ATTITUDES OF JORDANIAN TOURISM COMPANIES' CUSTOMERS TOWARD THEIR ONLINE ADVERTISING

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Abstract: This study seeks to identify respondents' attitudes toward online advertisements from Jordanian tourism companies by examining their exposure patterns, viewing motivations, and preferences for this medium. The study adopted a quantitative methodology to collect data from a sample of 450 participants in Jordan, using an online questionnaire designed to measure engagement with online advertisements and analyze the factors influencing individuals' responses. The results aim to provide a deeper understanding of Jordanian digital consumer behavior in the tourism sector and support companies in developing more effective marketing strategies. The study also seeks to shed light on the role of digital technology in shaping tourism consumer decisions. The results showed that the majority of individuals who interact with tourism companies' online advertisements do so moderately at 75.4%, reflecting the prevalence of this advertising style and its impact on the target audience. It was also found that the main motivation for individuals to interact with these advertisements is to benefit from the promotional offers and discounts on the services provided, indicating that economic aspects play a crucial role in attracting the audience's attention. In addition, the study revealed that one of the most prominent trends towards these advertisements is the belief that they are more effective than traditional advertising methods, which enhances their role in tourism promotion and contributes to improving the digital marketing strategies of Jordanian tourism companies. The study indicates that Jordanian tourism companies seek to develop their digital marketing strategies by offering attractive promotional offers and improving the quality of advertising content to enhance audience engagement and interest, as well as leveraging digital analytics tools to accurately and effectively target the appropriate audiences. The study highlights the need to invest in artificial intelligence and digital personalization technologies to enhance user experience and increase advertising response rates.

Keywords: online advertising, Jordanian tourism, respondents' preferences, promotions, media

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INTRODUCTION

Recent technological advancements have improved tourist organizations' capacity to market their services online, resulting in heightened rivalry within the tourism sector and an array of choices for consumers. As consumer awareness increases and preferences diversify, online advertising has become a crucial method for capturing potential customers' attention, offering comprehensive information about tourism options, destination characteristics, service costs, and booking sites, thereby influencing purchasing decisions. In this context, tourism companies seek to develop effective online advertising strategies to influence customers and persuade them to choose their services, thus enhancing their competitiveness in the market (Eneizat et al., 2024; Hojeghan & Esfangareh, 2011).

The media, especially online advertising plays a pivotal role in supporting and promoting tourism, as it contributes to introducing tourism, historical, cultural and climatic features, in addition to highlighting the services provided to tourists. It also contributes to displaying available tourism activities, providing maps of tourist areas, and highlighting the most important landmarks to attract visitors. Moreover, the media helps in correcting wrong behaviors and enhancing tourism awareness among citizens, which contributes to developing the tourism sector and increasing tourist turnout (Yastini & Nuriawan, 2023; Eneizat et al., 2023a). The tourism sector in Jordan is a crucial economic domain that progressively leverages online advancements to improve tourism promotion and attract clientele. The proliferation of the Internet as a marketing platform has rendered online advertisements a key instrument for Jordanian tourism enterprises to entice travelers and deliver their services efficiently. From this perspective, the significance of analyzing customer trends about these adverts and their influence on tourism preferences becomes evident (Alhawamdeh, 2023; Hsu et al., 2016).

Jordan's online infrastructure has experienced significant advancement, supported by governmental initiatives. This has led Jordanian tourism enterprises to increasingly utilize online media for service promotion (Alqudah & Muradkhanl, 2021; Alsharu et al., 2025). This advancement has increased the dissemination of tourism content online, affording tourism companies broader opportunities to engage their audience via online advertisements, necessitating an examination of customer interaction levels and the effectiveness of these advertisements in shaping their tourism decisions (Damaševičiūtė, 2024). The Jordanian economy relies heavily on the tourism sector as a major source of income, with tourism revenues in

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Jordan reaching about $7.233 billion in 2024 (Report of the Ministry of Tourism and Antiquities, 2023). These figures underscore the significant role of the tourism sector in bolstering the national economy since it is regarded as one of the promising and essential industries due to the diverse tourism assets that Jordan possessed.

