

THE IMPACT OF ADVERTISING CREDIBILITY ON THE CONSUMER'S PURCHASE DECISION (EXPLORATORY RESEARCH ON THE OPINIONS OF A SAMPLE OF CUSTOMERS OF ELECTRONIC DEVICES COMPANIES IN KARBALA)

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Abstract

This research aims to study the impact of advertising credibility used by electronics companies on their customers' purchasing decisions. A descriptive analytical approach was adopted, and primary data was collected through a questionnaire distributed to a sample of 130 customers from three companies specializing in the sale of electrical appliances in Karbala Governorate. A total of 120 valid questionnaires were retrieved for statistical analysis. The research results confirmed the validity of the main hypothesis, which assumes a significant correlation between advertising credibility and purchase decisions. The research also found that adherence to ethical standards in advertising has a strong, statistically significant positive impact on guiding purchase decisions. Among the most prominent recommendations emerging from the research is the need to prioritize the quality of advertising content to reflect reality, as this helps customers make a sound and informed purchasing decision.

Keywords: Advertising credibility, Purchase decision, Customer, Electrical appliances companies, Karbala

1. Introduction

With the rapid advancement of information and technology, advertising has become a pivotal tool that companies rely on to reach their customers and

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effectively communicate their marketing messages. The success of advertising is no longer based solely on creativity or repetition; it increasingly requires genuine credibility that enhances customer trust. The credibility of advertising is a crucial factor in building the relationship between customers and brands and directly impacts purchasing behavior and decisions. This requires consideration of additional elements such as the reliability of the advertising source, clarity of the message, and adherence to ethical marketing standards. This is especially true given that the modern consumer has become more aware and discerning, given the proliferation of misleading or exaggerated advertisements, which negatively impact a brand's image and public confidence.

Advertising credibility is one of the most important factors influencing purchasing decisions. It significantly reduces customer hesitation and uncertainty, encouraging them to make decisions based on trust and confidence. This study focuses on the vital role of advertising credibility as an effective marketing tool, analyzing its direct and indirect impact on consumers' purchasing decisions. It also highlights the most important factors that contribute to enhancing this credibility, with the aim of providing practical marketing recommendations that enable companies to improve their advertising messages and enhance their effectiveness in the market.

2. Literature Review

2.1. The Concept of Advertising Credibility

Advertising credibility is one of the cornerstones of modern marketing strategies, directly impacting how consumers perceive the advertising message and, consequently, the success of the marketing campaign as a whole. Advertising credibility refers to the extent to which an advertising message persuades its audience based on the accuracy and reliability of the information presented. This has been confirmed by a number of researchers, such as (Obermiller et al., 2005)

In order to reach a clear and obvious concept of the concept of advertising credibility, we can address these concepts according to the researchers' point of view through the following table:

Table 1. The Concept of Advertising Credibility

Concept	Researcher	Sequence
The credibility of advertising is evident in the transparency and clarity of the information provided and the lack of manipulation of facts. This is reflected in enhancing consumer confidence	Belch and Belch, 2007)	1
Consumers' personal experience plays a major role in the credibility of advertising. Ads that reflect personal experience get more engagement	Dias et al., 2020	2

The independence of advertising sources affects its credibility. Independent sources enhance trust more than sources with declared commercial objectives	Pennycook & Rand, 2020	3
The process of verifying facts in advertisements enhances their credibility. Advertisements that include verifiable information are considered more credible	(Nadarevic & Erdfelder, 2019	4
Adherence to ethical standards in advertisements enhances their credibility. Advertisements that respect ethical values provide higher credibility	Campbell & Grimm, 2019)	5
The congruence between the advertisement message and the social values of consumers increases the credibility of the advertisement. Advertisements that are in line with social values achieve greater impact	Nadarevic and Erdfelder (2013	6
Influencers play an important role in confirming the credibility of the advertisement, which is a reflection of the credibility of these influencers in the eyes of consumers	Kuhlmann et al., 2012	7

