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Analysis of Cumulative Advertising Factors for Consumer Behavior: A Case Study in Iraqi General Company for Food Products

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Abstract: Research aims to enable companies to influence consumer behavior by identifying relative importance of cumulative advertising factors, allowing them to focus on these factors: corporate potential, competitor behavior, and market segment factors. A case study approach was chosen for Iraqi General Company for Food Products, and real data was used to demonstrate extent to which three factors are present. Research concluded that company focused on corporate potential factor and neglected the other factors. Therefore, it is recommended that company pay attention to three factors and achieve a balance in focusing on them to ensure full impact of its cumulative advertising on consumer behavior, maximize its sales, and increase its market share.

Keywords: Cumulative Advertising, Corporate Potential, Competitor Behavior, Market Segment

1. Introduction

In highly competitive environment of modern markets, cumulative advertising has become one of key strategic tools companies use to enhance consumer brand awareness and build long-term loyalty [1]. Cumulative advertising relies on repetition of advertising messages over an extended period of time, resulting in a cumulative effect on consumer behavior and brand response [2]. Effectiveness of cumulative advertising is not solely determined by budget or campaign size; it is also influenced by a range of accompanying factors, which can be divided into three main categories: corporate potential, competitor behavior, and market segment [3]. Each of these factors differently impacts cumulative advertising's ability to achieve its marketing objectives. Company learning a provide to direct control on corporate potential and while competitor behavior with market segment pose challenges that require continuous adaptation and analysis [4]. Understanding these factors and studying their interaction enables companies to design more effective cumulative advertising campaigns while achieving a clear competitive advantage in today's consumer markets [5].

Based on case study approach, we can identify the reality of applying the three factors of reminder advertising in a single company and then generalize this to the entire industry. To guide companies seeking to leverage the full impact of cumulative advertising factors on consumer behavior, Iraqi General Company for Food Products was selected. It

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is a state-owned Iraqi entity that specializes in producing and distributing food products, affiliated with the Iraqi Ministry of Industry and Minerals, a phone number available in Iraqi business directory.

Cumulative Advertising

Cumulative advertising is a marketing strategy that relies on repeating advertising messages over long periods to enhance target audience's awareness of a brand or product [5]. Primary goal of this approach is to achieve sustained brand recognition in minds of consumers and increase likelihood of a purchase decision [6]. This approach is based on modern marketing theories that emphasize importance of repetition in building a strong brand image [7]. Cumulative advertising strategies are a fundamental element of marketing research, focusing on long-term effects and strategies of advertising campaigns [2]. This includes understanding how advertising efforts accumulate over time to influence consumer behavior and increase sales. Both qualitative and quantitative research methods are essential in developing effective advertising strategies. Entire topic of cumulative marketing effects can have a profound impact on marketing managers, as the transitional effects of many marketing expenditures pose a challenge in the optimal timing and allocation of marketing expenditures over the planning horizon [2]. Cumulative effects can occur over a longer timeframe, and exposure required to produce these effects likely occurs over an extended period [1]. Cumulative media effects are attributed to repeated exposure to television and newspapers, assuming that media habits have a dispersive effect on our values and opinions in long-term process of socialization [8]. Given current length of advertising campaigns and the ubiquity of advertising, this seems a distinct possibility [9]. Therefore, we may need to measure exposure to campaign ads over multiple years to understand specific types of effects that arise from repeated campaign communication, whether short-term or long-term. These types of effects may be short-term or long-term, immediate or temporary, persistent or cumulative [1]. Concept of cumulative effect of advertising refers to phenomenon in which the effectiveness of advertising campaigns increases over time due to repeated interactions with target audience, enhancing brand awareness and improving purchasing [10]. It is based on idea that repeated exposure to advertising does not operate in isolation but rather builds a cumulative effect that interacts with consumers' long-term memory and psychological processes associated with decision-making [10]. In short term, advertising bursts are often ineffective because consumer may not be interested in same product. Calculating optimal time to measure ad response has been a matter of debate. Cumulative value of a brand's advertising at a given point in time builds awareness. Advertising is used to increase brand value, then a question is how brands schedule their advertising optimally over time. Consumer purchasing behavior is influenced by cumulative advertising by three factors, these are: corporate potential, competitor behavior, and market segment.

