The Impact of Instagram Ads on the Purchase Decision of Syrian Consumers

A Field Study of a Group of Platform Users in Syria

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***Abstract*-** This study aimed to examine and analyze the impact of Instagram advertising on the purchase decision of Syrian consumers, in light of the growing role of social media as a pivotal marketing tool in the digital age. The study adopted a descriptive-analytical approach. A questionnaire was designed and distributed to a random sample of 96 Instagram users in Syria, and the data were analyzed using SPSS. The study focused on three advertising dimensions as independent variables: ad type, ad quality, and ad timing, and examined their effects on the purchase decision.

The study yielded the following findings: (1) Instagram advertising has a statistically significant positive effect on the purchase decision (R^2 = 0.389); (2) ad type had the strongest effect (R^2 = 0.344), particularly offers and discounts (mean = 4.10); (3) ad quality had a strong effect (R^2 = 0.293), with technical creativity (4.23) and colors and design (4.20) ranking highest; (4) ad timing had a comparatively weaker effect (R^2 = 0.262), with seasonal occasions ranking highest (3.43); and (5) Syrian consumers showed a preference for quality over price (2.30), low trust in advertising credibility (2.23), and an important role for the brand (3.40).

The study recommends improving advertising design and production quality, targeting seasonal occasions, building a trustworthy brand, strengthening the credibility of advertising information, activating interaction features, and conducting periodic research to monitor changes in consumer preferences.

***Index Terms*-** Online Advertising, Instagram, Purchase Decision, Advertising Content.

I. Introduction

Advertising on social media, particularly Instagram, has become one of the most prominent marketing tools in the digital age. It has radically transformed communication between brands and consumers by overcoming many of the limitations of traditional advertising. Instagram provides an ideal environment that combines attractive images, creative content, and direct interaction mechanisms such as comments, shares, and direct messages, thereby enhancing consumer engagement and trust in the brand (Silvira & Riswanto, 2023).

The widespread adoption of Instagram, especially among young people, has enabled brands to target consumers accurately through intelligent algorithms that deliver personalized content. This trend is no longer limited to large companies but has also extended to small businesses. The importance of the platform has increased alongside the growing reliance on e-commerce following the COVID-19 pandemic, which accelerated digital transformation worldwide (Yaser, 2026).

Against this background, a fundamental question arises concerning the effectiveness of Instagram advertising in shaping consumer behavior, particularly in the Arab context, where cultural, social, and economic factors interact. This study is important because it focuses on the Syrian market, which operates under exceptional conditions, making the study of digital advertising effects on purchase decisions important for understanding consumer behavior in a volatile environment.

2. Previous Studies

2.1 Arab Studies

Arafa (2025) examined electronic advertising in terms of its concept, characteristics, disadvantages, forms, and methods. The study found that the most important characteristics of electronic advertising are interactivity, speed of reaching customers, and lower cost compared with traditional advertising. It also identified company websites, email, electronic newspapers and magazines, and social networking sites as major electronic advertising channels.

Abbas and Jadie (2025) investigated the effect of electronic advertising content quality on consumer trust in Baghdad. They found that high-quality descriptive texts, images, and videos contribute to building consumer trust, while reasonable exposure duration and credibility enhance response. The study recommended developing high-quality content while considering audience needs.

Qanifi and Ben Sheikh Al-Hussein (2025) examined the effect of advertising personalization through social media on purchasing behavior. Their findings showed that consumers tend to prefer advertisements written in language appropriate to them, aligned with their tastes, and presented at an appropriate time, which increases purchase propensity. Bibi and Djafari (2023) examined the effectiveness of influencer marketing on Instagram and found that influencer recommendations play a strong role in reaching consumers and that a substantial share of millennials purchase based on influencer recommendations.

2.2 Foreign Studies

Bomi Lee (2023) examined the effect of sponsored Instagram advertising. The study found that message explicitness has limited influence on purchase intention, whereas perceived

deception negatively affects immediate intention. Wang and Gao (2020) investigated influencer marketing and impulse buying behavior and found that influencer credibility and attractiveness affect emotions, while enjoyment contributes to impulse buying.

The review of previous studies shows that the effects of advertising type, quality, and timing have generally been examined separately, without focusing on the three elements jointly within one context, particularly in the Syrian market. This is the main distinctive contribution of the present study, which examines the combined effect of these three dimensions on the purchase decision of Syrian consumers on Instagram.

3. Research Problem

As Instagram use has grown, advertising on the platform has become an important tool for companies seeking to reach consumers and increase sales. Accordingly, the research problem is expressed in the following question:

Does Instagram advertising affect the purchase decision of Syrian consumers?

