

Journal



of
P R esearch

Middle East

Journal of Public Relations Research Middle East

Scientific Refereed Journal - Supervision by Egyptian Public Relations Association - Thirteenth Year - Fifty-eighth Issue – July/September 2025

IF of the Supreme Council of Universities 2025 = 7

ICR IF 2021/2022 = 1.569

Arcif Impact Factor 2024 = 1.75

English Researches:

- **Prof. Dr. Tahseen Mansour** - *Jordan University*

Dr. Husam Mansour - *University of Technology Malaysia*

Digital Advertisements and the Brand Image of Construction Companies in Jordan:
A Cultural Analysis 7

Abstracts of Arabic Researches:

- **Associate Prof. Dr. Mohammud Basyouny Gebril** - *Jazan University*

The Al-Aqsa Flood in Emirati Press Discourse: An Analytical Study of Opinion
Articles in Al-Arab Newspaper 32

- **Associate Prof. Dr. Hebatalla Saleh Elsayed Saleh** - *Helwan University*

Social Media and Digital Political Empowerment:
A Critical Analysis of Modern Trends 34

- **Associate Prof. Dr. Aram Ibrahim Abuabat** - *Imam Muhammad Bin Saud Islamic University*

Attitudes of Public Relations Practitioners at Saudi Universities toward the
Challenges of Employing Artificial Intelligence Applications in their Work 35

- **Dr. Amal Al-Saeed Mohamed Okdah** - *Tanta University*

Address of TV Dramas Shown on Digital Drama Platforms for Social Issues and its
Impact on Adolescent Behavior: An Analytical Field Study 37

(ISSN 2314-8721)

Egyptian Public Relations Association

(EPRA)

Egyptian National Scientific & Technical Information Network

(ENSTINET)

With the permission of the Supreme Council for Media Regulation in Egypt

Deposit Number: 24380 /2019

Copyright 2025@APRA 

www.jprr.epra.org.eg

Advisory Board **

JPRR.ME

Prof. Dr. Aly Agwa (Egypt)

Professor of Public Relations and former Dean of the Faculty of Mass Communication, Cairo University

Prof. Dr. Thomas A. Bauer (Austria)

Professor of Mass Communication at the University of Vienna

Prof. Dr. Yas Elbaiaty (Iraq)

Professor of Media at the University of Baghdad and currently Head of the Digital Media Department
at Al-Noor University in Nineveh, Iraq

Prof. Dr. Mohamed Moawad (Egypt)

Media professor at Ain Shams University & former Dean of Faculty of Mass Communication –
Sinai University

Prof. Dr. Abd Elrahman El Aned (KSA)

Professor of Media and Public Relations, Mass Communication Faculty - Imam Muhammad Bin Saud
Islamic University

Prof. Dr. Samy Taya (Egypt)

Professor and Head of Public Relations Faculty of Mass Communication - Cairo University

Prof. Dr. Gamal Abdel-Hai Al-Najjar (Egypt)

Professor of Media, Faculty of Islamic Studies for Girls, Al-Azhar University

Prof. Dr. Sherif Darwesh Allaban (Egypt)

Professor of printing press & Vice- Dean for Community Service at the Faculty of Mass
Communication, Cairo University

Prof. Dr. Othman Al Arabi (KSA)

Professor of Public Relations and the former head of the media department at the Faculty of Arts –
King Saud University

Prof. Dr. Abden Alsharef (Libya)

Media professor and dean of the College of Arts and Humanities at the University of Zaytuna – Libya

Prof. Dr. Waled Fathalha Barakat (Egypt)

Professor of Radio & Television and Vice- Dean for Student Affairs at the Faculty of Mass
Communication, Cairo University

Prof. Dr. Tahseen Mansour (Jordan)

Professor of Public Relations, Department of Journalism, Media, and Digital
Communication, Jordan University.

Prof. Dr. Ali Kessaissia, (Algeria)

Professor, Faculty of Media Science & Communication, University of Algiers-3.

Prof. Dr. Redouane BoudJema, (Algeria)

Professor, Faculty of Media Science & Communication, University of Algiers-3.

Prof. Dr. Abdul Malek Radman Al-Danani, (Yemen)

Professor, Faculty of Media & Public Relations, Emirates Collage of Technology, UAE.

Prof. Dr. Kholoud Abdullah Mohammed Miliiani (KSA)

Professor, Faculty of Communication & Media, King Abdulaziz University, KSA.

Prof. Dr. Tariq Mohamed Al-Saidi (Egypt)

Professor, Faculty of Specific Education, Menofia University, Egypt.

Journal of Public Relations Research Middle East

It is a scientific journal that publishes specialized research papers in Public Relations, Mass Media and Communication after peer refereeing these papers by a number of Professors specialized in the same field under a scientific supervision of the Egyptian Public Relations Association, which considered the first Egyptian scientific association specialized in public relations, (Member of the network of scientific Associations in the Academy of Scientific Research and Technology in Cairo).

The Journal is part of Al-Arabia Public Relations Agency's publications, specialized in education, scientific consultancy and training.

- The Journal is approved by the Supreme Council for Media Regulation in Egypt. It has an international numbering and a deposit number. It is classified internationally for its both printed and electronic versions by the Academy of Scientific Research and Technology in Cairo. In addition, it is classified by the Scientific Promotions Committee in the field of Media of the Supreme Council of Universities in Egypt.
- The Journal has Impact Factor Value of 1.569 based on International Citation Report (ICR) for the year 2021-2022.
- The Journal has an Arcif Impact Factor for the year 2023 = 2.7558 category (Q1).
- The Journal has an impact factor of the Supreme Council of Universities in Egypt for the year 2023 = 7.
- This journal is published quarterly.
- The journal accepts publishing books, conferences, workshops and scientific Arab and international events.
- The journal publishes advertisements on scientific search engines, Arabic and foreign publishing houses according to the special conditions adhered to by the advertiser.
- It also publishes special research papers of the scientific promotion and for researchers who are about to defend master and Doctoral theses.
- The publication of academic theses that have been discussed, scientific books specialized in public relations and media and teaching staff members specialized scientific essays.

Publishing rules:

- It should be an original Manuscripts that has never been published.
- Arabic, English, French Manuscripts are accepted however a one-page abstract in English should be submitted if the Manuscripts is written in Arabic.
- The submitted Manuscripts should be in the fields of public relations and integrated marketing communications.
- The submitted scientific Manuscripts are subject to refereeing unless they have been evaluated by scientific committees and boards at recognized authorities or they were part of an accepted academic thesis.
- The correct scientific bases of writing scientific research should be considered. It should be typed, in Simplified Arabic in Arabic Papers, 14 points font for the main text. The main and sub titles, in Bold letters. English Manuscripts should be written in Times New Roman.
- References are mentioned at the end of the Manuscripts in a sequential manner.
- References are monitored at the end of research, according to the methodology of scientific sequential manner and in accordance with the reference signal to the board in a way that APA Search of America.

