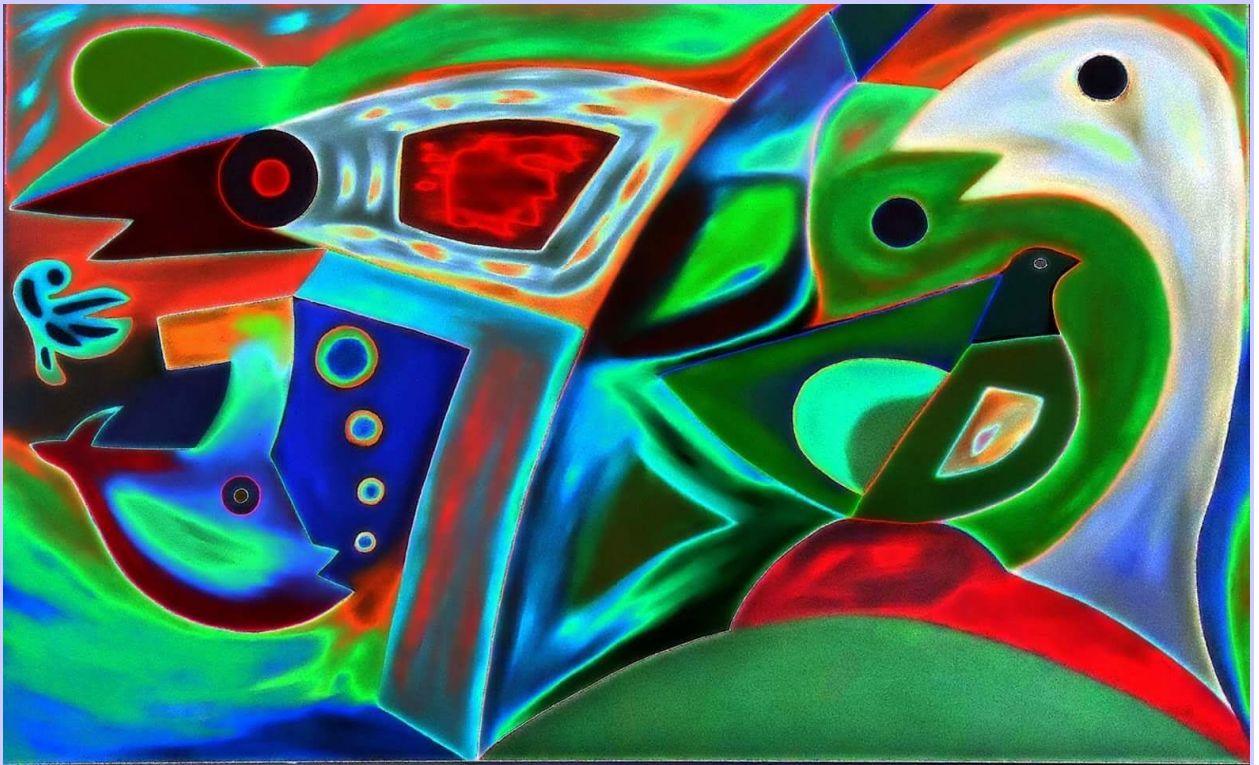


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The Impact of AI-driven Marketing Personalisation on Consumer Purchase Decisions: A Mixed-Methods Analysis

Kingsley Ofosu-Ampong¹[0000-0003-0561-6376], Michael Boateng²[0009-0008-2983-7476],
Michael Darko Ampong³[0009-0006-5041-6153], Julius Adu-Ntim⁴[0000-0002-0876-0237],
Francis B. Ampong-Ansah²[0009-0002-1333-3958]

¹Heritage Christian University, Ghana,

²University of Ghana, Ghana,

³Northeastern University, Boston, USA,

⁴Wisconsin International University College, Ghana

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Abstract. Advertising is a fundamental aspect of modern business that helps companies promote their products and services to potential customers. The effectiveness of advertising campaigns is a key concern for marketers and business owners, as they seek to maximize the return on investment (ROI) of their advertising budgets. In this paper, we examine the effectiveness of advertising from a consumer perspective, and also investigated how artificial intelligence (AI) driven data integration create a synergistic relationship between customer experience personalization, data management and analysis, and competitive intelligence in the Ghanaian market. A quantitative research design is employed to examine consumer's perception of online products and the target sample size for this research is 120 participants. The results revealed that there was an admission of fear in respect of personalization and privacy, some discarding the customization of ads, but others expressed concern over the collection of data. Also, we found that competitive intelligence shows moderate correlations with all other variables, while AI competitive advantage shows the strongest relationships with other variables. Additionally, it was clear that ads on the internet were seen as more powerful than traditional, however, traditional media is still relevant to marketing efforts. The study shows that personalised marketing increases the likelihood of purchase by creating a sense of being understood by the brand. Finally, approximately 41% ($r^2 = 0.407$) of the variance in customer experience personalisation can be explained by AI implementation – thus, there is a need to develop integrated strategies that consider AI, data management and analysis and personalisation as interconnected capabilities.

Keywords: AI, advertising, digital advertising, consumer purchase behaviour, resource-based theory, Ghana.

1. Introduction

In today's dynamic business environment, marketing would be incomplete without advertising, which serves as a critical channel through which organizations reach consumers in need of their goods or services. Despite its centrality, advertising campaigns can be costly, leading marketers and executives to question their efficiency given the significant share of the marketing budget they consume [1]. This study seeks to examine the influence of advertising on consumer behaviour and decision-making, particularly in relation to online products in the Ghanaian market. Advertising plays a persuasive role in shaping consumer knowledge, preferences, and purchasing decisions. It informs consumers about new products and their attributes while fostering intent to purchase. Research supports the notion that advertising impacts

consumer behaviour on several levels—by increasing product awareness, reshaping perceptions, and influencing buying intentions [2].