The following sub-questions arise:

Does ad type affect the purchase decision?

Does ad timing affect the purchase decision?

Does ad quality affect the purchase decision?

4. Research Hypotheses

Main hypothesis: There is a statistically significant effect of Instagram advertising on the purchase decision of Syrian consumers.

H1: There is a statistically significant effect of ad type on the purchase decision.

H2: There is a statistically significant effect of ad quality on the purchase decision.

H3: There is a statistically significant effect of ad timing on the purchase decision.

5. Research Importance

Theoretical importance: The study contributes knowledge concerning the effect of digital advertising on purchasing behavior in the Syrian context and enriches the Arab literature on digital marketing.

Practical importance: The study provides companies and advertisers with insights into improving Instagram advertising campaigns in ways that are consistent with the characteristics of Syrian consumers.

6. Research Objectives

To examine the effect of ad type on the purchase decision.

To examine the effect of ad timing on the purchase decision.

To examine the effect of ad quality on the purchase decision.

7. Research Model

Based on the study variables and research hypotheses, the following conceptual relationship was established:

Independent variable: Instagram advertising, Its dimensions: Ad Type – Ad Timing – Ad Quality

Dependent variable: Purchase Decision of Syrian Consumers

8. Research Terminology

Electronic advertising: A form of paid, non-personal marketing communication intended to provide specified recipients with information and persuade them to act in a particular way. It is distributed through online communication channels and other digital media to help businesses promote and sell goods and services. It represents marketing content presented online through web browsers, search engines, social media, mobile devices, or email (Al-Ababneh, 2025).

Instagram platform: A free application for sharing photographs and videos, available on iPhone and Android devices. Users can upload images or videos and share them with followers or selected friends, as well as view, comment on, and like their friends' Instagram posts (TechTarget, 2026).

Purchase decision: The decision-making process a consumer goes through when purchasing a product or service, including all steps from recognizing a need for a product or service to making the final purchase decision (Al-Kahaili & Khdeim, 2025).

Advertising content: Content developed for promotion through paid advertising channels, which may include paid social-media advertising channels (Campaign Monitor, 2026).

9. Research Methodology

The study adopted a descriptive approach with an analytical orientation through a review of previous studies and research related to the study variables. The phenomenon was described and diagnosed to establish the theoretical framework. In the empirical part, the variables and their dimensions were measured through a questionnaire covering demographic characteristics, ad type, ad timing, ad quality, and the purchase decision of Syrian consumers in order to test the hypotheses.

10. Research Population and Sample

Research population: The study population consists of Instagram users residing in the Syrian Arab Republic.

Research sample: A random sample of Instagram users in Syria was selected to examine whether they make purchase decisions when exposed to advertising on the platform. The sample consisted of 96 respondents.

A simple random sampling method was used. The questionnaire was distributed electronically to a group of Instagram users in Syria. To determine an appropriate sample size for a very large population, the statistical formula for estimating a population proportion was used at a 95% confidence level and a ±10% margin of error, assuming maximum population variability ($p = 0.5$ and $q = 0.5$). The resulting target sample was 96 respondents, which was achieved in practice.

11. Research Limitations

Subject scope: The study was limited to Instagram advertising and its effect on users' purchase decisions within the Syrian Arab Republic.

Geographical scope: The study focused on Instagram users residing in Syria who receive electronic advertisements through Instagram.

Time scope: The study was conducted during the first half of 2026.

12. Data Analysis Methods

The Statistical Package for the Social Sciences (SPSS V25) was used to analyze the questionnaire data.

13. Theoretical Framework

13.1 Electronic Advertising

13.1.1 Concept and Importance

Electronic advertising is a form of paid and non-personal marketing communication intended to provide consumers with specific information and persuade them to act in a particular way (Al-Ababneh, 2025). Its importance is reflected in rapid dissemination, global reach, low cost, precise targeting, interactivity, and the possibility of immediate purchase (Shreitah, 2025).

13.1.2 Characteristics

Electronic advertising is characterized by interactivity, rapid audience reach, information accessibility, immediate purchasing opportunities, monitoring audience interests, multimedia integration, low cost, privacy, and global advertising reach (Shreitah, 2025).

13.1.3 Types

Electronic advertising can be classified into banner advertising, multimedia advertising, contextual advertising, teaser advertising, promotional websites, classified advertising, and social-media advertising (Al-Ababneh, 2025).

