



In-stream video Advertisement effectiveness and Consumer brand engagement: An Exploratory Study

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Abstract

Purpose- This study aims to explore the relationship between in-stream video advertisement (Ad/S) dimensions (emotional, creativity, and informativeness) via SNS and consumer brand engagement (CBE) (cognitive, affective, and intentional engagement). Presenting the perspectives of both the general public and practitioners as a cornerstone of the study.

Methodology- The data collection was conducted through 32 semi-structured, in-depth interviews. Included 24 interviews with Egyptian consumers of both genders from various age groups, and 8 interviews with marketing practitioners from prestigious companies across different industries in Egypt. The interview transcripts were analyzed using thematic analysis.

Findings- The results revealed that in-stream video Ad/S effectiveness dimensions possess a direct relationship with CBE. Additionally, a direct relationship between cognitive and affective engagements with intentional engagement. Further more, an indirect relationship between Ad/S effectiveness dimensions and intentional engagement, with cognitive and affective engagements as mediators. Lastly, digital Ad/S features were found to have a potential role as moderators between Ad/S effectiveness dimensions and CBE.

Originality- CBE is studied in terms of cognitive, affective, and behavioral, with limited attention given to intentional engagement. To the best of the researcher's knowledge, this study is among the first to explore the relationship between in-stream video Ad/S effectiveness and intentional engagement. The paper introduces a broader research perspective by considering the differing viewpoints of both the general public and practitioners in the conducted interviews. The insights highlight the role of digital Ad/S features, pointing to opportunities for further research on this under explored topic.

Keywords- In-stream video advertisement, Advertisement effectiveness, Consumer brand engagement, Digital advertisement features

1.Introduction

Previously, brand information was primarily conveyed via television Ad/S (Bruce et al., 2020). However, advancements in technology, alongside a modern holistic marketing approach, have led marketers to prioritize and shift their spending toward online video Ad/S (Keegan & Rowley, 2017; Janšto et al., 2019). Advertising, particularly through SNS, has become a compelling tool for enhancing effectiveness (D. Lee et al., 2018; J. Lee & Hong, 2016a; Sashi, 2012). As a result, in-stream video Ad/S have emerged as a promising format for digital marketing practitioners (Choi & Kim, 2021).

The popularity of in-stream video Ad/S highlights the importance of integrating video content into SNS Ad/S strategies due to its broad appeal and engagement potential (Kujur & Singh, 2018). Consumers now engage with these Ad/S at unprecedented levels (Li & Lo, 2015), making it crucial to understand the effect of in-stream video Ad/S effectiveness on CBE (Choi & Kim, 2021). While CBE has received substantial research attention, the focus on in-stream video Ad/S effectiveness remains limited (Fehrer et al., 2018; Sashi, 2012). Most studies have emphasized textual over visual modalities, leaving gaps in understanding visual engagement dynamics (Rietveld et al., 2020; Bolton & Saxena-Iyer, 2009; Hollebeek et al., 2014b). This gap indicates a need for further exploration to enhance theoretical knowledge and, consequently, to aid practitioners in better understanding the relationship between in-stream video Ad/S effectiveness and CBE.

This research aims to address this gap by exploring the relationship between emotional, creative, and informative appeals as key dimensions of

in-stream video Ad/S and cognitive, affective, and intentional engagement (J. Lee & Hong, 2016b; Solem & Pedersen, 2016). Intentional engagement is particularly emphasized, given its limited research focus (Osei-Frimpong, 2019). The study incorporates interviews with Egyptian consumers and marketing practitioners, thereby addressing a gap in research populations, as existing literature predominantly focuses on European contexts (Calder et al., 2009; Hamelin et al., 2017; San et al., 2020). Various theories, including the Theory of Reasoned Action and the Theory of Planned Behavior (Fishbein & Ajzen, 1975; Pelling & White, 2009), as well as the Social Exchange Theory (Hollebeek, 2011), have been employed within this domain. However, the theoretical foundation of this research lies in the Stimulus-Organism-Response (S-O-R) framework, initially proposed by Mehrabian and Russell (1974) in environmental psychology, thereby highlighting a theoretical gap. Following Loureiro et al. (2020), this study represents the first exploration of the relationship between in-stream video Ad/S effectiveness and CBE. Here, emotional, creative, and informative appeals act as stimuli (S), influencing consumers' emotions, cognition, and activation states acting as the organism (O), which in turn lead to affective, cognitive, and intentional engagement acting as the response (R).

2.Literature review

Due to the rise of online advertising through in-stream video Ad/S (Li & Lo, 2015), marketers seek to deepen their understanding of Ad/S effectiveness and CBE (Calder et al., 2016), as social media continues to grow rapidly and has become an integral part of CBE strategies (Alalwan, 2018; Aslam et al., 2021). Both in-stream video Ad/S effectiveness and

CBE are priority areas acknowledged by researchers in the marketing domain (Alalwan, 2018; Appel et al., 2020; Hollebeek et al., 2019). However, few studies have attempted to understand in-stream video Ad/S, which remains a relatively new phenomenon (Choi & Kim, 2021; Y. A. Jeon et al., 2019; Kim, 2018a), and explore its effects on consumer behavior and engagement (Li & Lo, 2015). Researchers have focused on antecedents within the online domain (Alavion et al., 2017; Choi & Kim, 2021; Kim, 2018b), highlighting the need for diverse methodological and content approaches in this area (Lee & Hong, 2016). Consequently, the study of in-stream video Ad/S content in relation to CBE still lags, leading to an absence of consensus and clarity (San et al., 2020), with many marketers finding it difficult to measure (J. Lee & Hong, 2016).

In comparison to television and radio as traditional media, consumers tend to be less conscious of information processing, as images and sounds are considered background noise (Ha & McCann, 2008). However, in online media, consumers are forced to keep their eyes on the screen (Li & Lo, 2015), making it more attention demanding and interactive (Ha & McCann, 2008). Some literature has attempted to examine content types based on characteristics like still images (San et al., 2020; Sung & Cho, 2012), experiential content, image vividness (San et al., 2020; Weinberger et al., 2017; Yousaf et al., 2020), and images with text (Baltas, 2003; Kim, 2018b; Liu-Thompkins, 2019; Moore et al., 2005). Most of these studies point to textual message content as drivers of CBE, neglecting the effectiveness of in-stream video Ad/S visual message content, which encompasses emotional appeals (Srivastava, 2020), creativity (San et al.,

2020) and informativness (Rietveld et al., 2020) as collective dimensions of in-stream video Ad/S effectiveness (Lee & Hong, 2016).

