



**VILNIUS UNIVERSITY
BUSINESS SCHOOL**

DIGITAL MARKETING PROGRAM

Auksė Damaševičiūtė

MASTER'S THESIS

<i>Interaktyvios komunikacinės žinutės reklamoje socialiniuose tinkluose poveikis ketinimui pirkti slidinėjimo įrangą.</i>	<i>The impact of interactive communication messages in social media advertising on intention to buy ski equipment.</i>
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SUMMARY

VILNIUS UNIVERSITY BUSINESS SCHOOL

DIGITAL MARKETING PROGRAM

AUKSĖ DAMAŠEVIČIŪTĖ

THE EFFECT OF INTERACTIVE COMMUNICATION MESSAGES IN SOCIAL NETWORKS
ADVERTISING ON SKI EQUIPMENT PURCHASE INTENTION

Work supervisor – Doc. Elzė Rudienė

The work is ready - 2023. in Vilnius

Scope of work – 76 pages

Number of tables at work - 16 pcs.

Number of pictures in the work - 8 pcs.

Number of literature and sources - 85

The main objective of the work is to examine the advertising effect of an interactive communication message on social media channels on consumer behavior and purchase intention. The master's thesis consists of four parts, which are divided into different research levels - data analysis, methodological part, exploratory research results and analysis of empirical research results.

In the first part, based on scientific sources and the results of conducted research, a review of the literature is presented and the concept of online advertising, the characteristics of an interactive communication message, the impact of an interactive message on the user, an overview of interactive messages on different social networks, and the impact of sending an interactive social message on various social networks on the user are discussed. .

The second part of the study, based on the literature analysis carried out in the first part, describes the research. Before conducting the research, an exploratory analysis was conducted in order to determine the frequency of use of the selected social network, and to select the product most liked by the respondents for further research. The structure of the empirical research questionnaire was also reviewed, and the research sample was calculated. The research model is based on AIDMA theoretical model.

In the third part of the work, before conducting the empirical study, an analysis of the constructs was performed, and the coefficients of reliability and reality of the constructs were determined. The demographic indicator of the respondents of the questionnaire was also analyzed, as well as the results of the respondents' evaluations of A – interactive and B – normal advertising content. A total of 200 respondents answered the questionnaire. Quantitative research data was collected using the anonymous online survey website "apklaua.lt".

This paper used an experimental study that presented two visual advertisements for a ski equipment product: A - interactive and B - conventional. The conducted research revealed that there is no need to create interactive advertising for such a product, as a result of which the respondents do not see the usefulness of it, because they do not think that such advertising is useful, therefore they do not think that this type of advertising is of high quality, but they assessed that the content itself is of high quality and the conclusion was reached that the content of such an advertisement instills greater trust because it looks of higher quality, and usefulness does not affect the purchase, as memorability is measured through the prism of reliability.

The author of the work believes that this work can be used by the marketing and advertising community, and the obtained results can be useful for further research and business.

SANTRAUKA

VILNIAUS UNIVERSITETO VERSLO MOKYKLA
SKAITMENINĖS RINKODAROS PROGRAMA
AUKSĖ DAMAŠEVIČIŪTĖ
INTERAKTYVIOS KOMUNIKACINĖS ŽINUTĖS REKLAMOJE SOCIALINIUOSE TINKLUOSE
POVEIKIS KETINIMUI PIRKTI SLIDINĖJIMO ĮRANGĄ

Darbo vadovas – Doc. Elzė Rudienė

Darbas parengtas – 2023 m. Vilniuje

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Literatūros ir šaltinių skaičius – 85

Pagrindinis darbo tikslas yra išnagrinėti interaktyvaus komunikacijos pranešimo socialinės žiniasklaidos kanaluose reklamos poveikį vartotojų elgsenai ketinimui pirkti. Magistrinis darbas susideda iš keturių dalių, kurios yra suskirstytos į skirtingus tyrimo lygmenis - duomenų analizė, metodologinė dalis, žvalgybinio tyrimo rezultatai ir empirinio tyrimo rezultatų analizė.

Pirmoje dalyje, remiantis mokslinių šaltinių ir atliktų tyrimų rezultatais, yra pateikiama literatūros apžvalga ir yra aptariama internetinės reklamos samprata, interaktyvaus komunikacinio pranešimo ypatybės, interaktyvios žinutės poveikis vartotojui, apžvelgiamos interaktyvios žinutės skirtinguose socialiniuose tinkluose, bei aptariamas interaktyvios socialinio pranešimo siuntimas įvairiuose socialiniuose tinkluose poveikis vartotojui.

Antrojoje tyrimo dalyje, remianti pirmos dalies atlikta literatūros analize, aprašomas tyrimas. Prieš atliekant tyrimą, buvo atlikta žvalgybinė analizė siekiant nustatyti pasirinkto socialinio tinklo naudojimo dažnumą, bei atrinkti respondentų nuomone labiausiai patinkanti produktą tolimesniam tyrimui. Taip pat apžvelgta empirinio tyrimo anketos struktūra, bei apskaičiuota tyrimo imtis. Tyrimo modelis pagrįstas AIDMA teoriniu modeliu.

Trečioje darbo dalyje prieš atliekant empirinį tyrimą, buvo atlikta konstrukto analizė, nustatyti konstrukto patikimumo ir realumo koeficientai. Taip pat buvo išnagrinėti anketos respondentų demografinis rodiklis, bei respondentų vertinimai A – interaktyvaus ir B – įprasto reklamos turinio

rezultatai. Iš viso į anketą atsakė 200 respondentų. Kiekybinio tyrimo duomenys buvo renkami naudojant anoniminę internetinę apklausos svetainę „apklausa.lt“.

Šiame darbe buvo naudotas eksperimentinis tyrimas, kuriame buvo pateiktos dvi vaizdinės slidinėjimo įrangos produkto reklamos: A – interaktyvi ir B – įprasta. Atliktas tyrimas atskleidė, kad interaktyvios reklamos tokiam produktui nėra būtinybės kurti, dėl to respondentai nemato naudingumo iš jos, kadangi negalvoja, kad tokia reklama yra naudinga, dėl to nemano, kad tokio pobūdžio reklama yra kokybiška, tačiau įvertino, kad pats turinys yra kokybiškas ir buvo prieita išvada, kad tokio pobūdžio turinys kelia didesni pasitikėjimą nes atrodo kokybiškesnis, o naudingumas nedaro poveikio pirkti, taip kaip įsimintinumas matuojamas per patikimumo prizmę.

Darbo autorė tiki, kad šis darbas gali būti naudojamas rinkodaros bei reklamos bendruomenės, o gauti rezultatai gali būti naudingi tolimesniems tyrimams ir verslui.

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INTRODUCTION

Relevance. Advertising affects people differently due to different perceptions, backgrounds, environments and psychological types. To increase the effectiveness of advertising, it needs to be targeted to the audience (Smirnov 2008).

For more than a decade, advances in information and communication technologies have made customer-advertiser interactions simpler and faster (Pavlou & Steward, 2000; Lavrakas, 2010). The emergence of the World Wide Web (WWW) as an advertising tool is driven by the popularity of the ability to manage information sources around the world. Not only is it a great place to do business, but it is also another tool to promote your company's products or services. Thanks to features such as 24/7 availability, interactivity, internationality, the possibility of segmenting the market, relative cheapness or speed, and opportunities such as targeting advertising messages to a targeted group of consumers, it is possible to precisely define the results of an advertising campaign (Belčai 2012), who say that shopping is now not only more productive but also more fun, thanks to mobile technology and apps. Users receive discount vouchers on their mobile phones, which they can use at shopping outlets. Marketers are finding more and more creative ways to connect with potential consumers on their mobile phones through apps, games and interactive advertising solutions for the brands they represent.

With the increasing use of social media in marketing, it is important for businesses to know how to effectively use these channels to promote their products and connect with their target audience.

Research. Online advertising, also known as interactive advertising, emphasises the importance of the consumer, as interactivity means that the consumer is no longer just a passive receiver of an advertising message (Pavlou, Stewart, 2000). A study was conducted to analyse the interaction between the advertiser and the target audience using online games as a form of interactive communication message (Panteleeva, Prokopjeva, 2014). A US study found that 3 out of 4 food companies use various forms of online games on their websites. Marketers are

also combining online games with search to further deepen and broaden brand displaying (Marolf, 2007).

Interactive advertising is unique in that it connects with audiences because traditional advertising cannot influence audiences. The main objective of interactive advertising is to encourage the consumer to engage with the brand (Sirotna, Vinnikas, Fadina, 2017). Cho and Leckenby (1999) examined the relationship between website interactivity and processing effects. It is social networks that have changed the way messages are disseminated from one-to-one, one-to-many to many-to-many (Janoscha, 2004). The importance of interactivity, which provides a closer connection with the user by allowing them to change the content according to their interests or lifestyle (Sheehan, 2010).

Problem. In recent years, in the post-pandemic period, the proliferation of social media has changed the way consumers relate to brands and make purchasing decisions (Gronroos, 2006). As social media channels continue to evolve, marketers are constantly looking for new and innovative ways to engage their target audience and drive sales. One approach that has received a lot of attention is the use of interactive communication messages or advertisements, which allow users to engage and interact with the advertisement or message, thus maintaining a long-term relationship (Bakanauskas 2012). An important aspect is that consumers are becoming resistant and biased towards standard advertising on TV, they do not read the mailings sent to them, they do not click on the banners, and they often ignore the stimuli that are trying to attract their attention, which has a significant impact on the market. At the same time, ad agency publishers realise that there is no point in creating content that does not attract the attention of consumers, is ineffective and does not encourage purchases, as the growth in the quantity and quality of content in information systems is having a significant impact on audiences.

The question is whether replacing traditional advertising with interactive advertising will increase purchase intentions for ski equipment.

Study subject. The influence of an interactive communication message in advertising on the purchase of ski equipment.

Aim of the work. Examining the impact of advertising on consumer behaviour of interactive communication messages on social media channels.

Objectives.

In order to achieve the objective, the following objectives are set:

- To analyse the impact of interactive communication messages sent through different social media channels on consumer behaviour;
- To explain the concept, features, functions, and methods of online advertising.
- Provide insights to help companies improve their social media marketing strategies and ultimately increase sales in their chosen product category.
- To test whether interactive advertising is more effective than traditional online advertising, using a comparative approach, based on a real campaign example.

1. The impact of interactive social messaging on social networks on the consumer

1.1. The concept of social media

Social media is a tool that is becoming increasingly popular and a key role in the work environment, enabling the rapid exchange of information within the company between employees and to customers, enabling the creation of interactive platforms where individuals and communities share, reproduce, reflect on and modify content made by users. (Kietzmann, et al., 2011; Leonardi, et al., 2013). The authors (Kaplan, Haenlein, 2010) describes social media as a group of online apps that relies on the conceptual and technological underpinnings of Web 2.0 to create and modify user-generated content.

Social media as a tool or strategy for communicating with customers. It is also highlighted that media is defined as a variety of online information sources that are created, launched and used to inform the public about products, services, new brands, prominent personalities and issues (Mangold, Faulds, 2009). In academic articles, it is observed that most authors identify social media as a global, open, non-hierarchical, interactive, and based, real-time medium. The authors (Kujbus, Mirko, 2012) define the main categories of social media:

- Social media websites
- Blogs
- Microblogs
- Social news sites
- Virtual spaces
- Joint projects
- Content created by the public
- Commercial communities

Social media offers the opportunity to reach consumers faster, more efficiently and at a lower cost than using traditional communication and marketing tools such as flyers, TV commercials and podcasts (Makarova, 2012).

In summary, social media serves as a widely utilized tool in modern workplaces, facilitating swift information exchange among employees and customers. It creates interactive platforms enabling user-generated content sharing and modification, embodying diverse categories like social media websites, blogs, microblogs, and more. This form of communication is recognized for its agility and cost efficiency in reaching consumers compared to conventional marketing approaches like flyers, TV commercials, and podcasts.

