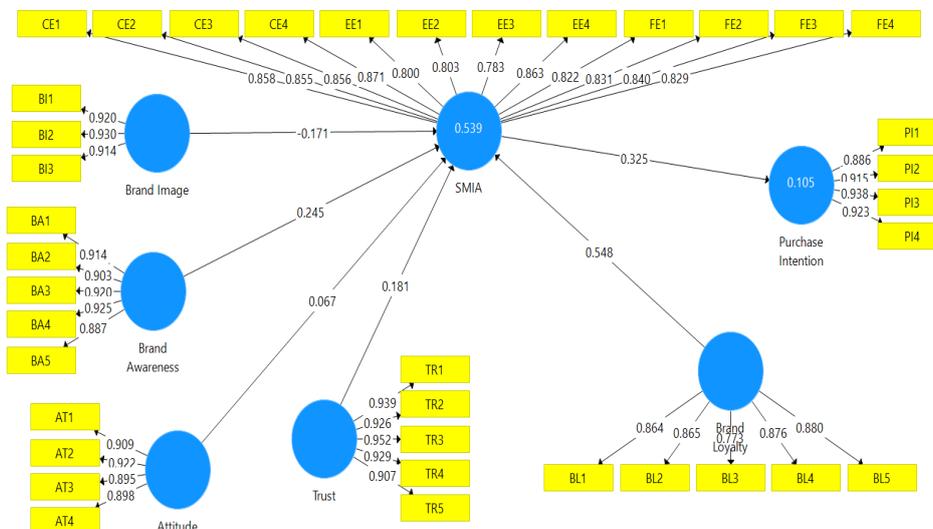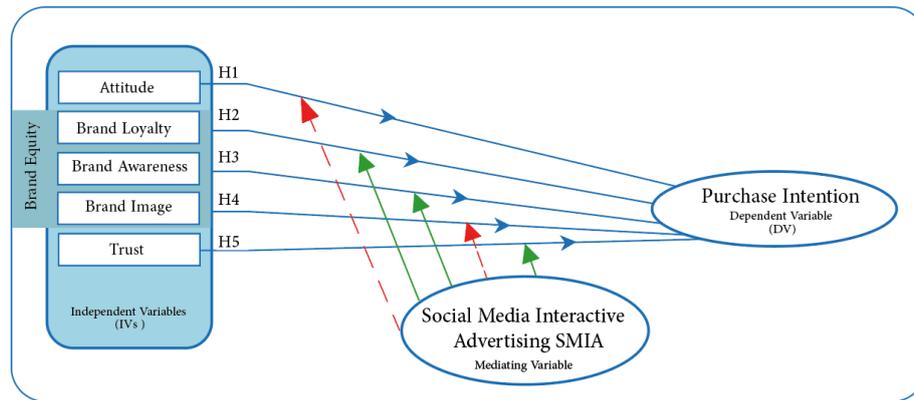| Purchase intention	
I will purchase a product that has an advertisement on social media	PI1
I am willing to purchase a product that has promotion ads on social media	PI2
I am likely to purchase a product promoted on social media	PI3
I intend to buy product that has a promotion on social media	PI4

FIGURE 2. The research framework

FIGURE 3. Path modelling

FIGURE 4. Research framework with hypotheses

TABLE 5. The inner structure modelling

		Path coefficient	Standard deviation	T value	P value	Hypothesis decision
H1	Attitude -> Purchase Intention	0.042	0.093	0.56	0.58	Not supported
H2	Brand Loyalty -> Purchase Intention	0.89*	0.20	4.21	0.000	Supported
H3	Brand Awareness -> Purchase Intention	0.37**	0.17	2.12	0.034	Supported
H4	Brand Image -> Purchase Intention	- 0.60	0.33	1.61	0.11	Not supported
H5	Trust -> Purchase Intention	0.195*	0.060	3.095	0.002	Supported