Past research has aimed to understand how CBE is developed and maintained (Cheung et al., 2020; Calder et al., 2016), and how it may characterize the development of consumer-brand relationships over time (Gambetti et al., 2012). However, its dimensions remain highly debatable. Based on the literature, CBE emerges as either a unidimensional or multidimensional construct consisting of mind, heart, and hand (Hollebeek et al., 2014; Solem, 2015), representing specific levels of cognitive, affective, and behavioral engagement (Hollebeek et al., 2014). Studies focused on the behavioral dimension, examined through the lens of consumer interaction with online Ad/S, can be categorized into a hierarchy of stages: pretention, attention, and behavioral decision (Chatterjee, 2001) though this is not always the case (Higgins & Scholer, 2009; Hollebeek, 2011b). Thus, the literature lacks studies on the intrinsic state of CBE, particularly intentional engagement (Aslam et al., 2021), alongside cognitive and affective engagement (San et al., 2020; Lee & Hong, 2016; Paruthi & Kaur, 2017).

There are calls for strengthening the theoretical framework and understanding of the constructs, methods, and drivers underpinning in-stream video Ad/S effectiveness and CBE through empirical evidence (Hollebeek et al., 2014; Khan, Hollebeek et al., 2019; Cheung et al., 2020). Accordingly, this study proposes the following research question (RQ1), which serves as the basis for developing the in-depth interview questions:

RQ1: Do the effectiveness dimensions of in-stream video Ad/S (emotional, creative, and informative appeals) have a relationship with CBE (cognitive, affective, and intentional engagement)? If so, how?

Previous studies indicate that emotional appeal plays a central role in behavioral, cognitive, and affective engagement (Liu-Thompkins, 2019). During Ad/S exposure, consumers are influenced not only by the intensity of emotions but also by the dynamic variation of emotions presented in the Ad/S (Teixeira et al., 2012). Emotions influence consumer attitudes (Hamelin et al., 2017; Janssens & Pelsmacker, 2005), judgments (M. Cheung, 2011; Mensa & Vargas-Bianchi, 2020), and decision-making (Lerner et al., 2015; Gutnik et al., 2006). The study by Hamelin et al. (2017) further supports the dominant role of emotional appeals in driving cognitive engagement. From a behavioral engagement perspective, Akpınar and Berger (2017) found that online video Ad/S featuring strong emotional appeals are more likely to be shared, thereby enhancing their effectiveness.

Conversely, prior research suggests that humans require a subjective sense of touch to project emotions and engage meaningfully (Aslam et al., 2021; Hamelin et al., 2017; Kujur & Singh, 2018; J. Lee & Hong, 2016a; Rietveld et al., 2020). This poses a challenge for Ad/S, as people tend to forget 48% of Ad/S content within two weeks, limiting recall and sustained engagement (Hamelin et al., 2017). While emotional appeals and CBE have received attention in the context of behavioral, cognitive, and affective engagement (Liu-Thompkins, 2019), intentional engagement remains underexplored (San et al., 2020).

Regarding creativity as a second dimension, its relationship with in-stream video Ad/S and CBE has been overlooked in the literature (Ahmad & Mahmood, 2011; Chen et al., 2016; Sharma, 2020; Smith et al., 2007). Despite its recognized importance in advertising effectiveness facilitating recall during Ad/S exposure (Lehnert et al., 2013) creativity's role is understudied. Rooted in novelty and execution quality, creativity fosters favorable brand associations (Anastasia et al., 2017; San et al., 2020) and evokes consumer responses (Jennings & Seaman, 1990; Sharma, 2020), including affective, cognitive (Haberlan & Dacin, 1992; Heiser et al., 2008), and behavioral engagement (J. Lee & Hong, 2016a). Thus, incorporating unexpected elements in Ad/S enhances CBE (Anastasia et al., 2017).

However, most studies have focused on engagement metrics of output behaviors such as shares, likes, or comments as forms of behavioral engagement (Chen et al., 2016; Hughes et al., 2019; Kujur & Singh, 2018; D. Lee et al., 2014; Solem & Pedersen, 2016; Yousaf et al., 2020), rather than the intrinsic state of the consumer (intentional engagement). When this proposition was addressed in the study done by San et al. (2020), it examined brand content experiences (vividness, emotional appeal, and functional appeal) alongside perceived creativity in the context of experiential content another subjective behavior driving CBE (San et al., 2020).

Regarding the third dimension, Nelson (1974) posited that the primary purpose of an Ad/S is to be informative, pioneering research on the role of informativeness in advertising. Informativeness, as a dimension of Ad/S effectiveness (San et al., 2020), employs objective information to highlight

brand/product benefits, thereby invoking cognitive processing (MacInnis et al., 2019). This appeal reflects the extent of information retained by consumers after Ad/S exposure, varying in abstraction levels (Dehghani et al., 2016; Ducoffe, 1995; J. Lee & Hong, 2016a; Nik Najib et al., 2016; Pasadeos, 1990). Specific product features and brand specifications enhance informativeness, fostering engagement and consumer responses more effectively than abstract brand/product information (Rietveld et al., 2020). Supporting this, Dehghani et al. (2016) found a positive correlation between informativeness and advertising value, which influences attitudes toward Ad/S (Blanco et al., 2010; De Pelsmacker et al., 2002; Ducoffe, 1995; Nik Najib et al., 2016b) and, consequently, engagement (Rietveld et al., 2020).

Another research stream suggests that the admissibility of information transmission and CBE hinges on consumer interpretation and trust, as consumers often discount Ad/S claims (G. Taylor, 2011). Thus, informational content must be non-deceptive (Nelson, 1974) to avoid skepticism of hidden sales motives or activate resistance to persuasion, which could reduce consumers' motivation to engage with the brand and accordingly decrease Ad/S effectiveness (Rietveld et al., 2020).

The literature presents mixed findings on the roles of Ad/S effectiveness dimensions in online advertising and CBE (Rietveld et al., 2020). For instance, Lee and Hong (2020) revealed that favorable behavioral engagement stems primarily from informativeness and creativity, consequently linking intention to engage with purchase intent. This aligns with Anastasia et al. (2017), who suggested that the higher the Ad/S creativity in terms of being novel, unusual and original and encompassing

emotional appeals more likely consumers will engage with the brand (Rietveld et al., 2020). Accordingly practitioners strive to build an emotional roller coaster for their consumers, which indicates their need of creative Ad/S to hand them the ability to hand consumers such experience (Anastasia et, 2017),potentially reflected in a higher return on investment and CBE likelihood (Teixeira et al., 2012). Conversely, some studies suggest informativeness may dampen CBE and matter less (Rietveld et al., 2020).

From an integrated marketing communication perspective, video Ad/S combining informativeness and creativity that complement the brand/product advertised ,strengthen brand-consumer relationships in terms of engagement by aligning with customer-focused strategies (Belch & Belch, 2003), a cornerstone of CBE (Araujo et al., 2020; Sashi, 2012; Yousaf et al., 2020). Creativity has traditionally been tied to problem-solving (M. Cheung, 2011), innovation (Singh & Gautam, 2019; West et al., 2019), imagination (El-Murad & West, 2003; Lehnert et al., 2014; San et al., 2020; Smith et al., 2007), cognition (Janssens & Pelsmacker, 2005; Shen et al., 2021), and effectiveness (Bell, 1992; Koslow et al., 2003) as being focal to the success of a campaign and CBE (J. Lee & Hong, 2016a; San et al., 2020). Yet, from viewers perception creativity can be perceived differently in exposure of in-stream video Ad/S in the means of avoiding misconception of the Ad/S (Achmad et al., 2020; Choi & Kim, 2021; Hollebeek et al., 2014a), as for emotional appeals and informativness are employed to break through the clutter (Ahmad & Mahmood, 2011; Sharma, 2020).

