
Academia Open



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Academia Open

Vol. 11 No. 1 (2026): June
DOI: 10.21070/acopen.11.2026.13996

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Academia Open

Vol. 11 No. 1 (2026): June
DOI: 10.21070/acopen.11.2026.13996

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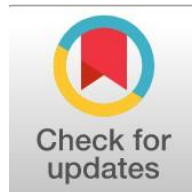
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Academia Open

Vol. 11 No. 1 (2026): June
DOI: 10.21070/acopen.11.2026.13996

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Asia Cell Telecommunications Company Is Used as a Case Study to Examine How Advertising and Its Techniques Affect Customer Behavior Decisions.

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Abstract

General Background: In increasingly competitive markets, advertising serves as a core communication tool for connecting companies with consumers and shaping purchasing decisions. **Specific Background:** This study examines advertising practices within a telecommunications context, focusing on Asia Cell as a case study to analyze how advertising content, media, repetition, and credibility relate to consumer behavior. **Knowledge Gap:** Despite extensive use of advertising, empirical understanding of how specific advertising components jointly relate to consumer decision-making in developing markets remains limited. **Aims:** This research aims to analyze the relationship between advertising elements and consumer behavior and to assess how these factors contribute to purchasing decisions among Iraqi consumers. **Results:** The findings reveal a statistically significant relationship between advertising and consumer behavior, with content showing the strongest association, followed by media, credibility, and repetition. Digital media, particularly social platforms, attracted the highest engagement, while repeated exposure reinforced brand recall. Credibility was also linked to post-purchase behavior and loyalty. **Novelty:** This study integrates multiple advertising dimensions into a unified analytical model applied to a real telecommunications case using quantitative methods. **Implications:** The results provide practical insights for optimizing advertising strategies, emphasizing targeted content, appropriate media selection, and balanced repetition to strengthen consumer engagement and purchasing decisions.

Highlights:

- Clear and creative messaging strongly associated with purchase intention
- Social platforms generated highest audience engagement among channels
- Trust in promotional messages linked to loyalty and post-buy actions

Keywords: Advertising Content, Advertising Media, Consumer Behavior, Purchase Decision, Advertising Credibility

Published date: 2026-04-01

Introduction

The market is saturated and it is difficult to attract new customers as a result of diversity and excessive production brought on by recent advances in science and technology.

In light of this, businesses are concentrating on keeping current clients, establishing enduring connections, and guaranteeing their allegiance. This can only be accomplished by building a successful communication channel with the consumer and influencing their behavior and activities in ways that benefit the company's interests and goals. Companies rely on advertising, which is thought to be the most active component of the promotional mix, to improve their client connections. They concentrate on two main factors: first, their capacity to create and design ads that are suited to the sociocultural and economic traits of the target audience; and second, the audience's openness to the advertising message.

Advertising is a communication activity that presents information about a certain product or service in an appealing and convincing way with the goal of influencing consumer behavior. "Communication efforts, sponsored by a particular organization, aimed at conveying a marketing message through a medium in order to influence the behavior of the target audience" is the definition of advertising [1].

Because it serves to increase awareness, boost demand, and build a good brand image, advertising is regarded as one of the primary marketing techniques [2]. The second prerequisite is advertising goals. Depending on the target market and the type of product, different advertising goals apply.

The main objectives are:

- Consumer information: introducing the broader public to a new product or service.

Consumer persuasion is the process of influencing people's thoughts and purchasing decisions.

- Reminding clients to stay interested in the products.
- Mindset change: changing how people behave or think about a certain topic or object.
- Loyalty: strengthening the connection between the company and its clients [3].

Third Requirement: Types of Advertising

Advertising can take many different shapes, depending on the medium, content, and objective. The most important ones are:

- Commercial advertising: used to advertise goods and services.
- The objective of institutional advertising is to improve the company's standing.
- The goal of social marketing is to raise the public's understanding of social or medical problems.
- During election seasons, electoral marketing is utilized to influence the public's views.
- Digital commercials online and on social networks [4].

Fourth Requirement: Advertising Features

Advertising Features are the fourth prerequisite. For a variety of reasons, advertising is a potent and effective tool in interpersonal interaction and commerce. The most important of these are:

1. Paid nature: Advertising is a paid form of communication since the advertiser pays for the expenses of releasing or airing a commercial in a range of media. This sets it apart from other forms of unpaid communication like public relations.