1.1.1. Concept of online advertising

Advertising is one of the most important marketing and sales tools that companies use to attract customers and increase sales of their products or services. As more and more firms share the market with similar products, advertising is becoming one of the main ways for them to differentiate themselves from competitors (Ildarovich, 2023).

Online advertising has specific characteristics that should be taken into account when designing an advertising product, and there are several common forms of online advertising. The main forms of online advertising are:

- Media advertising (e.g. a banner on the home page of a search engine);
- contextual advertising (e.g. an advertisement on an RFS partner website);
- contextual search advertising (e.g. on search) (Brezhneva, Bashkatova, 2016).

In addition to the above, there are other forms of online advertising that can be hosted online. These include registration in directories and search engines, posting of the website address in offline advertising layouts, profile links, viral marketing, PR activities, SEO, reblogging, sponsorship of large projects, special projects on visited websites (Bortinkova, 2016). One of the main features of online advertising is considered to be its relatively low cost compared to traditional advertising channels, which is ensured by reducing the costs of creating and distributing the advertising message (Brezhneva, Bashkatova, 2016).

Online advertising also allows you to choose your target audience, i.e. to set up your advertising campaign in such a way that you can select groups of users who meet certain criteria from the total possible audience and target them with advertising. It is the choice of the target audience that can be described as the main advantage of online advertising over other types of advertising, as the effectiveness of the advertising budget is significantly increased by excluding disinterested audiences (Kenzina, Berezhnoj, 2016).

Marketing 4.0 emphasises the power of information technology, which allows marketers to build a community of existing and potential customers and themselves, rather than promoting their products to individual customers. This distinction, while not a radical breakthrough, merges physical and virtual markets, online and offline marketing approaches (Kotler, Kartajaya, Setiawan, 2017). In Marketing 4.0, consumers not only passes through all four phases of AIDA model (attention, interest, desire, action), but also through the 5A model, which means that they not only purchase a product or service, but also are willing to endorse it and promote it (Shadrin, Kotova, 2020). AIDA was proposed in the late 19th century by American advertising expert Elias St. Elmo Lewis, who believed that advertising and persuasion would attract costumers' attention, pique their interest, increase their desire to own a product and ultimately motivate them to purchase.

(Kono S. 2009). However, what it means to integrate this model into the overall marketing process have rapidly evolved and changed: for example, AIDMA (attention, interest, desire, memory, action), adding the notion of memory as a marketing tool (Tien, Rivas, & Liao, 2018).

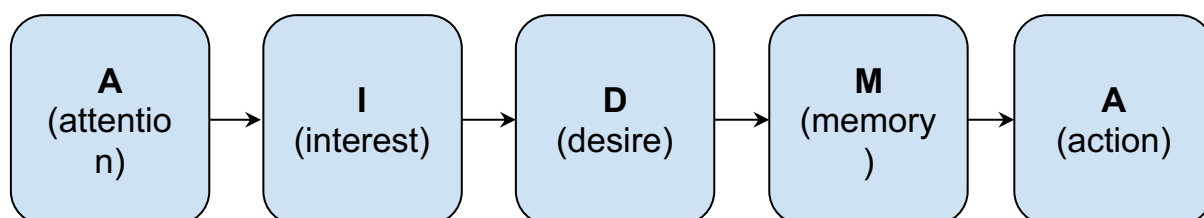


Figure 1 The AIDMA model (compiled by the author).

Online advertising features:

Unlimited possibilities to reach your audience. Unlike TV/radio advertising, which is limited to a specific broadcast geography, or outdoor advertising, which is limited to a specific location where the message is displayed, online advertising can be displayed to consumers anywhere in the world, provided they meet the criteria (Kenzina, Berezhnoj 2016).

Strong emotional impact. Online advertising can use a variety of media: sound, image, video. A wide range of technical solutions allows to make advertising more visual, which increases the effectiveness of impact and memorability (Bortinkova A.A. 2016).

Online advertising allows you to identify the most effective advertising messages at minimal cost and in a short space of time. Once the layouts are fully developed, several variants are run and the best performing layouts are selected based on the results of the testing. Testing also allows to assess the correctness of the advertising company's own settings and to adjust them in time, avoiding budget overruns (Bortinkova A.A. 2016).

Online advertising is targeted communication with a potential consumer to draw attention to a product or service and to encourage targeted action based on online interactions. Online advertising can take many forms, including media, contextual and search advertising. This channel has certain characteristics that differentiate it from traditional advertising channels and offer new opportunities to increase the effectiveness of advertising campaigns, which explains the significant growth and share of the online advertising market compared to all currently used types of advertising (Ovcharova, 2022).

1.2. Features of an interactive communication message

Online advertising is also known as interactive advertising, which emphasises the importance of the consumer, as interactivity means that the consumer is no longer just a passive receiver of an advertising message (Pavlou, Stewart, 2000). The concept of integrated marketing communication has emerged in order to provide a clear and coherent message about the company and its products by integrating different communication channels. Integrated marketing communication is a new way of looking at advertising, public relations, sales promotion, internal communication and other elements as a whole rather than as separate parts (Pelsmacker, Geuens, Bergh. 2010). Once a message has been created, it is important to choose

the right media (carriers) that are most easily accessible to the recipient. The main types of communication media are (Bakanauskas 2012):

- Printed advertising media (newspapers, magazines, flyers, brochures, leaflets, catalogues, brochures, pamphlets, etc.);
- Broadcast advertising media (television, radio);
- Specialised advertising media (branded souvenirs, writing instruments, calendars, notebooks, letterheads, bags, pouches, mugs, etc.);
- Public communication media (outdoor advertising, posters, billboards, in vehicles, in cinemas, etc.);
- Point-of-sale communication (displays, interior, posters, stickers, leaflets, internal radio, holders, etc.);
- Electronic interactive advertising tools;

Electronic communication tools efficiently deliver large amounts of information and create interactive communication. It allows information to be conveyed in a variety of forms - image, sound, text - and to reach a greater number of individuals compared to other means. Electronic communication tools also provide the opportunity to interact directly with the user and to receive feedback quickly (Bakanauskas 2012).

Interactive communication messages are messages that allow the user to actively participate in the communication and involve them in an interactive process. The author (Flew. 2008) lists several key features of interactive communication messages:

- Links: interactive messages may contain links that direct the user to other websites or to certain features. These may be links to articles, products, ads or other content.
- Buttons: Messages may contain buttons that allow the user to click to perform a certain action. These can be "Buy now", "Learn more", "Subscribe", etc.
- Interactive elements: Interactive messages may have other interactive elements such as "Insert image", "Play video", "Attach file", etc. These elements allow the user to see the content directly in the message.

- Input fields: some interactive messages may have input fields where the user can enter information or perform certain actions. For example, these may be fields for a registration form, a survey or an enquiry.
- Automated responses: Interactive messages may have automated responses that allow a quick and convenient response to user actions or queries. These can be choices from predefined options or predefined responses.

All of these features make messages more interactive and lead to better user engagement, faster action and more effective communication.

Today, interactive applications on social networks and interactive banners are widespread. Augmented Reality (AR) advertising deserves special attention in the modern advertising industry. It is a technology that allows the physical world to be augmented with digital information in real time. Another example of interactive advertising in the online space is 3d tours (virtual tours). This is not direct advertising, but a new and interesting way of conveying information to the consumer.

Various commercial and social projects use this technology to improve brand visibility. Thus, interactive technologies are being actively and consistently deployed in various areas of advertising.

In summary interactive advertising prioritizes consumer engagement, while integrated marketing communications streamlines multiple channels into a unified brand message. Communication tools include a wide range of tools to ensure effective information delivery and direct user involvement. These interactive messages include links, buttons, interactive elements, etc. to encourage engagement and quick interaction. Modern advertising is exploring augmented reality (AR) ads and 3D virtual tours to provide innovative information in commercial and social projects.

1.3. The impact of an interactive social message on the consumer

Interactive content is dynamic content that requires user interaction. It encourages the user to actively engage with the communication on offer. By engaging and generating more interest, interactive content allows for more customer attention and time, increasing the likelihood that they will be interested and encouraged to buy. Interactive content plays a very important role in increasing website ranking and traffic. It is effective and can be said to be the future of content marketing. Creating and distributing content without user response is meaningless. Interactive content improves the effectiveness of SEO optimisation, collecting data to optimise web pages to increase conversions. The advantages of interactive advertising include guaranteed viewing, high memorability, positive consumer perception, maximum flexibility due to the individual approach and realism, the possibility to collect analytical information, as well as to control impressions (Egorova, Kapezina, 2017).

Today, every business is fighting for the attention of its customers, without which any company's actions are ineffective. The growth of a business depends directly on how many potential customers it can attract. In recent years, a very noticeable change in the market has been the widespread use of interactive content as a communication tool and an incentive to engage with a brand. 81% of marketers agree that such content is more engaging than static content. Moreover, it allows for longer audience retention than any other (Akhmaeva, 2020).

The value of interactive video content lies not only in engaging the consumer in the communication with the brand, but also in its many other benefits. Thanks to interactive video content technologies, the viewer interacts with it for a long time, wants to try different ways of developing the story, watch it with different results or perform all the tasks with the best result (Koroleva., Kosterina 2015)). It remains one of the most viral types of content, evoking more emotions and impressions in users. It has been scientifically proven that experiences that involve the viewer's feelings and emotions are more prominent in their memories over time. In addition, interactive content can be a great information opportunity for media coverage of a brand campaign.

In summary, interactive content plays a key role in marketing by driving consumer engagement and fostering brand-consumer interaction. Its dynamic nature not only increases website traffic and SEO optimization, but also outperforms static content by retaining audiences for longer periods of time.

1.4. Perceived value of an interactive message

Informative posts stimulate user engagement behaviour through the provision of practical benefits to users, and interactive posts are a key driver of user engagement. Recordings with pictures or photographs contribute to the perceived benefits of users but do not influence engagement. Entertaining recordings also do not influence engagement (Cillán 2017). A study was conducted to determine what impact the characteristics of the content created by the company have on user engagement on brands' Facebook pages. The results showed that moderately bright posts receive more likes clicks than highly bright posts from companies. Interactivity has a very strong impact on consumer engagement (Luarn, Lin, and Chiu 2015). Analyses of likes clicks and comments find that bright and interactive brand posts increase the number of likes clicks, but not necessarily comments (De Vries, Gensler, and Leeflang 2012).

With the fast advancement of data innovation around the world over the final decade, promoters are progressively depending on a run of intuitively innovation instruments to advance and publicize their items and administrations. In expansion, the thought of giving significant and engaging substance can empower customers to associated successfully electronically. This effective highlight can be seen as long term of promoting and may gotten to be more visual within the minds of shoppers than tv publicizing as a showcasing jolt that stands out compared to others in their environment (Yaakov and Hemsley-Brown, 2011).

Interactive advertising is a great way for brands to reach out to their consumers, connect with them and get more information about them than ever before. There are several types of interactive content, the most popular being quizzes, surveys, interactive maps, slideshows, mini-games, interactive infographics, ratings, calculators and much more. Interactive video content has become increasingly popular in recent years. Compelling visual storytelling creates an emotional connection with a brand's audience, generating interest and a sense of belonging to what is happening on the screen. With built-in interactive mechanics, viewers can interact

with the video content, select story options, answer questions and even make in-app purchases while watching the video. Interactive video content creates a two-way relationship between a brand and its audience, creating a relevant and personalised user experience (Koroleva., Kosterina 2015).

Among the advantages of interactive advertising, it is worth highlighting the following: guaranteed viewing, high memorability, positive consumer perception, maximum flexibility for each individual, maximum verisimilitude, remote access to the management of the system, especially via the Internet, and the collection of statistics (Glushkova, 2015).