The informativeness appeal is regarded as effective because it helps reduce the uncertainty often associated with purchase intentions, leading to a more favorable evaluation (Rietveld et al., 2020). By offering relevant information about the brand or product, it helps consumers better understand its unique features, thereby influencing their cognitive processing (Yoo and MacInnis, 2005), particularly when in-stream video Ad/S interrupts their video viewing (Choi & Kim, 2021; Goodrich et al., 2015; Li & Lo, 2015; D. G. Taylor et al., 2011a). On the other hand, relying solely on informativeness as an advertising appeal might not reduce uncertainty, as consumers may already be knowledgeable about the product (MacInnis et al., 1991). This could render the information conveyed in the Ad/S irrelevant or even annoying (Dehghani et al., 2016; Pasadeos, 1990; Rietveld et al., 2020), thereby hindering cognitive processing in terms of memory and recall (Srivastava, 2020) and reducing their intention to engage (Janssens & Pelsmacker, 2005).

Emotional Ad/S, by contrast, more likely to grab capture attention (Lee & Hong, 2016) and enhance brand recall by eliciting positive feelings in consumers towards the brand/product (Loureiro et al., 2020), impacting their immediate sensory environment as a stimuli positively affecting their cognitive (LeBlanc et al. 2014), affective (Kujur & Singh, 2018) and behavioral engagement (Rietveld et al., 2020). The study of Milosavljevic and Cerf (2008) that is based on computational neuroscience showed that attention is the corner stone to intention and decision making. Yet intentional engagement in Ad/S remains understudied within the context of in-stream video Ad/S effectiveness (Rietveld et al., 2020).

Contradictory results have also been found; suggesting that attention to emotional stimuli can reduce the cognitive resources available for processing (S et al., 2020), as consumers may pay less attention to branding or other persuasive elements of the Ad/S if they are instead focused on the Ad/S story (Holmes, 2021). This stems from consumers regularly building up barriers to resist the temptations of persuasion (Friestad & Wright, 1994). This is unfortunate, as engagement requires people's attention (Algharabat et al., 2018; Anastasia et al., 2017; Paruthi & Kaur, 2017). Recent research on social media suggests that distinguishing between emotional and informative appeals is necessary (Rietveld, 2020), as it offers a meaningful lens for studying the effect of message content on engagement (Akpınar and Berger, 2017; Lee et al., 2018), along with creativity (Anastasia et al., 2017). Emotional appeal, creativity, and informativeness are recognized as dimensions of Ad/S effectiveness (Lee & Hong, 2016); however, related studies tend to focus on attitudes toward the Ad/S (Aslam et al., 2021) rather than on understanding their relationship with CBE (Jeon et al., 2018).

3.Methodology

Drawing on the literature review, this study adopts an exploratory qualitative design, which allows for a deeper exploration of participants' responses and a comprehensive explanation (Hollebeek, 2011; Osei-Frimpong, 2019) of the dynamic nature and multidimensional complexity of in-stream video Ad/S effectiveness and CBE. Utilizing qualitative methods for data collection and thematic analysis for data interpretation is helpful in unveiling underlying aspects of the research phenomena in depth, as it incorporates the entire conversation as the potential unit of

analysis (Hollebeek, 2011). In this study, the researcher followed a theoretical approach (Brodie et al., 2011).

For participant selection, two groups were targeted: the general public and marketing practitioners with proven experience in the field (Vivek et al., 2012). Sampling was based on a combination of techniques, convenience sampling was employed for selecting the general public (Cheung et al., 2020; Algharabat et al., 2017; Dwivedi et al., 2006; Algharabat et al., 2019), as it is unrestricted and provides the researcher with the freedom to choose study elements and participants (Cooper et al., 2014). Secondly, purposive sampling was applied to marketing practitioners, a method commonly used when the researcher seeks respondents who possess knowledge about the research variables and objectives, in order to provide meaningful insights (Ritchie & Lewis, 2003; Bryman, 2004). This technique is considered appropriate for this study (Alnaser et al., 2020; Sijoria et al., 2019). The literature indicates that one reason for the discrepant results of previous studies is the difference in assessments between consumers and advertising professionals (Till & Baack, 2005). Thus, including both groups of respondent's aids in developing a comprehensive and ecological understanding of the underlying phenomenon, as they represent the polar sides of the research elements; therefore, their views and experiences are equally important.

The general public sample included participants from various age groups, with equal numbers of males and females in each group, including students and individuals from diverse professional backgrounds. As for the marketing practitioners, the sample included individuals at various hierarchical levels and assigned to different product/service categories.

This approach allowed the researcher to sample a multiplicity of experiences that were both significant and representative of their respective industries, while also being diverse, to develop a deeper understanding of the research (Charmaz, 2006; Morse et al., 2009). To preserve participants' anonymity, pseudonyms were used. These consisted of a letter 'F' or 'M' to indicate gender, followed by a number corresponding to their interview order. For the general public, an additional letter denoted age group: A for age group 1 (above 50), B for age group 2 (30–49), and C for age group 3 (15–29).

The semi-structured in-depth interviews were conducted via phone calls (Hollebeek, 2011; Vivek et al., 2012; Jennings & Seaman, 1990; Naeem, 2021), with a total of thirty-two interviews conducted between January 2024 and March 2024 eight with marketing practitioners and twenty-four with members of the general public. All participants were contacted in advance to confirm their participation and to schedule a date and time convenient for them (Vivek et al., 2012). The choice of phone communication was based on mutual convenience and was more cost-effective (i.e., saving time, travel, and venue expenses) (Brodie et al., 2011). Data collection ceased upon reaching saturation when few new insights emerged and the researcher could predict responses before they were voiced (Cameron, 2011; Lincoln & Guba, 1985; Hollebeek, 2011). Each interview lasted approximately 30–35 minutes and was moderated by the researcher. All calls were audio-recorded with prior consent (Achmad et al., 2020; Hollebeek et al., 2014; Sijoria et al., 2019). The recordings were transcribed by the researcher (Hollebeek, 2011), resulting in 120

pages of transcription formatted with font size 12, 1.5 line spacing, and each question and answer presented on separate lines.

The analysis followed the recursive six-phase process of thematic analysis proposed by Clarke and Braun (2006, 2015). Through this method, continuous refinement of data was undertaken and categorized in a manner that reflected the underlying aspects within the research scope, aligning with the literature reviewed.

Although some qualitative researchers argue that the term *validity* is not applicable to qualitative research, they also acknowledge the need for some form of quality assurance. For example, Creswell & Miller (2000) suggest that validity is influenced by the researcher's perception and their chosen paradigm assumptions. Consequently, researchers have developed alternative concepts of validity, often using terms such as *quality*, *rigor*, and *trustworthiness* (Davies & Dodd, 2002; Lincoln & Guba, 1985; Mishler, 2000; Seale, 1999; Stenbacka, 2001).