- The author should send an electronic copy of his manuscript by Email written in Word format with his/her CV.
- In case of accepting the publication of the manuscript in the journal, the author will be informed officially by a letter. But in case of refusing, the author will be informed officially by a letter and part of the research publication fees will be sent back to him soon.
- If the manuscript required simple modifications, the author should resent the manuscript with the new modifications during 15 days after the receipt the modification notes, and if the author is late, the manuscript will be delayed to the upcoming issue, but if there are thorough modifications in the manuscript, the author should send them after 30 days or more.
- The publication fees of the manuscript for the Egyptians are: 3800 L.E. and for the Expatriate Egyptians and the Foreigners are: 550 \$. with 25% discount for Masters and PhD Students.
- If the referring committee refused and approved the disqualification of publishing the manuscript, an amount of 1900 L.E. will be reimbursed for the Egyptian authors and 275 \$ for the Expatriate Egyptians and the Foreigners.
- Fees are not returned if the researcher retracts and withdraws the research from the journal for arbitration and publishing it in another journal.
- The manuscript does not exceed 40 pages of A4 size. 70 L.E. will be paid for an extra page for the Egyptians and 10 \$ for Expatriate Egyptians and the Foreigners authors.
- A special 20 % discount of the publication fees will be offered to the Egyptians and the Foreign members of the Fellowship of the Egyptian Public Relations Association for any number of times during the year.
- Two copies of the journal and Five Extracted pieces from the author's manuscript after the publication.
- The fees of publishing the scientific abstract of (Master's Degree) are: 500 L.E. for the Egyptians and 150 \$ for the Foreigners.
- The fees of publishing the scientific abstract of (Doctorate Degree) are: 600 L.E. for the Egyptians and 180 \$ for the Foreigners. As the abstract do not exceed 8 pages and a 10 % discount is offered to the members of the Egyptian Public Relations Association. One copy of the journal will be sent to the author's address.
- Publishing a book offer costs LE 700 for the Egyptians and 300 \$US for foreigners.
- One copy of the journal is sent to the author of the book after the publication to his/her address. And a 10% discount is offered to the members of the Egyptian Public Relations Association.
- For publishing offers of workshops organization and seminars, inside Egypt LE 600 and outside Egypt U.S. \$ 350 without a limit to the number of pages.
- The fees of the presentation of the International Conferences inside Egypt: 850 L.E. and outside Egypt: 450 \$ without a limitation of the number of pages.
- All the research results and opinions express the opinions of the authors of the presented research papers not the opinions of the Al-Arabia Public Relations Agency or the Egyptian Public Relations Association.
- Submissions will be sent to the chairman of the Journal.

Address:

Al Arabia Public Relations Agency,

Arab Republic of Egypt, Menofia, Shibben El-Kom, Crossing Sabry Abo Alam st. & Al- Amin st.

Postal Code: 32111 - P.O Box: 66

And also, to the Journal email: jpr@epra.org.eg, or ceo@apr.agency, after paying the publishing fees and sending a copy of the receipt.

All rights reserved.

None of the materials provided on this Journal or the web site may be used, reproduced or transmitted, in whole or in part, in any form or by any means, electronic or mechanical, including photocopying, recording or the use of any information storage and retrieval system, except as provided for in the Terms and Conditions of use of Al Arabia Public Relations Agency, without permission in writing from the publisher.

And all applicable terms and conditions and international laws with regard to the violation of the copyrights of the electronic or printed copy.

ISSN for the printed copy

(ISSN 2314-8721)

ISSN of the electronic version

(ISSN 2314-873X)

Egyptian Public Relations Association
(EPRA)

Egyptian National Scientific & Technical Information Network
(ENSTINET)

With the permission of the Supreme Council for Media Regulation in Egypt

Deposit Number: 24380 /2019

To request such permission or for further enquires, please contact:

APRA Publications

Al Arabia Public Relations Agency

Arab Republic of Egypt,

Menofia - Shibeen El-Kom - Crossing Sabry Abo Alam st. & Al- Amin st.

Postal Code: 32111 - P.O Box: 66

Or

Egyptian Public Relations Association

Arab Republic of Egypt,

Giza, Dokki, Ben Elsarayat -1 Mohamed Alzoghpy St.

Email: jpr@epra.org.eg - ceo@apr.agency

Web: www.apr.agency - www.jpr.epra.org.eg

Phone: (+2) 0114 -15 -14 -157 - (+2) 0114 -15 -14 -151 - (+2) 02-376-20 -818

Fax: (+2) 048-231-00 -73

The Journal is indexed within the following international digital databases:



Digital Advertisements and the Brand Image of Construction Companies in Jordan: A Cultural Analysis (*)

Prof. Dr. Tahseen Mansour (**)

Dr. Husam Mansour (***)

(*) The Paper was received on May 28, 2025, and accepted for publication on July 24, 2025.

(**) *Professor of Public Relations, Department of Journalism, Media, and Digital Communication,
Jordan University, Amman, Jordan.*

(***) *Ph.D. in Construction Management, University of Technology Malaysia.*

Digital Advertisements and the Brand Image of Construction Companies in Jordan: A Cultural Analysis

Prof. Dr. Tahseen Mansour

t_mansour@ju.edu.jo

Professor of Public Relations,
Department of Journalism, Media, and Digital Communication,
Jordan University, Amman, Jordan

Dr. Husam Mansour

hus.mansour@yahoo.com

Ph.D. in Construction Management
University of Technology Malaysia

Abstract

This study aims to analyze the impact of digital advertising elements on the brand image of Jordanian construction companies, with a focus on the moderating role of cultural factors such as local dialects and social values. It evaluates how digital advertising influences trust, engagement, emotional resonance, and behavioral intentions among media students at Yarmouk University. Methods: A quantitative survey methodology was employed, targeting 209 media students at Yarmouk University. A structured questionnaire measured six digital advertising elements (visual content, engagement, messages, repetition, credibility, and creativity) and their relationship to brand image, with cultural factors as moderators. Data were analyzed using multiple and simple regression techniques. Results: The findings revealed that creativity ($\beta = 0.288$) and digital interaction ($\beta = 0.274$) significantly enhanced brand image. Cultural factors increased the model's explanatory power by 6%, highlighting their moderating role. Visual content, credibility, and culturally tailored messages showed strong individual impacts ($R^2 = 35.6\text{--}39.7\%$). However, repetition and generic advertising messages lacked statistical significance in the combined model. Conclusions: Digital advertising significantly shapes brand image in Jordan's construction sector, particularly when integrated with cultural values like family safety and local dialects. While creativity and interactivity drive engagement, cultural alignment amplifies trust and emotional resonance. The study recommends leveraging augmented reality (AR) and localized content on platforms like Tok-tok to enhance brand perception. Further research is needed to explore AI-driven personalization and rural-urban response disparities.

Keywords: Digital Advertising, Brand Image, Cultural Factors, Construction Companies, Jordan, Media students.

Introduction:

Digital advertising has become a pivotal tool in shaping the mental image of companies across various sectors, especially in industries that heavily rely on trust and credibility, such as the construction and contracting sector (Hartono & Dewi, 2019). According to Keller (1993), the mental image refers to the impressions and perceptions that form in the audience's mind about a company or brand based on their experiences and interactions with it. With intensifying competition and changing consumer behavior, companies increasingly depend on digital advertising to strengthen their market presence and establish a positive image in the minds of their audience (Adsela, 2023).

In this regard, both Chaffey & Ellis-Chadwick (2019) and Kotler & Keller (2016) point out that digital advertising effectively contributes to building a cohesive mental image by enhancing engagement, fostering trust, and delivering impactful visual content. In Jordan, it is evident that construction companies have begun employing innovative digital advertising campaigns to overcome market challenges and build stronger relationships with their audience. For example, companies like "Al-Bayt Al-Arabi", have invested in local and emotional content to enhance interaction with various segments of society.

The effectiveness of these campaigns cannot be understood without considering the cultural dimension, as social and familial values play a significant role in shaping the responses of the Jordanian audience. A study by Ghadir and Ismail (2016) showed that messages focusing on "family safety" or "the project as a lifetime home" have gained wider acceptance in the conservative society. This aligns with Aaker's assertion (1996) that the emotional aspect of visual and interactive communication plays a central role in building a comprehensive mental image that combines knowledge and feeling.

With approximately 90% of Jordan's population using the internet, and 56.2% relying on social media platforms with an average daily usage of 8 hours (Rajeh Report, 2024), these platforms — especially Facebook and YouTube — have become essential arenas for marketing and influence. The COVID-19 pandemic accelerated this shift, pushing many companies toward full digitization in their customer communications.

Both Aaker (1996) and Grunig & Hunt (1984) indicate that digital advertising influences the mental image through multiple elements, such as visual content, engagement, simplicity, repetition, targeting, and credibility. Meanwhile, the Jordanian construction sector faces significant challenges, including a decline in its contribution to GDP, rising costs, and market fluctuations (Abu Soufa, 2023). This makes building a strong and reliable mental image a strategic tool for survival and competition, especially given the Ministry of Public Works' announcement of 423 new projects valued at 1.4 billion Jordanian dinars (Jordan News Agency, 2022).