Corporate Potential Factors

Advertising decisions may be influenced by company-specific factors such as new product launches, performance improvements, and year-end budget depletion. Advertising theory suggests that new product launches should be advertised extensively to inform customers of new product [11]. Advertising is known to be more effective for new products, providing an economic justification for higher spending levels and frequencies. Improving advertising performance may enhance current advertising performance, as budgets are often set as a percentage of past sales. Measuring effects of advertising on sales is challenging due to the requirement to control all variables [3].

Cumulative effect of an ongoing advertising campaign leads to customer recognition of a brand or product in form of a significant increase in sales revenue. Marketing managers want to determine whether they are investing too much in advertising, as productivity of advertising campaigns, as an investment, must generate appropriate financial returns [2]. Corporate potential factors are key tools for maximizing impact of

advertising on consumers, as they can be directly adjusted according to the company's strategy. These factors relate to what company has direct control over, decisions made by management itself [3].

Corporate potential factors related to cumulative impact of advertising on consumer behavior can be divided into six: *First, advertising budget*, which is one of most important control elements within management's control, It determines ability to repeat, diversify media, and sustain campaigns. Companies that allocate a larger budget to advertising often achieve a greater cumulative impact on consumer behavior, but after a certain point, diminishing returns may appear [12]. *Second, marketing mix strategy*, which includes decisions related to channels, messages, timing, and promotions. The more integrated and coordinated marketing mix, greater the effectiveness of cumulative advertising, companies that employ a clear and consistent strategy can more effectively convert advertising exposure into actual purchasing behavior [2]. *Third, advertising quality and creativity*, represented by innovative and attractive ads, increase consumer recall and maintain advertising effect over time. Good advertising can enhance brand's mental image and make message more ingrained in consumer's mind [13]. *Fourth, brand's reputation*, strong brand acts as a multiplier for cumulative advertising effect, consumers trust brand and are more willing to respond to repeated advertising exposure, increasing likelihood that advertising messages will translate into purchasing behavior [14]. *Fifth, product distribution*, cumulative advertising effect cannot be achieved if product is not readily available to consumers. Corporate potential to ensure product's presence at various points of sale enhances possibility of achieving advertised effect and converting recall into actual purchase. *Sixth, consumer service and loyalty*, to company through customer care and loyalty programs, which support cumulative advertising effect by fostering long-term relationships between company and consumers. Consumers who feel valued and supported by company are more likely to respond to future advertisements [15].

These factors represent elements that a company can directly control, including advertising budget, marketing objectives, and internal capabilities of marketing team. Size of advertising budget determines reach and frequency of an advertising campaign, while marketing objectives determine type of advertising messages and strategies used. Company's internal expertise and available analytical tools also contribute to improving effectiveness of advertising [16]. Thus, corporate potential factors are key tools for maximizing cumulative impact of advertising on consumers.

Competitor Behavior Factors

Competitor behavior factors are among most important elements influencing a company's advertising strategies. They represent competitive environment in which a brand operates. They reflect behavior of competitors in market, and are not directly under company's control [17]. These factors include intensity of competitors' advertising activities, their marketing and promotional strategies, and level of competition in market. Analyzing these factors allows a company to adapt its advertising strategies to meet competition and achieve a comparative advantage in a market where competitor behavior factors cannot be controlled [3]. Competitor behavior factors influence cumulative advertising by: *First, increasing frequency and continuity* [18]. With active competitors, a company needs to increase frequency of advertisements to ensure its message remains clear and accessible to consumers on an ongoing basis. *Second, improving advertising messages* [5]. Analyzing a company's competitors helps it craft more engaging and clear advertising content compared to what the market offers. *Third, long-term strategic planning is required*, as cumulative advertising focuses not only on individual campaigns but also on building the brand's image over time in line with competitors' actions.