2. The rationale for persuasion:

Using both direct and indirect persuasion techniques, advertising seeks to change consumer behavior and persuade them to make a particular decision, such as buying a product, using a service, or embracing a particular ideology.

3. Audience targeting: To increase its efficacy in conveying the message and accomplishing marketing goals, advertising is made to target a particular audience based on psychological and behavioral characteristics or demographic criteria (such as age, gender, and income).

4. Repetition and Continuity: To ensure that the product or brand stays in the minds of the target audience, advertising relies on repetition to anchor the message in the recipient's mind and produce the desired impact in the short or long term.

Academia Open

Vol. 11 No. 1 (2026): June
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5. Diversity in Media:

Newspapers, radio, and television are examples of traditional advertising formats; online advertising and social media are examples of digital advertising.

6. Clarity of the Advertising Message: The target audience will find it easier to comprehend and retain the advertising message because it is written simply and clearly, concentrating on the main idea or objective.

7- Creativity & Innovation: The effectiveness of a commercial is determined by its ability to capture attention through novel ideas, inventive presentation strategies, and striking images that enhance the effect it has on its audience.

The fifth prerequisite is marketing strategies. The competitive position of a media outlet is one of the selection factors.

This decision may have an impact on several advertising goals.

1. Printing Promotional Materials

This covers direct mail, newspapers, magazines, and outdoor advertising. - Magazines: The usage of newspapers as an advertising medium is evident in its comparably low cost and vast circulation. The primary benefit of newspaper advertising is this.

Another advantage is flexibility, since advertisers can easily update and modify their adverts.

However, newspapers also offer average advertisements, lack imagery, color, special advertising strategies, and have a short shelf life. Journals: Magazines are special because they have a remarkable ability to connect with their intended audiences. This is because there are numerous specialist periodicals that cater to particular market niches. For instance, it is simpler to reach doctors if advertisements are published in particular medical magazines. Depending on the quality of the paper used, the potential to employ natural colors and images, and other factors, magazines also profit from high-quality advertising.

Outdoor Advertising: When consumers are not at home, outdoor advertising serves as a communication channel.

There are three primary forms of it: Billboards are erected on wooden or metal structures at shopping malls and on the street. Printed or painted signs and graphics: These visual media are frequently employed on side and rear facades, as well as on high-rise buildings that are visible from a distance. They are specifically made to display the intended advertising message. - lit signage: The most common type of outdoor advertising is electronic lit signage. They offer distinctive and appealing shapes and colors, are well-positioned, have great lighting, and are constantly busy.

2. Visual Media:

Like print media, radio is among the first forms of communication. Just as advertisers commit space to printed information, they likewise dedicate time to audio content.

Compared to other forms of advertising, radio is comparatively less expensive. It also makes it possible to quickly modify the advertising message and effectively target the audience.

One criticism levied about radio as an advertising medium is its lack of visibility. The only medium that is incapable of appealing to the imagination or sights is radio, which also has a limited capacity to impact and captivate attention.

Television:

One of the best advertising mediums for swaying customers is television. Its capacity to blend elements of different advertising media, such sound, vision, and movement, is what makes it so successful.

provide distinctive and eye-catching patterns and hues. Television advertising stands out for its exceptional capacity to present the product in context. The best media for employing wit and comedy as successful marketing techniques is television. Additionally, it can quickly persuade the audience to make a purchase by discreetly influencing them. The following are some drawbacks of television advertising: Transmission expenses are extremely expensive. - Difficulty accessing the desired market niche. The simultaneous screening of numerous commercials for the same product undermines its credibility. Internet:

The use and expansion of the Internet developed with the creation of the World Wide Web. - Online advertising is regarded more effective than other forms of advertising since it reaches a vast number of potential consumers worldwide. Thanks to online advertising, customers are no longer passive recipients of advertising; they can interact with the material and react to the advertising message. Comparatively speaking, online advertising is less expensive than television advertising.

First requirement: the concept of consumer behavior

The set of actions and behaviors that a person or group adopts when investigating, acquiring, utilizing, or assessing

particular goods or services is referred to as consumer behavior [5]. Numerous elements, such as social factors, cultural context, economic conditions, and psychological reasons, influence this sort of conduct [6].