13.1.4 Ad Scheduling

Ad scheduling includes consumer behavior analysis, platform-specific timing, seasonality and events, reducing advertising fatigue, and real-time bidding (FasterCapital, 2026).

13.1.5 Ad Quality

Meta uses criteria to identify low-quality advertisements, including engagement bait, pop-up advertisements, misleading experiences, withholding information, and sensational language (Jon Loomer, 2026).

13.2 Instagram Platform

13.2.1 Importance of Instagram

Instagram is characterized by a large audience, attractive visual content, direct interaction, precise targeting, improved brand awareness, and performance and results analysis. The source cited in the study reports 1.21 billion monthly active users (Yaser, 2026).

13.2.2 Types of Instagram Accounts

Instagram provides three types of accounts: personal, business, and creator accounts, each with different features and uses (Ecom Arab, 2026).

13.2.3 Marketing Use of Instagram

Marketing use includes building a strong account, identifying the target audience, creating engaging content, using hashtags, interacting with followers, paid advertising, collaborating with influencers, and measuring performance (Yaser, 2026).

13.2.4 Promotional Strategies on Instagram

Promotional strategies include selecting suitable pages, creating creative content, analyzing advertising objectives, managing budgets, monitoring engagement, and applying copywriting techniques (Silvira & Riswanto, 2023).

13.3 Purchase Decision

13.3.1 Concept and Classifications

The purchase decision is the decision-making process consumers undergo when purchasing a product or service (Al-Kahaili & Khdeim, 2025). It can be classified as an emotional or spontaneous decision and a rational decision based on analysis (Nasser & AlMustafa, 2012).

13.3.2 Types of Purchase Decisions

Three types are identified: extended decision making for durable goods, limited decision making for shopping goods, and routine decision making for everyday consumer goods (Nasser & AlMustafa, 2012).

Characteristic	Routine Purchase	Careful Purchase	Specialty Purchase
Time allocated to purchase	Short	Long	Very long
Purchase frequency	High	Low	Low
Price	Low	High	High
Activity influence	Very strong	Moderate	Weak
Profit margin	Low	High	High
Retailer influence	Weak	Important	Very important

Table 1. Characteristics of purchase types and their relationship to the purchase decision. Source: Nasser & AlMustafa (2012).

Consumers do not necessarily pass through all stages of the purchase decision process. Some stages may be skipped depending on factors such as purchase type and the consumer's level of experience.

13.3.3 The Effect of Instagram Advertising on Purchase Decisions

Instagram advertising plays a central role in guiding purchase decisions by moving consumers from being mere viewers to becoming buyers. The process begins with visual attention, builds trust through influencers, and creates a desire that encourages purchase action (Qanifi & Al-Hussein, 2025).

Awareness: advertisements appear to interested users to introduce a new product or brand.

Interest and search: advertisements, especially Reels, provide information and demonstrate product benefits to stimulate curiosity.

Conviction: influencer advertisements and reviews can persuade customers of product quality.

Purchase: a call-to-action button can facilitate purchase with a single click, such as "Buy Now."

The effectiveness of these stages is supported by high-quality visual content, influencer marketing, and precise targeting of age groups, interests, and locations.

13.4 Instagram: Extended Discussion

Instagram is one of the world's best-known social media platforms, allowing users to share photos, videos, stories, and live broadcasts with friends and followers. Established in 2010, the platform has grown substantially and is used daily by millions of people. It also provides businesses and organizations with opportunities to promote products and services and achieve marketing objectives.

13.4.1 Importance of Instagram

Large and engaged audience: the study reports more than 1.21 billion monthly active users, allowing brands to reach diverse market segments.

Attention-grabbing visual content: images and videos provide an effective way to present products and services attractively.

Interaction and relationship building: comments, direct messages, and stories enable direct communication with followers.

Precise targeting: advertising tools enable targeting based on interests, geographic location, and behavior.

Improved brand awareness: promotional campaigns, influencer collaborations, and hashtags can strengthen brand awareness.

Performance and results analysis: Instagram analytics enable brands to track engagement, follower growth, and reach and adjust their strategies accordingly.

13.4.2 Types of Instagram Accounts

Personal account: the default account for informal use, offering privacy settings, stories, posts, comments, and likes, but without professional insights. It is suitable for individuals who share personal moments and do not seek to develop or monetize a brand.

Business account: designed for organizations and brands and includes insights, paid advertising and campaign management, Instagram Shopping, and contact options. It is suitable for small businesses, local stores, and large companies seeking a professional presence and increased sales.