Jordan is famous for its important tourist attractions, especially Petra, a world-recognized site and one of the Seven Wonders of the World. It also features diverse terrain, including the Wadi Rum desert, the green plains of Irbid, and the mountains and forests of Ajloun, in addition to ancient monuments such as the Roman amphitheater in Amman and the Roman ruins in Jerash. The Dead Sea is also an important site for medical tourism in the region. Jordan's unique tourism diversity also makes it an attractive destination for local and international travelers, thus enhancing its position on the global tourism scene (Ahmad et al., 2025; Jordan Beyond, 2024).

Given the range of services provided by Jordanian tourism organizations and the intense competition among them, it is imperative to employ various online marketing tactics to promote their offerings and attract the highest number of consumers. Each online advertising method has unique attributes that affect customers variably, from attracting their attention to tourism services, increasing their awareness, and informing them of current promotions, to enabling the comparison of available options, especially considering the similarities in services offered by rival companies, which directly influences their final decisions and online bookings of tourism services (Alhawamdeh, 2023).

Accordingly, this study focuses on the attitudes of Jordanian tourism companies' customers towards their online advertisements and explores their impact on their decisions and behavior. It aims to reveal the factors that determine the effectiveness of these advertisements in shaping expectations and enhancing the Jordanian public's interest in tourist destinations. Understanding these effects contributes to developing more attractive marketing strategies that not only increase tourism awareness but also enhance the relationship between tourism companies and their customers.

The research poses the central question: To what extent do Jordanian tourism companies' online advertisements affect customer attitudes and behavior?

Study Questions
1. What are the habits and patterns of respondents' exposure to online advertisements of Jordanian tourism companies?
2. What are the motives for respondents' exposure to online advertisements of Jordanian tourism companies?
3. What are the respondents' attitudes towards online advertisements of Jordanian tourism companies?

Study Objectives
1. To identify habits and patterns of respondents' exposure to online advertisements of Jordanian tourism companies.
2. To identify motives for respondents' exposure to online advertisements of Jordanian tourism companies.
3. To identify respondents' attitudes towards online advertisements of Jordanian tourism companies.

Study Hypotheses
1. There is a correlation between the attitudes of Jordanian tourism companies' customers and the reasons for respondents' preference for online advertisements.
2. There is a correlation between the attitudes of Jordanian tourism companies' customers and the habits and patterns of respondents' exposure to online advertisements.
3. There are statistically significant differences in the motives for respondents' exposure to online advertisements according to demographic variables.

The Significance of the Study
This study holds theoretical significance by clarifying the perceptions of customers of Jordanian tourism enterprises regarding online advertising, hence enhancing the comprehension of the determinants affecting online consumer behavior within the tourism industry. This study contributes to the scientific literature by examining how attractiveness and online engagement influence customer decisions, so aiding in the formulation of new theoretical models about the efficacy of online advertising in tourism marketing.

Moreover, this study is one of the limited research initiatives concentrating on online tourism within the Jordanian setting, thereby contributing to the enrichment of the Arab library with novel insights in this domain.

LITERATURE REVIEW
Many studies have aimed to understand the attitudes of those exposed to diverse forms of advertising across various means. The research conducted by Mahmoud (2022) aimed to uncover audience preferences about targeted marketing for the Talabat application, utilizing a deliberate sample of 400 participants. The study found that 69.3% of respondents exhibited a positive inclination toward these commercials, 29.8% maintained a neutral stance, and 0.9% demonstrated a negative inclination. The research conducted by Hussain et al. (2020) examined the determinants affecting the emergence of trends in social media advertising. The study determined that amusement, believability, and incentive are characteristics that contributed to the development of favorable attitudes towards this sort of advertisement. Entertainment, information, celebrities, credibility, and non-annoyance are the main factors that influence followers' attitudes towards these advertisements. Credibility is the most important factor, so the more a consumer trusts an Ad, the more positive his feelings are (Ata et al., 2021). It also revealed that demographic variables (gender, age, wealth, education) affect how people react to these advertisements (Ahlluwalia & Singh, 2023).

The study by De Battista et al. (2021) established a correlation between the perception of advertising content, entertainment, and source credibility in shaping attitudes toward online video advertisements. Conversely, the research conducted by Jebarajakirthy et al. (2021) sought to ascertain consumer attitudes toward advertisements received via mobile phones. This study revealed that the primary factors contributing to positive attitudes among respondents towards mobile advertisements were the perceived creativity of the advertisements and the sufficiency of information regarding the advertised products. In contrast, the negative attitudes identified in the study by Rubin (2022) stemmed from various reasons, including the belief that online advertisements are misleading and their lack of persuasiveness.