- The Importance of Advertising Credibility

Advertising credibility is considered one of the essential elements that greatly affect the success of marketing campaigns and consumer interaction with advertising messages. With increasing competition and the development of digital media, advertising credibility has become more important than ever. Recent studies and various academic visions reflect the importance of advertising credibility from several angles (Schütz & Bröder, 2011), (Koslow & Beltramini, 2002) (Erdfelder et al., 2009)

- A- Enhancing trust between the brand and consumers: Advertising credibility is pivotal in building and strengthening trust between the brand and consumers. Credible advertisements lead to sustainable relationships with customers, which enhances their loyalty and trust in the brand. Therefore, advertisements that enjoy high credibility lead to improving the brand image and enhancing customer loyalty.
- B- Impact on the effectiveness of marketing campaigns: Research indicates that ads that lack credibility often lead to negative interactions and may harm the brand, so advertising campaigns that include accurate and correct information perform better than those that contain misleading information.
- C- Controlling reputation and brand: The credibility of advertising plays a vital role in managing the brand's reputation. Advertisements that involve ethical principles and adhere to transparency can improve the brand's reputation, while advertisements that lack credibility can lead to a reputation crisis. This means that transparency in advertising enhances the brand's credibility and

helps manage its reputation effectively.

- D- The impact of digital media: In the age of digital media, the credibility of advertising becomes more challenging due to the multiplicity of platforms and sources. Advertisements that are credible on digital media platforms are more acceptable to the audience. Thus, transparency and credibility in digital advertisements lead to improved interaction with the content and increased its effectiveness.
- E- Impact on purchasing behavior: The credibility of advertising directly affects consumer behavior in making purchasing decisions. Credible ads enhance consumers' desire to buy, while unreliable ads may lead to a decline in purchasing decisions. The credibility of advertising is clearly evident and has a significant impact on purchase intentions and consumer interaction with the brand.
- F- The importance of transparency in digital marketing: Transparency in digital marketing is considered one of the most prominent elements of advertising credibility. Therefore, clarity of information about how data is collected and used enhances the credibility of advertising campaigns and increases public confidence in brands.

- Steps to Achieve Advertising Credibility

Achieving advertising credibility requires an integrated strategy that focuses on transparency, accuracy, and ethics. According to the latest studies and research in this field, companies follow the following steps to enhance the credibility of their advertisements, (Bergkvist & Zhou, 2021:148) (Awang, 2012) (Yoo et al., 2018)

- A- Establishing transparency standards: Companies need to clarify the sources of information contained in their advertisements, which enhances public confidence, and thus transparency in providing information sources enhances the credibility of the advertisement and reduces manipulation.
- B- Conducting independent verification: Relying on independent third parties to verify information and advertisements can enhance credibility. This confirms that verifying information by an accredited third party increases the credibility of the advertisement and increases its credibility in the eyes of the public.
- C- Compliance with international standards: Adherence to international advertising standards helps enhance credibility, as it demonstrates commitment to globally recognized laws and practices, and thus companies' commitment to international standards enhances the credibility of advertising messages.
- D- Use of digital verification techniques: Using techniques such as digital certificates and electronic signatures can confirm the credibility of the information provided. This means that using digital verification in advertising

enhances confidence in the information provided.