To strengthen internal validity, interview questions were based on reworded scale items of each variable. All respondent groups were asked the same set of semi-structured questions (Reams & Twale, 2008), which allowed for the emergence of unexpected and emergent themes. This approach also enabled the use of follow-up and probing questions to clarify key issues and to allow participants to freely express concerns (Sijoria, Mukherjee, & Datta, 2019). Interviews were concluded when data saturation was reached and similar responses were repeatedly observed (Sijoria et al., 2019). Lastly, the inclusion of marketing practitioners with high levels of marketing awareness was noted (Gambetti, Graffigna, & Biraghi, 2012). To ensure the reliability of thematic coding, the specific

codes and quotes were assessed for their correspondence with the construct definitions emerging from the literature. These were reviewed and confirmed by two marketing professors (Chu, Lien, & Cao, 2019; Ferreira, Zambaldi, & Guerra, 2020).

4.Results and key findings

This research conceptualizes in-stream video Ad/S as a construct encompassing emotional appeal, creativity, and informativeness, suggesting a potential relationship with CBE. Accordingly, this exploratory qualitative study was conducted with that aim, using thematic analysis to complete the investigation. During the analysis, different themes emerged centered on the following topics:

1. Ad/S effectiveness and cognitive engagement
2. Ad/S effectiveness and affective engagement
3. Ad/S effectiveness and intentional engagement
4. Cognitive engagement and intentional engagement
5. Affective engagement and intentional engagement

These topics are discussed below, presenting the perspectives of both the general public and marketing practitioners on each of the Ad/S effectiveness dimensions starting with emotional appeal, followed by creativity, and preceded by informativeness, along with the proposed relationships.

4.1. Ad/S effectiveness and cognitive engagement

4.1.a. Ad/S effectiveness and cognitive engagement (general public)

Beginning with emotional appeal as the first dimension of in-stream video Ad/S effectiveness, it was noted that emotional appeals could elicit both

positive and negative responses, influencing cognitive engagement differently. On the positive side, some participants emphasized the role of emotional appeals in stimulating brand exploration, particularly among emotionally inclined individuals, indicating that personality traits are vital and serve as a cutting-edge factor in guiding cognitive engagement. Others described cognitive engagement as a form of attention and curiosity stimulated by the emotional appeals embedded in in-stream video Ad/S.

Conversely, in terms of negative responses, one participant stated that watching an emotional in-stream video Ad/S results in negative cognitive engagement, hindering exploration of the brand. Additionally, another participant mentioned that emotional appeal generates momentary cognitive engagement, where they pay attention and refrain from skipping the Ad/S, but not to the extent of exploring the brand.

Moreover, several participants noted that factors such as the timing of in-stream video Ad/S, the type of emotional appeal, and the overall Ad/S concept play impactful roles in shaping cognitive engagement, particularly when the Ad/S is perceived as intrusive. Product and brand types were also cited. One participant added that if the emotional appeal aligns with their current need, situation, or state of mind, they are more likely to explore the brand, pay attention to the Ad/S, and not skip past the 15-second mark. Accordingly, emotional appeal emerges as a polarizing (negative/positive), low/high-intensity, and short/long-term effect antecedent to specific forms of cognitive engagement such as exploration, stimulation, and persuasion intertwined with personal traits, product type, and brand type.

Turning to creativity as the second dimension of in-stream video Ad/S effectiveness, it was frequently remarked that creativity, “like beauty, is in

the eye of the beholder.” This sentiment summarized most participants’ views. Some participants noted that creativity could serve as a source of enjoyment, but its intensity and relevance must effectively support the Ad/S message rather than be employed excessively for its own sake. Creativity was often perceived as the initial spark of interest that fosters curiosity and influences cognitive engagement, which may lead to exploring the brand. A few participants further stated that prior knowledge of the brand or product can enhance creativity’s effectiveness in promoting cognitive engagement. On the other hand, several participants claimed that while they might enjoy a creative Ad/S and find it entertaining, it does not necessarily compel them to explore the brand further.

Thus, according to the participants, creativity as an appeal does relate to and influence cognitive engagement by generating interest, persuasion, and brand exploration. This relationship appears to depend on prior brand or product knowledge, the timing of in-stream Ad/S appearance, the appeal’s relevance, the intensity of creativity, and the frequency of exposure. Creativity may also be subject to the law of diminishing returns, as noted by several participants who reported enjoying the Ad/S the first few times but later skipping it once their curiosity was satisfied. However, the present analysis focuses mainly on first-time exposure.

Regarding the final dimension, informativeness emerged as the most critical factor influencing the relationship between in-stream video Ad/S effectiveness and cognitive engagement. Most participants reported paying more attention to informative in-stream video Ad/S, which led them to explore the brand. Others stated that their level and duration of attention depended on the product life cycle, especially when informative appeals

were used. Furthermore, several participants indicated that their need for the information presented in the Ad/S drove their cognitive engagement, even when the Ad/S was perceived as intrusive. Other participants echoed this sentiment, suggesting that the informative appeal acts as a persuasive cue that stimulates cognitive engagement and brand exploration, regardless of product life cycle or prior brand awareness.

However, some participants stated that the relationship between informative appeal and cognitive engagement hinges on their perception of the information's value. If the Ad/S contains information perceived as lacking value, it does not lead to brand exploration. Therefore, the information presented must be perceived as valuable. Conversely, many participants remarked that informative Ad/S can often be boring, an important consideration, as boredom may hinder cognitive engagement. Participants expressed a preference for these types of Ad/S to include a visible time display, indicating when the Ad/S can be skipped or will end. Most participants also recognized that in-stream Ad/S appear based on search algorithms. This was especially evident among younger participants, who stated that such Ad/S are shown because they match their current needs.

Informativeness, as a dimension of Ad/S effectiveness, was found to have a relationship with cognitive engagement by capturing viewers' attention and encouraging them to associate the advertisement with a trustworthy and positive brand image. In some cases, it prompted viewers to seek additional information about the brand. Moreover, informative Ad/S equip consumers with the knowledge necessary to make informed judgments about future

purchases. In this context, participants' perception of the advertisement's informative value contributes to the development of cognitive engagement.

4.1.b. Ad/S effectiveness and cognitive engagement (Marketing practitioners)

Focusing again on emotional appeal, marketing practitioners expressed varied opinions on its relationship with cognitive engagement. Several participants stated that emotional appeal is a strong antecedent to cognitive engagement, enhancing viewers' attention to the Ad/S and to digital Ad/S features. Some also noted that product type influences the use of emotional appeals, as each product targets a different segment. Additionally, the intensity and conveyance of emotional appeals may vary depending on the product type and its intended audience.