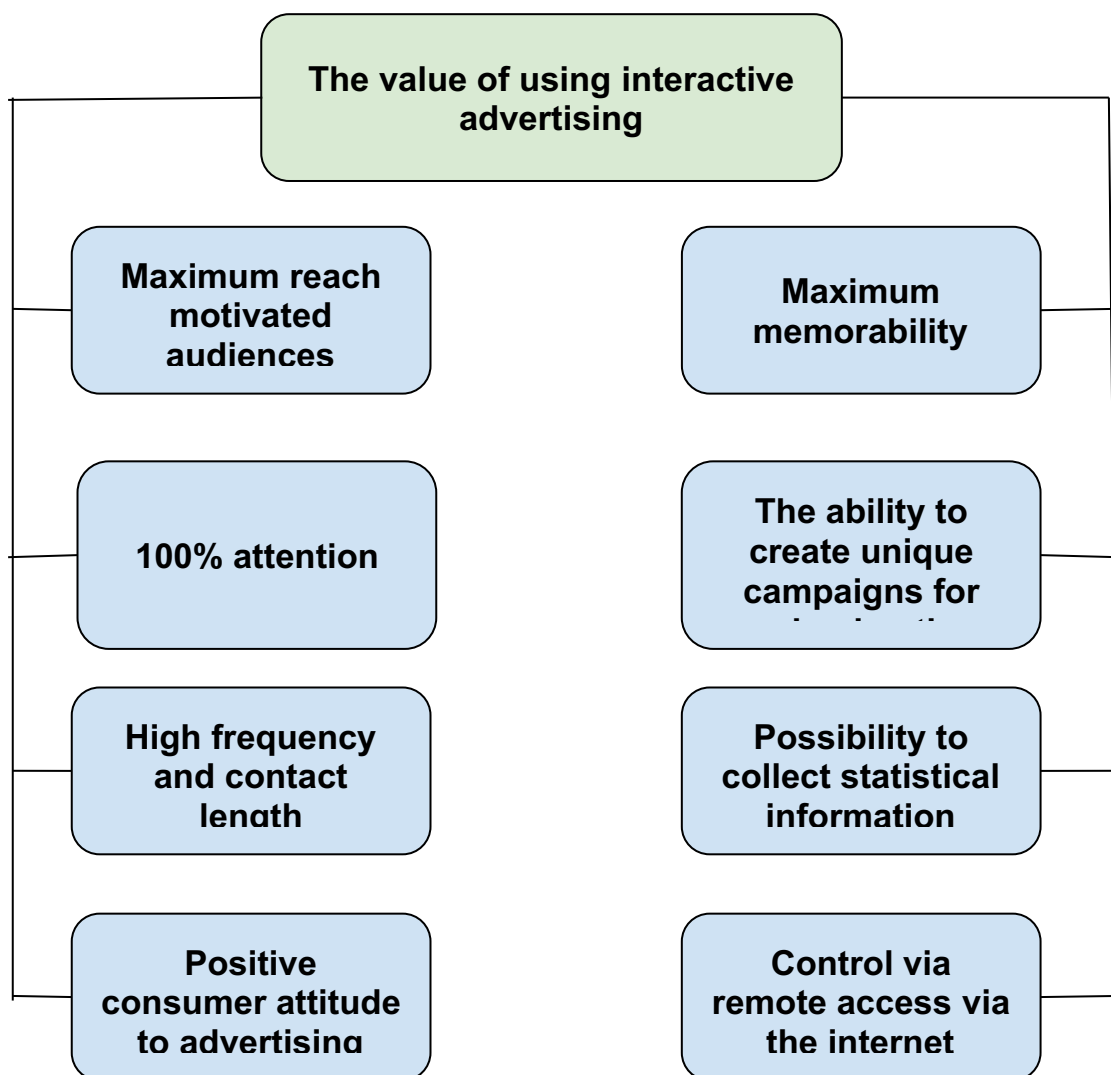


Figure 2 The value of using interactive advertising

In summary interactive content shapes engagement on social platforms, but its impact varies. Research shows that visually striking posts on a brand's Facebook pages may not have a significant impact on engagement; very prominent posts may receive fewer likes, but not necessarily comments, compared to moderately prominent posts. However, interactivity remains a strong factor with a significant impact on likes and clicks. Intuitive marketing technologies foster effective electronic communications between brands and consumers. Various forms of interactive content, from quizzes to videos, build deeper connections and personalize the user experience. Interactive advertising provides viewability, memorability, positive perception, flexibility, realism and data collection, which marks a significant change in brand-consumer interaction.

1.5. Interactive messages on different social networks

In the XX st century, history is changing - the web and the social media that have come with it are making it possible for everyone in history to publish and share information on a global scale and to engage in dialogue. Social media on the web is a well-known but still emerging phenomenon and therefore has no single agreed definition. M. Garnytė proposes the following definition: 'Social media are web tools that enable users to become active content creators, they allow users to interact with each other, to create and share information' (2009). The basic principle of social media is to make content public, where information is created and shared by users. The content created is open to comment and criticism, easily accessible, seeks to build a community, and emphasises dialogue between users. While traditional forms of media operate on the principle of "one disseminator for many", new social media are interactive and operate on a "many to many" model. This model allows users to contribute to discussions, to see and hear video and audio recordings in progress, to give feedback and to participate in conversations (Henderson and Bowley 2010). The social media marketing process seeks to build and maintain relationships with existing and potential users and other intermediaries on the web. As a result, new social media has evolved, expanded and grown to the point where it now connects people of all races, backgrounds and backgrounds in ways unimaginable, for example, ten years ago (Barczyk and Duncan 2011). The consumer thus becomes the focus of the marketing and communication strategy and is involved in the ongoing communication with the organisation. As Topper (2009) argues, the new social media allow us to inform people in

the network about ourselves, the music we like, to share photos and to communicate with friends. Knapton (2009) adds that many public figures use new social media to communicate what they do. For example, politicians use it to communicate their candidacy and to publish political advertisements. Television and film personalities use them to keep their fans and remind them of themselves. Bang and Dalsgaard, (2008) summarise: new social media shape awareness among individuals who are constantly online.

Given the steady growth of social media use, social networks such as Facebook, Twitter, LinkedIn and Instagram attract hundreds of millions of users. Due to their high popularity, more and more people are using these networks as the main communication hub for their social interactions (Dahl S., 2015). The development of social media has not only facilitated communication between people, but has also created a connection between institutions and clients. Due to its interactive and viral nature, social media has been able to transform the traditional one-way marketing communication to two-way for consumers. Two-way marketing communication encourages positive interactions with consumers and helps build a brand community. Due to the influence of social media on the average consumer, many organizations today have evolved from traditional mass media to the most popular media.

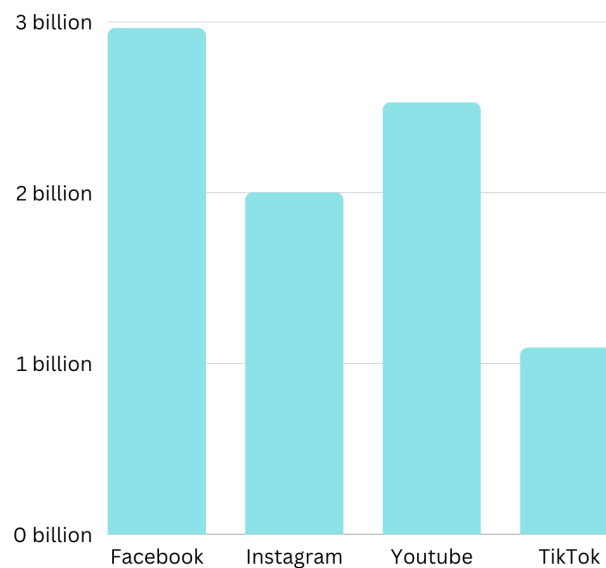


Figure 3 Number of users on social networks

In summary in the 21st century, the growth of social networks has revolutionized global communication, enabling users to create content, communicate and engage in dialogue on platforms such as Facebook. Operating on a many-to-many model, these platforms facilitate interactive discussions and have shifted marketing strategies to building relationships and engaging diverse audiences. The interactive nature of social media has transformed marketing into a two-way conversation that fosters positive consumer interactions and brand communities, shifting the way organizations approach these influential platforms from traditional media.

1.5.1. Facebook

Social media in the form of social networks is the most widespread and popular form of social media among consumers. These are internet portals that allow visitors to create personal web pages where they can publish and share content (links, photos, videos, comments).

Businesses are inextricably linked to social networks. Some create a website and then create a Facebook page, while others start with a Facebook page and, once they have enough customers, a website. Facebook allows companies or organisations to set up their own website, thus gathering loyal customers as fans. According to C. Shih, (2011) "40% of Facebook users "like" one or more brands". When it comes to creating a Facebook account, a company page is different from a personal profile. When creating a company page, you need to choose the right profile and cover photos. These two aspects are what customers will look at first. After that, the description about the company must be correctly formulated so that it is easy to understand, short and detailed. The very last stage is the identification of the company's audience, which allows to inform customers about new products, promotions or other activities by updating the Facebook page status (Petrova, 2018). Interactivity is particularly important in modern social networks, so users actively share photos, videos, and daily highlights stories. In summary, the growth of the Facebook platform attracts even more users and provides them with and further expands the additional usage options that encourage further use of this social networking platform. It is also this kind of proactivity to update and improve the possibilities that can earn a company visibility, success and the opportunity to expand.

Facebook provides post-post engagement, which helps increase audience engagement. Increase engagement and reach on Facebook.

Strengthen your relationship with the public and build a stronger brand based on consumer awareness. Promote customer loyalty and support. Increased message engagement over time (such as clicks on your website or purchases from online stores). Interactive videos on Facebook encourage users to participate by taking polls, answering multiple-choice questions, or playing online games. Content creators can monetize interactive videos through advertising. Types of interactive Facebook videos

- Vote: Voting is available for both live and on-demand interactive videos.
- Gamification: Gamification features are available in interactive videos.
- Quizzes.

Even if a free product is distributed, users can still play and win if they participate in interactions.

Interactivity is also expressed through a "like" or share button. The "Like" button is the fastest way to share content on Facebook. Allowing you to distribute an item to your Facebook friends with the message that you have "liked" it (Sumner et al., 2018; Zell & Moeller, 2018). According to (Sumner et al. 2018), clicking the "like" button means that the client has approved the content and wants to share it to their friends, or giving positive feedback about the content and the things that they like. E.g., a client may like an item posted by his friends or a Facebook page so that others in his friends list can see it. The like button can also be expressed with other reactions such as - surprise, dislike, angry, funny.

"Facebook's social community hasn't stood still - with the release of 3-d posts in 2020, manufacturers have rushed to amplify their visible content material abilities and feature began out to create posts with a 3-d visible effect. This is mainly applicable for retailers, as Facebook's cappotential to now no longer creates shops most effectively on enterprise accounts; however, it also increases the show of merchandise with 3-d posts, offering the social community a bonus over conventional e-trade sites. You can use 3-d messaging to show your logo, your message, or your logo slogan in three dimensions. Requirements for this feature:

- the 3-d messaging layout is seen on each cellphone and laptop screen.
- a selected layout, GBL, is required.

Lego, the agency at the back of the conventional recreation classics, seized straight away in this innovation with the aid of introducing the 3-d message layout with a brightly colored parrot product of Lego bricks (Figure 4). 3-d messaging is an enjoy that creates extra fee for the consumer, and has the gain for the logo of having the ability to expose a whole lot extra than conventional photos.

SQUAAAARK! New 3D models on Facebook, you say? Yes please! 🦜
Have a play by dragging the below around with your finger or mouse.



👍 2,1 tükst. 💬 402 ➡ 1,7 tükst.

Figure 4 3D model created by Legos

“An interactive Facebook post is not really a specific type of content that requires a lot of effort to create. (Kurcwald 2022). You participate in posts that ask questions, get answers, or encourage answers, which can be live streams or video content on Facebook. At least something to get you to leave a like (or any other kind of interaction).

1.5.2. Instagram

The increasing use of the Internet and the growth of the corporate sector are prompting many companies to rethink their business strategies and adapt to the digital space. Many businesses choose Instagram as one of their social networks focused on photo and video content to implement their corporate marketing solutions. This update, which strengthens Instagram's new systems and algorithms, has been met with negative reviews. The Instagram algorithm is an artificial intelligence that determines when and what content is available to regular users of a social network. Depending on whether a user liked certain types of posts, the algorithm was more likely to show these types of posts to users in the future (Figure 5). In other words, an Instagram user can create a post. Posts with the same or similar content are more likely to be posts with similar content that you have created yourself. Algorithms want to provide people with what they want and already like (Hermann, 2020).