According to Alavi et al. (2024), the main reasons participants expressed negative attitudes toward online advertising included discomfort with the sheer volume of ads displayed, along with the urgent need to better regulate these ads. Participants also indicated that exaggerating the benefits of advertised products and services is a major factor that reduces the credibility of advertising and contributes to a negative impression.

These findings align with Sinha et al. (2016), which noted that information in online advertisements for the automotive sector is often exaggerated. Conversely, respondents in Balaskas et al.'s study (2024) perceived online advertisements as a source of annoyance that distracts their focus. The participants exhibited negative opinions toward sports brand advertisements on Facebook, as elucidated by the study (Abuhashesh et al., 2021).

The study (Nasser, 2017) found that there are statistically significant differences between the purchasing intentions of the researchers and their trends and social media advertisements. According to Du et al. (2018) examined the efficacy of television advertising and found that many individuals perceive entertainment advertisements as ineffective, leading to a decline in study confidence. In contrast, certain academics argue that these advertisements facilitate product differentiation and customization, while others opt to eschew dependence on a salesman for product demonstration. The study by Aiolfi et al. (2021) found that most respondents periodically encounter online advertisements while browsing websites. According to Zeng et al. (2021), advertisements appear suddenly while browsing, sometimes prompting users to interact with them unintentionally, which can contribute to negative online experiences. Despite the vital role online advertising plays in supporting the modern internet economic model, it often generates negative reactions from users, who express dissatisfaction with its frequency or potential impact on their privacy.

Al-Matbouli (2015) confirmed that television advertisements influence viewers to purchase goods they may not need, and that the repetition of these advertisements leads to a decline in public interest in the offered goods and services. Despite some positive attitudes among a number of respondents, a limited percentage indicated that the quality of the advertised products matched reality, while some believed that television advertisements contribute to a more accurate evaluation of products. On the other hand, Khan et al.'s (2025) study revealed that the clarity of the advertising message and visual effects play a major role in shaping positive attitudes. In a different context, Giang et al. (2023) study concluded that privacy, ease of use, and creative ideas are among the most prominent features of Facebook ads. Social media sites play a role in promoting positive attitudes by maintaining users' privacy and the security of their personal information.

Recent studies indicate the significant role played by online advertising platforms in influencing customers. Despite the success of these advertisements in the tourism sector in many developed and developing countries, studies examining their impact in the Jordanian context remain limited. Therefore, this study aims to fill this gap by exploring the attitudes of Jordanian tourism companies' customers toward their online advertisements in Jordan. The research seeks to examine the mechanisms of social media platforms' influence on tourism dynamics in the digital age and provide insights that contribute to developing digital advertising strategies.

MATERIALS AND METHODS

This study is a descriptive study intended to attain a precise understanding of the variables constituting a phenomenon or issue, enhance comprehension, and interpret relevant information; to identify implications and effects to formulate directives for correction or development (Abu-Jalil & Zyaidate, 2022). This study uses the survey method to ascertain the opinions, attitudes, trends, and ideas of a specified group of persons connected by particular personal qualities regarding a phenomenon or societal issue that affects them (Alnawafah et al., 2025; Eneizat et al., 2023b).

The study population comprises all Jordanian nationals living in the different governorates of Jordan. To fulfill the study aims, the researcher utilized a purposive sample of 450 persons who engage with the online marketing of tourism companies. The sample size was established according to the recommendations of Krejcie & Morgan (1970), who advised a minimum of 384 participants. Consequently, 450 questionnaires were distributed to ensure an adequate response rate, thereby improving the accuracy of the results and the potential for generalization to the target population.

An online questionnaire was used to collect the study data, which includes sections on demographic data, the level of interaction with online advertisements for Jordanian women's tourism, and the platforms used to display these advertisements on the perceptions of female tourism customers.

As a result, the questionnaire has a four-point scale that updates respondents with each item, from 0 (lowest) to 3 (highest) and is interpreted as follows: 0.00 - 2.33 = low, 2.34 - 3.66 = medium, 3.67 - 5.00 = high.