Some practitioners argued that, regardless of product type or life cycle, emotional appeal is particularly useful during economic downturns. It can provide viewers with a sense of security and persuade them to engage with the Ad/S and explore the brand, especially in the case of high-cost products. A few participants added that emotional appeals influence cognitive engagement through memory recall and nostalgia, which is why they sometimes employ such appeals to persuade viewers to explore the brand by recalling the Ad/S later or evoking a sense of nostalgia.

Contrary to some views expressed by members of the general public, one marketing practitioner noted that the overuse of emotional appeals diminishes their distinctiveness, causing viewers to skip or ignore the Ad/S. Nonetheless, all participants generally supported the use of emotional appeals in SNS in-stream video Ad/S, acknowledging their intrusiveness

and repetition but recognizing their persuasive power in encouraging brand exploration.

Regarding creativity as the second Ad/S effectiveness dimension, the majority of marketing practitioners viewed it as a key differentiator in the crowded environment of in-stream video Ad/S. One participant stated that creativity is used to stand out from competitors, regardless of the Ad/S message. Others emphasized that the intensity of creativity and the message conveyed must align, as some Ad/S require a more serious tone. From the practitioners' perspective, creativity is essential for in-stream video Ad/S to attract attention, prevent skipping, and promote cognitive engagement, thereby encouraging viewers to continue watching and explore the brand.

The final dimension to be addressed is informativeness. Several marketing practitioners believed that informativeness is essential for effective Ad/S and cognitive engagement. They suggested that the intensity of information presented influences viewers' interest and curiosity about the product and brand, contributing to persuasion. However, others noted that informativeness alone may not engage viewers, especially if the content is perceived as boring, an issue compounded by concerns about Ad/S intrusiveness. Nonetheless, practitioners agreed that, regardless of the amount of information presented, viewers tend to appreciate such Ad/S for their perceived transparency and authenticity.

Overall, emotional appeal, creativity, and informativeness appear to be related to cognitive engagement in in-stream video Ad/S, resulting in various forms of engagement such as brand exploration, curiosity, interest, memory recall, and attention. The intensity and combined effect of these

antecedents are crucial and are influenced by factors such as product type, product life cycle, current state of mind, and personal traits all while accounting for the intrusive nature of in-stream video Ad/S.

4.2. Ad/S effectiveness and affective engagement

4.2.a. Ad/S effectiveness and affective engagement (General public)

Participants' responses regarding the first dimension emotional appeal in relation to affective engagement revealed some variation. Some stated that they experience heightened affective engagement when emotional appeals are employed; particularly those who identified as emotionally inclined a trait not significantly influenced by gender. Others noted that the relationship between emotional appeal and affective engagement depends on the timing of the Ad/S appearance and their current mental state. Several participants indicated that while emotional appeal does not guarantee an effect, it serves as a method to evoke emotional responses, often mitigating the intrusive nature of in-stream video Ad/S.

The majority highlighted that the intensity, sincerity, and type of emotion significantly influence affective engagement. Some emphasized the importance of content relatability, particularly how the content connects to the product/service and their own experiences. Furthermore, as mentioned earlier regarding emotional appeal and cognitive engagement, many noted that affective engagement is not always positive; negative emotions may also arise, especially if emotional appeals are poorly executed. A number of participants identified factors such as Ad/S display time and the presence of a skip option as influencing their affective engagement in response to emotional appeal. Overall, emotional appeals were found to significantly impact affective engagement (emotions influencing emotions) with

participants noting that well-utilized emotional appeals can evoke desired responses and enhance affective engagement.

Regarding creativity, participants generally associated affective engagement with feelings of enjoyment and appreciation towards creative Ad/S, perceiving the brand as making an effort to stand out and avoid being seen as boring, as several explicitly mentioned. Interestingly, several participants indicated that creativity enhances affective engagement by creating memorable experiences linked to cognitive engagement. They suggested that recalling a creative Ad/S later could elicit positive emotional responses, contributing to affective engagement through enjoyable and appreciated experiences. However, many participants cautioned that if creativity is poorly executed, it can exacerbate the intrusive nature of in-stream video Ad/S, resulting in negative affective engagement. One participant noted that a “lame” Ad/S would create negative affective responses rather than enjoyment.

Lastly, informativeness emerged as a significant antecedent of affective engagement, contributing to viewers’ appreciation and attachment to brands. Participants generally perceived informative Ad/S positively, valuing the effort to provide useful information. Some stated that informative content reduces the feeling of intrusion and may foster brand attachment, even when a skip option is available. However, others argued that informativeness primarily affects cognitive engagement, although it can influence affective engagement indirectly. Most participants expressed affective engagement in terms of appreciation and attachment when informativeness is present and emphasized that the effectiveness of informative appeals depends on the appropriate intensity of information. To

avoid perceptions of boredom, they suggested combining informativeness with other dimensions to enhance engagement.

4.2.b. Ad/S effectiveness and affective engagement (Marketing practitioners)

Regarding emotional appeal, marketing practitioners confirmed its role in preceding affective engagement. Some stated that they often employ emotional appeal to steer, evoke, or manipulate viewers toward specific affective responses. Others emphasized using emotional content to establish relatable affective engagement, suggesting that emotional appeal functions as a tool for guiding and shaping viewer emotions. However, they agreed that it must be used with caution to enhance rather than diminish the Ad/S and brand's credibility. All participants acknowledged that viewers may perceive overuse of emotional appeal as deceptive.

Overall, marketing practitioners generally favored emotional appeal as a means to stimulate affective engagement, emphasizing its effectiveness when employed with careful consideration.

4.3. Ad/S effectiveness and intentional engagement

4.3.a. Ad/S effectiveness and intentional engagement (General public)

Regarding emotional appeal as the first dimension discussed, participants' responses showed variability in how it influenced their intention to engage with brands. Most participants shared similar perspectives aligned with their personality traits, identifying emotional content in Ad/S as a catalyst for fostering an active brand relationship particularly among those inclined toward emotive responses, viewing intention as the first step toward such relationships.

Other participants emphasized the importance of the type and intensity of emotional appeal, as well as factors like the brand or product type and the timing of the in-stream video Ad/S. Although the focus was on emotional appeal and intentional engagement, many participants referred to emotional reactions occurring prior to any intention, implying that emotional appeal may influence intentional engagement indirectly via affective engagement. Participants frequently mentioned the influence of the skip option and the timing of the Ad/S on their intention to engage, both of which they stated can significantly alter their response.

Regarding creativity, participants mainly associated it with intentions to skip rather than to click on the call-to-action. Several stressed the importance of prior cognitive engagement driven by curiosity, interest, entertainment, stimulation, and memory as a necessary step toward intentional engagement. The majority suggested that creativity contributes to making in-stream Ad/S more enjoyable and less intrusive, which may prevent them from skipping or ignoring the Ad/S. However, they noted that this rarely translates into the development of an active brand relationship.