“Instagram” gives every user their own news feed based on the content they interact with. A study was conducted to examine whether it could be an opportunity and a challenge. In this study, we also verified the results of "data reduction, presentation" as a method of data analysis. The results of this study confirmed that the Instagram algorithm offers great opportunities for online development challenges.

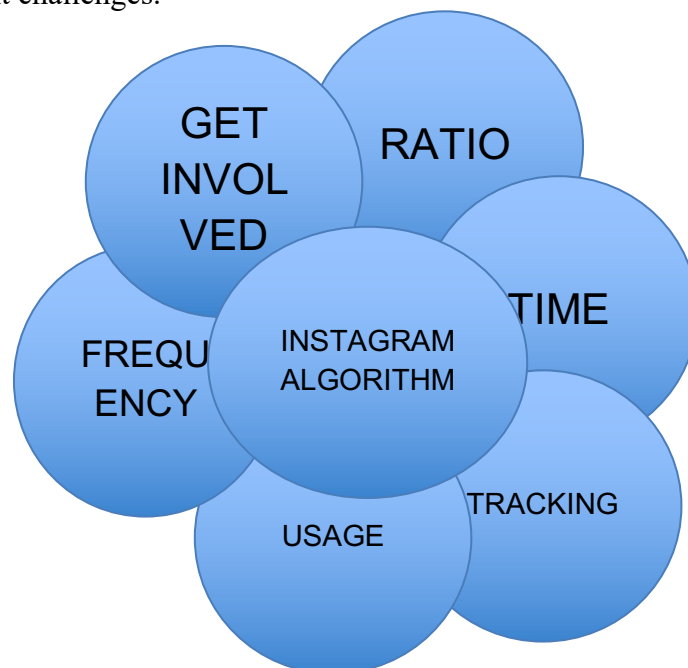


Figure 5 Instagram algorithm.

Source. Source Google Images

"Instagram" will nonetheless be the principle platform of desire for on-line entrepreneurs to sell their products, regardless of the challenges. "Instagram's set of rules allows on-line entrepreneurs to appeal to potential clients and pick the proper on-line advertising approach for his or her business. Advice from Roni Hidayat (2018) "Internet entrepreneurs ought to growth motivation and enhance verbal exchange on social networks."

Also in 2020, it's been discovered that manufacturers put it up for sale extra via the Stories option, with 45% of Instagram advert spend going to Stories, indicating that manufacturers see higher consequences whilst Stories gives a stay format. If you operate social media regularly, it is now no longer sudden that Instagram Stories will keep growing in recognition and via way of means of 2021, Battenhall (2013) performed a survey which observed that 98% of Instagram accounts use Stories assist and four hundred million customers view Instagram Stories daily. It appears that micro and macro manufacturers are using Instagram Stories to assist their marketing and marketing and awareness-elevating strategies, even as in truth the maximum considered Stories are from corporations as they make investments extra in marketing and marketing.

In 2020, the Instagram app introduced a new feature - Instagram REELS. This is a feature that allows you to create a 90-second video, edit it and enhance it with effects and music. If you're familiar with the world of social media, you'll notice that this feature follows the same concept as the recently launched TikTok app. Some call it another Instagram rogue move, while others call it a convenient option.

"Instagram offers a range of interactive features that allow users to interact with content in different ways. Here are some of Instagram's interactive features:

Stories. Instagram Stories are temporary posts that can contain photos, videos, text, stickers, and interactive elements like polls, quizzes, and questions. Users can interact with these items by clicking on them to take polls, answer questions, or provide feedback.

Polls: You can add a poll sticker to your Instagram story to get the opinion of your followers. Users can vote on the choices offered and the results will be displayed on the story poster.

Question Sticker: The question sticker allows users to ask their followers for opinions or participate in question-and-answer sessions. Subscribers can enter their answers and the story author can answer questions publicly or share answers in their stories.

Quiz. Users can select the correct answer from multiple options and receive instant feedback on their choice. Swipe up on left. This feature allows users to scroll through history to access external links such as articles, products, or websites.

Live Video: Users can broadcast real-time video to their subscribers. Viewers can interact by commenting, submitting reactions, or offering to be a guest on the live stream. Instagram offers the ability to use shopping tags, which businesses can use to tag products in their posts. Users can click on these tags to view product, price and purchase information directly within the Instagram app.

Reactions and Emoticons: Users can respond to messages, stories, and direct messages with emotional expressions, including likes, love, laughter, applause, and more. These reactions provide instant and interactive feedback.

These are just some of the interactive features that Instagram offers. The platform is constantly evolving and introducing new features and capabilities to increase user engagement.

1.5.3. TikTok

With the rise of mobile internet technology, various short video software has opened up the short video era to viewers, giving video a new era. This Chinese social media, which only started to be used outside of China in 2017, has grown significantly since then. According to social media statistics for 2021 (Azhnova, 2021), there are more than 130 million daily active users on this platform! Many people are now moving to TikTok from other platforms because it offers a dynamic way to create and share engaging content.

With over 800 million users, TikTok is a powerful social media platform that makes it easy to increase sales and generate more leads. This makes TikTok the perfect platform for businesses to acquire new customers and reach a wider audience. the preferred form of content

for most social media users. In fact, ads for products and services on TikTok have proven to be much more effective than traditional ads as the younger generation tends to find ads distracting. According to CNBC, 69% of respondents aged 16 to 49 spend the most time on online advertising. “TikTok is a popular social media platform known for its focus on short videos. While TikTok focuses on video content, it also offers a range of interactive features that allow users to interact with content and interact with other users. Here are some of them. Key Aspects of TikTok Interactivity:

- Like, comment and share: Users can like the video by clicking the heart icon, leave a comment and share the video with their followers or other social networks. These features encourage participation and provide feedback to creators.
- Duet & Stitch: TikTok's Duet feature allows users to create shared videos from another user's video. It enables collaboration, video response, problem solving, and creative interaction between users. On the other hand, the Stitch feature allows users to embed snippets of other TikTok videos into their own videos.

- Reactions and Effects: Users can react to videos with a variety of interactive effects such as emojis, filters, stickers, and augmented reality (AR) effects. These features enhance the viewing experience and allow users to creatively express their feelings.
- Games and Challenges: TikTok is known for viral challenges and trends. Users can participate in challenges, play dance numbers, create their own unique variations, or participate in other interactive activities using specific hashtags. This promotes a sense of community and allows users to communicate about common interests.

- Live Streaming: TikTok provides a live streaming feature that allows users to broadcast a live video to their followers. Viewers can participate in live commentary, virtual sweepstakes, and the opportunity to join the live stream as a guest. Live streaming allows creators and their audience to interact and connect in real-time.

- Questions and Answers and Polls: TikTok offers Q&A and polling features that enable creators to interact with their followers. Creators can invite their audience to ask and answer questions in videos or dedicated question-and-answer sessions. Polls allow developers to collect feedback and involve the audience in the decision-making process.

- Virtual gifts. TikTok has a virtual gift system that allows viewers to purchase and send virtual gifts to their favorite creators during live streams. These gifts can be converted into virtual coins, which the creators can then exchange for real currency.

- **Product Videos:** When a product is launched, a link is added to the product promotion to purchase the product immediately. This encourages a quick purchase without knowing what the product is or whether you really need it.

“TikTok's interactive features are designed to encourage interaction, creativity, and community building. They encourage user participation, collaboration, and expression through short videos, and allow direct interaction between creators and their audience, purchase of goods, etc.

Overall, TikTok has really established itself firmly and reliably among the social networks of young people. It may be unfamiliar to the older generation, but teenagers around the world are not new to TikTok. 41% of TikTok users are between 16 and 24 years old (Globalwebindex, 2020). While TikTok can compete with the biggest other platforms whose purpose is different from YouTube, Instagram or Snapchat. TikTok is a platform primarily for content creators. This makes it easy for anyone to become a content creator, which is one of the many services that give TikTok a competitive edge.

1.6. The impact of an interactive communication message on purchase intention

Advertising on social networks can help consumers learn about products on the market. Consumers make a purchase decision after evaluating the alternatives identified during the information search phase. Social media puts more power in the hands of consumers (Constantinides & Fountain, 2008). Nowadays, shoppers share different experiences with brands. Whether it is positive or negative (S. Liu-Thompkins & C., 2013). People are looking for brand information that provides additional information about the brand and helps them to make a decision. Seeking opinions about a brand has a positive effect on the brand. Thus, opinion seeking has a positive relationship with purchase intention. Brand awareness or reputation itself should also be kept in mind, as the consumer experience and the opinion of the services or products provided also have a significant impact on the whole community. As illustrated in (Figure 6), the first thing to do is to decide whether there is a need, then to look around for alternatives and make a decision to buy or not to buy.

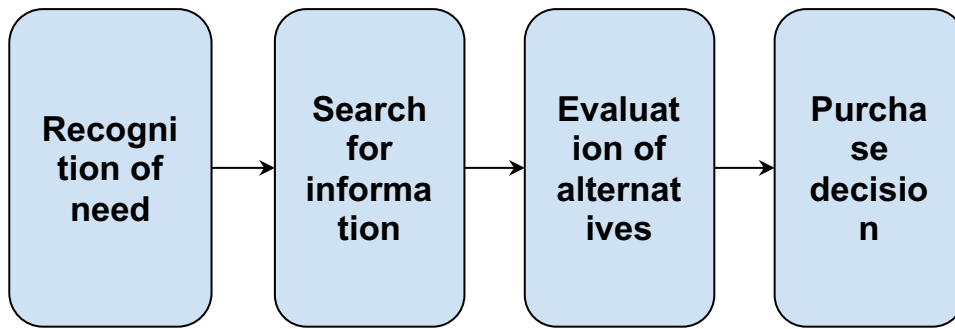


Figure 6 Intention to buy scheme

Source: based on Bakanauskas, A. (2006)

Advertising captures the attention of consumers very quickly. One of them is viral, when it is seen many times, when it is seen that people share that advertisement or information about that product with their community on social networks, it spreads like a virus over the whole Internet. According to Keller (2009), viral advertising has a positive relationship with purchase intention. Advertising on social networks can be used to persuade, inform and remind consumers of the goods and services provided (Lwin and Phau, 2013). This can be identified with the AIDMA model, whereby advertising encourages consumers to take action. The main objective of the advertising message is to persuade the consumer to evaluate and purchase the advertised product (Zha et al., 2015). Figure (7) presents a general model of the impact of the value of social media advertising on consumer purchase intention.

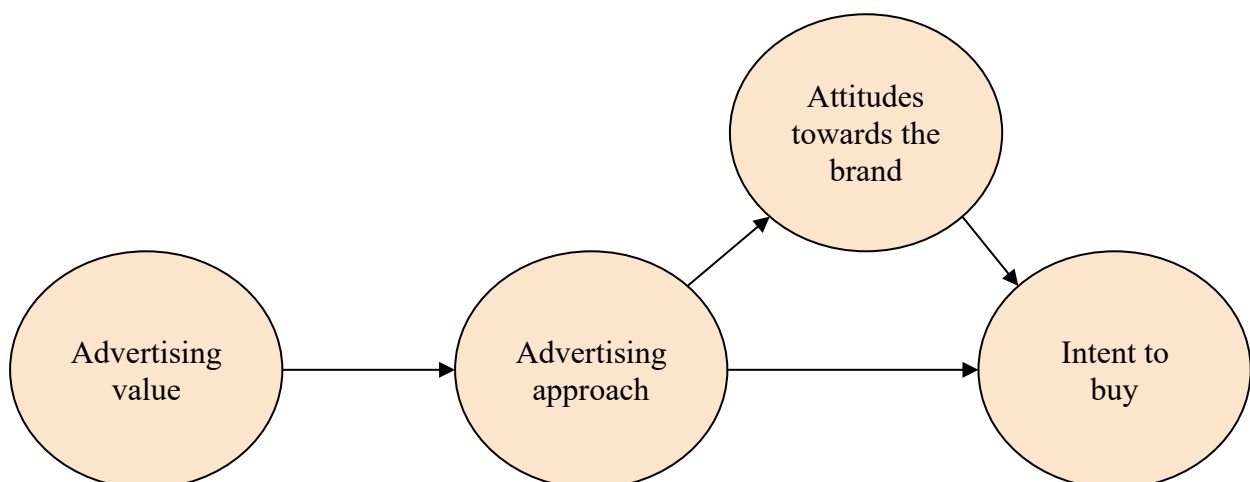


Figure 7 A general model of the impact of the value of social media advertising on consumer purchase intent.