** $P < 0.05$; * $p < 0.1$

TABLE 6. The mediating effect of SMIA

	Hypotheses	Path coefficient	Standard Deviation	T-Statistics	P-Values
H1m	Attitude -> SMIA -> Purchase Intention	0.014	0.033	0.532	0.595
H2m	Brand Loyalty -> SMIA -> Purchase Intention	0.307	0.087	3.266	0.001
H3m	Brand Awareness -> SMIA -> Purchase Intention	0.130	0.065	1.846	0.066
H4m	Brand Image -> SMIA -> Purchase Intention	-0.208	0.124	1.470	0.142
H5m	Trust -> SMIA -> Purchase Intention	0.069	0.028	2.275	0.023

The bootstrapping technique, a component of the Smart-PLS software, was conducted to show the significance of each path coefficient, evaluate the values of T-statistics through consistent bootstrapping, and generate the P-values, as delineated in Table 5. Accordingly, a significant relationship between attitude and purchase intention was not discovered ($\beta = 0.042; t = 0.56; p = 0.578$), thus, rejecting the first hypothesis. In contrast, the findings demonstrated a significant positive association between brand loyalty and purchase intention ($\beta = 0.89; t = 4.21; p < 0.000$), therefore accepting the second hypothesis. Meanwhile, brand awareness was also shown to possess a significant positive relationship with purchase intention ($\beta = 0.37; t = 2.12; p = 0.034$) at a 95% significant level and, thus, accepting the third hypothesis. Besides, the results ($\beta = -0.60; t = 1.61; p = 0.11$) manifested an insignificant relationship between brand image and purchase intention, thus not supporting the fourth hypothesis. The results ($\beta = 0.195; t = 3.095; p = 0.002$) manifested a significant positive relationship between trust and purchase intention, contradicting the fifth hypothesis.

Summarily, the findings posited that the respondents considered attitude and brand image without respective influences on their purchase intention in digital lifestyle product companies as a reflection of personalities by the specific product purchase. Moreover, the small standard error values suggested that consumer perceptions were concurrent with each other with a high consensus amongst the customers of the digital lifestyle product firms in the UAE.

DISCUSSION

THE RELATIONSHIP BETWEEN ATTITUDE AND PURCHASE INTENTION

As illustrated in Table 5, a positive relationship between attitude and purchase intention *H1 ($\beta = 0.042; t = 0.56; p = 0.58$)* was discovered although the association was insignificant, which contrasted with past findings (Dwivedi, Kapoor & Chen 2015; Sano 2014) and, unsporting the first hypothesis (H1). Nevertheless, the positive relationship suggested that technology adoption by consumers could be due to increased work performance and efficiency (Davis 1989). Similarly, previous studies (Abdelghaffar & Magdy 2012; Park & Kim 2013; Wang 2014) also postulated that the avidity of an individual to purchase a product would be highly dependent on personal product attitude.

A deeper understanding of the technology acceptance model could also assist in improving the existing ability of an organisation to create a higher level of purchase intention towards digital lifestyle products. Notably, when the consumer acceptance level for an innovative system increases, positive consumer attitudes towards the purchase intention would also increase. Correspondingly, higher advocacy levels on the adoption of digital advertisements by enterprises would influence consumer psychology in positively shifting towards desired behaviours, especially higher purchase intention towards products or services offered. Furthermore, the attitude of users towards a particular product would be significantly affected by the perception of product user-friendliness. For instance, King and He (2006) showed that the attitude of a user to a brand was significantly linked with perceived direct benefits received from the technology adoption. The result also supported Hofstede (2001) who investigated the high ranking of the UAE in social media usage and discovered that uncertainty avoidance was the adoption rationale of the citizens although they frequently struggled with the situation of low familiarity with the available digital platforms and would only be highly motivated by the presence of a secured system.

H1: Attitude has a positive impact on purchase intention.

$H1_M$: Attitude towards SMIA engagement has a positive impact on purchase intention.