Cumulative advertising does not operate in isolation from competitive environment but is directly influenced by competitor factors. Cumulative advertising must be more intensive and innovative in highly competitive markets.

Monitoring competitors' strategies allows for adapting advertising messages to ensure brand differentiation and prevent loss of market share. Company should also continuously evaluate consumer responses to competitors' advertising, which helps optimize scheduling and cumulative advertising budgets to achieve the best possible results [19]. Company considers not only impact of its own advertising inventory, but also the level of competitors' advertising inventory and the changes in their advertising inventory [20]. Managers track their own advertising efforts and those of their competitors when deciding how to adjust their advertising spending.

Competitor behavior factors can be divided into three: *First, competitors' advertising activities*, which represent intensity and frequency of ads published by competitors, directly impact company's ability to attract attention. If competition is intense, company may need to increase its advertising budget or improve quality of advertising messages to maintain their cumulative impact in the consumer mind [21]. *Second, competitors' promotional strategies*, which represent competitors' promotions, discounts, and innovative campaigns. Effectiveness of a company's advertising can be reduced if advertising strategy is not adjusted, analyzing these strategies helps company design more differentiated messages and increase their frequency in a cumulative manner that strengthens brand [22]. *Third, intensity of market competition*, in highly competitive markets, cumulative advertising becomes even more important because it ensures the brand's continued presence in the consumer's mind over long term. Cumulative advertising relies not only on repetition but also on continuity of thoughtful communication that adapts to competitors' moves to intensify advertising efforts in a highly competitive market [5].

Market Segment Factors

Market category factors are classified as one of the main groups of associated variables that influence effectiveness of cumulative advertising. These factors are not directly under the company's control, but rather represent external environment with which brand interacts, thus indirectly affecting success of advertising campaigns [23]. Market segment factors include general characteristics of market segment, such as market size, growth rate, market saturation level, and consumer trends, which help explain differences in cumulative advertising response across different product categories [24]. For cumulative advertising to possess market category factors, company must work to increase effectiveness of advertising messages. This requires company to understand characteristics of segment to help tailor advertising content to consumer interests [8]. It also requires optimizing campaign scheduling in rapidly growing or saturated markets, determining optimal frequency and advertising duration. It also requires directing advertising budget, allocating resources intelligently based on market size, saturation, and growth rate [25].

Company increases its competitiveness by understanding market segment environment, which can differentiate the brand from competitors and achieve a greater cumulative effect over long term [5]. Markets characterized by high segment growth are often younger product segments, which require more advertising to inform and persuade new customers [26]. Additionally, higher growth can be considered an indicator of potential future profits, prompting brands to more aggressively claim and defend their positions in such categories. Therefore, time lag may vary depending on personal factors such as consumers' cognitive and emotional evaluations of the advertising message [27]. In addition, marginal factors such as competing brands' advertising, social relationships, their impressions of advertised product, and product availability also influence time lag [5]. Segment growth has a positive impact on advertising decisions and size, as markets with a high concentration of segment tend to exhibit higher profits, as these markets are often characterized by barriers to entry [28].