Source: compiled by the author

The memorability of an ad that a potential customer interacts with is much higher than just viewing it. Well-designed interactive tools can create the right associative array in the user's mind, better convey the company's message and create an emotional connection. Moreover, interactive advertising has all the potential to spread, to spread by word of mouth and to reach more target audiences for the same budget (Pasova, 2016).

Previous research (Bickart and Schindler, 2001) has shown that credible online sources have a positive effect on consumers' intention to buy, a finding that supports the notion that word-of-mouth can persuade and increase willingness to buy. Gelb and Sundaram (2002) analysed that word-of-mouth networking serves as an informal communication channel to introduce specific products or services online. Word-of-mouth notifications can effectively remove uncertainty and ambiguity of buying a product and thus further influence consumers' purchase intentions and decision-making (Chatterjee, 2001; Wang et al., 2012; Tsimonis and Dimitriadis, 2014). Similarly, online word-of-mouth is the expression of a positive or negative attitude related to a company or a product through an online platform, this fast and convenient way makes it easier for target shoppers to recognize the brands they like (Hennig-Thurau, Gwinner, Walsh and Gremler, 2004). Moreover, previous studies (Kuan, Yang and Cheng, 2005) have confirmed that online word of mouth increases or decreases with service and product quality. Chevalier and Mayzlin (2006) found that online communication has a strong influence on consumers' intention to buy products. Berger et. al. (2010) found a strong relations among the amount of online reviews and consumers positive intent to buy a particular brand. Lee et al. (2011) found that products with more favourable reviews tend to sell better. Online word-of-mouth is a combination of reviews, online feedback, product experience and fresh insights from the perspective of users who have bought and used the product, and has become a key source of consumer information that can have a significant impact on the pre-purchase decision. Consumers rely most heavily on word-of-mouth recommendations, but there is also a growing reliance on advertising on company websites or social networks.

In summary, the perceived value of an advertisement determines the consumer's intention to buy. Numerous studies support the link between consumers' attitudes towards an object and purchase intention (Hsu et al., 2014; Lwin and Phau, 2013; Rasty et al., 2013; Shaouf et al., 2016).

Interactivity in communication messages can be said to allow the user to actively participate and engage in an interactive process. All the attributes of interactive messages allow messages to become more interactive and to ensure better user engagement, quick action and more effective communication. Interactive technologies are being actively and consistently deployed in different areas of the advertising business (Egorova, Kapezina, 2017). Interactive video content creates a two-way relationship between the brand and the audience (Arzhanova, Dovzhik., Iontseva, 2016).

In summary interactive communication on social networks has a significant impact on purchase intention. Empowered by social media, consumers seek information about a brand and opinions positively influence their decisions. Viral advertising quickly grabs attention, while interactive tools ensure memorability and emotional connections with consumers. Trusted online sources, including word of mouth, influence purchase intentions by offering insights and reviews. Perceived advertising value determines consumer intentions, consistently linked to consumer attitudes. This interactive approach drives engagement, prompt action and effective communication, highly integrated across all areas of advertising. Interactive video content fosters a two-way relationship between brand and audience, which is at the heart of modern advertising strategies.

2. The impact of interactive communication messages in social media advertising on intention to buy ski equipment research methodology.

2.1. Methodology of investigation

In order to assess the impact of an interactive communication message in social media advertising on the intention to buy ski equipment and to provide solutions to increase sales, a questionnaire survey is carried out in the second part of the final thesis. The development of technology and the easy availability of various electronic channels show that surveys are used as one of the most preferred methods of obtaining information in the information society (Krok, 2015). Questionnaires can be an effective tool for comparing behaviours, attitudes, and opinions of multiple subjects and also data is collected much faster (McLeod, 2018).

The analysis of the literature suggests that interactive communication messages in social media advertising have an impact on purchase intention. The method chosen for the final thesis is a questionnaire survey. The survey research is based on a method called a survey. According to Tidikis (2003), the questionnaire method is one of the most popular methods of sociological research. By asking a few questions, a large amount of information can be obtained quickly (Tidikis, 2003). A questionnaire survey consists of 46 questions (see Annex 1). All the necessary and useful information obtained from the questionnaire will be grouped together. According to the results obtained, the aim will be to confirm or deny the hypotheses drawn from the scientific literature.

The aim of the empirical study - To empirically investigate the effect of an interactive communicative message on the intention to purchase ski equipment.

Research Objectives:

- To find out whether the replacement of traditional advertising with interactive advertising will increase the intention to purchase ski equipment.
- To find out whether interactive advertising is more useful than non-interactive advertising.
- To find out whether interactive advertising is better than non-interactive advertising.
- To find out whether interactive advertising is more reliable than non-interactive advertising.

The results of the theoretical analysis and the constructs constructed were used to formulate the following research hypotheses, which are intended to be validated or refuted in the empirical research:

1. H1 Interactive communication messages in social media channels have a greater impact on the perceived usefulness of these messages than traditional communication messages.

Interactive communication messages published on social media have a stronger impact on how these messages are perceived than conventional, traditional communication messages (Egorova, Kapezina, 2017).

2. H2 The quality of interactive communication messages in social media channels significantly increases the perceived usefulness of these messages more than traditional messages.

Liang, Choi and Joppe (2020) found that interactive social media advertising features have a positive impact on consumer engagement and purchase intent by increasing trust in its quality, while Hassan, Shahzad and Bashir (2021) highlighted a strong relationship between interactive social media advertising and brand loyalty, due to image.

3. H3 The ease of interaction with interactive messages in social media has a greater effect on the correlation with their perceived usefulness than traditional messages.

According to statistics, interactive advertising is several times more likely to be remembered than standard advertising tools. This creates a positive attitude towards advertising. (S.Ya. Pasova 2016).

4. H4 The ease of use of interactive social media messages has a greater effect on the formation of positive attitudes towards advertising than conventional messages.

Interactive video content engages the consumer in communication with the brand, its simplicity and novelty creates a positive attitude towards the brand and advertising (Koroleva, Kosterina 2015).

5. H5 Perceived usefulness of an interactive social media communication message has a greater impact on users' positive attitudes toward the credibility of its use than conventional communication messages

Features of interactive advertising: a respectful approach to the consumer. The absence of aggression, product imposition, increases customer loyalty and improves attitudes towards the usefulness of goods or services (K.M. Jurjevičius 2015)

6. H6 Perceived usefulness of an interactive communication message in social media has a greater effect on purchase intention than conventional communication messages.

Interactive content, by engaging, generating more interest, and creating a sense of usefulness, gives more customers' attention and time, increasing the likelihood that they will be interested and encouraged to buy (Egorova, Kapezina, 2017).

7. H7. Memorability of interactive promotional messages has a stronger effect on purchase intention than conventional communication messages;

Yan et al. (2010) examined the influence of information attractiveness and source credibility on attitudes towards advertising, attitudes towards a brand and intention to buy clothes. They found that source credibility directly influences attitudes towards advertising and indirectly influences purchase intention.

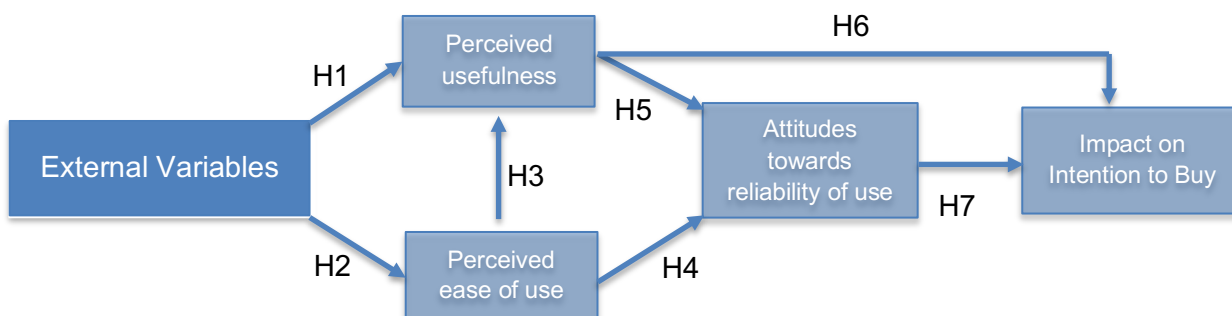


Figure 8 The technology acceptance model

(TAM)(Li, 2013)

2.2. Questionnaire survey methodology

Before carrying out the empirical study, it was decided to carry out an exploratory study. A questionnaire was designed to find out how often respondents use Facebook and which product they like more, the ski helmet or the ski boots. The questionnaire was completed by 200 respondents and the SPSS software was used to compile the statistics, which showed that the majority of respondents use Facebook very often and the ski helmet was the most popular choice, see Table 1.

Table 1 *Facebook use and product choice*

<i>Social media Facebook</i>	<i>N</i>	<i>%</i>
1 - Rarely	10	5,0%
2 - Occasionally	5	2,5%
3 - Sometimes	15	7,5%
4 - Frequently	33	16,5%
5 – Very frequently	137	68,5%
<i>Product choice</i>	<i>N</i>	<i>%</i>
Ski helmet	130	65,0%
Ski boots	70	35,0%

Source: compiled by the author IBM SPSS the results of the analysis of the programme.

Following the exploratory study and taking into account the results obtained (Table 1), it was decided to investigate in an empirical study the impact on the intention to buy a ski helmet.

2.3. Structure of the questionnaire

The first part is an introductory part, providing information about the researcher, the purpose of the questionnaire, its length and anonymity.

The second part is demographic (question 1), which asks the gender of the respondents.

The third part is a set of key questions that reveal the respondents' opinion on the use of interactive messages in advertising, advertising on social networks and the impact of interactive advertising on purchase intention.

The survey questionnaire is a closed-ended questionnaire with a 1-5 response scale. The questionnaire provides scales for respondents to rate the statements on a 5-point scale, where 5 means that the respondent strongly agrees with the statement, 1 means that the respondent strongly disagrees with the statement, and the middle 3 means that the respondent does not have an opinion about the statement. The aim of this way of assessing the questions is to obtain more specific information from the respondents. The questionnaire survey is chosen because it is a reliable way of collecting information that allows respondents to express their views through specific answers. It is through this method that detailed answers can be obtained to the questionnaire questions designed to identify the use of interactive communication messages in advertising, as well as the impact of their use in different social networks on the intention to buy, and to provide solutions to increase the sales of ski equipment.