THE RELATIONSHIP BETWEEN BRAND LOYALTY AND PURCHASE INTENTION

Brand loyalty was shown previously to be a crucial element in significantly influencing consumer purchase intention (Bilgin 2018). Similarly, the relationship between brand loyalty and purchase intention was demonstrated to be significantly positive *H2 ($\beta = 0.89; t = 4.21; p < 0.000$)* in the current study, thus concurrent with past studies (Dolnicar et al. 2011; Godey et al. 2016). Accordingly, consumer decisions are repeatedly dependent on specific values and desires before proceeding with the product purchase from a brand in particular, which is brand loyalty, apart from the availability of proximate substitutes (Back 2005; Chaudhuri & Holbrook 2001).

Brand loyalty is frequently reported to permit increased premium prices while maintaining comparative product advantages, sustainable long-term profits, and competitive production and marketing expenditures (Dolnicar et al. 2011; Tepeci 1999). Specifically, the

airline industry is a typical example where reputation, service quality, frequent-flyer membership, and member price are crucial key factors in retaining consumer loyalty (Dolnicar et al. 2011; Robinson & Kearney 1994; Wen & Chi 2013). Furthermore, the brand innovativeness perceived by consumers could promote brand loyalty which is corresponding to the behavioural and functional specifications (Kunz, Schmitt & Meyer 2011). Gradually, brand loyalty evolves from various implemented essential elements, such as optimal entertainment, user-friendly platforms, distinguished services, comfortable environments, and superior product quality. Similarly, prestige-seeking clients who are highly committed to a unique brand would also be influenced owing to the ability of the brand to fulfilling specific premium requirements (Chang & Ko 2014).

H2: Brand loyalty has a positive impact on purchase intention.

H2$_M$: Brand loyalty towards interactive engagement on social media has a positive impact on purchase intention.

RELATIONSHIP BETWEEN BRAND AWARENESS AND PURCHASE INTENTION

Table 5 delineates that brand awareness possessed a significant positive relationship with purchase intention *H3 ($\beta = 0.37; t = 2.12; p = 0.034$),* hence supporting the study hypothesis and concurring with past findings (Alhaddad 2015; Godey et al. 2016) to bridge the knowledge gap existed in the relationships between different factors, such as brand loyalty and brand association, amongst the UAE consumers.

The partial least square structural equation modelling (PLS-SEM) was employed to analyse brand awareness as an independent variable and establish the impact on consumer purchase intention as the dependent variable. Accordingly, the result asserted the positive impact of brand awareness on elevating consumer purchase intention while simultaneously acting as brand equity perceived by the consumers depending on their knowledge and understanding levels of the brand. In addition, social media have transformed into a platform for increasing awareness levels of a brand or product while consumers could continuously access manifold updates and information about the brand or product. Correspondingly, social media allow high convenience degrees in recognising a product of a brand before performing the purchase behaviour of 'compare and contrast' the close substitutes of each product on a specific digital platform. For instance, the mere sighting of an advertisement package could render swift brand recognition. Resultantly, the significant positive relationship between brand awareness and consumer purchase intention discovered in the current study supported past findings (Chung, Lee & Heath 2013; Huang & Sarigöllü 2011; Pouromid & Iranzadeh 2012).

H3: Brand awareness has a positive impact on purchase intention.

H3$_M$: Brand awareness towards interactive engagement on social media has a positive impact on purchase intention.

RELATIONSHIP BETWEEN BRAND IMAGE AND PURCHASE INTENTION

In contrast to previous studies which manifested a positive correlation between brand image and purchase intention (Aaker 1996; Rio, Vazquez & Iglesias 2001), the current study findings did not discover a significant association *H4 ($\beta = - 0.60; t = 1.61; p = 0.11$)* albeit exhibiting a positive direction. As such, the results differed from past findings, which suggested that the younger generations, who were concurrently consumers, were highly predisposed to products or brands with a positive image (Faircloth, Capella & Alford 2001; Rubio, Oubina & Villasenor 2014; Vahie & Paswan 2006). The predilections were due to the possessed conviction regarding the uniqueness and establishment factors of a particular brand in influencing the expectations and attitudes of younger cohorts (Jamil & Wong 2010). Notwithstanding the insignificant result, the positive relationship predicated that a brand would possess an advantageous position and relatively higher market shares with a favourable brand image. Moreover, consumers' brand awareness of a green corporate image and respective elements would hugely influence consumer purchase intention towards a particular product when the image is employed as the primary information source in advertising the product (Chung, Lee & Heath 2013; Huang & Sarigöllü 2014; Norazah 2013).