Market segment factors that influence cumulative advertising on consumer behavior are divided into five: *First, size of market category*, large markets require intensive cumulative advertising campaigns to reach a wider segment of consumers. Larger market size, greater advertising frequency and intensity required to ensure the message reaches

all consumers and increase brand awareness. *Second, rate of market segment growth*, rapidly growing categories require rapid increases in advertising frequency to consolidate market share. In mature categories, focus is on brand preservation and loyalty rather than rapid expansion. Impact of segment's growth rate determines the timing and frequency of cumulative campaigns to achieve maximum impact. *Third, saturation of market segment*, more saturated market is with a large number of competing products, more necessary it becomes to use innovative and repetitive advertising messages to maintain brand distinctiveness. Saturation makes it more difficult to penetrate consumer's mind, making cumulative advertising more reliant on repetition and innovation [29][30][31]. *Fourth, consumer trends and behavior*, such as understanding preferences and behavior of consumers in segment, helps formulate cumulative messages that align with their expectations. Cumulative advertising becomes more effective when it reflects the needs and interests of target group, increasing the likelihood of interaction and response to advertising messages [10]. *Fifth, competitive structure*, segments characterized by intense competition or constant change require dynamic advertising repetition and constantly updating messages. Its impact helps ensure that brand remains in consumer's mind despite competitive campaigns [1].

2. Materials and Methods

Research aims to diagnose weaknesses suffered by company under study, represented by General Company for Food Products, one of formations of Iraqi Ministry of Industry and Minerals, by designing a checklist for cumulative advertising factors for consumer behavior in company, which is presented to a group of expert arbitrators in scientific specialization, and then diagnosing gaps in application after knowing actual percentage of presence of each cumulative advertising factors in company. Results are also presented using illustrative charts, Pi model, Pareto model, and percentages, until attention of company's managers is drawn to weaknesses that should be addressed and facilitate company's achievement of its goals and objectives. Most prominent objectives of research can be summarized in answer following questions:

1. What are cumulative advertising factors for consumer behavior?
2. Is there parallelism in focusing company on cumulative advertising factors?
3. What are obstacles to providing cumulative advertising factors in company?
4. Does company have sufficient capabilities to manage cumulative advertising factors?
5. How do company's executive managers view cumulative advertising factors?

In order to answer these questions, research adopts case study approach and sets following two hypotheses that are (cumulative advertising factors are available in Iraqi General Company for Food Products) and (Company is balanceing focus on cumulative advertising factors for consumer behavior equally).

Research adopts views of researchers in field of management regarding cumulative advertising factors, and they agree that there are three: corporate potential, competitor behavior, and marker segment. Company was chosen to case study of availability of these factors and existing gaps for purpose of improving company's performance and facilitating its achievement of its goals. cumulative advertising factors for consumer behavior that will be analyzed in Iraqi General Company for Food Products can be explained in research framework shown in figure (1).

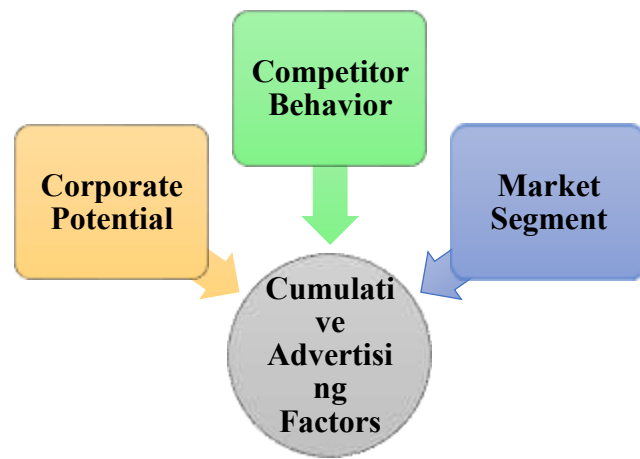


Figure 1. Procedural chart of a research

3. Results

Research is being applied in Iraqi General Company for Food Products affiliated as a deliberate sample for case study. After field experience and direct meetings with company's managers who are: firstly general manager and his assistant, secondly department heads and their assistants, thirdly division officials and their assistants. Sample size reached (57) managers who were interviewed and their opinions were surveyed regarding paragraphs included in checklist for cumulative advertising factors, which are corporate potential, competitor behavior, and marker segment. Data and results shown in table 1.