The questionnaire survey aims to measure:

- The credibility of the information
- The quality of the information
- Perceived usefulness
- Attitudes towards content
- Intention to buy

1. To measure the credibility of the information based on Indrawiti et al. using a scale of 4 statements: 1) *The information contained in the generated content is persuasive...* 2) *The information contained in the generated content is reliable.* 3) *The information in the generated content is clear.* 4) *The information contained in the generated content is specific.*

2. Based on the research of Park et al. the following statements are intended to measure the quality of the information: 1) *The information contained in the generated content is understandable.* 2) *The information contained in the content produced is clear.* 3) *The content produced is a good source of up-to-date product information.* 4) *The information contained in the content produced contains sufficient facts.* 5) *The information contained in the generated content is reliable.*

3. Perceived usefulness is assessed in this study on the basis of Yuksel's 5 propositions: 1) *I believe that the content created facilitates online shopping.* 2) *I believe that the content created is useful for online shopping.* 3) *I think that the content created is a convenient source of information for online shopping.* 4) *I think the content created is relevant to the brand.* 5) *I think the content created conveys the value of the product well.*

4. In order to measure attitudes towards content, Mir and Rehman's (2013) scale of 4 statements, widely used in other studies, was chosen: 1) *I can get reliable information about the product by looking at / - a in the created content.* 2) *I can get useful information about the product by looking at / - a in the created content.* 3) *I can learn about different aspects of the product by looking at / - a in the created content.* 4) *I can get detailed information about the product by looking at the content created.*

5. Intention to buy in this study is measured by 5 statements based on Bian, Q. and Forsythe, S. (2012) and Erkan and Evans (2016): 1) *I would recommend this product to others.* 2) *I would buy the product mentioned in the content created online.* 3) *I would consider buying the product that is shown in the generated content.* 4) *I would consider buying the product after seeing the advertisement.* 5) *I would buy the product featured in the created content after seeing an advertisement on social networks.*

Table 2 *Anketoie naudoti konstruktai ir klausimai*

Constructs	Claims	Source
Reliability of information	1) The visual information presented in the created content is compelling. 2) The information provided in the created content is reliable. 3) The information provided in the created content is clear 4) The information provided in the generated content is specific.	(Zha and other., 2015)

Quality of information	<ol style="list-style-type: none"> 1) The information contained in the content created is comprehensible. 2) The information contained in the generated content is clear. 3) The content produced is a good source of up-to-date product information. 4) The information contained in the generated content contains sufficient facts. 5) The information contained in the generated content is reliable. 	(Dobrinić, 2020)
Perceived usefulness	<ol style="list-style-type: none"> 1) I think the content created makes online shopping easier. 2) I think the content created is useful for online shopping. 3) I think the content created is a handy source of information when shopping online. 4) I think the content created is relevant to the brand. 5) I think the content created conveys the value of the product well. 	Yuksel (2016)
Attitude to content	<ol style="list-style-type: none"> 1) I can get reliable information about the product by looking at the content created. 2) I can get useful information about the product by looking / - a at the content created. 3) I can learn about different aspects of the product by looking at / - a the content created. 4) I can get detailed information about the product by looking at the content created. 	Mir and Rehman (2013)
Intention to buy	<ol style="list-style-type: none"> 1) I would recommend this product to others. 2) I would buy the product mentioned in the content created online. 	Erkan and Evans (2016) and Bian, Q. and Forsythe, S. (2012).

	<p>3) I would consider buying the product shown in the content created.</p> <p>4) I would consider buying the product after seeing the advertisement.</p> <p>5) I would buy the product featured in the created content after seeing an advertisement on social networks.</p>	
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Source: compiled by the author.

2.4. Study sample size

As the aim of this study is to reveal consumers' attitudes towards the impact of an interactive communication message in a social media advertisement on their intention to buy ski equipment, it will survey people of different age groups on their use of social media.

A non-probabilistic convenience sampling method was chosen to select the respondents for this study. Following the academic literature in the context of user-generated content research and best practices, the average sample size was determined (Table 3). Based on the data presented in the table, the average number of respondents for this study was 258.

Table 3 *Calculation of the sample of respondents based on good practice.*

Author, year	Sample size in the study
Lee, 2018	427
Wang, 2015	131
Hautz ir kt.,2014	179
Rafidinal ir kt.2022	404
Pavlou, P. A.; Stewart, D. W.,2000	150

Source: compiled by the author.

3. The impact of interactive communication messages in social media advertising on intention to buy ski equipment.

3.1. Demographic characteristics of respondents

The study investigates the impact of an interactive communication message in social media advertising on the intention to buy ski equipment, using survey data collected on the website www.apklausa.lt. 200 respondents were interviewed. The responses were aggregated and processed in SPSS (statistical software package). The choice for the study was to create an interactive and conventional visual communication message with a ski helmet product. Table 4 shows the demographic characteristics of the respondents.

Demographic characteristics of respondents

Table 4 *Demographic characteristics of respondents*

<i>Demographic characteristics of respondents</i>		N	%
Gender	Male	60	30.0%
	Female	128	64.0%
	Other	12	6.0%
Country	Lithuania	190	95.0%
	Germany	4	2.0%
	Netherlands	2	1.0%
	Cyprus	4	2.0%

Source: compiled by the author IBM SPSS the results of the analysis of the programme.

An analysis of the demographic characteristics of the respondents shows that the majority of respondents were female (64.0%), as well as male (30.0%) and (6.0%) respondents who did not identify their gender.

3.2 Factor analysis results

The reliability and normality of the questionnaire can be assessed using Cronbach's alpha for each of the questionnaire constructs. If the Cronbach's alpha is 0.60, then the construct

that has been evaluated with such an evaluation is suitable for research (Pakalniškienė, 2012), but the result is considered satisfactory when the value obtained is at least 0.70 (Dobrinič, 2020).

After factor analysis using SPSS software, the five construct variables remained and the following factors remained: reliability of information, quality of information, perceived usefulness, and attitudes towards content. Table 5 shows the reliability results for the research scales. According to Cronbach's alpha, we can see that all variables are reliable both in case A of the survey, which uses an interactive communication message in the advertisement, and in case B, which uses a conventional visual communication message in the advertisement.

Research scales reliability analysis

Table 5 *Reliability statistics*

Variables	N	Questionnaire variant	
		A	B
		Cronbach alpha	
Reliability of message information	4	0,868	0,901
Quality of message information	5	0,891	0,909
Usefulness of the message information	5	0,897	0,903
Attitude to content	4	0,857	0,862
Intention to buy	5	0,918	0,908

Source: compiled by the author IBM SPSS the results of the analysis of the programme.

The Cronbach's alpha values for all constructs reach the recommended value (0.7), and the results of the normality test allow for further testing of hypotheses. Table 5 shows the realism of the model and Table 6 shows the results of the normality tests.

Test of Normality

Table 6 *Normality Test*

		<i>Kolmogorov - Smirnov</i>		<i>Shapiro-Wilk</i>	
		Statistic	Sig.	Statistic	Sig.
Reliability of message information	A	0,150	< 0,001	0,928	< 0,001
	B	0,128	< 0,001	0,968	< 0,001
Quality of message information	A	0,109	< 0,001	0,949	< 0,001
	B	0,094	< 0,001	0,972	< 0,001
Usefulness of the message information	A	0,168	< 0,001	0,929	< 0,001
	B	0,122	< 0,001	0,973	< 0,001
Attitude to content realibility	A	0,106	< 0,001	0,952	< 0,001
	B	0,114	< 0,001	0,966	< 0,001
Intention to buy	A	0,142	< 0,001	0,937	< 0,001
	B	0,088	< 0,001	0,972	< 0,001

Source: compiled by the author IBM SPSS the results of the analysis of the programme.

3.2. Testing the research hypotheses

In this subsection, the results of the tests of the 7 hypotheses are presented and described. The hypotheses were tested using IBM SPSS software. provides regression weights between the latent variables and shows whether there is a statistical effect between them. In particular, it was checked whether there are correlations between the advertising value variables. The results are presented in Table 7.

Test of Corellation

Table 7 *Correlation Test*

	<i>Pearson</i>	<i>Sig.</i>
	<i>Correlation</i>	

H1	Content → Perceived usefulness	A	0,794	<0,001
		B	0,800	<0,001
H2	Content → Quality	A	0,782	<0,001
		B	0,773	<0,001
H3	Quality → Perceived usefulness	A	0,750	<0,001
		B	0,819	<0,001
H4	Quality → Realibility	A	0,812	<0,001
		B	0,819	<0,001
H5	Perceived usefulness → Realibility	A	0,741	<0,001
		B	0,691	<0,001
H6	Usefulness → Intention to buy	A	0,775	<0,001
		B	0,817	<0,001
H7	Realibility → Intention to buy	A	0,663	<0,001
		B	0,655	<0,001

Source: compiled by the author IBM SPSS the results of the analysis of the programme.

The Pearson model was used to test the correlation of the hypotheses. The data in Table 6 show that there is a correlation between all the variables, with the highest correlation in case B, where the visual content of the communication message in the usual way is studied, with a correlation between quality and usefulness of (0.819) Table 8. **H3 is therefore rejected.**

Table 8 *Quality and perceived usefulness*

Quality → Perceived usefulness	A	0,750	<0,001
	B	0,819	<0,001

Source: compiled by the author IBM SPSS the results of the analysis of the programme.

Given the correlation results obtained, it could be assumed that respondents' evaluation of the visual content of the communication message and its usefulness showed, by a very small margin, a better correlation between these variables for the normal visual B (0.800) and the

interactive A (0.794), see Table 9, suggesting that there is no need for interactivity in such a product when viewed through the prism of usefulness. **H1 is therefore rejected.**

Table 9 Content and perceived usefulness

Content → Perceived usefulness	A	0,794	<0,001
	B		0,800

Source: compiled by the author IBM SPSS the results of the analysis of the programme.

However, when assessing the quality of interactive content A and conventional content B, respondents rated interactive content A (0.782) as having a higher correlation than conventional image B (0.773). It could be assumed that although such a product may not benefit from or require interactivity, it is this content that has a relationship with quality, see Table 10. **H2 is therefore confirmed.**

Table 10 Content and quality

Content → Quality	A	0,782	<0,001
	B		0,773

Source: compiled by the author IBM SPSS the results of the analysis of the programme.

However, when looking at Table 11, which examines the usefulness and reliability of content, a higher score is seen for A (0.741) than for B (0.691), suggesting that although respondents previously scored the usefulness of interactive content lower, if we look at the usefulness-credibility relationship of this type of content, it is still the interactive content that respondents found to be more reliable than the regular visual content. **H5 is therefore confirmed.**

Table 11 Perceived usefulness and reliability

Perceived usefulness → Reliability	A	0,741	<0,001
	B		0,691

Source: compiled by the author IBM SPSS the results of the analysis of the programme.

This may be where the assessment of the quality of the content comes into play, and why respondents rate it as more reliable. However, when looking at the relationship between quality and reliability in cases A and B, the results are, so to speak, evenly distributed, with interactive (0.812) in case A and regular (0.819) in case B. These results only serve to give the positive impression that there is a positive, but not sufficient, relationship between the quality of the content of the interactive or the regular content of the images and reliability, see Table 12. **H4 is therefore rejected.**

Table 12 *Quality and realibility*

Quality → Realibility	A	0,812	<0,001
	B		0,819

Source: compiled by the author IBM SPSS the results of the analysis of the programme.

One of the most important indicators is how respondents perceive the visual content of the communication message and the influence it has on the purchase decision.

Thus, the relationship between usefulness and credibility and the impact on purchase was investigated. The relationship between usefulness and purchase impact showed that, as mentioned above, for product A, interactivity does not lead to usefulness, and therefore the usefulness-buying relationship was scored lower for product A (0.775) than for product B (0.817), see Table 13. **H6 is therefore rejected.**

Table 13 *Usefulness and intention to buy*

Usefulness → Intention to buy	A	0,775	<0,001
	B		0,817

Source: compiled by the author IBM SPSS the results of the analysis of the programme.

However, in case A the reliability of the interactive content has a marginal but higher correlation with the intention to buy (0.663), while in case B the score was as follows (0.655), see Table 14. **H7 is therefore confirmed.**

Table 14 *Realibility and intention to buy*

	A	0,663	<0,001
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Realibility → Intention to buy	B	0,655	<0,001
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Source: compiled by the author IBM SPSS the results of the analysis of the programme.

Thus, it could be concluded that when looking at the demographic distribution in Table 4, the majority of respondents were female (64.0%), suggesting that the promotion of this specific product was not of interest to them, which is why the distribution of results when examining the relationship between the components was not as expected. The evaluation also suggests that this specific product may not need interactive mapping, as the distribution of the utility relationship in case A was not favourable for the study.

The next step is to establish causal relationships between the constructs in the model. Table 15 shows the results of the hypothesis testing.