Hence, the importance of analyzing the most influential elements of digital advertisements in shaping the image of contracting companies among the Jordanian public becomes clear. From the perspective of media students at Yarmouk University — who represent an important analytical segment due to their study of media content and understanding of visual and digital influence mechanisms — this study aims to provide a culturally deep analysis of these advertisements' impact, along with proposing practical mechanisms to improve the mental image of contracting companies in Jordan.

Theoretical Framework

To examine the relationship between digital advertising elements and the corporate image of construction companies in Jordan, this study is grounded in two main theories: the **Brand Image Theory** and **Relationship Marketing Theory**.

1. The Brand Image Theory:

This theory focuses on how individuals form perceptions and impressions about brands or companies, based on the information and emotional stimuli they are exposed to. According to Keller (1993), corporate image is a set of beliefs and impressions that individuals form about a brand, significantly affecting their behavior toward it. The corporate image consists of three main dimensions:

- **Cognitive Dimension:** Includes the customer's knowledge about the company, such as material quality or technology used in projects.
- **Affective Dimension:** Encompasses emotional impressions like trust in the company's commitment to deadlines.
- **Behavioral Dimension:** Refers to the customer's intention toward the company, such as willingness to recommend or re-engage with it.

Hartono & Dewi (2019) found that digital advertisements enhance the cognitive dimension by presenting clear and convincing information. **Abbas et al. (2021)** confirmed that online reviews and ads strengthen the affective dimension by building trust and improving impressions. **Kartika & Pandjaitan (2023)** showed that interaction between cognitive and emotional elements can boost behavioral intentions such as purchase or recommendation.

In Jordan, companies like *Emaar Jordan Engineering Consultants* use LinkedIn to publish detailed articles about major projects (e.g., King Abdullah II Economic City), reinforcing the cognitive dimension. On Instagram, they post short videos showcasing construction progress (e.g., Abdoun Bridge project), nurturing the affective dimension through admiration for efficiency and professionalism. Moreover, campaigns such as *Ask Our Engineer* on Facebook enhance the behavioral dimension by encouraging direct audience interaction.

2. Relationship Marketing Theory:

This theory focuses on building sustainable and long-term relationships with customers through trust, commitment, and continuous interaction. According to **Morgan & Hunt (1994)**, relationship marketing is based on key

elements such as mutual trust, effective communication, and responsiveness to customer needs, with the aim of strengthening loyalty and brand attachment.

In this context, digital advertising is considered an effective tool to support relationship marketing, as it enables direct and continuous communication with customers. This, in turn, contributes to improving corporate image and enhancing emotional and behavioral engagement. **Kumar et al. (2016)** indicated that rapid responsiveness through interactive advertisements strengthens trust and reinforces positive impressions among audiences. **Godes et al. (2005)** also highlighted the importance of digital advertising in reputation management, especially during crises, by maintaining transparent and effective communication with customers.

In the Jordanian context, the 2018 Housing and Real Estate Exhibition stands as a notable example of successful relationship marketing through digital advertising. The Facebook campaign attracted nearly 7,000 visitors after reaching 1.4 million users. This exposure directly led to the signing of property sale agreements during the exhibition (**Housing Investors Association, 2018**).

Although academic studies; specifically focusing on the impact of digital advertising on Jordanian construction companies, are limited, the aforementioned practical examples show a clear alignment with the principles of the two theories. This confirms the importance of the present study in addressing the research gap and presenting a comprehensive theoretical and applied framework that considers the local context, and highlights the relationship between digital advertising and the corporate image of construction companies in Jordan.

3. Cultural and Linguistic Factors as Mediating Variables:

This study integrates cultural dimensions with the previously discussed theories to explore how local dialects and social values influence the effectiveness of digital advertising in Jordan.

a. Local Dialects as Identity Tools

Al-Amoush (2015) indicated that the language used in advertisements reflects the cultural and social identity of the community, and serves as a marker of closeness to the target audience. A practical example includes the use of the Ammani dialect in dialogues among construction workers in an advertisement by a local company, which enhances a sense of familiarity and trust (**Al-War, 2015**).

Shafie Al-Din (2007) also supported the idea that mixing Modern Standard Arabic (MSA) with local dialects generates emotional engagement. While MSA is usually employed to signify professionalism (e.g., “We adhere to global quality standards”), local dialects are used in conversational phrases to capture attention and build closeness with the audience (e.g., “Shu ra’yak tkun dark hon?” — “What do you think about making your home here?”).

b. Social Values as Foundations for Advertising Messages

Baha (2021) showed that successful advertisements in the Jordanian context tend to leverage collective social values, such as:

- **Family:** By showcasing residential projects that highlight family gathering spaces (e.g., “The guest hall” or “*Saalat al-‘azayem*”).
- **Religion:** Through phrases with religious connotations (e.g., “In the name of God, we begin construction”) in groundbreaking ceremony videos.
- **Generosity:** Highlighting promotional offers tied to social occasions (e.g., Eid al-Adha discounts).

c. Interaction Between Cultural Dimension and Corporate Image Dimensions

- **Cognitive Dimension:** Using local expressions such as “constructed with proper engineering” helps simplify and clarify the technical and architectural aspects of a project (**Keller, 1993**).
- **Affective Dimension:** Local dialects evoke feelings of pride and belonging to Jordan’s architectural heritage (**Al-War, 2015**).
- **Behavioral Dimension:** Ads that emphasize a company’s alignment with social values enhance recommendation intent and positive audience engagement (**Godes et al., 2005**).

Conclusion:

This study is based on the following pillars:

1. **Corporate Image Theory**, which helps analyze the impact of digital advertising on public cognitive and emotional perceptions.
2. **Relationship Marketing Theory**, which focuses on the role of continuous interaction and trust in building brand loyalty.
3. **Cultural factors**, considered as mediating variables that explain how Jordanian audiences interact with digital advertisements, particularly through the use of local dialects and social values, thereby enhancing message effectiveness and strengthening the corporate image.

Digital Advertising and Brand Image in Previous Studies: Overlapping Findings and Insights:

Table (1) presents a critical analysis of previous studies on digital advertising and brand image across four main themes: emerging technologies, cultural factors, brand image, and digital crisis management. This table summarizes the key findings of prominent studies, highlights research gaps, and provides practical recommendations for Jordanian construction companies.

Table (1): Critical Synthesis of Previous Studies on Digital Advertising and Brand Image

Main Theme	Key Studies	Main Findings	Research Gaps
Emerging Technologies	Muhammad & Pamekas (2024), Abd Al-Jabari (2022), Huang & Rust (2022)	- Digital interaction increased by 38% using motion graphics. - AI adaptation faces challenges with local dialects.	- Integrating AI with augmented reality. - Studying elderly user interaction with chatbots.
Cultural Factors	Siouh (2015), Abd Al-Karim (2024), Sheth (2023), Moncey & Baskaran (2020)	- Brand image improved by 48% through CSR initiatives. - Cultural values significantly influence ad perception, especially in the Saudi and Gulf context.	- Exploring the effect of Bedouin vs. urban dialects on ad effectiveness.
Brand Image	Al-Assaf (2024), Eldesouky (2018)	- Brand awareness rose by 55% through accessible digital content. - Economic conditions affect brand perception and trust.	- The role of interactive tools (e.g., Instagram polls) in Arab digital branding remains underexplored.
Digital Crisis Management	Oriakhi et al. (2023), Manani (2021), Godes et al. (2005)	- Brand trust declined by 50% due to online rumors. - Transparency is essential for effective digital crisis response.	- Real-time rumor detection using AI. - Comparing crisis management in public vs. private sectors.

Summary Insight:

This table demonstrates the intersection of digital innovation, cultural adaptation, and strategic communication in shaping brand image. For Jordanian construction companies, these insights emphasize the importance of aligning digital content with local values and leveraging technology not only for promotion but also for engagement and trust-building.

Hypotheses Development

Based on the theoretical framework and previous literature, the following hypotheses are developed:

Main Hypothesis:

- There is a statistically significant effect of digital advertising elements collectively on the perceived brand image of construction companies in Jordan.