Table (1) checklists of cumulative advertising factors in Iraqi General Company for Food Products (n=57)

Cumulative Advertising Factors	
Corporate Potential	Checkout
1. Company reserves financial allocations for marketing and never reduces them.	√
2. Company has independence in making marketing decisions, including advertising its products.	√
3. Company always succeeds in its advertising campaigns and only faces failures in rare cases.	√
4. Company gives marketers complete freedom to design advertisements for its products without any interference from company managers.	×
5. Company provides all the means, techniques and tools that ensure success of advertisement.	√
6. Company provide all data that marketers need to accomplish their tasks.	√
7. Company allocates sufficient financial resources for marketing and advertising.	×
8. Company studies competitors' advertisements and scientifically identifies their advantages and disadvantages.	√
9. Company asks its employees to submit suggestions that contribute to development of its advertising campaigns.	√
10. Company believes that advertising skills should be available to all its employees, not just those in marketing department.	×

Percentage of actual application for corporate potential		70%
Competitor Behavior		Checkout
1	Company faces competitors with strong brands, but its brand outperforms them.	×
1	Company have data and information about compititors in markets.	×
1	Company predicts competitors' behavior for future periods of time.	×
1	Company understands what tasks are required in advertisement so that it can outperform its competitors in market.	√
1	Company conducts evaluation performance of competitors in industry.	√
1	Company disseminates to its managers all information provided by marketing unit about competition.	×
1	Company is a leader in its industry.	√
1	Company collect detailed information on competitors in its industry.	×
1	Company has clear and achievable goals that allow it to run acceptable advertising campaigns.	√
2	Company responds quickly to its customers because it has direct communication links with them.	×
Percentage of actual application for competitor behavior		40%
Market Segment		Checkout
2	Company uses valid indicators to segment market into smaller, more easily targeted segments.	×
2	Company is interested in seizing marketing opportunities available in target market.	√
2	Company identify potential threats in all market.	×
2	Company has specialized marketing capabilities in implementing market segmentation process.	×
2	Company obtains information about competitors, suppliers and customers in its target market in an easy and hassle-free manner.	×
2	Company updates its databases related to target markets on a regular and continuous basis.	√
2	Company takes into account cultural and geographical factors when segmenting market.	√
2	Company uses internet to collect market data.	√
2	Company targets its available niche market through market segmentation.	√
3	Company uses artificial intelligence applications to generate profitable target market options.	×
Percentage of actual application for Market Segment		50%

Results reached can be explained by method of tables and using Pareto chart that shows application and gap for each of cumulative advertising factors as in figure 2.

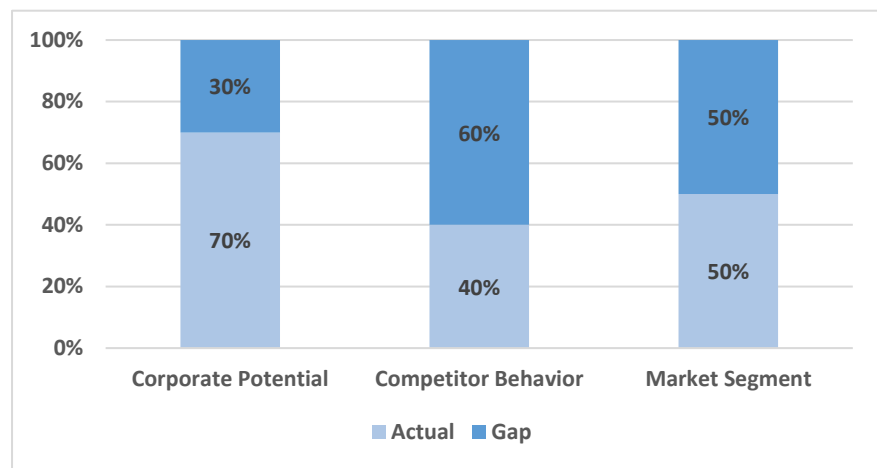


Figure (2) Actual application and gaps for cumulative advertising factors in Iraqi General Company for Food Products.