Informativeness emerged as a crucial factor in influencing intentional engagement and was perceived as more impactful than the other two dimensions. Some participants saw informativeness as a persuasive and motivational factor that supports intentions for active brand relationships while also reducing tendencies to skip Ad/S. Many emphasized the importance of perceiving the information as valuable and relevant to their needs in order for it to influence their intentional engagement. Others reiterated that timing, viewers' mental state, and initial interest in the brand are key determinants of whether informative content leads to intentional

engagement. Overall, informativeness was shown to influence intentional engagement both directly and indirectly, with cognitive engagement acting as a bridge. This pattern was evident across all three Ad/S effectiveness dimensions.

4.3.b. Ad/S effectiveness and intentional engagement (Marketing practitioners)

Several marketing practitioners stated that emotional appeal plays a direct role in influencing intentional engagement. They commonly use emotional appeals in Ad/S to manipulate and persuade viewers not only to continue watching but also to form active brand relationships. The majority claimed that intentional engagement is the most critical type of engagement and the ultimate goal of any Ad/S campaign, with emotional appeal being an effective strategy to achieve it. Many responses further confirmed that emotional appeal reduces the perception of intrusiveness in in-stream video Ad/S. However, they emphasized that the effectiveness of emotional appeal is contingent upon delivery and timing; when poorly executed, it may not yield positive intentional engagement.

Regarding creativity, marketing practitioners' views closely mirrored those of the general public. Most emphasized the need for viewers to engage cognitively, affectively, or both when creativity is used. They stressed that creativity must be relevant and appropriately intense, depending on the product and brand context.

As for informativeness, several practitioners noted that delivering the right amount and type of information can significantly impact intentional engagement. The majority agreed that informativeness is used in in-stream video Ad/S to differentiate brands and persuade viewers, often through an

initial cognitive engagement that leads to intentional engagement. The data suggests that practitioners strategically leverage technological advancements in targeting viewers with specific informational needs to influence intentional engagement and ultimately encourage behavioral engagement. This underscores the importance of cognitive and affective engagement as precursors to intentional engagement, alongside other influencing factors.

4.4. Cognitive and Intentional engagement

4.4.a. Cognitive and Intentional engagement (General public)

When asked about the relationship between cognitive and intentional engagement, most participants stated that the Ad/S effectiveness dimensions often influence cognitive engagement prior to intentional engagement. They affirmed that cognitive engagement precedes their intention to engage, noting that interest in the in-stream video Ad/S often triggers a tendency to click the call-to-action or choose not to skip the Ad/S. They explained that interest typically leads to a desire to learn more and explore the brand further.

However, a few participants clarified that positive cognitive engagement does not always result in immediate intentional engagement. For them, factors such as mental state, surroundings, current situation, and the frequency of Ad/S appearances play a role. Some supported this by stating that even if they found the content cognitively engaging, they might not act on it immediately. Instead, they might skip the Ad/S or remain neutral, with an intention to engage with the brand at a later time. Overall, the data indicated that cognitive engagement is a prerequisite to intentional

engagement, suggesting either a direct relationship or a mediating role between Ad/S effectiveness and intentional engagement.

4.4.b. Cognitive engagement and intentional engagement (Marketing practitioners)

Marketing practitioners similarly affirmed the relationship between cognitive and intentional engagement. Most stated that cognitive engagement depends on the product and brand, and that it typically precedes intentional engagement, especially in relation to the appeals used in the Ad/S. One participant noted that informativeness is heavily used in industries like real estate, where significant value is placed on initiating engagement through cognitive means before moving toward intentional engagement.

Others working in different sectors echoed this view, emphasizing that when cognitive engagement is the goal, they prioritize informativeness over emotional or creative appeals though always in alignment with the brand and product. They also mentioned leveraging search algorithms to target segments most likely to exhibit cognitive engagement, which they believe ultimately leads to intentional engagement. Several participants acknowledged that while click-through are important, they are not the sole metric; capturing viewer interest and curiosity is what drives both immediate and future engagement. They added that a viewer's state of mind and the timing of Ad/S appearance often dictate whether they skip or click. Overall, cognitive engagement was confirmed as a precursor to intentional engagement, with informativeness playing a supplementary role, particularly when used more heavily than emotional or creative appeals.

4.5. Affective and intentional engagement

4.5.a. Affective and intentional engagement (General public)

When asked about the relationship between affective and intentional engagement, most participants stated that affective engagement whether positive or negative strongly influences their intention to engage. This effect, they noted, depends heavily on their personality traits. Some participants identified as emotionally driven and reported that positive affective engagement often leads to immediate intentional engagement, such as clicking on the call-to-action. Conversely, if they experienced negative emotions, they were more likely to skip the Ad/S as soon as possible.

Participants who did not consider themselves emotionally driven claimed that they typically maintained a neutral stance toward intentional engagement unless negative emotions were triggered, such as annoyance from the intrusive nature of in-stream Ad/S. In such cases, they would definitely skip the Ad/S and feel even more frustrated if it were non-skippable.

Additionally, many participants stated that their current mental state and the content's relevance played significant roles in shaping their affective engagement and, in turn, their intentional engagement. Even when positive emotions were triggered, some participants would still skip the Ad/S if the timing was inconvenient. Some noted that affective engagement is a momentary reaction that may lead to future intent to engage, sometimes even more so than cognitive engagement. As frequently mentioned, these outcomes also depend on the product type, brand, and frequency of the Ad/S appearance. The data clearly indicated that affective engagement can

significantly influence intentional engagement, either directly or by mediating the relationship between Ad/S effectiveness and intentional engagement.

4.5.b. Affective and intentional engagement (Marketing practitioners)

Marketing practitioners generally believed that viewers are emotional beings, and regardless of the type of affective engagement elicited, an intention to act may follow. They noted that while emotional responses often precede behavioral intentions, these responses do not always translate into actual engagement especially within the context of in-stream video Ad/S. They further stated that external factors such as economic conditions or market trends could heighten the role of affective engagement in influencing intentional engagement.

Some practitioners suggested that the product type and brand guide their choice of Ad/S effectiveness dimensions, noting that affective engagement leading to intentional engagement is usually driven by emotional appeal, less so by creativity, and least by informativeness. All participants emphasized that intentional engagement is the ultimate goal of their marketing campaigns. To achieve this, they rely on viewers' cognitive and/or affective engagement, depending on the brand, product type, and current offerings.

Most also asserted that creativity and emotional appeal alone are insufficient to generate strong affective responses, just as information-dense Ad/S lacking emotional or creative elements tend to fall short. Instead, they argued for a combined approach using relevant information and creatively delivered emotional appeal to foster positive affective

engagement, which is often a necessary condition for intentional engagement.

5. Discussion

This exploratory qualitative study attempts to uncover the possible relationships between SNS in-stream video Ad/S dimensions and CBE. It makes several contributions by revisiting the literature in this regard and providing insights from a set of general public consumers on how they engage with such dimensions, as well as marketing practitioners' views.