Sub-Hypotheses:

1. There is a statistically significant effect of visual content in digital advertising on the perceived brand image of construction companies in Jordan.
2. There is a statistically significant effect of digital engagement on the perceived brand image of construction companies in Jordan.
3. There is a statistically significant effect of advertising messages on the perceived brand image of construction companies in Jordan.

4. There is a statistically significant effect of digital ad repetition on the perceived brand image of construction companies in Jordan.
5. There is a statistically significant effect of digital ad credibility on the perceived brand image of construction companies in Jordan.
6. There is a statistically significant effect of creativity in digital advertising on the perceived brand image of construction companies in Jordan.
7. There are statistically significant differences in media students' perceptions regarding the impact of digital advertising elements on the perceived brand image of construction companies in Jordan.
8. Cultural factors (e.g., dialect and local values) moderate the relationship between digital advertising elements and the perceived brand image of construction companies in Jordan.

Table (2): Hypotheses and Supporting Studies

Hypothesis No.	Hypothesis	Supporting Studies	Context
Main	Digital advertising elements ↔ Brand image	Al-Assaf (2024), Eldesouky (2018), Huang & Rust (2022), Abd Al-Jabari (2022)	Global + Jordanian
1	Visual content ↔ Brand image	Al-Assaf (2024), Eldesouky (2018), Muhammad & Pamekas (2024)	Jordanian + Global
2	Engagement ↔ Brand image	Huang & Rust (2022), Abd Al-Jabari (2022), Putra & Darma (2024)	Arab + Global
3	Advertising messages ↔ Brand image	Abd Al-Karim (2024), Siouh (2015), Sheth (2023)	Arab + Global
4	Repetition ↔ Brand image	Moncey & Baskaran (2020), Muhammad & Pamekas (2024), Abd Al-Jabari (2022)	Regional + Global
5	Credibility ↔ Brand image	Oriakhi et al. (2023), Manani (2021), Godes et al. (2005)	Global + Arab
6	Creativity ↔ Brand image	Eldesouky (2018), Putra & Darma (2024), Muhammad & Pamekas (2024)	Global + Applied
7	Differences in perception (Media vs. Engineering students)	Abd Al-Jabari (2022), Gardner (2011), Chan & Hu (2021)	Global + Arab
8	Cultural factors moderate the relationship	Siouh (2015), Abd Al-Karim (2024), Bahha (2021), Al-War (2015)	Arab

Independent Variables:

1. **Visual Content:** Includes visual elements such as videos, images, and 3D designs (Morsi et al., 2024). Cultural symbols such as Jordanian heritage or national icons may influence this content.
2. **Engagement:** Includes interactions such as comments, likes, shares, and messages (Abdul Latif et al., 2018). Social expectations regarding brand interaction in Jordanian society can affect engagement levels.
3. **Advertising Messages:** The promotional text used to deliver the ad content (Mahmoud, 2021), including the use of local language and dialects reflecting the cultural connection between audience and brand.

4. Repetition: The frequency of ad appearance to the audience (Al-Allaq, 2008). Cultural norms can influence how ad repetition is perceived.
5. **5. Credibility:** The extent to which advertising information is perceived as accurate and trustworthy (Fernandes Crespo et al., 2025). *Cultural values influence what is considered credible, with consumers in different cultural contexts responding differently to tone, claims, and presentation styles in advertising.*
6. Creativity: The use of techniques such as virtual reality and artificial intelligence (Mahmoud, 2021). This may include culturally sensitive creativity, like incorporating religious or traditional symbols.

Moderating Variable (Cultural Dimension):

- Cultural Factors: These include local dialect, social values, and traditions influencing how audiences receive digital ads — for example, the effect of using Jordanian dialect or cultural icons in ads on brand image (Bahha, 2021).

Research Methodology:

This study adopts the survey method, a widely used approach in communication and descriptive research. It involves collecting quantitative data from a representative sample of the study population to analyze the relationships between variables. A structured questionnaire was developed to measure the independent variables (digital advertising elements) and the dependent variable (perceived brand image) using a five - point Likert scale (1–5).

Study Population and Sample

The study population consisted of students from the Faculty of Mass Communication at Yarmouk University. The sample was selected from students enrolled in the Public Relations and Advertising Department across all academic years. This group was chosen due to the direct relevance of their field of study to the research topic, which focuses on digital advertising and its impact on the brand image of construction companies. A total of 209 students were selected from the 401 students in the department, representing a response rate of 52.1%, which reflects an adequate representation of the study population. The sample was selected using the convenience sampling method, due to the ease of access to this group through academic channels. Students in this major possess a solid understanding of digital advertising fundamentals and strategies, which enhances their awareness and perception of the study's core elements. Additionally, university-aged youth are among the most active demographics engaging with digital advertising in their daily lives, further supporting the relevance and reliability of the collected data.

Table (3): Demographic Characteristics of the Sample (n = 209)

Variable	Category	Frequency (n)	Percentage (%)
Age	Under 18	4	1.9%
	18 – 22	183	87.6%
	23 – 27	16	7.7%
	Over 27	6	2.9%
Gender	Male	49	23.4%
	Female	160	76.6%
University	Yarmouk University	209	100%
Major	Digital Media (Mass Comm.)	209	100%
Academic Year	First Year	19	9.1%
	Second Year	72	34.4%
	Third Year	79	37.8%
	Fourth Year or above	39	18.7%
Exposure to Ads	1–2 times per week	12	5.7%
	3–5 times per week	31	14.8%
	Rarely	12	5.7%
	Daily	154	73.7%
Ad Sources	TikTok / Snapchat	16	7.7%
	Social media (unspecified)	1	0.5%
	Facebook / Instagram	153	73.2%
	Search engines	2	1.0%
	Company websites	7	3.3%
	YouTube	30	14.4%

Questionnaire Design:

The questionnaire was developed based on prior studies related to digital advertising and brand image. It consists of three main sections:

1. Demographic information (gender, age, academic major).
2. 21 items measuring the potential effects of digital advertising elements on the perceived brand image of construction companies.
3. Cultural factors section, capturing perceptions of local values, dialect use, and symbolic representations.

A five-point Likert scale was used to evaluate responses. Content validity was ensured by a panel of experts in public relations and media studies who confirmed the tool's ability to measure the intended constructs. Minor revisions were made based on their feedback. To enhance clarity and transparency in measuring cultural factors, the questionnaire included illustrative items such as: "Using the Jordanian dialect in advertisements increases my trust in the company's credibility," and "Designs inspired by Jordanian heritage (e.g., mosaics) attract me more." These items were designed to capture how culturally embedded elements influence audience perception of brand image.

Reliability was tested using Cronbach's Alpha, with all variables exceeding the minimum threshold of 0.70, indicating high internal consistency.

Table (4): Cronbach's Alpha Values for the Questionnaire Dimensions

Variable	Number of Items	Cronbach's Alpha (α)
Visual Content	2	0.883
Digital Interaction	2	0.744
Advertising Messages	2	0.818
Repetition	2	0.700
Credibility	2	0.741
Creativity	2	0.890
Cultural Factors	6	0.909
Brand Image	3	0.916

The statistical analysis results indicate that the study instrument demonstrates a high level of reliability, with Cronbach's Alpha coefficients ranging between 0.70 and 0.91 for most of the questionnaire dimensions.

Data Analysis:

Several statistical techniques were employed to analyze the relationships between digital advertising elements and the perceived brand image of construction companies in Jordan:

- Multiple Linear Regression was used to test the main hypothesis regarding the collective impact of advertising elements.
- Simple Linear Regression was applied to analyze each sub-hypothesis individually.
- The moderating role of cultural factors was examined using interaction analysis within the regression model, to assess whether they influence the strength of the relationship between digital advertising and brand image.
- MANOVA and ANCOVA tests were used to analyze differences across demographic groups (e.g., gender, age, academic major).

Scope and Delimitations:

One key limitation of this study lies in the homogeneity of the sample, which includes only media students from the Department of Media at Yarmouk University. This group's academic specialization and heightened exposure to media content may have influenced their perceptions of digital advertising, particularly their sensitivity to elements such as creativity, interactivity, and visual appeal. Given their advanced media literacy, these students may respond differently than general consumers, which could bias the results and limit the extent to which the findings can be generalized to broader populations. Consequently, the outcomes of this study should be interpreted within the context of the specific academic and demographic characteristics of the sample. To enhance the applicability of future findings, subsequent research is encouraged to incorporate more diverse participant groups — such as professionals, non-media students, or older audiences — to allow for broader

generalization and deeper insight into how various demographic segments respond to digital advertising strategies.