Test of Liner Regression

Table 15 Regression Test

Dependent variable		Independent variable		<i>R square</i>	<i>ANOVA Sig.</i>	<i>S.C.Beta</i>
H1	<i>External variable</i>	<i>Usefulness</i>	A	0,631	<0,001	0,794
			B	0,640	<0,001	0,800
H2	<i>External variable</i>	<i>Perceived ease of use</i>	A	0,612	<0,001	0,782
			B	0,598	<0,001	0,773
H3	<i>Perceived ease of use</i>	<i>Usefulness</i>	A	0,562	<0,001	0,750
			B	0,670	<0,001	0,819
H4	<i>Perceived ease of use</i>	<i>Realibility</i>	A	0,660	<0,001	0,812
			B	0,670	<0,001	0,819
H5	<i>Usefulness.</i>	<i>Realibility</i>	A	0,548	<0,001	0,741
			B	0,477	<0,001	0,691
H6	<i>Usefulness.</i>	<i>Intention to buy</i>	A	0,601	<0,001	0,775
			B	0,668	<0,001	0,817
H7	<i>Realibility</i>	<i>Intention to buy</i>	A	0,439	<0,001	0,663
			B	0,429	<0,001	0,655

Source: compiled by the author IBM SPSS the results of the analysis of the programme.

Based on the results obtained from the correlation (Table 7) and regression (Table 15) tests, H1, H3, H4 and H6 were rejected, while H2, H5, H7 were retained, confirming the

relationships and the effects presented in the research model, and a table (Table 16) was constructed in order to summarise the hypotheses results.

Confirmation of Hypotheses

Table 16 *Confirmation of Hypotheses H1-H7*

HYPOTHESIS		RESULT
H1	Interactive communication messages on social media channels have a greater impact on the perceived usefulness of these messages than traditional communication messages	REJECTED
H2	The presence of interactive communication messages on different social media channels significantly increases the perceived usefulness of these messages more than conventional messages	CONFIRMED
H3	Ease of interaction with social media interactive messages has a greater effect on the correlation with their perceived usefulness than conventional messages	REJECTED
H4	Ease of use of interactive social media messages has a greater effect on creating positive attitudes toward advertising than conventional messages	REJECTED
H5	The perceived usefulness of an interactive communication message in social media has a greater effect on consumers' positive attitudes towards the credibility of its use than conventional communication messages	CONFIRMED
H6	The perceived usefulness of an interactive communication message on social media has a greater impact on purchase intention than conventional communication messages	REJECTED

H7	Memorability of interactive promotional messages has a stronger effect on purchase intention than conventional communication messages	CONFIRMED
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Source: compiled by the author

Summary of results

The results show that in case A, the quality of the interactive advertising and the usefulness of the content do not create a link and do not influence purchase. Therefore H1, H3, H4 and H6 were rejected. H2, H5 and H7 constructs have an effect and create a relationship between the variables, in other words, they are correlated with each other.

The informational role of advertising as a cognitive variable in the communication message influences the perception of the value of advertising, which is supported by the analysed research Dobrinić (2020), R. H. Ducoffe (1996), R. H. Ducoffe (1995), and Zha et al. (2015). The majority of the participants in the study were women, and as Taylor et al. (2011) write, when informativeness is approached through the prism of quality, men pay more attention to it, which may have had an impact on the final result in terms of the stronger impact of the interactive communication message on informativeness.

Quality, otherwise identified in the model as ease of use, is one of the variables that shapes the value of online advertising and was confirmed in the case of this study. Quality or ease of use has a strong correlation with credibility, which is an important factor in advertising with a communicative message.

Credibility also contributes to the value of advertising and thus influences consumers' opinions or attitudes (Zha et al., 2015). This study attempted to find out whether credibility influences and has a relationship with purchase intention, so there is an influence, but the effect is less pronounced than the effect of utility on purchase intention. However, in this study, a specific product was selected without considering the brand, but as (Qiyu Yu, 2023) argues, brands need to be effective in establishing a trust relationship with consumers. Thus, in the case of this study, it is possible that the brand was not trusted by the respondents, which led to these results.

The ultimate goal of the communication message is to influence the consumer's purchase decision. Advertisements can create desire and induce an action, the intention to take an action is the reason to perform the stated intention to purchase, and thus, numerous studies support the relationship between consumers' attitudes towards an object and their intention to purchase (Hsu et al., 2014; Lwin and Phau, 2013; Rasty et al., 2013; Shaouf et al., 2016). Thus, the effect of attitude towards the product and its usefulness on purchase intention has

been rejected, but the effect of content memorability on purchase intention has been confirmed and the results of the study have high estimation between the variables.

Thus, it could be concluded that when looking at the demographic distribution, the majority of the respondents were women (64.0%), suggesting that the promotion of this specific product was not relevant to them, which is why the distribution of results when testing the relationship between the components was not as expected. It is also assumed that, given the usefulness of the product content, it was not useful to advertise this specific product through the prism of usefulness based on the demographics.

The study also found that respondents perceived the interactive content to be of higher quality and therefore found this type of advertising more credible. However, when looking at the relationship between quality and credibility in Case A and Case B, the results were, so to speak, equally distributed, so it could be argued that there is a relationship between quality and credibility of interactive or conventional visual content, but not enough in Case A to confirm the hypothesis.

The final conclusion of the study was that there is no need for interactive advertising for such a product, and therefore respondents do not see the benefit of such advertising as they do not think it is useful, and therefore do not think that this type of advertising is of high quality, but they have assessed that the content is of high quality, and have concluded that this type of content is more credible as it appears to be of higher quality, and that usefulness does not influence purchase, as memorability is measured through the prism of credibility.

Limitations of the study and recommendations for future research

1. The number of respondents and the heterogeneity of demographics in this study may have had a significant impact on the expectations of the study. Therefore, future studies could select a larger number of respondents to further increase the demographic performance.
2. The product and the manufacturer of the product have a relationship and an impact on the customer, on the reliability or quality required. The study showed that in this case the specific product partially confirmed the respondents' opinion. It would therefore be more effective to choose a different, less specific product for future studies.

3. The study suggests that the product investigated in this study may not have met the expectations of the majority of respondents, and that future studies could therefore present different products in an interactive way in order to clarify the target audience's preferences in terms of gender and product distribution.
4. In this study, winter sports - skiing equipment was chosen, and after the exploratory study it was decided which product to use in the empirical study, but in future studies an exploratory study with different product categories should be conducted in order to find out which product is currently the most relevant for the audience and then to investigate the impact of the advertising method on the consumer's purchasing influence.
5. This study was carried out with a product, but by using a study like this one to investigate the impact of interactive advertising on purchase intent, it would be possible to repeat such a study in the future for the service sector, where a service is advertised and the impact on purchase intent is studied.

Conclusions

1. According to the literature review conducted in the theory, it can be argued that various social media platforms facilitate effective information sharing, consumer interaction and brand community building (Kujbus & Mirko, 2012). Online advertising offers cost-effective, targeted communication channels, global reach, impactful ads and precise audience targeting (Brezhneva and Bashkatova, 2016; Kenzina and Berezhnoy, 2016).
2. The convergence of interactive social messaging, social media platforms and online advertising has triggered a communication revolution. Interactive communication implies the participation of users, transforming them from passive recipients to active participants in the communication process (Pavlou and Stewart, 2000).
3. The characteristics of interactive messages identified by Flew (2008) increase user engagement, facilitate quicker actions and promote more effective communication. The impact on user engagement significantly increases audience retention, promotes brand-consumer interaction, piques consumer interest and drives purchase intent (Akhmaeva, 2020; Koroleva, Kosterina, 2015).
4. 4. The use of interactive tools not only increases user engagement, but also increases brand visibility, stimulates user interest and fosters long-term relationships in a dynamic digital space.
5. Businesses use marketing through social networks such as Facebook to engage consumers, build a loyal customer base and improve brand visibility (Barczyk and Duncan, 2011; Shih, 2011). Interactivity on social media drives user engagement, encourages content sharing, and fosters strong consumer-brand relationships.
6. Innovations like 3D posts on Facebook give brands better visual options and differentiate them from regular e-posts. shopping sites (Kurcwald, 2022). Integrating interactive elements across various content formats encourages user interaction, increasing content engagement and brand visibility.
7. Interactive and engaging content tends to spread like viral advertising and word-of-mouth and social media have a strong impact on purchase intent, as consumers rely on recommendations and testimonials shared by peers or trusted sources.
8. Well-designed interactive advertisements create greater memorability and emotional connection, thus influencing consumer value perception and positively influencing purchase intent.

9. In the methodological part, the research model TAM is presented and hypotheses are put forward for each of the studied relationships between variables. A total of seven hypotheses were presented. A quantitative research method was chosen for the research, and a social survey was used as a research instrument. Prior to the empirical study, an exploratory survey was conducted with 200 respondents. After that, the sample required for the study was calculated and data analysis methods were presented. Data were processed using the IBM SPSS program, using analysis of goodness-of-fit, reliability, correlation and regression tests. The conclusions of the study are described at the end of the methodology. A total of 200 questionnaires were collected.

10. Empirical research has found that when women predominate, interactive advertising to promote a certain product may be unnecessary and have no effect. Nevertheless, participants rated interactive content as more reliable and of higher quality. The ad didn't bring any perceived benefit, but there was an impact on purchase intent because interactive content seemed more credible than regular content. It is recommended to expand the group of respondents, to study different products and their interactive images, as well as to repeat the study in the service sector in order to gain a deeper understanding of the effectiveness of advertising.

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Attachment list


Attachment 1. *Questionnaire*

Questions	Answers option
A case with interactivity	
<p>Realiability</p> <p>1. Photo-related Questions: Check out the sample product below. It is interactive 3D product preview, so you need to click and move. Answer the statements: Reliability of information 1) The visual information on the ski helmet in the interactive content created is convincing.</p> 	<p>1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree</p>
<p>2. The information about the ski helmet in the interactive content created is reliable.</p>	<p>1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree</p>
<p>3. The information about the ski helmet in the generated interactive content is clear.</p>	<p>1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree</p>

	5- Totally agree
4. The information about the ski helmet in the generated interactive content is specific.	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
Quality	
1. The content created contains information about the ski helmet that is easy to understand.	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
2. The information about the ski helmet in the generated content is clear.	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
3. The content produced is a good source of up-to-date product information	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
4. The content produced contains sufficient facts about the ski helmet.	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
5. The information about the ski helmet in the generated content is reliable.	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
Perceived usefulness	
1. I believe that the content created facilitates online shopping.	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree

	5- Totally agree
2. I believe that the content created is useful for online shopping.	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
3. I find the content created a convenient source of information when shopping online.	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
4. I think the content created is relevant to the brand	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
5. I think the content created conveys the value of the product well.	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
Approach to content	
1. I can get reliable information about the product by looking at the content created.	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
2. I can get useful information about a product by looking at the content produced.	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
3. I can learn about different aspects of the product by looking at the content produced.	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree

4. I can get detailed information about the product by looking at the content created	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
Intent to buy	
1. I would recommend this product to others.	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
2. I would buy the product mentioned in the content created online.	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
3. I would consider buying the product shown in the generated content.	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
4. I would consider buying the product after seeing the advertisement.	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
5. I would consider buying the product featured in the content created after seeing the advertisement on social networks.	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
B case without interactivity	
Reliability	1- I totally disagree 2- I disagree
1.Photo-related Questions: Check out the sample product below. It is normal photo of product preview. Answer the statements: Reliability of	3- Neither agree nor disagree 4- I agree 5- Totally agree

<p>information 1) The visual information on the ski helmet in the normal way content created is convincing</p> 	
<p>2.The information about the ski helmet in the interactive content created is reliable.</p>	<p>1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree</p>
<p>3.The information about the ski helmet in the generated interactive content is clear.</p>	<p>1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree</p>
<p>4.The information about the ski helmet in the generated interactive content is specific.</p>	<p>1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree</p>
<p>Quality</p>	
<p>1.The content created contains information about the ski helmet that is easy to understand.</p>	<p>1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree</p>
<p>2.The information about the ski helmet in the generated content is clear.</p>	<p>1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree</p>