- E- Providing verifiable content: Companies must provide data and evidence to support the claims made in advertisements. This highlights the importance of providing verifiable content to prove the validity of information and improve the credibility of the advertisement.
- F- Effectively interacting with customers: Responding quickly and transparently to customer feedback can enhance the credibility of the advertisement, which confirms that dealing effectively with customer inquiries enhances the public's confidence in the brand.
- G- Commitment to professional ethics: Adopting ethical advertising practices that avoid misleading and manipulating information. Thus, adherence to ethical standards enhances the credibility of the advertisement and enhances the brand's reputation.
- H- Developing internal transparency policies: Developing internal policies to ensure transparency at all stages of the advertising process, from design to implementation. This indicates that internal policies directed towards transparency help maintain the credibility of advertisements.
- I- Data and performance analysis: Using data analysis tools to review the performance of advertising campaigns and ensure the accuracy of the information provided. Which shows the importance of continuous analysis in ensuring the credibility of advertising.
- J- Promoting the basic principles of advertising: Focusing on the basic principles of advertising such as honesty and transparency in all advertising messages, and thus adhering to the basic principles enhances the credibility of advertising and leads to better results.
- Dimensions of advertising credibility (Schouten et al., 2020: 265), (Lou, C., & Yuan, S., 2019: 66)(Uribe, R. et al., 2016: 4406)(Lou, C. et al., 2019: 358), agreed on these dimensions of advertising credibility:
 - A- Transparency (clarity of information): Transparency means providing clear and correct information about the product or service without concealment or manipulation. This confirms that transparency is the basis of the credibility of advertising because it builds customer confidence through the clarity of the information provided.
 - B- Accuracy (fact checking): Advertisements that contain accurate and verifiable information enhance their credibility. This shows the importance of accuracy in information to ensure the credibility of the advertisement and reduce misleading.
- B- Independence (reliable sources): Using independent and unbiased sources can enhance the credibility of the advertisement. This indicates that independence in providing information enhances the credibility of advertising messages.

- C- Commitment to ethical standards: Commitment to ethical values in advertisements, such as avoiding misleading and false advertisements, enhances the credibility of the advertisement. This shows that ethics play a major role in enhancing the credibility of the advertisement.
- D- Uniqueness and honesty in design: Innovation in design must be consistent with the honest message of the advertisement to avoid visual manipulation, and thus the importance of honest innovation in maintaining the credibility of the advertisement.

2.2. The purchase decision

Some of the concepts of the purchase decision that researchers have addressed can be addressed according to the following table

Table 2. The concept of the purchase decision

Concept	Researcher	Sequence
It is the complex mental processes that consumers go through such as perception and learning before making a purchase decision.	Jeddi ,et al ,2013 :84	1
The purchase decision is an emotion-based model where the focus is on the role of major emotions in purchasing decisions that may go beyond rational thinking	Tarabieh, S. M. Z. A , et al , 2020:13	2
The purchase decision is a reflection of the influence of social groups such as family, friends, environmental and social awareness	Seo, J. I. , 2005: 34	3
The purchase decision is the result of being influenced by digital technology and artificial intelligence and adopting the use of simple heuristics to make quick decisions	Jung-Im, Seo ,2005:62	4
Consumers' evaluation of the overall value of a product or service including quality, price, and psychological and social benefits gained from purchasing the product is a reflection of the significant influence of brands on consumer choices	Mittal , Arjun , 2013:52	5

- Stages of the purchase decision: (Osman, et al, 2010: 22), (Alalwan, A. A, 2018: 69), (Kotle, 2016 123), (Astuti, R, et al, 2015: 69) agreed on the following decision-making stages:

- A- **Need Recognition:** The first stage of the purchase decision-making process begins when the consumer realizes the existence of a need or problem that requires a solution. This realization may arise from internal stimuli (such as hunger or thirst) or external stimuli (such as advertisements or recommendations). Brands can influence this stage by identifying and understanding consumer needs through market research and opinion polls .
 - B- **Information Search:** At this stage, the consumer begins searching for information about products or services that can meet his need. Research can be internal (retrieving information from memory) or external (gathering information from external sources such as the Internet, reviews, friends, or visiting stores). Companies can influence this stage by improving their digital presence, improving search engine optimization, and providing useful informational content on their websites and social media platforms.
 - C- **Evaluation of Alternatives:** After gathering information, the consumer begins to compare the different alternatives available to him based on a set of criteria such as price, quality, features, availability, and reviews. Companies can influence this stage by providing promotions, positive customer testimonials, and marketing strategies that highlight the superiority of their products over competitors.
 - D- **Purchase Decision:** At this stage, the consumer makes the final decision about the purchase. Companies can help facilitate the purchase process by simplifying the purchasing process whether online or in physical stores, providing excellent customer support services, and offering easy payment options.
 - E- **Purchase:** This is the moment when the consumer purchases a product or service. Companies must ensure that the purchase process is smooth and easy, whether the purchase is made online or in traditional stores. A good shopping experience can reduce basket abandonment rates and increase conversion rates.
 - F- **Post-Purchase Behavior:** After purchasing the consumer evaluates his experience with the product or service, and the extent to which it met his expectations. This stage can affect the likelihood of repeat purchase and recommending the product to others. Companies can improve this stage by following up on customer satisfaction through surveys, offering loyalty programs, and continuous communication with customers to provide support and resolve any problems they may encounter.
- **Types of purchase decisions:** Purchase decisions vary according to several factors such as the level of involvement, cost, and repeat purchase. (Bessouh, N., & Belkhir, D. O, 2018: 3), (Gaber, H, et al, 2018: 14), (Khalifa, f, 2017: 26), The

following is a detailed explanation of the types of these decisions according to Table (3):

Table 3. Types of purchase decisions

Company Impact	Characteristics	Examples	Concept	Decision Type	Sequence
Visible presence: Products should be easily available in stores. Regular promotion: Keep the brand in the consumer's mind through regular advertising. Loyalty programs: Offer incentives to customers to repeat purchases	Low Involvement: Consumer does not put much effort into thinking or researching. Habit Based: Consumer tends to repeat the same purchase based on past experience. Repeated Purchase: These products are purchased periodically and repeatedly.	Basic food items such as bread and milk. Daily personal hygiene items such as toothpaste and soap	Routine purchase is a decision made without much thought or research. It includes products that are purchased regularly, are low cost and are familiar to the consumer.	routine purchase	1
Provide detailed information: Provide brochures, informative websites, and free trials. Personal communication: Provide advisors and customer support services to answer consumer inquiries. Promotions:	High involvement: Consumers spend a lot of time researching and comparing. Financial and emotional risks: The decision involves significant financial risks or long-term emotional impacts.	Buying a car. Choosing a university. Buying a house	Complex purchasing involves decisions that require a high level of research and thought due to the high cost or risk associated with the product. It is characterized by high consumer involvement.	complex purchase	2

Offer demos, warranties, and after-sales services to build trust.	Careful decision-making: Consumers consider all the details before making a final decision				
Provide clear information and comparisons: Provide product specifications and comparisons with competing products. Promotions: Offer discounts and promotional packages to attract consumers. Targeted marketing strategies: Use targeted online and in-store advertising to attract consumers	Medium involvement: Consumer does some research and comparison of alternatives. Quality and price concern: Consumer is concerned with the balance between quality and cost. Irregular frequency: Purchases occur at irregular intervals	Buying a new smartphone. Choosing a restaurant for dinner. Buying clothes	A limited purchase is a decision made after some research and thought, but does not require the high involvement of a complex purchase. It is often for medium-cost products.	Limited purchase	3

Attractive product design and packaging: Use attractive packaging and eye-catching designs. Time-limited promotions: Offer discounts for a limited time to encourage immediate purchase. Strategic product placement: Place products in strategic locations such as near checkout to attract attention	Emotional involvement: The decision is made quickly due to emotions or momentary desires. Lack of planning: The consumer does not plan ahead for the purchase. Strong influence of offers: Promotions and discounts play a major role in motivating the purchase	Buying candy at checkout in a store. Purchasing a product on sale at a huge discount online. Purchasing an unplanned gift.	Impulse buying occurs without prior planning, and is often driven by emotions or external stimuli such as tempting offers or an attractive product design.	impulse buying	4
*Improving the user experience on the site: Providing an easy and smooth shopping experience on the site. *Leveraging data: Using customer data to improve targeted offers. *Efficient customer service: Providing fast and efficient	Ease of access: The ability to access products anytime, anywhere. Abundance of information: There is a lot of information and reviews that help in decision making. Convenience and speed: The shopping experience is	Shopping on Amazon or other e-commerce sites. Purchasing apps or software online. Booking tickets, travel and hotel	Includes purchasing decisions made online. This type is influenced by the availability of information, customer reviews, and ease of access to products.	Buy online	5