Results:

This section presents the results of the statistical analysis of the data collected from the study sample, by calculating the means and standard deviations for the various fields of the study. These results aim to reveal the level of student responses toward digital advertising elements and cultural factors, and their influence on shaping the corporate image of construction companies in Jordan. A five-point Likert scale was used to assess the items, where the neutral hypothetical mean (3.00) serves as the threshold between positive and negative responses. Accordingly, any value exceeding this mean reflects a positive tendency from respondents toward the items or domains being evaluated.

Table (5): Means and Standard Deviations of the Study Domains

Domain	No. of Items	Mean	Standard Deviation
First: Digital Advertising Elements			
Visual Content	2	3.53	1.052
Digital Interaction	2	3.41	1.008
Advertising Messages	2	3.39	1.014
Repetition	2	3.48	0.942
Credibility	2	3.38	0.934
Creativity	2	3.63	1.115
Overall Mean – Ad Elements	12	3.47	0.890
Second: Cultural Factors	6	3.52	0.887
Third: Brand Image	3	3.56	0.844

The results of the mean scores show that the responses of the sample tend overall toward a positive direction across all study domains, as all calculated means exceeded the neutral benchmark (3.00). This indicates a moderate to high level of awareness among media students regarding the importance of digital advertising and cultural factors in shaping the corporate image of construction companies in Jordan.

First: Digital Advertising Elements

The overall mean for the domain of digital advertising elements was (3.47) with a standard deviation of (0.890), reflecting a moderate level of acceptance and satisfaction with these elements. The “Creativity” component ranked first with a mean of (3.63), indicating the students' appreciation for innovative and non-traditional advertising techniques.

This was followed by “Visual Content” with a mean of (3.53), highlighting the key role that images and videos play in capturing attention and forming initial impressions. Other components —such as digital interaction, advertising messages, repetition, and credibility — scored close means ranging between (3.38) and (3.48), suggesting that all these elements contribute in a balanced and moderate way to shaping the corporate image.

Second: Cultural Factors

This domain achieved a mean score of (3.52) with a standard deviation of (0.887), reflecting students’ awareness of the importance of cultural specificity and local context when designing and executing digital advertisements. These results show that integrating local values, dialects, and social norms is a crucial element in enhancing the effectiveness and acceptance of advertising messages.

Third: Brand Image (Dependent Variable)

The Corporate Image domain recorded the highest mean score (3.56) with a standard deviation of (0.844), indicating a moderately positive perception among students regarding the image of construction companies as shaped by digital advertising. This suggests that when digital advertisements are carefully crafted, they can effectively influence public perception and enhance brand positioning in the audience’s minds. On the other hand, the standard deviations, which ranged between (0.844) and (1.115), indicate a relative variation in the sample’s responses. This may be attributed to the diversity in cultural and educational backgrounds and the varying levels of exposure to digital ads and platforms among individuals.

Hypothesis Testing

Main Hypothesis: There is a statistically significant effect of digital advertising elements combined on the corporate image of construction companies in Jordan.

To test this hypothesis, multiple linear regression analysis was conducted. The results indicated a statistically significant relationship between the independent variables (digital advertising elements) and the dependent variable (corporate image). The following table summarizes the findings:

Table (6): Results of Multiple Linear Regression Analysis – Effect of Digital Advertising Elements on brand Image

Measure	Value
Correlation Coefficient (R)	0.683
Coefficient of Determination (R^2)	0.467
Adjusted R^2	0.451
Standard Error of Estimate	0.626
F-value (ANOVA)	29.450
Statistical Significance (Sig.)	0.000

The correlation coefficient ($R = 0.683$) indicates a moderate to strong relationship between digital advertising elements and corporate image. The coefficient of determination ($R^2 = 0.467$) suggests that 46.7% of the variance in corporate image is explained by these elements, while 53.3% is attributed to other factors not included in the model. The adjusted R^2 (0.451) reflects a

reasonably good explanatory power, accounting for the number of predictors. The standard error of estimate (0.626) indicates the average deviation between predicted and actual values. The ANOVA result ($F = 29.450$, $\text{Sig.} = 0.000$) shows that the overall model is statistically significant, confirming its validity for explanation and prediction.

Regression Coefficients:

Table (7): Regression Coefficients

Independent Variable	Unstandardized B	Standardized Beta	t	Sig.	Significance
Visual Content	0.064	0.080	0.824	0.411	Not significant
Digital Interaction	0.229	0.274	2.776	0.006	Statistically significant
Advertising Messages	0.071	0.085	0.828	0.409	Not significant
Repetition	0.015	0.017	0.220	0.826	Not significant
Credibility	0.009	0.010	0.104	0.917	Not significant
Creativity	0.218	0.288	2.983	0.003	Statistically significant

Interpretation:

Out of the six digital advertising elements, only two showed statistically significant effects on corporate image:

- Digital Interaction ($\text{Sig.} = 0.006$)
- Creativity ($\text{Sig.} = 0.003$)

The remaining elements—Visual Content, Advertising Messages, Repetition, and Credibility—did not have a statistically significant effect.

Sub-Hypothesis 1: Visual Content

Hypothesis: There is a statistically significant effect of visual content in digital advertising on the corporate image of construction companies in Jordan.

To test this hypothesis, simple linear regression was used:

Table (8): Simple Linear Regression – Effect of Visual Content on Corporate Image

Independent	Dependent	R	R ²	F	Sig.	B	Std. Error	t	Sig. (t)	Interpretation
Visual Content	Corporate Image	0.597	0.356	114.496	0.000	0.479	0.045	10.700	0.000	Strong significant effect

The results show a strong positive relationship between visual content and corporate image ($R = 0.597$). The coefficient of determination ($R^2 = 0.356$) indicates that visual content explains 35.6% of the variance in corporate image — a relatively high percentage in media and social studies. The regression model is highly significant ($F = 114.496$, $\text{Sig.} = 0.000$). The unstandardized coefficient ($B = 0.479$) means that for every unit increase in visual content, corporate image increases by 0.479 units ($t = 10.700$, $\text{Sig.} = 0.000$). Regression Equation: $\text{Brand Image} = 1.875 + 0.479 (\text{Visual Content})$

Sub-Hypothesis 2: Digital Interaction

Hypothesis: There is a statistically significant effect of digital interaction on the corporate image of construction companies in Jordan.

Table (9): Simple Linear Regression – Effect of Digital Interaction on Corporate Image

Independent	Dependent	F	Sig.	R	R ²	B	Std. Error	t	Sig. (t)	Interpretation
Digital Interaction	Corporate Image	138.126	0.000	0.633	0.400	0.530	0.045	11.753	0.000	Strong effect

The results indicate **a strong positive relationship** between digital interaction and corporate image ($R = 0.633$), with 40% of the variance in corporate image explained by digital interaction ($R^2 = 0.400$). The model is statistically significant ($F = 138.126$, $\text{Sig.} = 0.000$), and the unstandardized coefficient ($B = 0.530$) indicates that every unit increase in digital interaction leads to a 0.530-unit increase in corporate image ($t = 11.753$, $\text{Sig.} = 0.000$). Regression Equation: Brand Image = $1.760 + 0.530$ (Digital Interaction) This highlights the critical role of interactive content — especially on social media — in shaping students' perception of construction companies.

Sub-Hypothesis 3: Advertising Messages:

Hypothesis: There is a statistically significant effect of advertising messages on the corporate image of construction companies in Jordan.