	5- Totally agree
3.The content produced is a good source of up-to-date product information	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
4.The content produced contains sufficient facts about the ski helmet.	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
5.The information about the ski helmet in the generated content is reliable.	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
Perceived usefulness	
1. I believe that the content created facilitates online shopping.	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
2. I believe that the content created is useful for online shopping.	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
3.I find the content created a convenient source of information when shopping online.	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
4.I think the content created is relevant to the brand	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree

5.I think the content created conveys the value of the product well.	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
Approach to content	
1.I can get reliable information about the product by looking at the content created.	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
2.I can get useful information about a product by looking at the content produced.	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
3.I can learn about different aspects of the product by looking at the content produced.	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
4.I can get detailed information about the product by looking at the content created	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
Intent to buy	
1.I would recommend this product to others.	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
2.I would buy the product mentioned in the content created online.	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree

3.I would consider buying the product shown in the generated content.	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
4,I would consider buying the product after seeing the advertisement.	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree
5.I would consider buying the product featured in the content created after seeing the advertisement on social networks.	1- I totally disagree 2- I disagree 3- Neither agree nor disagree 4- I agree 5- Totally agree

Attachment 2. SPSS Correlation

Correlations			
		quality2	aprouch_to_content2
quality2	Pearson Correlation	1	.773**
	Sig. (2-tailed)		<.001
	N	200	200
aprouch_to_content2	Pearson Correlation	.773**	1
	Sig. (2-tailed)	<.001	
	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations			
		quality1	realiability1
quality1	Pearson Correlation	1	.812**
	Sig. (2-tailed)		<.001
	N	200	200
realiability1	Pearson Correlation	.812**	1
	Sig. (2-tailed)	<.001	
	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations			
		quality2	realibility2
quality2	Pearson Correlation	1	.819**
	Sig. (2-tailed)		<.001
	N	200	200
realibility2	Pearson Correlation	.819**	1
	Sig. (2-tailed)	<.001	
	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations			
		quality1	perceivedusefulness1
quality1	Pearson Correlation	1	.750**
	Sig. (2-tailed)		<.001
	N	200	200
perceivedusefulness1	Pearson Correlation	.750**	1
	Sig. (2-tailed)	<.001	
	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations			
		quality2	perceived_usefulness2
quality2	Pearson Correlation	1	.819**
	Sig. (2-tailed)		<.001
	N	200	200
perceived_usefulness2	Pearson Correlation	.819**	1
	Sig. (2-tailed)	<.001	
	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations			
		realiability1	perceivedusefulness1
realiability1	Pearson Correlation	1	.741**
	Sig. (2-tailed)		<.001
	N	200	200
perceivedusefulness1	Pearson Correlation	.741**	1
	Sig. (2-tailed)	<.001	
	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations			
		intention_to_buy1	realiability1
intention_to_buy1	Pearson Correlation	1	.663**
	Sig. (2-tailed)		<.001
	N	200	200
realiability1	Pearson Correlation	.663**	1
	Sig. (2-tailed)	<.001	
	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations			
		intention_to_buy1	realiability1
intention_to_buy1	Pearson Correlation	1	.663**
	Sig. (2-tailed)		<.001
	N	200	200
realiability1	Pearson Correlation	.663**	1
	Sig. (2-tailed)	<.001	
	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations			
		realibility2	intention_to_buy2
realibility2	Pearson Correlation	1	.655**
	Sig. (2-tailed)		<.001
	N	200	200
intention_to_buy2	Pearson Correlation	.655**	1
	Sig. (2-tailed)	<.001	
	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations			
		realibility2	perceived_usefulness2
realibility2	Pearson Correlation	1	.691**
	Sig. (2-tailed)		<.001
	N	200	200
perceived_usefulness2	Pearson Correlation	.691**	1
	Sig. (2-tailed)	<.001	
	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations				Correlations			
		perceived_usefulness2	intention_to_buy2			perceivedusefulness1	approach_to_content1
perceived_usefulness2	Pearson Correlation	1	.817	perceivedusefulness1	Pearson Correlation	1	.79
	Sig. (2-tailed)		<.001		Sig. (2-tailed)		<.001
	N	200	200		N	200	200
intention_to_buy2	Pearson Correlation	.817**	1	approach_to_content1	Pearson Correlation	.794**	1
	Sig. (2-tailed)	<.001			Sig. (2-tailed)	<.001	
	N	200	200		N	200	200
**. Correlation is significant at the 0.01 level (2-tailed).				**. Correlation is significant at the 0.01 level (2-tailed).			

Correlations			
		perceivedusefulness1	intention_to_buy1
perceivedusefulness1	Pearson Correlation	1	.775**
	Sig. (2-tailed)		<.001
	N	200	200
intention_to_buy1	Pearson Correlation	.775**	1
	Sig. (2-tailed)	<.001	
	N	200	200
**. Correlation is significant at the 0.01 level (2-tailed).			

Attachment 3. SPSS Regression

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.773 ^a	.598	.596	.61073		
a. Predictors: (Constant), quality2						
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	109.667	1	109.667	294.018	<.001 ^b
	Residual	73.853	198	.373		
	Total	183.520	199			
a. Dependent Variable: approach_to_content2						
b. Predictors: (Constant), quality2						
Coefficients ^a						
Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.871	.141		6.156	<.001
	quality2	.722	.042	.773	17.147	<.001
a. Dependent Variable: approach_to_content2						

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.782 ^a	.612	.610	.63475		
a. Predictors: (Constant), quality1						
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	125.729	1	125.729	312.055	<.001 ^b
	Residual	79.776	198	.403		
	Total	205.505	199			
a. Dependent Variable: approach_to_content1						
b. Predictors: (Constant), quality1						
Coefficients ^a						
Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.489	.178		2.747	.007
	quality1	.837	.047	.782	17.665	<.001
a. Dependent Variable: approach_to_content1						

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.800 ^a	.640	.639	.57731		
a. Predictors: (Constant), perceived_usefulness2						
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	117.528	1	117.528	352.630	<.001 ^b
	Residual	65.992	198	.333		
	Total	183.520	199			
a. Dependent Variable: approach_to_content2						
b. Predictors: (Constant), perceived_usefulness2						
Coefficients ^a						
Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.476	.150		3.181	.002
	perceived_usefulness2	.819	.044	.800	18.778	<.001
a. Dependent Variable: approach_to_content2						

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.819 ^a	.670	.669	.59172		
a. Predictors: (Constant), reliability2						
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	140.994	1	140.994	402.691	<.001 ^b
	Residual	69.325	198	.350		
	Total	210.319	199			
a. Dependent Variable: quality2						
b. Predictors: (Constant), reliability2						
Coefficients ^a						
Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.660	.133		4.959	<.001
	reliability2	.810	.040	.819	20.067	<.001
a. Dependent Variable: quality2						

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.750 ^a	.562	.560	.62957		
a. Predictors: (Constant), perceivedusefulness1						
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	100.866	1	100.866	254.485	<.001 ^b
	Residual	78.478	198	.396		
	Total	179.344	199			
a. Dependent Variable: quality1						
b. Predictors: (Constant), perceivedusefulness1						
Coefficients ^a						
Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.922	.176		5.240	<.001
	perceivedusefulness1	.732	.046	.750	15.953	<.001
a. Dependent Variable: quality1						

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.819 ^a	.670	.668	.59205		
a. Predictors: (Constant), perceived_usefulness2						
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	140.915	1	140.915	402.012	<.001 ^b
	Residual	69.404	198	.351		
	Total	210.319	199			
a. Dependent Variable: quality2						
b. Predictors: (Constant), perceived_usefulness2						
Coefficients ^a						
Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.237	.153		1.546	.124
	perceived_usefulness2	.897	.045	.819	20.050	<.001
a. Dependent Variable: quality2						

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.663 ^a	.439	.436	.74704		
a. Predictors: (Constant), intention_to_buy1						
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	86.472	1	86.472	154.949	<.001 ^b
	Residual	110.498	198	.558		
	Total	196.970	199			
a. Dependent Variable: reliability1						
b. Predictors: (Constant), intention_to_buy1						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.396	.190		7.342	<.001
	intention_to_buy1	.637	.051	.663	12.448	<.001
a. Dependent Variable: reliability1						

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.655 ^a	.429	.426	.78738		
a. Predictors: (Constant), intention_to_buy2						
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	92.110	1	92.110	148.572	<.001 ^b
	Residual	122.754	198	.620		
	Total	214.864	199			
a. Dependent Variable: reliability2						
b. Predictors: (Constant), intention_to_buy2						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.065	.179		5.962	<.001
	intention_to_buy2	.665	.055	.655	12.189	<.001
a. Dependent Variable: reliability2						

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.775 ^a	.601	.599	.61537		
a. Predictors: (Constant), intention_to_buy1						
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	113.088	1	113.088	298.633	<.001 ^b
	Residual	74.979	198	.379		
	Total	188.067	199			
a. Dependent Variable: perceivedusefulness1						
b. Predictors: (Constant), intention_to_buy1						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.108	.157		7.071	<.001
	intention_to_buy1	.729	.042	.775	17.281	<.001
a. Dependent Variable: perceivedusefulness1						

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.817 ^a	.668	.666	.54245		
a. Predictors: (Constant), intention_to_buy2						
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	117.017	1	117.017	397.678	<.001 ^b
	Residual	58.262	198	.294		
	Total	175.279	199			
a. Dependent Variable: perceived_usefulness2						
b. Predictors: (Constant), intention_to_buy2						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.971	.123		7.895	<.001
	intention_to_buy2	.750	.038	.817	19.942	<.001
a. Dependent Variable: perceived_usefulness2						

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.741 ^a	.548	.546	.65495		
a. Predictors: (Constant), reliability1						
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	103.134	1	103.134	240.429	<.001 ^b
	Residual	84.934	198	.429		
	Total	188.067	199			
a. Dependent Variable: perceivedusefulness1						
b. Predictors: (Constant), reliability1						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.052	.177		5.932	<.001
	reliability1	.724	.047	.741	15.506	<.001
a. Dependent Variable: perceivedusefulness1						

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.691 ^a	.477	.475	.68013		
a. Predictors: (Constant), reliability2						
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	83.690	1	83.690	180.924	<.001 ^b
	Residual	91.589	198	.463		
	Total	175.279	199			
a. Dependent Variable: perceived_usefulness2						
b. Predictors: (Constant), reliability2						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.347	.153		8.798	<.001
	reliability2	.624	.046	.691	13.451	<.001
a. Dependent Variable: perceived_usefulness2						

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.812 ^a	.660	.658	.55489

a. Predictors: (Constant), reliability1

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	118.380	1	118.380	384.477	<.001 ^b
	Residual	60.964	198	.308		
	Total	179.344	199			

a. Dependent Variable: quality1
b. Predictors: (Constant), reliability1

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.792	.150		5.271	<.001
	reliability1	.775	.040	.812	19.608	<.001

a. Dependent Variable: quality1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.794 ^a	.631	.629	.61900

a. Predictors: (Constant), perceivedusefulness1

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	129.640	1	129.640	338.344	<.001 ^b
	Residual	75.865	198	.383		
	Total	205.505	199			

a. Dependent Variable: approach_to_content1
b. Predictors: (Constant), perceivedusefulness1

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.456	.173		2.638	.009
	perceivedusefulness1	.830	.045	.794	18.394	<.001

a. Dependent Variable: approach_to_content1

Attachment 4. SPSS Cronbach's Alpha

A case with interactivity	B case without interactivity										
<p>Reliability Statistics</p> <table border="1"> <thead> <tr> <th>Cronbach's Alpha</th> <th>N of Items</th> </tr> </thead> <tbody> <tr> <td>.918</td> <td>5</td> </tr> </tbody> </table>	Cronbach's Alpha	N of Items	.918	5	<p>Reliability Statistics</p> <table border="1"> <thead> <tr> <th>Cronbach's Alpha</th> <th>N of Items</th> </tr> </thead> <tbody> <tr> <td>.908</td> <td>5</td> </tr> </tbody> </table>	Cronbach's Alpha	N of Items	.908	5		
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