By an analytical look at data provided by figure 2, following can be concluded:

1. Application of corporate potential factors in company reached (70%) and the gap in it reached (30%). Perhaps reason behind the successful implementation of these factors lies in fact that company is state-backed and a public company, which possesses resources it needs in any field, such as advertising, directly and without obstacles. However, gap in these factors can be attributed to fact that company is restricted by higher authorities within ministry to which it is organizationally affiliated. Consequently, it cannot easily change its financial portfolio or organizational structure. In other words, company cannot invest and develop its proprietary resources without obtaining proper approvals from higher authorities. This process may take a long time, during which time market conditions may have changed, preventing company from launching appropriate advertisements to attract consumer over time.

2. Application of competitor behavior factors in company reached (70%) and gap in it reached (30%). Most prominent reasons for company's limited application of these factors can be identified as company's overconfidence in its ability to outperform all competitors in its industry. This misplaced confidence neglects competitors and their ability to develop their products and advertisements, which further alienates customers and causes company to gradually lose market share. Company's management believes that customers are unaffected by advertisements produced by competitors. This belief is false, especially since digital markets have enabled all companies to directly and quickly reach and influence consumers. Competitors in consumer markets focus on emotional appeal in their advertisements, and company under study consistently loses due to this, as it fails to seriously consider competitors. Company does not maintain a competitor database, nor does it utilize a marketing intelligence system to collect and analyze data on competitors of various sizes in market, nor does it consider potential entry of new competitors and new advertisements that could influence current and future consumer behavior.

3. Application of market segment factors in company reached (50%) and gap in it reached (50%). Poor implementation of these factors and clear gaps within them are primarily due to the company's lack of qualified and professional marketing professionals. Company suffers from weak marketing capabilities, both in terms of technology and marketers. It uses outdated, classic advertising techniques and fails to develop itself in this area, especially in current era. With proliferation of virtual markets, it has become easier for company to segment its markets into segments than before, even reducing costs it

incurs during segmentation process. Company lacks accurate market segmentation indicators, and therefore its advertising has little impact on consumer behavior in long term. Company relies on an undifferentiated marketing strategy that doesn't segment the market and treats it as a whole. This negatively impacts its cumulative advertising, as consumer preferences change over time. If company launches ads targeting current consumers, those ads may lose their impact on those same consumers after a certain period of time, thus not motivating them to purchase its products. Company's management forgets that advertising may affect a certain segment of consumer market while not affecting another segment of consumer market.

It is noted that Iraqi General Company for Food Products did not pay attention to disparity in its emphasis on cumulative advertising factors, as each of three factors (corporate potential, competitor behavior, and market segment). It received varying application and occupies different relative importance as shown in table 2.

Table (2) Relative importance and sequences for cumulative advertising factors in Iraqi General Company for Food Products

Cumulative Advertising Factors	Actual Applications	Gaps	Relative Importance of Application	Relative Importance of Gaps
Corporate Potential	70%	30%	44%	21%
Competitor Behavior	40%	60%	25%	43%
Market Segment	50%	50%	31%	36%

Company under study faces a situation of inconsistent application of three cumulative advertising factors due to company not paying attention to these factors in a balanced manner as shown in figure 3.