Table (10): Simple Linear Regression – Effect of Advertising Messages on Corporate Image

Independent	Dependent	F	Sig.	R	R ²	B	Std. Error	t	Sig. (t)	Interpretation
Advertising Messages	Corporate Image	85.322	0.000	0.541	0.292	0.389	0.042	9.234	0.000	Strong effect

The findings show **a strong positive correlation** between advertising messages and corporate image ($R = 0.541$). The coefficient of determination ($R^2 = 0.292$) indicates that 29.2% of the variance in corporate image is explained by advertising messages. The model is statistically significant ($F = 85.322$, $\text{Sig.} = 0.000$). The unstandardized coefficient ($B = 0.389$) means that each unit increase in advertising messages increases corporate image by 0.389 units ($t = 9.234$, $\text{Sig.} = 0.000$). Regression Equation: Brand Image = $1.983 + 0.389$ (Advertising Messages). This result highlights the importance of well-crafted, culturally relevant advertising messages in enhancing the public image of construction companies in Jordan.

Sub-Hypothesis 4: Repetition:

Hypothesis: There is a statistically significant effect of digital advertising repetition on the corporate image of construction companies in Jordan.

To test this hypothesis, simple linear regression analysis was conducted, as shown below:

Table (11): Simple Linear Regression – Effect of Repetition on Corporate Image

Independent Variable	Dependent Variable	F-value	Sig.	R	R ²	B	Std. Error	t	Sig. (t)	Interpretation
Repetition	Corporate Image	74.555	0.000	0.515	0.265	0.461	0.053	8.635	0.000	Significant effect

The results indicate a **moderate positive relationship** between repetition and corporate image ($R = 0.515$). The coefficient of determination ($R^2 = 0.265$) shows that repetition explains 26.5% of the variance in corporate image. The model is statistically significant ($F = 74.555$, $\text{Sig.} = 0.000$), and the unstandardized coefficient ($B = 0.461$) means that a one-unit increase in repetition leads to a 0.461-unit increase in corporate image ($t = 8.635$, $\text{Sig.} = 0.000$). Regression Equation: Brand Image = $1.959 + 0.461 \times \text{Repetition}$. This indicates that frequent exposure to digital advertisements positively influences the perception of construction companies among media students in Jordan.

Sub-Hypothesis 5: Credibility:

Hypothesis: There is a statistically significant effect of digital advertising credibility on the corporate image of construction companies in Jordan.

Table (12): Simple Linear Regression – Effect of Credibility on Corporate Image

Independent Variable	Dependent Variable	F-value	Sig.	R	R ²	B	Std. Error	t	Sig. (t)	Interpretation
Credibility	Corporate Image	100.490	0.000	0.572	0.327	0.517	0.052	10.024	0.000	Strong effect

A **strong positive relationship** was found between credibility and corporate image ($R = 0.572$), with 32.7% of the variance in corporate image explained by credibility ($R^2 = 0.327$). The regression model is statistically significant ($F = 100.490$, $\text{Sig.} = 0.000$). The coefficient $B = 0.517$ indicates that each unit increase in credibility results in a 0.517-unit increase in corporate image ($t = 10.024$, $\text{Sig.} = 0.000$). Regression Equation: Brand Image = $1.818 + 0.517 \times \text{Credibility}$. These findings highlight the critical role of trust and authenticity in shaping positive perceptions of construction companies among the target audience.

Sub-Hypothesis 6: Creativity:

Hypothesis: There is a statistically significant effect of creativity in digital advertising on the corporate image of construction companies in Jordan.

Table (13): Simple Linear Regression – Effect of Creativity on Corporate Image

Independent Variable	Dependent Variable	F-value	Sig.	R	R ²	B	Std. Error	t	Sig. (t)	Interpretation
Creativity	Corporate Image	136.003	0.000	0.630	0.397	0.477	0.041	11.662	0.000	Strong effect

The results reveal a **strong positive relationship** between creativity and corporate image ($R = 0.630$). Creativity explains 39.7% of the variance in corporate image ($R^2 = 0.397$). The model is highly statistically significant ($F = 136.003$, $\text{Sig.} = 0.000$). The coefficient $B = 0.477$ indicates that a one-unit increase in creativity leads to a 0.477 - unit improvement in corporate image ($t = 11.662$, $\text{Sig.} = 0.000$). Regression Equation: Brand Image = $1.833 + 0.477 \times \text{Creativity}$. This underscores the value of innovative advertising strategies. The more creative the advertisement, the more favorable the public perception of the construction company.

Sub-Hypothesis 7: Demographic Differences

Hypothesis: There are statistically significant differences among media students' views regarding the effect of digital advertising elements on the corporate image of construction companies in Jordan, based on demographic variables.

Analysis and Results: To test this hypothesis, ANOVA was used to assess differences by age group and academic year, while an independent samples T-test was applied to examine differences by gender.

Table (14): Results of Statistical Tests for Differences in Perceptions Based on Demographic Variables

Demographic Variable	Statistical Test	F / t-value	Sig.	Interpretation
Age Group	ANOVA	0.736	0.532	No statistically significant difference
Academic Year	ANOVA	0.633	0.595	No statistically significant difference
Gender	T-test	-0.964	0.336	No statistically significant difference

These results show that students' views regarding the impact of digital advertising elements on corporate image do not vary significantly by age, academic year, or gender. Thus, no statistically significant demographic differences were found in the respondents' evaluations, indicating a consistent perception among media students regardless of background.

Sub-Hypothesis 8: The Moderating Role of Cultural Factors

Hypothesis Statement: Cultural factors (e.g., dialect, local values) act as a moderator in the relationship between digital advertising elements and the corporate image of construction companies in Jordan.

1. Model Summary:

Table (15): Model Summary – Impact of Advertising Elements and Cultural Factors on Corporate Image

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate
1 (Advertising Elements)	0.672	0.451	0.449	0.627
2 (Advertising Elements + Cultural Factors)	0.715	0.511	0.506	0.594

- In Model 1, digital advertising elements alone explain 45.1% of the variance in corporate image ($R^2 = 0.451$).
- In Model 2, with the inclusion of cultural factors, the explained variance rises to 51.1% ($R^2 = 0.511$), indicating an improved model fit.
- The Adjusted R^2 also increased from 0.449 to 0.506, reflecting the added explanatory power of cultural factors in the model.

2. ANOVA – Model Significance:

Table (16): ANOVA Results – Significance of Advertising Elements and Cultural Factors in Predicting Brand Image

Model	Sum of Squares	df	Mean Square	F	Sig.
1 (Advertising Elements)	66.936	1	66.936	170.361	0.000
2 (Advertising + Cultural Factors)	75.704	2	37.852	107.459	0.000

- Model 1 shows a highly significant effect ($F = 170.361$, $\text{Sig.} = 0.000$), confirming the influence of advertising elements on corporate image.
- Model 2, after adding cultural factors, remains statistically significant ($F = 107.459$, $\text{Sig.} = 0.000$), indicating that cultural factors meaningfully enhance the explanatory power of the model.

3. Coefficients – Regression Analysis:

Table (17): Regression Coefficients – Effects of Advertising Elements and Cultural Factors on Corporate Image

Model	Predictor	B	Std. Error	Beta	t	Sig.
1	Constant	1.352	0.175	—	7.727	0.000
1	Advertising Elements	0.638	0.049	0.672	13.052	0.000
2	Constant	1.069	0.175	—	6.105	0.000
2	Advertising Elements	0.316	0.079	0.333	3.976	0.000
2	Cultural Factors	0.397	0.080	0.417	4.989	0.000

- In Model 1, the B value (0.638) and Beta (0.672) indicate a strong and statistically significant effect of advertising elements on corporate image.
- In Model 2, the B coefficient for advertising elements decreases to 0.316, suggesting a moderated effect after accounting for cultural factors.
- The B coefficient for cultural factors is 0.397 with a Beta of 0.417, denoting a strong and statistically significant contribution to explaining corporate image.

4. Cultural Factors – Additional Insights:

- Beta In = 0.417: Cultural factors contribute significantly to the variance explained in corporate image.
- $T = 4.989$, $\text{Sig.} = 0.000$: Indicates a statistically significant effect.
- Partial Correlation = 0.328: Shows a moderate relationship, acknowledging the influence of other factors (e.g., advertising elements).
- Collinearity Statistics (Tolerance = 0.339): Indicates that multicollinearity is not a concern, and the variables can be interpreted reliably.