H4: Brand image has a positive impact on purchase intention.

H4$_M$: Brand image towards interactive social media engagement has a positive impact on purchase intention.

RELATIONSHIP BETWEEN TRUST AND PURCHASE INTENTION

Social interactions were identified as a major influence affecting consumer trust in purchasing decisions (Lu, Fan & Zhou 2016). This assertion resonates with the findings of this research which establishes a positive

impact of purchase intention and trust *H5* ($\beta = 0.195, t = 3.095, P$-value $= 0.002$). This agrees with previous studies as reported by Mardsen (2010). Adoption of new technology by users is strongly based on them establishing trust in the technology through which the interactive advertising is done, as this address two critical conditions (Gambetta 2000) – the risk of vulnerability and uncertainty. Reports from previous studies have submitted that assurance of consumer security is the most important consideration if a new system is adopted (Fang et al. 2006). Social media as an interactive engagement is an evolving development in UAE, and this is coming with its peculiarities, such as lack of consumer confidence in the process, expected sophistication of the user, user security, limited person-contact interaction, and the risk of accessing personal information of the user by the provider might impair on the trust of the user on the system. This is a major security risk (Radomir & Nistor 2013).

Common issues associated with personal identification information may include data theft, loss, and increased potential to commit fraud (Suh & Han 2003). This prompted Halaweh (2011) to conduct empirical research to establish that a consumer's trust in a system strongly influences purchase intention, as confirmed by this study. He continued by reporting that it is until the user considers the system safe before they adopt the internet as a viable tool to transact with for any product (Hung, Chang & Yu 2013; van Velsen, Wentzel & van Gemert-Pijnen 2015).

H5: Trust has a positive impact on purchase intention.
$H5_M$: Trust towards interactive social media engagement has a positive impact on purchase intention.

Conclusion

The current study findings contributed significant insights to practitioners, managers, and various shareholders or stakeholders by delineating the positive impacts of attitude, brand loyalty, brand awareness, and brand image on consumer purchase intention. Specifically, brand loyalty, brand awareness, and brand image were shown to be significant influencing factors among UAE consumers of digital lifestyle products. Thus, policymakers within the industry should provide higher levels of focus to restructure and strategize relevant policies and practices, aligning and positioning their approaches with required advanced technologies before implementing respective goals and missions at every corporate level. The industry could also be further enhanced by emphasizing the necessity of integrating technological platforms to facilitate consumer engagement and improve service quality, thereby elevating firm performance and competitive advantage.

The inconsistencies existing in the relationships between the independent variables of attitude, brand loyalty, brand awareness, and brand image, and the dependent variable of consumer purchase intention in past literature, had motivated the current study researchers to appraise these relationships by employing another dimension, specifically interactive advertising, among digital lifestyle product companies. Despite the presence of both significant and insignificant associations, a deeper understanding of interactive advertising is imperative for enterprises to achieve higher degrees of engagement with consumers and influence consumer purchase intention. Furthermore, the current study generated significant awareness among digital lifestyle product firms, enabling them to determine consumer purchase intention and corresponding behavioral criteria, such as time, target, action, and context, which encompass customer focus, life safety, and innovation during the implementation of interactive advertising technologies. Hence, interactive advertising serves as a pragmatic approach to increase consumer purchase intention of SME products provided by respective companies, potentially leading to high sales performance, akin to the results observed from the practice of traditional marketing communication. Ultimately, the digital lifestyle product industry is expected to excel by upholding the insights discovered in the current study and applying additional practices and strategies executed by similar industries.

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