The primary contribution lies in raising a discussion, shedding light on, and enhancing understanding of the potential relationships and significance between emotional appeal, creativity, and informativeness as dimensions of in-stream video Ad/S effectiveness and their links to cognitive, affective, and intentional engagement. Drawing on findings from previous research: the level of viewers' attention to the video can lead to a heightened focus on the content displayed on the computer/mobile screen (Salamah, 2017). This heightened attention does not immediately diminish when the video is interrupted by an Ad/S; instead, it extends to the Ad/S itself, aiding in the processing of its message (Li & Lo, 2015). Thus, the existence of Ad/S effectiveness in these in-stream videos can influence the already-attained attention and, consequently, CBE, as shown in the exploratory findings. However, this heightened attention can manifest negatively, as some previous research and respondents argue that regardless of the Ad/S effectiveness, their CBE may be negatively affected due to the intrusiveness of SNS in-stream video Ad/S (Belanche et al., 2019; Choi & Kim, 2021). This perception largely depends on the viewer's current state and the purpose of streaming (Goodrich et al., 2015; Kim, 2018).

Studies have explored the conative dimension of CBE (Yousaf et al., 2020), where CBE is understood as customers' behavioral manifestations toward a brand as a result of Ad/S exposure (Van Doorn et al., 2010). However, there is a scarcity of research focusing on CBE from the perspective of the intrinsic state, which represents the intentional dimension of CBE (Aslam et al., 2021). Despite the attention given to CBE, the focus has primarily remained on behavioral, cognitive, and affective engagement, often overlooking intentional engagement within online advertising domains (Liu-Thompkins, 2019; San et al., 2020). In addition to its first contribution, this research highlights the importance of investigating intentional engagement as a dimension of CBE.

The third contribution emphasizes the direct relationship between cognitive and intentional engagement, and affective and intentional engagement. Information derived from both participant groups in the exploratory study suggests that, for an in-stream video Ad/S viewer to exhibit intent to purchase, explore the brand, or engage in the future, a cognitive and/or emotional factor must precede the initial intent. Respondents frequently noted that their attitudes, stemming from cognitive engagement, significantly influenced their intentional engagement (Ang & Low, 2000). Brand attitude was identified as a crucial factor influencing consumer intentions for both familiar and unfamiliar brands (Goldsmith, Lafferty, & Newell, 2000). Moreover, respondents pointed out that curiosity preceding their intent to engage also influenced their willingness to further explore a brand.

Due to the intrusive nature of in-stream video Ad/S (Goodrich et al., 2015), affective engagement plays a vital role in influencing intentional

engagement, as highlighted by many respondents. Consumers often exhibit a prerequisite negative emotion toward in-stream video advertising (Dehghani et al., 2016), meaning their affective engagement can either directly prompt a specific action or, based on the Ad/S appeal and their emotional perception of it, trigger intentional engagement before any actual behavior occurs (Baack et al., 2016; Marmat, 2022). Accordingly, marketing practitioners emphasized the importance of fostering intentional engagement through affective cues. They stated that Ad/S effectiveness and success are measured by the extent of consumers' intentional engagement with the advertised brand, which can eventually translate into purchase intentions and, ultimately, behavioral engagement (Solem & Pedersen, 2016). This intentional engagement is formed through affective engagement in terms of affection and evaluation (Joa, Kim, & Ha, 2018).

Another notable finding is the mediating role of cognitive and affective engagement between Ad/S effectiveness dimensions and intentional engagement. Marketing practitioners stated that they often use emotional appeals to influence or stimulate viewer attitudes or capture attention to motivate further brand exploration and intent to engage. The general public echoed this sentiment, noting that responses vary according to individual personality traits.

Therefore, for in-stream video Ad/S, employing emotional appeals is recommended, as they develop positive attitudes (Loureiro et al., 2020), which in turn guide intent to engage and lead to behavioral engagement (Cheung et al., 2020). Several studies have confirmed the impact of emotion on decision-making and, consequently, engagement (Kujur & Singh, 2018). In addition to emotional appeals, creativity appears to play a

vital role in this relationship, as highlighted in both the literature review and the findings of Study One. In postmodern societies where internal imbalance is common, individuals often seek leisure in the Ad/S they consume to alleviate boredom (Aslam et al., 2021). Respondents mentioned that their intent to engage whether by exploring the brand or building a future relationship might be influenced by how bored they feel while viewing the Ad/S. If the Ad/S fails to entertain or persuade, their intention to engage may significantly diminish.

Hollebeek and Macky (2019) emphasize the strategic significance of content marketing on social media platforms, arguing that entertaining content is essential for fostering interactivity and motivating engagement. This enhances consumer involvement by prompting greater cognitive effort to better understand the brand (Li & Lo, 2015). Research has generally found favorable effects of creative Ad/S on consumer processing and responses (Shirkhodaei & Rezaei, 2014).

Furthermore, when viewers receive high-quality information through in-stream video Ad/S, they become more familiar with the brand, allowing them to make rational decisions based on cognitive processing (Rietveld et al., 2020) and recall (Nik et al., 2016). This increases their intention to choose the brand, as reflected in their purchase intent (Hajli et al., 2017). This suggests that cognitive engagement is a prerequisite to intentional engagement in the context of informative in-stream Ad/S. This was evident in Study One findings, where viewers, especially when exposed to informative Ad/S, engaged cognitively before any form of intentional engagement. This cognitive processing enhances their understanding of the advertised brand and positively affects their product evaluations

(Krishnamurthy & Kumar, 2018), which in turn influences their intent to engage.

Ad/S effectiveness dimensions may also influence intentional engagement indirectly through the mediating role of affective engagement. Each Ad/S effectiveness dimension acts as a cue initiating a domino effect within the CBE process. When emotional appeals are employed in Ad/S, emotional engagement becomes pivotal in shaping consumer reactions during viewing, which is critical for evaluating intent to engage (Xi & Hamari, 2020) and behavioral intentions (Zeelenberg & Pieters, 2004). Emotional appeals have a significant influence on consumer experiences. At the pre-purchase stage, emotions are central to consumers' motivations regarding affective engagement, which subsequently impacts intent and behavioral intentions (Kumar & Nayak, 2019; Osei-Frimpong, 2019).

These findings were echoed in responses from both the general public and marketing practitioners. They indicated that emotional content in in-stream Ad/S triggers their emotions (Lee & Hong, 2016; Alhabash et al., 2013), and depending on those emotions, intent to engage is formed. Earlier studies have also argued that emotions are critical to the effectiveness of a message (Cheung et al., 2020). Consequently, Ad/S that evoke consumer emotions can provoke subconscious reactions that override logical responses, establishing a strong connection in terms of intentional engagement and encouraging further brand exploration (Kujur & Singh, 2018).

In addition to emotional appeal, creativity plays a significant role in influencing affective engagement, which then mediates intentional engagement. Fun and playful experiences can create a sense of intimacy

with the brand (Cheung et al., 2020). Respondents from both groups reported that creative in-stream Ad/S foster appreciation and enjoyment, which promotes affective engagement. This strengthens consumer-brand interactions, building emotional affinity toward the brand (Janssens & Pelsmacker, 2005; Liu-Thompkins, 2019) before any intentional engagement such as purchase intentions or long-term brand relationships (Cheung et al., 2020). This prerequisite affective engagement reinforces viewers' intention to select the brand as their primary choice (France et al., 2016).