Conclusion:

The findings confirm that cultural factors — such as local dialects and values — serve as an important moderator in the relationship between digital advertising elements and the perceived corporate image of construction companies in Jordan. By integrating cultural aspects into the advertising framework, the model's explanatory power improves significantly, highlighting that these factors are not secondary, but rather essential enhancers of advertising effectiveness. This underscores the need for culturally tailored content to build a positive and resonant brand image among local audiences.

Discussion of Results in Light of Theoretical Frameworks and Previous Studies:

The findings of this study demonstrate strong alignment with both the **Brand Image Theory** (Keller, 1993) and the **Relationship Marketing Theory** (Morgan & Hunt, 1994). These results enhance our understanding of how digital advertising shapes public perceptions in Jordan, particularly in the construction sector.

According to Brand Image Theory, the image of a brand is formed through three interrelated dimensions: **cognitive**, **affective**, and **behavioral**. The current study found that **creativity** was the most influential factor (mean = 3.63), primarily contributing to the **affective dimension** by capturing attention and evoking positive emotions toward the brand. This was further supported by the impact coefficient of **digital interactivity** ($\beta = 0.274$). Similar findings were reported by Ma'ruf (2023) in Egypt, where emotional appeal and repetition in electronic ads played a central role in shaping favorable brand perceptions. However, unlike the Egyptian context where **repetition** was key, Jordanian respondents — media students — prioritized **creativity**, possibly due to their advanced exposure to multimedia content.

In terms of the **cognitive dimension**, **visual content** — such as 3D videos — played a crucial role in delivering information and enhancing understanding. These findings are consistent with Hartono & Dewi (2019), who emphasized the importance of visual materials in forming initial impressions. Supporting evidence also comes from Mahmoud & Al-Samawi (2024) in Iraq, who found that all dimensions of digital marketing, including visuals, contributed significantly to shaping brand image among logistics customers. While visual content appeared to be a significant predictor in simple regression ($R^2 = 35.6\%$), its significance diminished in the multiple regression model. This suggests possible **multicollinearity** with variables such as creativity or credibility, emphasizing the importance of **integrated campaigns**.

Regarding the **behavioral dimension**, the results showed a clear association between **credibility** and users' intention to engage with companies. This is supported by an R^2 value of 32.7%, as well as findings from Kumar et al. (2016), who emphasized the role of **transparency and trust** in fostering loyalty

and purchase decisions. In the UAE context, Ishaq (2021) similarly found that trust, service responsiveness, and corporate social responsibility were essential in forming positive perceptions of telecom brands, reinforcing the behavioral link between credibility and brand image across sectors and demographics.

From the lens of **Relationship Marketing Theory**, **digital interactivity** emerged as a central component in building trust and maintaining relationships between companies and their audiences. Our findings confirmed that quick responses and two - way communication — like comment replies and polls — increase user engagement. This aligns with Tarabieh (2022), who found that real-time engagement boosted consumer trust by 50%. A related trend appeared in Muhanshi's (2024) study on Apple's digital presence in Saudi Arabia, where **gender-based differences** in brand interaction were notable, especially among female users. These findings suggest that while digital interactivity is universally important, its perceived value can differ across **demographic and cultural lines**.

Moreover, the inclusion of **cultural factors** — such as dialects and values like **honesty and generosity** — strengthened the emotional and psychological resonance of advertising messages. This is consistent with the core principles of relationship marketing, which advocate for **culturally tailored communication**. Notably, our study showed that introducing cultural variables as moderators increased the explained variance in brand image from 45.1% to **51.1%**. This supports findings by Al-Amoush (2023) and Abbas et al. (2021), who emphasized the importance of **cultural adaptation** in enhancing trust and emotional impact. Ishaq (2021) further reinforced this by showing that Emirati consumers responded favorably to companies supporting charity, managing complaints promptly, and aligning with local values.

Despite these strong results, it is important to acknowledge **methodological limitations**. The sample consisted exclusively of **media students at Yarmouk University** — individuals highly familiar with digital content. This may have skewed responses toward emphasizing **visual creativity and interactivity**. By contrast, other studies such as Ishaq (2021) and Al-Muhanshi (2024) used broader community samples, which could explain their emphasis on **credibility and brand trust**. Therefore, **caution is required** when generalizing these findings beyond the academic youth demographic. Future research should consider a **more diverse population**, include **professionals and older consumers**, or compare **urban and rural contexts**. It is also recommended to explore how **artificial intelligence (AI)** can be used to detect emotional and behavioral responses to digital advertising in real time.

Finally, this study fills an important gap in the **Arabic-language literature**. While much of the existing scholarship focuses on Western contexts, our research contributes **original insights into the Jordanian construction sector** — a field largely overlooked in previous studies. The results suggest that

while **visual content remains essential**, it must be embedded within **culturally and emotionally resonant strategies** to influence brand image effectively.

Jordanian construction companies can leverage these findings by producing **augmented reality (AR) videos** showcasing housing projects in the **local dialect** and promoting them via **interactive platforms like TikTok and Instagram Stories** — tools that integrate creativity, credibility, and culture into one digital experience.

Conclusion and Future Outlook

In conclusion, the study highlights the importance of combining technical creativity with cultural alignment in digital advertising, especially in service-oriented sectors like construction that depend heavily on trust and public perception. The findings confirm that advertising effectiveness stems not only from technical quality but also from the ability to emotionally connect with the local audience through culturally relevant elements.

Based on this, the study recommends:

- Construction companies in Jordan are encouraged to leverage creative digital technologies — such as Augmented Reality (AR) — to visually showcase construction stages, particularly in residential projects, using culturally familiar narratives and visuals that foster emotional engagement and build audience trust.
- Enhancing digital interactivity through active strategies (e.g., contests, instant replies, and interactive content).
- Localizing advertising messages by using Jordanian dialects with clear guidelines for dialect selection; for example, distinguishing between Ammani (urban) and Bedouin (rural) dialects when targeting campaigns to urban or rural audiences respectively. This dialectal adaptation, combined with incorporating authentic societal values; such as honesty and belonging, has been shown to strengthen trust and emotional resonance.

Recommendations for Future Research:

In light of these findings, future research is encouraged to:

- Examine the impact of advertising elements across more diverse social groups beyond media students.
- Analyze how artificial intelligence can personalize advertising messages and enhance emotional engagement.
- Compare audience responses to digital advertising in urban vs. rural environments, including dialectal preferences.
- Adopt qualitative methods to explore audience interpretations of cultural and creative elements in digital messages.

References:

1. Aaker, D. A. (1996). *Building strong brands*. Free Press.
2. Abbas, A., Khan, I. A., Yahya, M., Akram, M. W., Sanwal, M. A. K., & Ullah, H. (2021). Impact of advertising on brand image: Evidence from Southern Punjab Pakistan. *Journal of International Business and Management Studies*, 2(1), 33–47. <https://doi.org/10.53559/jibms.v2i1.33>
3. Abd Al-Karim, M. (2024). The impact of local cultural values on advertising content and audience response to the advertising message. *Arab Journal of Management*, 44(1), 39–56.
4. Abdellatif, T., Abdelaziz, L. A., & Hassan, D. A. (2018). Features of interactive digital advertising through new media. *Journal of Architecture, Arts, and Humanities*, 3(10), 1. <https://doi.org/10.12816/0045727>
5. Abu Sofa, A. (2023, August 9). The recession in the real estate sector... How to overcome it. *Alghad*. Retrieved from <https://alghad.com/>
6. Adsela. (2023). The importance of social media in increasing your sales. *Adsela Marketing Solutions*. Retrieved from <https://adselams.com/>
7. Al-Alaq, B. (2008). *Fundamentals and applications of electronic and traditional promotion*. Dar Al-Yazouri.
8. Al-Amoush, K. (2015). Commercial advertising and shop names in Jordan: A sociolinguistic study. *The Hashemite University*. [Published on arabic.jo]
9. Al-Assaf, K. T. (2024). Impact of digital marketing content on brand awareness among Jordanian consumers. *Journal of Ecohumanism*, 3(7), 2447–2453. <https://doi.org/10.62754/joe.v3i7.4688>
10. Al-War, I. (2015, September 13). The heritage of Jordanian dialects [Lecture]. *The University of Jordan Library*, in cooperation with the Jordan Heritage Foundation. Retrieved from <https://uj.edu.jo/>
11. Baha, F. (2021). The power and structure of linguistic beauty in Facebook commercial advertising: An analytical study of applied models. *Problems in Language and Literature*, 10(1), 889–911. <https://doi.org/10.2600-6634>
12. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation and practice* (7th ed.). Pearson.
13. Eldesouky, D. F. B. (2018). Digital advertising and its role in building brand image. *World Journal of Social Sciences and Humanities*, 4(2), 93–99. <https://doi.org/10.12691/wjssh-4-2-4>
14. Fernandes Crespo, C., Gaspar Ferreira, A., Ribeiro, F. M., & Alshevskaya, T. (2025). Unlocking the power of ads: A cross-cultural examination of consumers' advertising value perceptions. *Journal of International Consumer Marketing*, 37(1), 1–15. <https://doi.org/10.1080/08961530.2024.2447720>
15. Gardner, A., Goldfinch, T., Layton, C., Thomas, G., Henderson, A., & McCarthy, T. (2011). Observing cultural interactions in engineering design. In Y. M. Al-Abdeli & E. Lindsay (Eds.), *Proceedings of the 22nd Annual Conference for the Australasian Association for Engineering Education* (pp. 184–190). Engineers Australia.
16. Ghadir, B. G., & Ismail, H. M. (2016). Cultural factors and their influence on consumer behavior toward online advertising: A survey study on the Syrian coast. *Tuj-Econ*, 37(2).