Creator account: designed for content creators, influencers, and public figures. It offers advanced audience insights, creator tools, monetization features such as affiliate marketing and paid partnerships, and simplified messaging. It is suitable for creators seeking professional audience growth and brand collaborations.

13.4.3 Marketing Use of Instagram

Build a strong and distinctive account through a memorable username, high-quality profile image, clear biography, and consistent visual design.

Identify the target audience through research, interests, behaviors, and content personalization.

Create attractive and innovative content using high-quality images and videos, varied formats, stories, and Reels.

Use relevant hashtags by combining popular and specific hashtags and monitoring them.

Interact with followers by responding to comments, using live broadcasts, and replying quickly to direct messages.

Use paid advertising with precise targeting, diversified campaign objectives, and continuous performance analysis.

Collaborate with influencers who are appropriate for the brand and business field.

Measure and analyze performance using Instagram or external analytics tools, focusing on followers, engagement rate, and reach.

13.4.4 Measuring Instagram Performance

Instagram account performance can be measured through analytics tools that provide insights for evaluating marketing campaigns (Bykadarov, 2026). Key indicators include engagement through likes, comments, and shares; follower growth; reach and views; performance by individual post; stories and Reels performance; advertising statistics such as reach, clicks, and sales conversions; audience characteristics such as age, gender, location, and interests; and growth rates. Tools mentioned in the study include Instagram Insights, Hootsuite, Union Metrics, Later, Crowdfire, and Socialbakers.

13.4.5 Promotional Strategies on Instagram

Select an appropriate page for advertising according to the target age group.

Develop creative advertising content with audience-appropriate copywriting, informative messages, and strong visual presentation.

Analyze the advertising objective, such as increasing sales, flexible selling, calls to action, or intensive selling, to create relevant content.

Manage the advertising budget effectively because paid placement depends on the advertiser's operating budget.

Monitor advertising engagement regularly and use the resulting data to identify interested consumer groups.

Use copywriting techniques to create interaction between consumers and producers.

These strategies enable companies to use Instagram to promote products and services through attractive, interactive content and targeted advertisements that may influence the purchase decision of the intended customer.

13.5 Purchase Decision and Social Media

The purchase decision is influenced by personal needs and wants, information available about products and services, and previous experiences. In the digital age, advertising, particularly on social media, plays an important role by providing information, influencing opinions, and encouraging purchases.

Purchase decisions can be emotional or rational. Emotional decisions may arise without objective evaluation of financial capacity and may be influenced by reference groups or product appearance. Rational decisions are based on analysis and consideration of factors related to the purchase. The study also identifies three general forms: extended, limited, and routine decision making.

Social media enables companies to target specific consumer segments using the demographic, behavioral, and interest information available through digital platforms. This makes reaching a particular group with an advertisement matching its interests more precise than many traditional methods (marketing4ecommerce, 2026).

14. Empirical Framework

The following procedures were adopted to achieve the study objectives and examine the effect of Instagram advertising on purchase decisions. The procedures covered data collection, assessment of the validity and reliability of the study instrument, description of the final sample, and testing of the research model and hypotheses.

14.1 Study Instrument Design

The questionnaire was used as the study instrument. It contained statements measuring the study constructs and dimensions and was developed on the basis of the theoretical framework, relevant literature, and previous studies. The questionnaire consisted of a cover page and questions directed to Instagram users in Syria.

The questionnaire included demographic information concerning educational level, occupation, marital status, and gender. The substantive items measured the independent variable, Instagram advertising, through ad type, ad quality, and

ad timing, and the dependent variable, purchase decision. A five-point positive Likert scale was used.

Response	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Score	5	4	3	2	1

Source: Researcher based on SPSS V25 outputs.

The interval length for the five-point Likert scale was calculated as (5−1)/5 = 0.80. The resulting interpretation ranges were: 1.00–1.79 very low; 1.80–2.59 low; 2.60–3.39 moderate; 3.40–4.19 high; and 4.20–5.00 very high.

Mean range	Relative weight	Interpretation
1.00–1.79	20%–36%	Very low
1.80–2.59	>36%–52%	Low
2.60–3.39	>52%–68%	Moderate
3.40–4.19	>68%–84%	High
4.20–5.00	>84%–100%	Very high

A 5% statistical significance level, corresponding to a 95% confidence level, was adopted in interpreting the statistical tests.

14.2 Questionnaire Development Procedures

To develop a scientific measurement instrument with high validity and reliability, the researcher reviewed the literature, identified the dependent and independent variables and their principal dimensions, drafted the initial questionnaire items, and assessed face validity through a panel of three experts in the relevant field. The questionnaire was revised in accordance with their comments and recommendations before distribution.