RESULTS AND DISCUSSIONS
Degree of follow-up of online advertisements of Jordanian tourism companies

Table 1 reveals that the majority of individuals engaging with online advertisements from tourism companies do so to a moderate extent, with a percentage of 75.4%. This suggests a moderate interest in tourism advertisements, as their engagement may be sporadic or contingent upon particular needs, such as trip planning or seeking promotional offers.

Next category, which exhibited minimal engagement with advertisements, accounted for 15.9%, suggesting that these individuals may lack significant interest in tourism advertising material or depend on alternative sources for information regarding tourist locations and offers. Conversely, the results indicated that merely 8.7% of respondents engage with these advertisements to a significant extent, suggesting that this demographic frequently engages with the advertising content and may predominantly depend on it for travel decision-making and trip planning.

Table 1. Jordanian tourism companies' online ad follow-up

Degree	Frequencies	Percentage
High	8.7%	11
Medium	75.4%	95
Low	15.9%	20
Average	**100.0%**	**126**

These results reflect the importance of improving the online marketing strategies of tourism companies and focusing on developing more attractive and personalized content to increase the rate of follow-up and interaction with advertisements, especially among categories that follow them to a medium or low degree.

Reasons and motives for exposure to online advertisements

Table 2 indicates that the primary motivation for engaging with the online advertisements of Jordanian tourism companies is to "Take advantage of promotions and discounts on advertised services," with a mean of 4.13. The secondary motivation is "to obtain information about the advertised service," at 4.03. In third place is "to know everything new in the services of Jordanian telecommunications companies," at 3.93. This is followed by "I got used to following this type of advertisement" in fourth place, at 3.35, and lastly, "to get rid of the daily routine" ranks fifth, at 3.34, as a reason for following the online advertisement. The current study confirms that special offers and clear information attract customers' attention, supporting numerous prior studies on offers and commercials' effects on consumer behavior. According to the study (Qader et al., 2022), clear offers and discounts influence positive customer attitudes because clear and convincing advertising messages are one of the main factors influencing followers' interaction with ads.

Table 2. Reasons and motives for exposure to online advertisements

Items	Mean	SD	Degree
Take advantage of promotions and discounts on advertised services.	4.13	0.75	High
To obtain information about the advertised service	4.03	0.78	High
To know everything new in the services of Jordanian tourism companies	3.93	0.80	High
I used to follow this type of advertisement	3.35	0.95	Medium
To get rid of the daily routine of life	3.34	1.04	Medium
Average	**3.76**	**0.86**	**High**

These findings are also supported by the study (Maqableh's et al., 2021), which found that privacy and security of personal information and attractive offers increase the acceptance of social media ads, which improves tourism company interaction. The study (Han, 2022) found that audiences respond positively to ads with incentives like offers and discounts. These findings may clash with studies that suggest advertising content, such as discounts or offers, may not be enough to attract customers. In the study (Dwivedi et al., 2021), it was found that the ability to assess advertising content is crucial for building trust in online ads, as offers alone may not suffice without credible and engaging content. Tourism organizations must combine attractive promotions, transparent and trustworthy advertising content, and honesty in their services. Building a strong and lasting relationship with customers is of paramount importance, especially given the increasing competition on online platforms.

Table 3. Attitudes toward online advertising

Items	Mean	SD	Degree
online advertising is superior to other advertising methods	3.98	0.72	High
online advertising is constantly renewed and not boring	3.97	0.74	High
online advertising paints a positive image of the advertised services	3.81	0.81	High
online advertising helps me conduct dialogue with friends and relatives about the advertised services	3.69	0.69	High
I trust online advertisements for Jordanian tourism companies' services	3.53	0.91	Medium
online advertising presents the true image of the advertised services.	3.52	0.90	Medium
The repetition of digital advertising makes me think about the advertised service.	3.43	0.96	Medium
I prefer not to view online advertisements for Jordanian tourism companies' services because they often disrupt my work	3.31	0.80	Medium
Average	**3.60**	**0.83**	**Medium**

Respondents' attitudes towards online advertisements of Jordanian tourism companies

Table 3 shows that the factor "online advertising is superior to other advertising methods " with a mean of (3.98), reflecting the respondents' preference for digital advertisements because they combine sound and image in one

advertisement. It was followed by the factor "digital advertising is constantly renewed and not boring" with a mean of (3.97), indicating the nature of innovative ideas in these advertisements. In third place came "digital advertisements paint a positive image of services" with a mean of (3.81). In last place came " The repetition of digital advertising makes me think about the advertised service " with a mean of (3.52), while " I prefer not to view online advertisements for Jordanian tourism companies' services because they often disrupt my work" recorded a mean of (3.31).