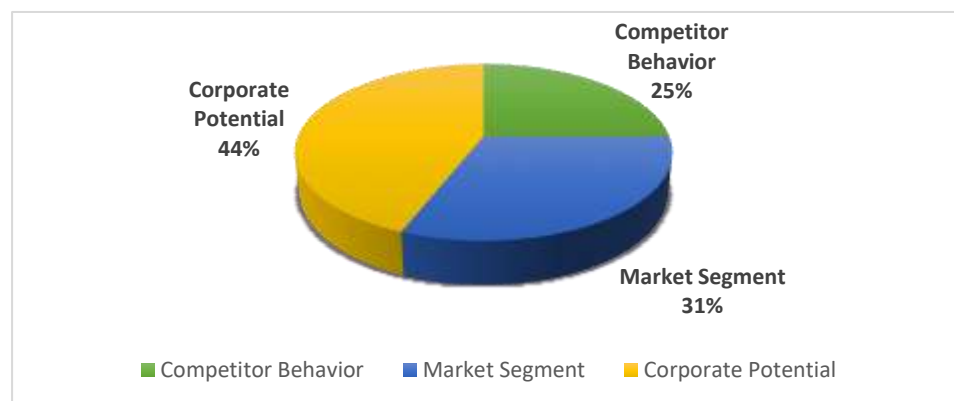


Figure (3) Relative importance of application actual for cumulative advertising factors in Iraqi General Company for Food Products.

As a result of varying reality of applying cumulative advertising factors in company, this has caused a variation in gaps in application of these factors. Iraqi General Company for Food Products suffers from first place gap in *competitor behavior factors*, which reached a relative importance of (43%). Second place gap in *market segment factors*, which reached a relative importance of (36%), and third place gap in *corporate potential factors*, which reached a relative importance of (21%). As shown in figure 4.

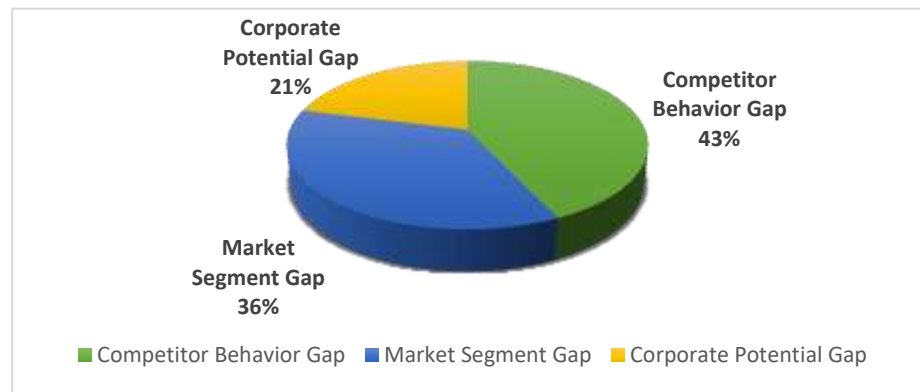


Figure (4) Relative importance of application gap for cumulative advertising factors in Iraqi General Company for Food Products.

4. Conclusion

All companies aspire to influence consumer behavior, and cumulative advertising represents most significant influence. Cumulative advertising has three main factors: corporate potential, competitor behavior, and market segment, these factors have both direct and indirect effects on consumer behavior. Company's corporate potential at cumulative advertising can be enhanced by increasing marketing allocations within company's financial budget, employing marketing experts and professionals, and relying primarily on advertising in its promotional campaigns. Company must continuously study competitor behavior and maintain competitor databases that enable it to identify competitors' realities in market and competitive positions of brands and products. Outperforming competitors requires company to continuously monitor them, and this can be achieved by evaluating competitors' advertisements and determining their impact on consumer behavior.

The circumstances associated with each market segment vary due to variance in consumer preferences within each segments. For a company to achieve desired added value in its cumulative advertising, it must choose an appropriate criterion for market segmentation, in addition to establishing acceptable indicators for targeting consumers within that market segment, ensuring consumer satisfaction and building loyalty to company's brand and products. Company should consider three elements of reminder advertising in a balanced manner, not focusing its marketing efforts on just one or two of them. Company should realize that a balanced focus on these elements will ensure the effectiveness of reminder advertising and efficiency of influencing consumer behavior. Finally, company should also adopt a marketing dissemination approach that essentially emphasizes that marketing, including reminder advertising, is responsibility of all employees within company, contributing to maximizing sales, increasing market share, and increasing profits in long term.

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