14.3 Pilot Study

After the experts' recommended revisions, a pilot study was conducted on a random sample of 30 Instagram users in Syria before the final questionnaire was administered. The purpose was to verify clarity of the statements and calculate preliminary reliability using Cronbach's alpha. All questionnaire statements were found to be clear, and reliability coefficients for all dimensions exceeded the minimum acceptable level of 0.60. The pilot respondents were excluded from the final analysis.

14.4 Reliability Test: Cronbach's Alpha

Cronbach's alpha was used to assess the internal consistency of the questionnaire items and the reliability of the measurement instrument. The following results were obtained for the main study sample (n = 96).

Study dimension	No. of items	Cronbach's alpha	Construct validity
Ad type	6	0.792	0.890
Ad quality	5	0.820	0.906
Ad timing	4	0.703	0.838
Purchase decision	4	0.673	0.820

Source: Researcher based on SPSS V25 outputs.

The results show that Cronbach's alpha coefficients exceeded the stated minimum acceptable threshold of 0.60, indicating acceptable to high reliability and construct validity. All reliability tests were conducted on the main study sample (n = 96).

14.5 Internal Consistency Validity

Internal consistency validity refers to the degree to which each item of a scale is consistent with the dimension to which it belongs. It was assessed by calculating the correlation between each questionnaire item and the total score of its dimension using the study sample (n = 96).

14.5.1 Ad Type

Item	Spearman's rho	Sig. (2-tailed)
I prefer animation and video advertisements on Instagram	.542**	0.000
I prefer image advertisements on Instagram	.453**	0.000
I prefer interactive advertisements on Instagram (likes, comments, shares)	.717**	0.000
Advertisements containing offers and discounts attract me	.643**	0.000
The spread of a particular advertisement on Instagram motivates me to buy a product I had not previously considered	.545**	0.000
The advertisements I see across Instagram pages are effective and persuasive	.527**	0.000

The correlations for the ad-type items ranged from 0.45 to 0.71 at the 0.05 significance level and 95% confidence level, supporting the validity of the dimension.

14.5.2 Ad Quality

Item	Spearman's rho	Sig. (2-tailed)
Technical creativity in the production and editing of the advertisement attracts my attention	.810**	0.000
The colors and design of the advertisement attract my attention	.699**	0.000
The appearance of celebrities and influencers in the advertisement attracts my attention	.758**	0.000
Advertisements containing humorous and entertaining messages attract my attention	.360**	0.000
The visual appeal of the advertisement reflects the brand identity	.607**	0.000

The correlations for the ad-quality items ranged from 0.36 to 0.81, supporting the validity of the dimension.

14.5.3 Ad Timing

Item	Spearman's rho	Sig. (2-tailed)
My purchase decision on Instagram is affected by product seasonality	.718**	0.000
Showing advertisements in the evening increases my desire to purchase	.683**	0.000
Seeing advertisements during holidays and special occasions increases my desire to purchase	.645**	0.000

Advertisements in general affect my purchase decisions	.584**	0.000

The correlations for the ad-timing items ranged from 0.58 to 0.71, supporting the validity of the dimension.

14.5.4 Purchase Decision

Item	Spearman's rho	Sig. (2-tailed)
I prefer price over quality when making a purchase decision for a product I saw advertised on Instagram	.661**	0.000
I believe that the information contained in Instagram advertisements is reliable	.703**	0.000
The brand itself increases my desire to purchase when I see an advertisement on Instagram	.776**	0.000
Instagram advertisements affect my purchase decision regarding new products	.683**	0.000

The correlations for the purchase-decision items ranged from 0.66 to 0.77, supporting the validity of the dimension.

15. Descriptive and Analytical Study

15.1 Sample Description

The study was conducted on Instagram users in Syria, and 96 valid questionnaires were obtained for analysis.

Variable	Category	Count	Percentage
Gender	Female	47	49.0%
Gender	Male	49	51.0%
Education	Secondary	10	10.4%
Education	University	80	83.3%
Education	Postgraduate	6	6.3%
Occupation	Self-employed	27	28.1%
Occupation	Currently unemployed	38	39.6%
Occupation	Government employee	6	6.3%
Occupation	Private-sector employee	25	26.0%
Marital status	Single	43	44.8%
Marital status	Married	53	55.2%

The sample was predominantly university educated (83.3%), while 6.3% had postgraduate education and 10.4% had secondary education. By occupation, 28.1% were self-employed, 39.6% were not currently working, 26.0% worked in the private sector, and 6.3% worked in the public sector. Married respondents represented 55.2% of the sample and single respondents 44.8%.