customer support to help resolve any issues consumers may have	convenient and fast	reservations			
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• Factors affecting the purchase decision: The purchase decision comes as a result of meeting the needs and requirements of the person, or it is a result of the social level in which the individual lives and the luxury needs it dictates to him, or it is the result of a psychological state that the customer goes through that prompts him to make a decision to purchase a specific product. (Denis, D., & Pierre, V., 2003:48) (Duffett, R., 2020: 43), (Laya, M, 20109:18):

❖ Psychological factors:

o Perception: How the consumer interprets information related to the product.

o Motives: The needs that drive the consumer to search for the product.

o Attitudes and attitudes: The consumer's feelings towards brands or products.

❖ Social factors:

o Family: The influence of family members on purchasing decisions.

o Reference groups: The influence of friends and colleagues on consumer choices.

o Social role and status: The influence of the consumer's status in society on his purchasing decisions.

❖ Personal factors:

o Age and life cycle: Purchasing needs vary across life stages.

o Occupation and income: Affect a consumer's ability to spend.

o Lifestyle: Reflects a consumer's interests, activities, and opinions.

❖ Cultural factors:

o Culture: The set of values and beliefs that influence consumer behavior.

o Subcultures: Smaller cultural groups within a larger culture that may have unique influences.

o Social class: Classification of consumers based on economic and social factors that influence their purchasing decisions.

3. Methodology

The research problem stems from the lack of interest in advertising credibility and applying the variable in its dimensions, as well as the insufficient understanding and application of advertising credibility, due to the importance of investment and focus on creating an advertisement that carries dimensions characterized by credibility in order to gain the customer's trust and thus make a decision to purchase our products. Thus, the research raises some questions that reflect the research problem, namely: What is the impact of advertising credibility on the purchase decision of the research sample customers? The importance of the research stems from the nature of the issue it addresses, which is the extent to which advertising credibility is diagnosed and its impact on making a purchase decision in the companies under study. Its importance also stems from the following reasons:

- Knowing the concept and dimensions of advertising credibility and ways to apply it in commercial companies in order to make a sound purchasing decision.
- Attracting the attention of commercial companies to the importance of the credibility of their advertisements in order to obtain permanent customers.

The research aims to shed light on the importance of advertising credibility in marketing the products of commercial companies to win the customer's purchasing decision. To achieve this goal, the types of purchasing decisions were addressed in Table No. (2) to educate the commercial companies in the research sample about them and try to choose the purchasing decision that should be focused on and try to reach customers through it.

3.1. Research Hypotheses

H1: There is a significant correlation between the credibility of the advertisement and the purchasing decision.

H2: There is a significant influence relationship between the credibility of the advertisement on the purchasing decision.

3.2. Analysis of the research sample opinions

The researchers adopted the five-point Likert method in determining the answer alternatives for the scale in terms of gradation (completely agree - completely disagree)

First: Description of the research variables and their diagnosis

3.2.1 The opinions of the research sample regarding the variable of advertising credibility can be clarified through the following table (4)

Table 4. describing the opinions of the research sample regarding the variable of advertising credibility in its dimensions

	Mean	Std. Deviation	Variance
X1	4.15	.417	.174
X2	3.92	.525	.275
X3	3.86	.416	.173
X4	3.84	.411	.169
X5	3.83	.445	.198
X	3.93	.319	.102
advertising credibility			

Source: Computer Results N=120

Table (4), which shows the weighted arithmetic mean, standard deviation and coefficient of variation of the sample's opinions on the variable of advertising credibility in its dimensions, shows that dimension (X1) obtained the highest weighted arithmetic mean, which amounted to (4.15) and a standard deviation of (0.417) and the value of the coefficient of variation was (0.174), while dimension (X5) obtained the lowest weighted arithmetic mean (3.83) and a standard deviation of (0.445) and a coefficient of variation of (0.198). In general, there is a relatively great interest in the variable of advertising credibility in all its dimensions by the members of the research sample.