Consumer conduct, which characterizes the actions and relationships that a person or group engages in when searching for, obtaining, using, evaluating, or even selling goods or services to satisfy a particular desire or desire, is one of the fundamental concepts in marketing.

This behavior encompasses not just the actual purchase purchase but additionally the phases that precede and follow it, making it an intricate trend that spans several psychological, economic, and social dimensions. [4].

The study of consumer behavior includes comprehending the way customers evaluate their alternatives, decide what to buy, and why they select a particular company over another. The study also looks at how consumers interact with and respond to promotional offerings and advertising in order to help firms develop more effective marketing strategies based on a comprehensive understanding of their actions. This concept has grown more important in the highly competitive marketplace of today since it is essential to understand consumer behavior patterns and trends in order to determine their true needs and develop products and services that meet them, hence increasing customer happiness and loyalty.

The second requirement is the importance of consumer psychology study.

Research on consumer behavior is essential to comprehend:

- What do customers prefer, and why?
- How do people decide what to buy?
- The development of consuming patterns;
- Engagement with marketing and advertising messaging [7].

Factors Affecting Consumer Behavior: The Third Requirement

1. Individual characteristics, including age, gender, lifestyle, and income.
2. Psychological elements: attitudes, perceptions, and motivations.
3. Social factors: friends, family, and peer groups.
4. Cultural elements: customs, values, and beliefs [8].

Fourth requirement: Types and components of the purchase decision.

We will look at the ideas and categories of purchasing decisions in this part.

1. The idea of purchase intent.

This is what happens when a customer tries to fulfill a particular requirement. This process contains multiple steps: recognizing the problem, suggesting solutions, analyzing options, choosing an alternative, executing the decision, and reviewing the decisions made. This choice entails a variety of risks, such as existential threats, which relate to how other people view the product, as in "proposition"; financial risks, which include needless financial loss or the emergence of an unforeseen need, such as purchasing a gift while writing a book; and occupational risks, which occur when the product is used for purposes other than those intended and can cause harm, as is the case with medications. kind advertisements. To accomplish their goal, the marketing manager must think about how to reduce these risks [9].

2. Purchase Decision Types

We noticed the following:

2.1 Difficult Purchase Decision: This difficulty arises from a lack of knowledge about a choice, either in terms of the decision's significance or past knowledge, experience, beliefs, or attitudes. These decisions are often determined by consensus within a group because the products are infrequently purchased and their price is high.

2.2 Low-Conflict Purchase Decision: This type of decision troubles many people. Because the differences between the products do not drive these buyers, buying a high-end and rare product entails greater risk, a shorter period for purchase, and less information.

2.3 Common Purchase Objective: This entails purchasing affordable, easily accessible goods. Individual and frequent purchases are made.

2.4 Variety buy intent: Motivated by the desire to acquire new products or imitations, and not by dissatisfaction with

products already acquired. The customer appreciates the range of items, prices, and discounts and is aware of the variations between them.

2.5 Purchase Decision for New Products: This decision reflects the inherent risk and insufficient knowledge about new products. It encourages customers to use a variety of informal, public, and private communication channels to ask questions, conduct research, and compile information.

Purchase decisions can also be categorized based on the type of decision and the amount of time available: long-term for durable products (the latter being the most common) and short-term for consumer items [10].

Methods for Making Purchase Decisions:

According to Williams, a problem is an objective decision, and issue-solving or decision-making procedures might take the following forms [2]:

3.1 Unconscious and Impulsive Decision-Making

This comprises: - Experimental method, where a person buys and consumes several items or brands at random until they find something they like. - Habitual purchasing, in which the buyer adheres to guidelines while making judgments on what to buy, including shopping at supermarkets or purchasing cheap goods. Frequent buying occurs when a person consistently purchases the same goods without considering alternative products or competitors.

3.2 Understanding-Based Decision Making: When faced with significant risks or expenses, this kind of decision making takes place. In this situation, the general qualities of the product that satisfies the need are assessed first, and then a specific product is picked.

3.3 Predictive Decision Making: Following a long-term assessment of the product, the prediction appears out of nowhere. For example, a person may seek for a specific item at a low price and, if it is not available at that price, may suddenly decide to buy another one at that price.