17. Godes, D., Mayzlin, D., Chen, Y., Das, S., Dellarocas, C., Pfeiffer, B., ... & Verlegh, P. (2005). The firm's management of social interactions. *Marketing Letters*, 16(3–4), 415–428. <https://doi.org/10.1007/s11002-005-5902-2>
18. Grunig, J. E., & Hunt, T. (1984). *Managing public relations*. Holt, Rinehart and Winston.
19. Hartono, J., & Dewi, I. C. (2019). The impact of advertising towards brand image and purchase intention: The case study of MatahariMall.com. *Review of Management and Entrepreneurship*, 3(1), 47–76. <https://doi.org/10.37715/rme.v3i1.1235>
20. Housing Investors Association. (2018, March 9). 7,000 visitors at the 2018 Housing and Real Estate Exhibition. *Assawsana*. Retrieved from <https://www.assawsana.com/article/375944>
21. Huang, M.-H., & Rust, R. T. (2022). A framework for collaborative artificial intelligence in marketing. *Journal of Retailing*, 98(2), 209–223. <https://doi.org/10.1016/j.jretai.2021.03.001>
22. Ishaq, K. I. A. A. (2021). Factors influencing the formation of the brand image of telecom companies: A survey study on Etisalat users in the UAE (May 10 – November 10, 2020). *Journal of Arts, University of Baghdad*, 2021(139), 589–614.
23. Kartika, T., & Pandjaitan, D. (2023). Electronic word-of-mouth and social media marketing on brand image and purchase intention. *Jurnal Ilmiah Manajemen dan Bisnis*, 24(1), 45–60. <https://jurnal.ibik.ac.id/index.php/jimb/article/view/1234>
24. Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1–22. <https://doi.org/10.1177/002224299305700101>
25. Khattab, A. A., & Al-Samawi, F. (2024). The impact of digital marketing on building corporate image: An applied study on product delivery companies in Iraq. *Tikrit Journal for Administrative and Economic Sciences*, 20(65, Part 1), 165–184. <https://doi.org/10.25130/tjaes.20.65.1.10>
26. Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
27. Kumar, V., Rajan, B., Gupta, S., & Dalla Pozza, I. (2016). Customer engagement in service. *Journal of the Academy of Marketing Science*, 44(5), 1–20. <https://doi.org/10.1007/s11747-016-0489-2>
28. Mahmoud, K. A., & Al-Samawi, F. (2024). The impact of digital marketing on building corporate image: An applied study in Iraqi product delivery companies. *Tikrit Journal of Administrative and Economic Sciences*, 20(65, Part 1), 165–184. <https://doi.org/10.25130/tjaes.20.65.1.10>
29. Mahmoud, M. M. N. H. (2021). Evaluating the effectiveness of digital advertisement design for mobile applications in attracting target audience attention in specialized markets. *Egyptian Journal of Media Research*, 77(3), 77. <https://doi.org/10.21608/ejsc.2021.226307>
30. Ma'ruf, A. M. M. (2023). The impact of electronic advertising on brand image: An analytical study. *Nile Journal of Business, Law, and Information Systems*, 3(5), August 2023.

31. Manani, S. (2021). The role of advertising in improving the mental image of customers at Sidi Yahia Complex – Biskra. *Journal of Administrative and Economic Research*, 15(2), 313–332.
32. Mehnashi, A. B. A. B. (2025). The role of digital marketing in shaping brand image in Saudi society: Apple as a model. *Journal of the Faculty of Arts, Menoufia University*, 36(140.4), Media Department, January.
33. Moncey, A. A., & Baskaran, K. (2020). Digital marketing analytics: Building brand awareness and loyalty in UAE. In *2020 IEEE International Conference on Technology Management, Operations and Decisions (ICTMOD)*. IEEE. <https://doi.org/10.1109/ICTMOD49425.2020.9380579>
34. Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20–38. <https://doi.org/10.1177/002224299405800302>
35. Muhammad, N. F., & Pamekas, B. W. (2024). Perencanaan video iklan dengan teknik motion graphic untuk promosi pada Universitas Swasta XYZ. *DutaCom*, 17(1), 10–24. <https://doi.org/10.47701/dutacom.v17i1.3772>
36. Oriakhi, O. P., Amin, A., & Safdar, S. (2023). Negative impact of social media advertisements on branding in digital marketing. *Faculty of Business and Law, University of Portsmouth*. Retrieved from https://pure.port.ac.uk/ws/portalfiles/portal/78542892/Negative_Impact_of_Social_Media_Advertisements.pdf
37. Petra News Agency. (2022, July 28). Economic forum discusses the future of the construction sector. *Petra News*. Retrieved from <https://petra.gov.jo/Include/InnerPage.jsp?ID=219575&lang=en&name=news>
38. Putra, I. K. Y., & Darma, G. S. (2024). Digital marketing exploration, brand image on Gen Z buying interest in e-commerce. *International Research Journal of Management, IT and Social Sciences*, 11(6), 210–227. <https://doi.org/10.21744/irjmis.v11n6.2473>
39. Rageh for Marketing and Programming. (2024, May 14). Social media usage report in Jordan. *Rageh.net*. Retrieved from <https://rageh.net/>
40. Shafie Al-Din, M. (2007). Arabic dialects and their relation to Modern Standard Arabic: A linguistic study. *Journal of the International Islamic University Chittagong*, 4, 75–96.
41. Sheth, D. (2023). The impact of digital marketing on global brand image: A customer segmentation approach.
41. Sheth, D. (2023). The impact of digital marketing on global brand image: A customer segmentation approach. *International Journal of Science and Research Archive*, 10(1), 730–735. <https://doi.org/10.30574/ijrsra.2023.10.1.0773>
42. Siouh, M. M. R. (2015). The role of advertising in improving the mental image of commercial companies through adopting social responsibility in Egypt. *Journal of Applied Arts*, 2(1), 1–XXX. <https://doi.org/10.21608/maut.2015.105190>
43. Tarabieh, S. M. Z. A. (2022). The impact of social-media marketing activities on consumers' loyalty intentions: The mediating roles of brand awareness, consumer brand engagement and

- brand image. *Jordan Journal of Business Administration*, 18(4).
<https://doi.org/10.35516/jjba.v18i4.455>
44. Zhang, X., & Hu, J. (2021). Research on the public design innovation method based on the sharing concept of cultural computing. In M. Rauterberg (Ed.), *Culture and Computing. Design Thinking and Cultural Computing* (pp. 162–174). Springer.
https://doi.org/10.1007/978-3-030-77431-8_10