15.2 Evaluation of Instagram Advertising

Instagram advertising was evaluated through ad type, ad quality, and ad timing using arithmetic means, standard deviations, relative weights, and significance levels.

15.2.1 Descriptive Statistics for Ad Type

Item	N	Mean	SD	t	Relative weight %	Sig.
I prefer animation and video advertisements on Instagram	96	3.34	0.83	4.05	67	0.0
I prefer image advertisements on Instagram	96	3.53	0.81	6.45	71	0.0
I prefer interactive advertisements on Instagram (likes, comments, shares)	96	3.67	0.85	7.65	73	0.0
Advertisements containing offers and discounts attract me	96	4.1	0.9	12.02	82	0.0
The spread of a particular advertisement on Instagram motivates me to buy a product I had not previously considered	96	3.58	0.88	6.51	72	0.0
The advertisements I see across Instagram pages are effective and persuasive	96	2.42	0.84	-6.79	48	0.0
Ad type	96	3.44	0.6	7.23	69	0.0

The overall mean for the ad-type items was 3.44 out of 5, with a relative agreement weight of 69%, corresponding to a high level. The standard deviation was 0.60, indicating relatively close responses around the mean. Offers and discounts ranked first (mean = 4.10; relative weight = 82%), followed by interactive advertisements (mean = 3.67; 73%). Animation and video advertisements ranked lower (mean = 3.34; 67%), while advertisements seen across all Instagram pages received a low evaluation.

15.2.2 Descriptive Statistics for Ad Quality

Item	N	Mean	SD	t	Relative weight %	Sig.
Technical creativity in production and editing attracts my attention	96	4.23	1.0	12.05	85	0.0
Colors and design attract my attention	96	4.2	0.92	12.69	84	0.0
Celebrities and influencers in advertisements attract my attention	96	3.47	0.93	4.95	69	0.0
Advertisements containing humorous and entertaining messages attract my attention	96	3.84	0.87	9.45	77	0.0
The visual appeal of the advertisement reflects the brand identity	93	3.94	0.79	11.4	79	0.0
Ad quality	96	3.94	0.7	13.18	79	0.0

The overall mean for ad quality was 3.94 out of 5, with a relative weight of 79%, corresponding to a high level. Technical creativity in production and editing ranked first (4.23; 85%),

followed by colors and design (4.20; 84%). Humorous messages and the appearance of celebrities and influencers also received high evaluations, although the latter was comparatively weaker (3.47).

15.2.3 Descriptive Statistics for Ad Timing

Item	N	Mean	SD	t	Relative weight %	Sig.
My purchase decision on Instagram is affected by product seasonality	96	3.34	0.97	3.47	67	0.001
Showing advertisements in the evening increases my desire to purchase	96	2.6	0.86	-4.49	52	0.0
Seeing advertisements during holidays and special occasions increases my desire to purchase	96	3.43	0.82	5.12	69	0.0
Advertisements in general affect my purchase decisions	96	3.22	0.85	2.53	64	0.013
Ad timing	96	3.15	0.64	2.28	63	0.025

The overall mean for ad timing was 3.15 out of 5, with a relative weight of 63%, representing a moderate level. The standard deviation was 0.64. Advertisements during holidays and special occasions ranked first (mean = 3.43; 69%), followed by product seasonality (3.34; 67%). General advertising influence recorded a mean of 3.22 (64%), while evening advertising had the lowest mean (2.60; 52%).

15.2.4 Evaluation of the Purchase Decision

Item	N	Mean	SD	t	Relative weight %	Sig.
I prefer price over quality when making a purchase decision for a product I saw advertised on Instagram	96	2.3	1.05	-6.53	46	0.0
I believe that the information contained in Instagram advertisements is reliable	96	2.23	0.7	-10.74	45	0.0
The brand itself increases my desire to purchase when I see an advertisement on Instagram	96	3.4	0.9	4.31	68	0.0
Instagram advertisements affect my purchase decision regarding new products	96	3.23	0.95	2.37	65	0.02
Purchase decision	96	2.79	0.65	-3.2	56	0.002

The overall mean for the purchase-decision construct was reported as approximately 2.79 (the narrative in the source reports 2.76), out of 5, with a relative weight of 56% and a moderate level. The standard deviation was 0.65. Brand influence ranked first (3.40; 68%), followed by the effect of Instagram advertisements on decisions concerning new products (3.23; 65%). Preference for price over quality was low (2.30; 46%), as was perceived reliability of advertising information (2.23; 45%).