3.4 Cognitive Decision Making: In this type, a person focuses on their emotions to make decisions. As a result, this choice is regarded as reckless. For example, a consumer may buy a product just because its materials are attractive. When they don't have enough knowledge, consumers frequently use this strategy to make decisions.

3.5 Decision Making and Data Processing: In this instance, the buyer obtains and considers all of the product's information before deciding to buy it. The employment of this approach, which is among the most complicated for making decisions, is contingent upon the specifics of the purchasing scenario.

2.5 New Product Acquisition: This choice emphasizes the inherent danger and inadequate understanding of new items. It necessitates that the customer use a variety of informal, public, and private communication channels to do research, explore, and obtain information.

Purchase decisions can also be split according to time frame and type of objective: short-term for consumer goods and long-term for durable goods (the latter being the more common) [11]

Purchase Decision-Making Methods:

Williams defines an issue as a choice regarding an objective, and decision-making or problem-solving procedures might take the following forms [12]:

1 Objective and Instinctive Decision-Making:

This comprises: The experimental method involves purchasing and using different brands or items at random until the desired product is found. - Routine purchases, which require following a set of regulations. When making a purchase decision, a consumer adheres to these guidelines, for as by purchasing goods from large merchants or at low prices. - Habit-based purchasing, which occurs when a person systematically buys a thing without considering rival products.

2. Understanding Decision-Making: This happens when costs are high or there are substantial dangers. In this situation, the general qualities of the product that satisfies the need are assessed first, and then a specific product is picked. **3/3 Intelligent Decision Making:** Intuition comes naturally after a long time of reflection on the object. For instance, someone may be searching for a particular product at a discounted price, and if they are unable to find it at that price, they may consider purchasing another item at that price.

3. Intelligent Decision Making:

In this situation, the individual makes decisions based on their own judgment. As a result, this choice is regarded as reckless. For example, a consumer may buy a product because its characteristics are attractive. Consumers usually adopt this strategy.

Requirement One: Advertising Impact on Purchase Decisions

Advertising has a significant impact on what people decide to buy. It can alter their views or impressions of a product, arouse their wants, and make them want it. It also influences afterwards actions such as repeat business and suggestions for products [13].

The second prerequisite is advertising elements that influence how customers act.

The primary elements that can influence how customers act are as follows:

- Promotional content: relevance, clarity, and consumer engagement;
- The method of promotion: radio, digital, or print;
- Repetition of advertisements: When a commercial is shown over and over, its intent is strengthened.
- Promoting trustworthiness: the legitimacy of the advertisement's origin affects the audience's response [14].

The third prerequisite is models that explain how lifestyle and communication are related.

Several models describe the relationship between advertisement and behavior, including:

- The attention-interest-desire-action (AIDA) model [15].
- Behavioral model: This theory contends that environmental cues, such as advertisements, cause people to act in certain ways [16][17][18].

1. The Awareness-Glare-Desire (AIDA) Model.

One of the most popular models for marketing and recovery is this one. This model demonstrates how people suggest their own course of action [19][20][21][22][23]:

Customers are paying attentively.

Look for interest in the characteristics of the product.

want: Inspires a want to possess the item.

Action: Encourages the buyer to decide what to buy. According to Kotler and Keller, this strategy suggests encouraging athletes rather than stadium management [17].

2. Hierarchical Reagiography Model: According to this model, claims will happen in three stages [18]:

Cognitivny: The product must be used by the user.

Affective Stage: Choices regarding a position or business can be made independently of the product.

Present Stage: This enables the problem of buying or making a purchase to be fixed. Another example of someone who doesn't assert the right to go on an adventure in quest of experiences and feelings is this model.

3. The DAGMAR Model (Predeleniy celey reklamys for measuring reklamys), which requires you to go through the following steps in order to regain the team and alert Ponimaniye, Osoznanie, Ubezhdenie,

I apologize. This model is employed for the most seasoned users at the moment as well as for effective recovery operations of current tasks.

Field Framework

Section One: Research Methodology

Requirement One: Research Problem

One essential weapon that businesses use to sway customers is advertising. It has seen substantial advancements in medium, form, and content. Research on its efficacy and direct influence on customer behavior is still ongoing, though. Thus, the following query defines the research problem:

How much does Asiacell's advertising influence Iraqi consumers' purchasing decisions?