3.2.2. Description of the opinions of the research sample on the purchase decision in its dimensions

The opinions of the research sample on the purchase decision variable can be clarified through the following table (5).

Table 5. Description of the opinions of the research sample on the purchase decision variable in its dimensions

	Mean	Std. Deviation	Variance
Y1	3.80	.547	.300

Y2	3.70	.522	.272
Y3	3.78	.581	.337
Y4	3.779	.557	.311
Y	3.77	.446	.199
Decision variable			

Source: Computer Results N=120

It is noted from Table (5) which shows the weighted arithmetic mean, standard deviation and coefficient of variation of the sample's opinions on the purchase decision in its dimensions, where dimension (Y1) obtained the highest weighted arithmetic mean (3.80) and standard deviation (0.547) and the coefficient of variation for this dimension was (0.300), while dimension (Y2) obtained the lowest weighted arithmetic mean (3.70) and standard deviation (0.522) and the value of the standard coefficient of variation was (0.272), and in general there is a relatively great interest in the purchase decision variable in all its dimensions by the research sample members.

3.3 Measuring the correlation between the credibility of the advertisement and the purchase decision

Table 6. Results of the correlation between the credibility of the advertisement in its dimensions and the purchase decision

Indep enden t variab le X Depen dent variab le Y	advertisi ng credibilit y	Dimensions of advertising credibility				
		Transpar ency	Accur acy	Independ ence	Commit ment to ethical standards	Uniquen ess and honesty in design
Purchase decision	.702**	.511**	.814*	.716**	.762**	.775**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000

Result (Decision)	There is a strong and significant correlation at the 0.01 level between the credibility of the advertisement and its dimensions and the purchase decision.
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Source: Prepared by researchers based on computer results n=120

It appears from Table (6) that there is a strong positive correlation with moral significance between the credibility of the advertisement and the purchase decision, as the value of the correlation coefficient between them reached (.702**), which is a morally significant value at the level (1%). Thus, this confirms a confidence level for the achieved results of (99%), which ensures the existence of a level of suitability and correlation between the variables in the field according to the sample's answers at the level of the electronic companies in the research sample." There is also a moderate and significant positive correlation between the dimension of transparency and the purchase decision, as the value of the correlation coefficient between them reached (.511**), which is a significant value at the level (1%), and thus this confirms a confidence level for the achieved results of (99%), which ensures the existence of a level of suitability and correlation between the two variables in the field according to the sample's answers at the level of the research sample. "

While there is a very strong and significant positive correlation between the dimension of accuracy and the purchase decision, as the value of the correlation coefficient between them reached (.814**), which is a significant value at the level (1%), and thus this confirms a confidence level for the achieved results of (99%), which ensures the existence of a level of suitability and correlation between the two variables in the field according to the sample's answers at the level of the research sample." While there is a strong and significant positive correlation between the independence dimension and the purchase decision, as the value of the correlation coefficient between them reached (.716**), which is a significant value at the level (1%), thus this confirms a confidence level for the achieved results of (99%), which ensures the existence of a level of suitability and correlation between the two variables in the field according to the sample's answers at the level of the research sample. "

There is also a strong and significant positive correlation between the dimension of commitment to ethical standards and the purchase decision, as the value of the correlation coefficient between them reached (.762**), which is a significant value at the level (1%), thus this confirms a confidence level for the achieved results of (99%), which ensures the existence of a level of suitability and correlation between the two variables in the field according to the sample's answers at the level of the research sample." As shown in the table (6) there is a strong positive correlation with moral significance between the dimension of uniqueness and honesty in design in the purchase decision, as the value of the correlation coefficient between them reached (.775**), which is a morally significant value at the level (1%), and thus this confirms a confidence level for the achieved results of (99%), which ensures the existence of a

level of suitability and correlation between the variables in the field according to the sample's answers at the level of the research sample. "The above clarifies the acceptance of the first hypothesis of the research (the existence hypothesis), which states (there is a morally significant correlation between the credibility of the advertisement and the purchase decision).