It was also suggested that, beyond emotional appeal and creativity, in-stream Ad/S that deliver informative content not merely entertainment are important. Findings from both the exploratory study and the literature review show that relevant and useful information fosters a deeper emotional connection and enhances consumer intent to engage. Informative stimuli shape consumer emotions and responses (Loureiro et al., 2020). However, providing excessive information may be irritating, as noted by respondents. Information overload and low relevance contribute to intrusiveness (Jung, 2017) and irritation. As Aslam et al. (2016) explained, irritation is "the negative attitude of customers toward unwanted messages." As a result, excessive information can lead to negative affective engagement, negative attitudes, and ultimately, a negative intent to engage (Li & Lo, 2015). Both respondent groups agreed that a balanced mix of content should be used in in-stream Ad/S to avoid such negative outcomes. Marketing practitioners stated that they rely on rich content that delivers persuasive brand information to impact cognitive engagement, while emotional appeals are used to influence affective engagement. The general

public, on the other hand, emphasized that emotions more than information affect their brand preferences and purchase intentions. Hence, emotional Ad/S are crucial for engaging consumers, nurturing relationships, and fostering positive brand attitudes. In other words, emotional engagement helps build a sense of closeness and connection between consumers and brands (Brodie et al., 2013), generating positive feelings and strengthening intent to engage (Chen et al., 2016b).

Furthermore, digital Ad/S features such as skip options and both respondent groups frequently mentioned time displays, even though the interview questions did not directly address these elements. Findings suggest that understanding these features can enhance viewer experience and improve the effectiveness of in-stream video Ad/S on SNS platforms. General public respondents noted that skip options and time displays give them a sense of choice and reduce the feeling of being forced to watch the Ad/S this perceived control helps reduce intrusiveness. Time displays also provide comfort and certainty by indicating when the Ad/S will end or when skipping is available. Marketing practitioners acknowledged these effects and confirmed that digital Ad/S features reduce irritation, thereby increasing Ad/S effectiveness (Jeon, Son, Chung, & Drumwright, 2019).

However, the general public emphasized that even with these features, they will still skip the Ad/S if they are irritated. Irritated viewers are highly likely to avoid Ad/S by using the skip button (Dehghani et al., 2016; Lin et al., 2021). Despite this, little attention has been given to the psychological mechanisms and engagement processes shaped by digital Ad/S features (Joa et al., 2018; Kumar & Nayak, 2019). Understanding these features is

essential, as they impact online Ad/S business models (MAGNA, 2017), affecting all dimensions of Ad/S effectiveness and CBE.

6.Future research

This study is conducted with the impetus to scratch the surface of in-stream video Ad/S effectiveness and CBE in order to unveil what may lie beneath. It forms part of a broader research project within this domain. The utilization of SNS in-stream video Ad/S and how its effectiveness dimensions play a role, as well as the relationship of these different appeals with CBE, was examined with regard to cognitive, affective, and intentional engagement. Rather than focusing solely on behavioral engagement, this study adopts a multidimensional perspective of CBE, encompassing the intrinsic state. Accordingly, more research is needed on intentional engagement.

Based on this study's findings, further research directions are suggested for harnessing the full potential of the SNS in-stream Ad/S platform and CBE. More studies are needed in this regard, as understanding the effects of Ad/S effectiveness on CBE in such media is important for both researchers and practitioners (Calder et al., 2009). Future research could also address the direct relationships between cognitive and intentional engagement, and affective and intentional engagement.

In addition, the mediating role of cognitive and affective engagement between Ad/S effectiveness and intentional engagement is worth investigating. Information gathered from both the exploratory study and literature review suggests that both cognitive and affective engagement could lead to intentional engagement regardless of the chosen intent of the viewer. Moreover, the Ad/S effectiveness dimensions may not necessarily

impact intentional engagement directly, but could instead influence cognitive and affective engagement prior to the intent to engage. This area of study remains underexplored (San et al.,2020; Solem & Pedersen, 2016). Furthermore, digital Ad/S features are worth investigating, as their presence appears to have a significant impact on the understudied variables and the topic of in-stream Ad/S in general. These features can be examined as moderators. It should be noted that this research was conducted with Egyptian respondents; therefore, studies involving Western or other Arab region respondents would provide valuable contributions to this topic. Additionally, as this study adopted a qualitative design, researchers are encouraged to examine these findings using a quantitative approach. Future research can also explore these findings across different types of SNS in order to generate more concise and generalizable results.

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الملخص:

الغرض- يهدف هذا البحث الى استكشاف علاقة اعلانات الفيديو ضمن البث في شبكات التواصل الاجتماعي اللتي تحتوي على (العاطفه، الابداع و المعلومات) و بين تفاعل المستهلك مع العلامة التجارية من خلال التفاعل المعرفي و العاطفي و القصدي. كما تقدم الدراسة وجهات نظر كل من الجمهور العام و خبراء التسويق كاساس للبحث.

المنهجية- تم جمع البيانات من خلال 32 مقابلة متعمقه و التي تضمنت 24 مقابله مع الجمهور العام من الجنسين و فئات عمرية متنوعة. بالاضافه الى 8 مقابلات مع خبراء تسويق من شركات مرموقة في صناعات مختلفة داخل مصر. قد تم تحليل نصوص المقابلات باستخدام التحليل الموضوعي.

النتائج- كشفت النتائج أن هناك علاقة مباشرة بين اعلانات الفيديو ضمن البث و تفاعل المستهلك مع العلامة التجارية. كما وجدت علاقة مباشرة بين التفاعل المعرفي و العاطفي و بين التفاعل القصدي. أيضاً اظهرت النتائج وجود علاقة غير مباشرة بين اعلانات الفيديو ضمن البث و التفاعل القصدي ، حيث يلعب التفاعل المعرفي و العاطفي دور المتغير الوسيط. و أخيراً، وجد أن لخصائص الإعلان الرقمي دوراً محتملاً كمتغير معدل بين اعلانات الفيديو ضمن البث و تفاعل المستهلك مع العلامة التجارية.

أهمية البحث- أغلب الأبحاث تتضمن دراسة تفاعل المستهلك مع العلامة التجارية من منظور معرفي، عاطفي و سلوكي مع اغفال نسبي للتفاعل القصدي. و بحسب علم الباحث يعد هذا البحث من أوائل الأبحاث التي تستكشف العلاقة بين اعلانات الفيديو ضمن البث و التفاعل القصدي . كما يقدم البحث منظوراً أوسع من خلال النظر في تباين وجهات النظر بين الجمهور العام و خبراء التسويق. و تبرز النتائج دور فاعلية اعلانات الفيديو ضمن البث مما يشير الى فرص بحثية اضافية حول هذا الموضوع الذي لم يحظ بالاهتمام الكافي بعد.

الكلمات الأساسية- اعلانات الفيديو ضمن البث، فاعلية اعلانات الفيديو ضمن البث، تفاعل المستهلك مع العلامة التجارية، خصائص الإعلان الرقمي.