16. Hypothesis Testing

16.1 H1: Effect of Ad Type on Purchase Decision

A simple linear regression was conducted to examine the effect of ad type on the purchase decision.

Model	R	R^2	Adjusted R^2	Std. Error
1	.587	.344	.337	.52601

The correlation coefficient R was 0.587 and R^2 was 0.344, meaning that ad type explained approximately 34.4% of the variance in the purchase decision.

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	13.657	1	13.657	49.359	.000
Residual	26.009	94	.277		
Total	39.666	95			

The ANOVA results indicate that the regression model is statistically significant ($F = 49.359$, $p < 0.001$).

Predictor	B	Std. Error	Beta	t	Sig.
Constant	.605	.316		1.916	.058
Ad type	.635	.090	.587	7.026	.000

Ad type has a statistically significant positive effect on the purchase decision ($p < 0.05$). The estimated regression equation is: Purchase Decision = 0.605 + 0.635(Ad Type). Accordingly, H1 is supported.

16.2 H2: Effect of Ad Quality on Purchase Decision

A simple linear regression was conducted to examine the effect of ad quality on the purchase decision.

Model	R	R^2	Adjusted R^2	Std. Error
1	.542	.293	.286	.54604

The correlation coefficient was 0.542 and R^2 was 0.293, indicating that ad quality explained 29.3% of the variance in the purchase decision.

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	11.639	1	11.639	39.035	.000
Residual	28.027	94	.298		
Total	39.666	95			

The model is statistically significant ($F = 39.035$, $p < 0.001$).

Predictor	B	Std. Error	Beta	t	Sig.
Constant	.814	.321		2.534	.013
Ad quality	.502	.080	.542	6.248	.000

Ad quality has a statistically significant positive effect on the purchase decision. The estimated equation is: Purchase Decision = 0.814 + 0.502(Ad Quality). Accordingly, H2 is supported.

16.3 H3: Effect of Ad Timing on Purchase Decision

A simple linear regression was conducted to examine the effect of ad timing on the purchase decision.

Model	R	R^2	Adjusted R^2	Std. Error
1	.512	.262	.255	.55791

The correlation coefficient was 0.512 and R^2 was 0.262, indicating that ad timing explained 26.2% of the variance in the purchase decision.

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	10.407	1	10.407	33.436	.000
Residual	29.259	94	.311		
Total	39.666	95			

The model is statistically significant ($F = 33.436$, $p < 0.001$).

Predictor	B	Std. Error	Beta	t	Sig.
Constant	1.156	.288		4.014	.000
Ad timing	.519	.090	.512	5.782	.000

Ad timing has a statistically significant positive effect on the purchase decision. The estimated equation is: Purchase Decision = 1.156 + 0.519(Ad Timing). Accordingly, H3 is supported.

16.4 Main Hypothesis: Combined Effect of Instagram Advertising Dimensions

Multiple linear regression was conducted to examine the combined effect of ad type, ad quality, and ad timing on the purchase decision.

Model	R	R^2	Adjusted R^2	Std. Error
1	.623	.389	.369	.51339

The combined advertising dimensions produced $R = 0.623$ and $R^2 = 0.389$. Thus, the three dimensions jointly explained 38.9% of the variance in the purchase decision.

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	15.418	3	5.139	19.499	.000
Residual	24.248	92	.264		
Total	39.666	95			

The ANOVA results show that the multiple regression model is statistically significant ($F = 19.499$, $p < 0.001$).

Predictor	B	Std. Error	Beta	t	Sig.
Constant	.309	.330		.936	.352
Ad type	.399	.136	.369	2.935	.004
Ad quality	.118	.127	.127	3.929	.035
Ad timing	.204	.115	.202	3.773	.030

All three advertising dimensions have statistically significant positive effects on the purchase decision at $p < 0.05$. Based on the standardized coefficients, ad type has the strongest effect, followed by ad timing and then ad quality. The source reports the estimated regression expression as a combined equation. The overall effect is positive, and the main hypothesis is therefore supported.

17. Results

Instagram advertising has a statistically significant positive effect on the purchase decision of Syrian consumers ($R^2 = 0.389$). This can be interpreted in light of Qanifi and Al-Hussein (2025), who found that advertising personalization through social media increases consumers' purchase propensity, and Bibi and Djafari (2023), who emphasized Instagram's role as a major influencer-marketing platform.