3.4. Measuring the impact of advertising credibility on the purchase decision

Table 7. Simple linear regression model for the impact of advertising credibility on the purchase decision

Independe nt variable X Dependent variable Y	CONSTAN T	(X)	value (F)		Sig	Coefficient of interpretatio n R2
	A	B	Calculate d	Table		
Purchase decision	0.256	.98 1	114.561	4.789 7	.000 b	.493

Source: Prepared by researchers based on computer results n=120

The results in Table (7) show the following:

1- The value of (F) calculated for the simple linear regression model for the credibility of the advertisement (X) reached (114.561) which is greater than its tabular value of (4.7897) at a significance level of (1%). This indicates the stability of the regression coefficient (B=0.981) at the mentioned significance level. Accordingly, the credibility of the advertisement (X) has an impact on the purchase decision (Y).

2- The value of the interpretation coefficient for the credibility of the advertisement explains (0.493) of the changes that occur in the purchase decision (Y). As for the remaining percentage of (0.507), it is due to the contribution of other variables not included in the current research plan.

The above clarifies the acceptance of the second hypothesis of the research (the existence hypothesis), which states (there is a significant influence relationship for the credibility of the advertisement on the purchase decision).

4. Discussion and Conclusions

1. The importance of credibility in advertising: Research has shown that advertising credibility is the cornerstone of building a positive relationship between the brand and the consumer. Consumers tend to make their decisions based on how much they trust

advertising messages, which highlights the importance of providing honest and realistic advertisements

2. The impact of credibility on brand loyalty: Trustworthy advertisements contribute to creating a long-term relationship between the consumer and the brand, as loyalty is closely linked to trust. Brands that maintain credibility in their messages are better able to retain their customers than those that mislead them.

3. The effect of exaggeration or misleading: The results showed that consumers who discover exaggerated or misleading information feel disappointed, which leads to a decrease in their desire to purchase. This effect is not limited to the advertised product only, but may extend to include the company's general reputation.

4. The role of the media in enhancing credibility: The choice of advertising channel is a crucial factor in influencing consumers' perception of credibility. Reputable media platforms add additional credibility to the advertisement, while suspicious or untrustworthy channels can have the opposite effect.

5. Factors affecting the purchase decision: The purchase decision is a complex process that is affected by several factors, including the quality of the product, other consumers' ratings, and the credibility of the advertisement. Balancing these factors contributes to improving the consumer experience and increasing the chances of making a purchase decision.

4.1. Recommendations

1. Improving the quality of advertising content: Companies should invest in specialized marketing teams to ensure that advertising messages are accurate and clear. Providing reliable details about the product or service, such as benefits and costs, enhances consumer confidence.

2. Choosing reliable media platforms: Ads should be broadcast on reputable platforms, whether TV channels, websites, or social media. Consumers prefer to engage with ads that are displayed on platforms they trust.

3. Enhancing transparency: Transparency in advertising is not limited to providing facts only, but also includes disclosing the potential negative aspects of the product. This approach may seem bold, but it increases consumer trust and loyalty.

4. Relying on user experiences: It is preferable to integrate real customer testimonials within advertisements, whether through videos, written reviews, or even comparisons with competing products. These testimonials show that the brand relies on real experiences, which increases its credibility.

5. Commitment to marketing ethics: Companies should adopt ethical marketing policies that avoid manipulating consumers or exploiting their ignorance. Creating internal standards that require marketers to provide advertisements that comply with laws and take into account societal values helps build a positive relationship with the audience in the long run.

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