Second Requirement: Research Objectives

- The purpose of this study is to:
1. Determine what kind of advertising Asiacell offers.
 2. Examine how advertising affects customer behavior.
 3. Examine the degree of consumer reaction to ads.
 4. Make suggestions to increase the company's advertising's efficacy.

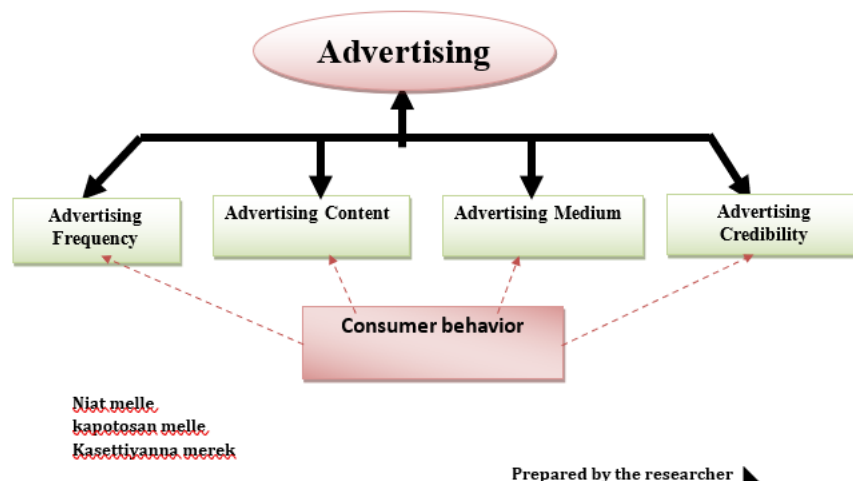
Research Hypotheses: The Third Requirement

The following theories were used to investigate how advertising and consumer behavior are related: • Primary Hypothesis: Advertising at Asia cell has a statistically significant impact on consumer behavior.

• Sub-Hypotheses:

1. Purchase decisions are influenced by advertising content.
2. The degree of customer involvement is influenced by the advertising medium.
3. The frequency of advertising affects how customers react.
4. Consumer behavior following a purchase is correlated with advertisement believability.

Study Model



Research Methodology and Tools

Since the descriptive analytical technique is best suited for examining the relationship between two variables—advertising as an independent factor and consumer behavior as a dependent factor—it was chosen.

Additionally, the main method of gathering data from sample members was a questionnaire. A series of closed-ended and open-ended questions were incorporated to gauge consumer perceptions of ads.

Section Five: Research Population and Sample

Customers from several governorates in Iraq who use Asiacell services make up the research population.

To guarantee sufficient representation, the sample was chosen using a straightforward random technique and comprised (a predetermined number) people of both genders and various age groups.

A rate of response of (%) was obtained from the distribution of (number of copies of the questionnaire) and the (number of completed surveys).

Section Two: Practical Application

First prerequisite: Questionnaire description and analysis

Three primary sections were intended to be included in the questionnaire:

[ISSN 2714-7444 \(online\)](https://doi.org/10.21070/acopen.11.2026.13996), <https://acopen.umsida.ac.id>, published by [Universitas Muhammadiyah Sidoarjo](https://www.muhammadiyah.ac.id)

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Academia Open

Vol. 11 No. 1 (2026): June
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1. Participants' demographic information

*Gender, Age, *Education Level, *and Occupation

*Time Spent Using Asiacell Services

*Demographic Data analyzed descriptively

• Descriptive analysis of demographic data:

• The demographic data of the sample was analyzed, and the results were as follows:

Category	Frequency	Percentage %
Males	130	65%
Females	70	35%

Percentage %	Frequency	
18-25 years	90	45%
26-35 years	80	40%
Over 35	30	15%

Interpretation: The highest percentage of participants are young people, who are the main target group for Asiacell's advertisements.

2. Concerns about legitimacy, frequency, format, and content of advertisements.

3. Interaction, decision-making, and post-purchase questions that gauge consumer behavior.

Responses were measured on a five-point Likert scale (from 1 = strongly disagree to 5 = strongly agree), and Excel and SPSS were used to enter and analyze the data.