The results show that respondents prefer digital ads because they can combine sound and image, making them more appealing and clearer than print or radio ads. digital ads can communicate more effectively and interactively using these features. The study (Jamal & Khan, 2024) found that digital advertisements' diversity and integration of visual and audio elements increase audience interaction and message effectiveness, prompting them to pay more attention and participate. Digital advertisements that innovate and update ideas are preferred by respondents.

Results indicated that online advertisements may react to changing market needs, making them less boring than traditional ads. According to (Penrat & Wongchestha, 2021), digital advertisements may be updated and regenerated, which keeps audiences interested. However, clients believe that online marketing improves the image of Jordanian tourism enterprises and their services. The study (Wei et al., 2021) found that digital ads' significant emotional impact on audiences from visual and aural features helps firms develop a positive image.

Digital advertisement frequency has a mixed effect because respondents feel repetition might boost its impact and influence their decisions. For example, Finkielsztein (2022) has shown excessive repetition of advertising can lead to boredom, frustration and decreased effectiveness because customers may get bored.

This shows that advertising frequency must be balanced to have a favorable impact without alienating customers. Finally, some people avoid online advertisements because they annoy them or make it harder to work. This is consistent with the study Abuhashesh et al. (2021) and Balaskas et al. (2024), which found that ads that don't match users' interests may diminish their acceptance and efficacy. The results indicate that online advertisements of Jordanian tourism enterprises are significantly more effective than traditional methods since they offer innovative and appealing material that enhances the perception of tourism services and boosts engagement.

These organizations must reduce repetition and ensure that the ads are consistent with the audience's interests and usage times to avoid annoying them and maintain their good impact.

Hypotheses Test
Hypothesis 1: There is a correlation between the attitudes of Jordanian tourism companies' customers and the reasons for respondents' preference for online advertisements.

Table 4 demonstrated a positive correlation between the attitudes of customers of Jordanian tourism enterprises and the reasons for their choice of digital advertisements, as indicated by a Pearson's correlation value of (0.60) with a statistical significance level of ($p < 0.05$). This outcome signifies a moderate and statistically significant correlation between customers' preferences for digital advertisements and their attitudes toward them.

Customers exhibiting favorable attitudes towards online advertisements are more inclined to favor these advertisements due to factors such as privacy, interaction, and promotional offers, underscoring the necessity of recognizing these factors to enhance advertising strategies in the tourism sector.

Table 4. Pearson Correlation

the reasons for respondents' preference for online advertisements			
The attitudes of Jordanian tourism companies' customers	Frequencies	Pearson Correlation	Sig
	450	0.603	0.000

Hypothesis 2: There is a correlation between the attitudes of Jordanian tourism companies' customers and the habits and patterns of respondents' exposure to online advertisements.

Table 5 showed a positive correlation between the respondents' attitudes toward Jordanian tourism establishments and their habits of exposure to online advertisements, where the Pearson correlation coefficient reached (0.58) with a statistical significance level ($p < 0.05$). This result indicates a moderate positive relationship between the respondents' attitudes towards tourism establishments and their habits of interacting with online advertisements. In other words, people who show positive attitudes towards these establishments are more likely to interact with their online advertisements. This result reflects the importance of online advertisements in improving communication with the public and enhancing the effectiveness of marketing strategies in the Jordanian tourism sector.

Table 5. Pearson Correlation

the habits and patterns of respondents' exposure to online advertisements			
The attitudes of Jordanian tourism companies' customers	Frequencies	Pearson Correlation	Sig
	450	0.587	0.000

Hypothesis 3: There are statistically significant differences in the motives for respondents' exposure to online advertisements according to demographic variables (gender, age, educational level, and residential area).

Gender

Table 6 revealed that there were statistically significant differences between males and females regarding their motivations for exposure to digital advertising, according to the t-test, with a value of t = 4.07 at the statistical significance level (p < 0.05). Although the mean scores were relatively close (3.53 for males and 3.60 for females), the differences between the genders were still statistically significant, indicating a tangible effect of gender on the motivations for exposure to digital advertising. The difference between men and women may be small but consistent and systematic. This disparity may indicate psychological or behavioral differences between the sexes in their responses to digital advertising.