Ad type was the most influential dimension ($R^2 = 0.344$), with offers and discounts ranking first among the most attractive statements (mean = 4.10). This is consistent with Arafa (2025), who highlighted interactivity and rapid reach as characteristics of electronic advertising, and Abbas and Jadie (2025), who noted that interactive content enhances audience response.

Ad quality had a positive effect on the purchase decision ($R^2 = 0.293$). Technical creativity (4.23) and colors and design (4.20) were the strongest factors. This is consistent with Abbas and Jadie (2025), who emphasized the role of high-quality images and videos in building consumer trust. The relatively weak influence of influencer appearance (3.47) indicates that source attractiveness is not necessarily the most important factor in purchase influence.

Ad timing had a positive but comparatively weaker effect ($R^2 = 0.262$). Advertisements during holidays and special occasions ranked highest (3.43), whereas evening advertising had a relatively low effect (2.60). This may indicate that Syrian consumers respond more strongly to seasonal occasions that correspond to their needs than to daily timing, which may be less influential because of daily routines and competing demands.

Syrian consumers showed a preference for quality over price (mean = 2.30), suggesting a more quality-oriented and rational purchase orientation. At the same time, trust in the credibility of advertising information was low (2.23), supporting Bomi Lee's (2023) finding that perceived deception negatively affects purchase intention and highlighting the need to strengthen advertising credibility. Brand influence was relatively important (3.40), consistent with the importance of strong brands in building awareness and encouraging purchase, particularly under economically uncertain conditions.

Overall, the findings are broadly consistent with previous research and confirm the importance of the three advertising dimensions—type, quality, and timing—in influencing purchase decisions, while also revealing characteristics specific to the Syrian market, including a preference for quality over price, low trust in advertising credibility, and the reassuring role of the brand in an economically unstable environment.

18. Recommendations

Emphasize promotional offers in Instagram advertisements because they are the most attractive to consumers.

Invest in the technical quality of production, colors, and design because these factors have strong influence on purchase decisions.

Target audiences during seasonal occasions rather than relying primarily on daily timing, which showed a weaker effect.

Build a strong and trustworthy brand and strengthen the credibility of advertising information to address low consumer trust.

Activate interaction features such as likes, comments, and shares to increase consumer engagement.

Keep advertisement duration appropriate and avoid excessive length that may cause boredom.

Improve customer service on the platform and respond quickly to consumer inquiries.

Avoid promoting low-quality products in order to reduce negative consumer reactions.

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Appendix 1. Questionnaire: The Effect of Instagram Advertising on Purchase Decision

This questionnaire aims to study the effect of Instagram advertising on purchase decisions through a field study of a group of Instagram users in Syria. Please answer the following questions using one of the responses: Strongly Agree, Agree, Neutral, Disagree, or Strongly Disagree.

Section One: General Information

1. Age: □ Under 18 □ 18–25 □ 26–36 □ 36–45 □ Over 45

2. Gender: □ Male □ Female

3. Educational level: □ Below secondary □ Secondary □ University □ Postgraduate

4. Occupation: □ Government employee □ Private-sector employee □ Self-employed □ Currently unemployed

5. Marital status: □ Single □ Married □ Divorced □ Widowed

6. Do you view advertisements on Instagram? □ Yes □ No

Section Two: Instagram Advertising

Dimension 1: Ad Type

1. I prefer animation and video advertisements on Instagram.

2. I prefer image advertisements on Instagram.

3. I prefer interactive advertisements on Instagram (likes, comments, shares).

4. Advertisements containing offers and discounts attract me.

5. The spread of a particular advertisement on Instagram motivates me to buy a product I had not previously considered.

6. The advertisements I see across Instagram pages are effective and persuasive.

Dimension 2: Ad Quality

7. Technical creativity in production and editing attracts my attention.

8. The colors and design of the advertisement attract my attention.

9. The appearance of celebrities and influencers in the advertisement attracts my attention.

10. Advertisements containing humorous and entertaining messages attract my attention.

11. The visual appeal of the advertisement reflects the brand identity.

Dimension 3: Ad Timing

12. My purchase decision on Instagram is affected by product seasonality.

13. Showing advertisements in the evening increases my desire to purchase.

14. Seeing advertisements during holidays and special occasions increases my desire to purchase.

15. Advertisements in general affect my purchase decisions.

Dimension 4: Purchase Decision

16. I prefer price over quality when making a purchase decision for a product I saw advertised on Instagram.

17. I believe that the information contained in Instagram advertisements is reliable.

18. The brand itself increases my desire to purchase when I see an advertisement on Instagram.

19. Instagram advertisements affect my purchase decision regarding new products.