Second Requirement: Analysis of Sample Results

The following conclusions were drawn from the analysis of the sample responses (to be completed after data entry):

- Young people are the group most likely to use Asiacell services, as seen by the majority of responders being in the 18–30 age range.
- Digital ads on social media piqued the interest of a sizable portion of the sample.
- Purchase intent was significantly impacted by appealing advertisement content.
- A lot of respondents said that the product is reinforced in their minds when they see the advertisement repeatedly.

Testing hypotheses is the third prerequisite.

Descriptive statistics and simple and multivariate regression analysis were used to evaluate the hypotheses. The outcomes were as follows (full figures will be provided following data analysis):

- Main Hypothesis: It was established that advertising and consumer behavior have a statistically significant link.
- Sub-Hypotheses:
 - o The decision to buy is significantly influenced by advertising content.
 - o Engagement with the commercial is influenced by the advertising media.
 - o The marketing message is anchored in part by repetition.
 - o Ad believability and behavior following a purchase are connected.

Research Results and Recommendations

First Requirement: Key Findings

[ISSN 2714-7444 \(online\)](https://doi.org/10.21070/acopen.11.2026.13996), <https://acopen.umsida.ac.id>, published by [Universitas Muhammadiyah Sidoarjo](https://www.umsida.ac.id)

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Academia Open

Vol. 11 No. 1 (2026): June
DOI: 10.21070/acopen.11.2026.13996

Through hypothesis testing and survey data analysis, the following results were obtained:

1. It is evident that advertising has an impact on consumer behavior with relation to Asia Cell.
2. Creative and clear advertising content is very important for stimulating the desire to purchase.
3. Electronic media, in particular social networks, was the most effective advertising vehicle because of its wide reach and ease of use.
4. Consumers were able to internalize the brand's idea through repeated promotion.
5. The credibility of the advertisement affects consumer brand loyalty and post-purchase behavior.
6. Since the younger age group (18–30 years old) is the most interested with advertisements, advertisements must focus on them.

In view of the results, the researcher recommends the following:

1. Continually producing dynamic and captivating advertising content.
2. Due to its broad influence on the target audiences, social media is being used as the primary advertising medium.
3. Pay close attention to the recurrence factor in order to avoid client discontent or weariness.
4. To make advertisements more credible, include accurate facts or actual customer reviews.
5. To assess the effectiveness of marketing campaigns and their impact on the buying habits of consumers, conduct routine research.
6. Make use of advertising campaigns that are specific to the objectives and demands of youth.

Let's clarify what this type of study's statistical examination ought to encompass:

First: The following components should be included in quantitative analysis:

1. Descriptive analysis:
 - o Descriptive factor proportions and frequencies (e.g., level of education, age, gender).
 - o The survey responses' means and standard deviations.
2. Assessing the survey's validity and reliability:

Cronbach's Alpha is used to measure internal uniformity.

3. Testing Hypotheses:

- Use the Pearson Correlation Test to evaluate the relationship between advertisement and consumer behavior. o Simple or multivariate regression testing can be used to determine the impact of independent factors (content, medium, frequency, and credibility) on the dependent variable (consumer behavior).
- To be accepted or rejected, the hypothesis needs to be statistically significant ($p\text{-value} < 0.05$). Based on a sample size of 200, the table will include the arithmetic mean, standard deviation, response intensity, maximum frequency, and percentage for each dimension.

Dimension	Sample size	Arithmetic mean	Standard deviation	Response intensity	Highest frequency	Percentage
Advertising Content	200	4.10	0.65	High	90 (Strongly Agree)	45%
Advertising Medium	200	3.85	0.70	High	80 (Agree)	40%
Advertising Frequency	200	3.40	0.75	Moderate	75 (Neutral)	37.5%
Credibility	200	3.95	0.60	High	85 (Agree)	42.5%
Consumer Behavior	200	4.20	0.55	Very High	95 (Strongly Agree)	47.5%

Notes:

* Assuming a Likert scale (1–5) and the arithmetic mean

*Response Intensity: Based on the following categorization:

- 1.00 – 1.80 = Very Low
- 1.81 – 2.60 = Low
- 2.61 – 3.40 = Moderate
- 3.41 – 4.20 = High
- 4.21 – 5.00 = Very High

*Questionnaire Reliability Test (Cronbach's Alpha)

For each of the sections of the interview, the Cronbach's alpha coefficient was computed, and the findings were:

Dimension	number of paragraphs	Cronbach's alpha coefficient,
Advertising Content	5	0.82
Advertising Medium	4	0.78
Repetition	3	0.80
Credibility	3	0.76
Consumer Behavior	6	0.85

Interpretation: All of the numbers are greater than 0.70, indicating that the survey has a high degree of reliability. *Testing Theories using Retrospective

First contradiction the advertising message influences buyer habits.