Table 6. T-test results

Gender	M	SD	T-value	Sig
Male	3.53	0.48	4.072	0.04
Female	3.60	0.70		

Age

Table 7 revealed that there were no statistically significant differences between age groups regarding their motives for exposure to digital advertising, according to the t-test, where the value of t = 0.953 at the statistical significance level (p > 0.05), indicating that age does not significantly affect the motives for exposure to digital advertising.

The findings suggest that age is not a significant factor in influencing the motivations for engaging with digital advertising, potentially indicating a convergence of interests and advertising behaviours across different age groups. This may result from the impact of various variables, including the characteristics of digital content or marketing methods that uniformly target all demographics.

Table 7. ANONA test

	Sum of Squares	M	T-value	Sig
Between Groups	1.092	0.363	0.953	0.418
Within Groups	33.966	0.382		
Total	**35.058**			

Educational level

Table 8 showed that there were no statistically significant differences between educational levels regarding the motivations for exposure to digital ads, according to the t-test, where the value of t = 0.606 at the statistical significance level (p > 0.05). This indicates that educational level does not constitute a significant factor influencing individuals' motivations for exposure to digital ads. This result reflects that digital ads attract different educational groups equally, which may be due to their general nature and ability to target a wide audience regardless of their educational level.

Table 8. ANONA test

	Sum of Squares	M	T-value	Sig
Between Groups	0.702	0.234	0.606	0.613
Within Groups	34.35	0.386		
Total	**35.05**			

Residential Area

Table 9 revealed that there were no statistically significant differences between places of residence regarding the motives for exposure to digital advertisements, according to the (t) test, where the value of (t = 0.606) reached a significance level of (p > 0.05). This indicates that place of residence does not constitute a significant factor influencing individuals' motives for exposure to digital advertisements, reflecting their ability to target a diverse audience from different residential areas with the same effectiveness.

This result reinforces the hypothesis that the spread of the Internet and digital communication media contributes to providing equal opportunities to access digital advertisements regardless of geographical location.

Table 9. ANONA test

	Sum of Squares	M	T-value	Sig
Between Groups	0.052	0.026	0.067	0.937
Within Groups	35.21	0.389		
Total	**35.06**			

CONCLUSION

This study aims to clarify respondents' perceptions of electronic advertisements by Jordanian tourism companies. The results indicated that most people interact with these advertisements moderately, and mainly to obtain offers and discounts. The study revealed respondents' preference for electronic advertisements compared to other media, confirming this medium's importance in attracting the target group. Understanding customer behaviors and trends can help Jordanian tourism companies improve their advertising methods, and thus increase the effectiveness of online promotion initiatives.

In addition, the results showed a positive correlation between respondents' attitudes towards Jordanian tourism institutions and their reasons for choosing digital advertisements. The results also showed a positive correlation between respondents' attitudes towards Jordanian tourism institutions and their habits of exposure to electronic advertisements.

It is recommended to enhance the use of electronic advertisements in tourism marketing, with a focus on providing attractive offers that meet the requirements of the target audience.

Recommendations

Based on the results of the study, several suggestions can be made to enhance the effectiveness of online advertising for Jordanian tourism companies. First, it is recommended to develop online advertisements to focus more on promotions and discounts that interest the public, which increases their attention. Second, tourism companies should improve advertising targeting to be more in line with users' interests, to enhance interaction and participation.

Third, it is recommended to increase investment in online advertising, as respondents believe that it is superior to other advertising methods, which may contribute to increasing reach and effectiveness. Finally, tourism companies can improve their digital marketing strategies by analyzing interaction data and using it to customize advertising campaigns to suit the needs and preferences of the target audience.

Limitations of the study

The limitations of this study are several: the sample is limited to only 450 participants from Jordan, which may limit the possibility of generalizing the results to all individuals in the region or to other countries. The study also focuses specifically on online advertisements for Jordanian tourism companies, without addressing online advertisements for other sectors or comparing different types of online advertisements. In addition, the quantitative approach was used to collect data, which limits the possibility of delving into the qualitative aspects of interaction with advertisements. These limitations may impact the precision of interpreting results in different contexts or comprehending the social and cultural elements influencing individuals' preferences and interactions with online advertisements.

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