The correlation coefficient, beta, stands at 0.45.

$R^2 = 0.31$

Sig is 0.000.

Interpretation: Content has a moderate to strong statistically significant influence on consumer behavior.

Hypothesis 2: The level of customer interaction is influenced by the advertising medium.

A statistically significant result is Sig/Beta = 0.30 = n, 0.001 = 0.30.

Hypothesis 3: The frequency of advertisements influences the level of consumer reaction.

Sig/Beta = 0.22 = n, 0.007 = 0.22 (smaller than the prior hypothesis, but still significant).

Hypothesis 4: Post-purchase behavior is influenced by credibility. Strong and useful is the relationship n, Sig = 0.000 / Beta = 0.37.

Chapter Three: Conclusions and Recommendations

First: Conclusions

The following conclusions can be made in light of the researcher's theoretical and applied findings:

1. Because the components of advertising—content, medium, repetition, and credibility—play complimentary roles that affect the stages of purchasing behavior, the influence of advertising on consumer behavior is evident and effective.
2. The most powerful element is appealing and straightforward advertising material, particularly when it is used in a way that suits the target audience's interests.
3. Since customers utilize digital media—particularly social media platforms—the most, concentrating on them produces favorable outcomes.
4. Well-thought-out and moderate advertising repetition strengthens the marketing message and raises the possibility that a consumer will make a buy.
5. Customers' faith in the business is increased by the advertisement's credibility, which also affects their post-purchase behavior (e.g., promoting the product or repeat business).

6. Since young people are the population most impacted by advertising, telecom companies' campaigns mostly target them.
Second: Suggestions

Given the foregoing, the researcher suggests the following:

1. Asia cell should create advertising content that speaks to youthful audiences' interests and goals by emphasizing succinct and creative messaging.
2. Social media must be used more frequently as the primary advertising channel due to its wide reach and ease of usage.
3. The idea of intelligent advertising repetition should be used to ensure that commercials are displayed at the appropriate frequency in order to avoid boredom and instead boost interest.
4. Advertising should be reliable and honest, providing clear, concise information that faithfully captures the reality of the good or service.
5. Regular research ought to be conducted to monitor consumer reactions and assess the effectiveness of tailored advertising.
6. Two strategies to increase consumer involvement are to involve consumers in the development of campaigns or solicit their feedback on potential advertising material.

First: Conclusions

The researcher's theoretical and practical findings allow for the following inferences to be drawn:

1. Because its components—content, medium, repetition, and credibility—play complimentary functions that affect the stages of purchase behavior, advertising has a clear and powerful influence on consumer behavior.
2. The most powerful element is appealing and straightforward advertising material, particularly when it is tailored to the target audience's interests.
3. Since consumers use digital media the most, particularly social media, their use produces favorable outcomes.
4. Thoughtful and moderate advertising repetition strengthens the marketing message and raises the possibility that a consumer will make a purchase.
5. The advertising message's legitimacy increases customers' faith in the business and affects their behavior after making a purchase. (e.g., product recommendations or loyalty).
6. Young people are a prime target for campaigns by telecommunications companies because they are the demographic most impacted by advertising.

Second: Guidance In view of the previously mentioned, the researcher recommends a number of steps:

1. Asiace ll ought to emphasize brief and imaginative message while crafting its advertising content, keeping in mind the objectives and interests of younger audiences.
2. Increasing the usage of the internet as the primary distribution route for commercials is crucial due to its broad effect and rapid reach.
3. Adopt the concept of intelligent advertising repetition so that commercials are broadcast at the appropriate frequency to promote engagement rather than boring viewers.
4. Ensure that advertisements are truthful, reliable, and contain concise, clear data that appropriately portrays the reality of the good or service.
5. Conduct routine research to monitor consumer response and assess the effectiveness of customized advertising.
6. Increase consumer participation by gaining their input on the content of future advertisements or by involving them in the production of campaigns.

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Academia Open

Vol. 11 No. 1 (2026): June

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