Effective advertising campaigns require a nuanced understanding of various factors, including the messaging strategy, the choice of media, audience segmentation, and the timing of exposure. The interplay of these elements determines the overall success and impact of a marketing initiative. While social media advertising is increasingly recognized for its efficiency and reach, there remains a significant gap in understanding how it compares to traditional advertising. This is particularly relevant given the emerging role of Artificial Intelligence (AI) in marketing. AI introduces novel capabilities such as interactive user-generated content and hyper-personalized marketing, which may significantly influence consumer purchasing behaviour [3, 4].

AI-driven marketing leverages technologies such as machine learning and predictive analytics to understand customer behaviour at scale, personalize interactions in real-time, and continuously optimize campaign performance. In contrast to traditional marketing's broad targeting and static processes, AI enables automated, data-driven strategies that respond dynamically to consumer needs [5].

Despite advancements, there is limited research exploring how cultural differences affect advertising outcomes. Understanding how language, symbols, social norms, and other cultural elements influence consumer responses is essential for crafting effective campaigns in diverse markets like Ghana [5]. Similarly, variations in advertising effectiveness across industries and product categories also warrant further study. For instance, advertising strategies for luxury goods differ markedly from those for everyday products, while services such as healthcare and finance require tailored communication approaches [6].

Moreover, the relationship between customer experience personalisation and competitive intelligence—both increasingly shaped by AI—is often examined in isolation. Yet, AI-enabled data integration offers the potential to bridge these functions, creating a closed-loop system wherein insights from competitive intelligence directly enhance customer experience strategies, and vice versa [4, 12]. The mechanisms through which AI facilitates this synergy, the types of data required, and the resulting impact on competitive advantage remain underexplored [12, 32].

In this context, the study contributes to the growing discourse on AI-enhanced marketing by focusing on the Ghanaian business landscape. It investigates how advertising motivates individual consumers, strengthens brand value, and fosters business growth. Specifically, the study aims to address the following research objectives:

1. How do cultural and societal factors influence the effectiveness of different advertising channels and strategies in shaping consumer perceptions and experiences with online products?
2. How does AI-driven data integration create a synergistic relationship between customer experience personalisation, data management and analysis, and competitive intelligence?

In conclusion, investigating advertising effectiveness from the consumer's perspective yields actionable insights for businesses and advertisers. In Ghana and beyond, such evidence-based strategies can significantly enhance both the effectiveness and profitability of marketing efforts

2. Literature Review

Advertising effectiveness refers to the ability of an advertisement to achieve its intended goals, which typically involves influencing the target audience to take a specific action, such as making a purchase, visiting a website, or signing up for a service [2, 3]. Advertising effectiveness is a critical factor in the success of any

marketing campaign, as it determines whether or not the investment in advertising is worthwhile. Effective advertising can generate significant returns on investment, while ineffective advertising can result in wasted resources and lost opportunities.

The concept of advertising effectiveness has been the subject of extensive research in the field of marketing. Scholars have proposed various models and frameworks for measuring and evaluating advertising effectiveness, each with its unique strengths and weaknesses. In this article, we will explore the definition and concept of advertising effectiveness and review some of the most widely used theoretical frameworks for measuring advertising effectiveness.

2.1 Defining Advertising Effectiveness

Advertising effectiveness can be defined as the ability of an advertisement to achieve its intended goals [7]. These goals can vary depending on the objectives of the advertising campaign, but typically involve one or more of the following:

- i. Increasing brand awareness
- ii. Generating leads and sales
- iii. Encouraging customer engagement
- iv. Improving brand reputation
- v. Building customer loyalty

Advertising effectiveness can be measured using a variety of metrics, such as sales revenue, website traffic, social media engagement, brand recognition, and customer satisfaction [8]. The most effective advertising campaigns are those that achieve their intended goals while also maximizing return on investment (ROI) [9].

2.2 The Concept of Advertising Effectiveness in AI Era

The core purpose of advertising lies in its ability to influence and alter the perceptions, attitudes, and behaviours of a targeted audience. At its foundation, advertising seeks to engage viewers, deliver a clearly defined message, and prompt a specific action. Effective advertisements achieve this by resonating with audiences on emotional and psychological levels, using appropriate communication channels and formats to enhance message delivery and impact [10, 11]. Advertising effectiveness is shaped by several interrelated factors, including the content of the message, the characteristics of the target audience, the format of the advertisement, and the contextual environment in which it is delivered [12]. Strategies such as personalization, segmentation, storytelling, and humor have been shown to significantly enhance effectiveness.

Personalization—often discussed in the context of gamification—refers to the customization of messages and delivery mechanisms based on individual audience preferences and behaviours [13]. Segmentation involves dividing the broader target audience into subgroups defined by shared traits or interests, allowing for more precise targeting. Storytelling, which engages both the emotional and intellectual faculties of the audience, creates a compelling narrative around the brand or product [14]. Humor, through the use of wit or jokes, captures attention and fosters positive brand associations [15].

In the AI era, advertising is undergoing a profound transformation. Artificial Intelligence enables unparalleled levels of personalization, automation, and data-driven decision-making [4]. By leveraging advanced analytics and machine learning, marketers can now target specific segments with tailored messaging, optimize campaigns in real time, and predict future consumer behaviours. These capabilities collectively enhance consumer engagement and improve return on investment (ROI) [32]. Beyond the messaging and execution strategies, scholarly research emphasizes

the sequential nature of consumer responses to advertising. Theoretical models suggest that effective advertisements guide consumers through a progression of response stages, reflecting an understanding of both communication theory and marketing objectives [16, 17].

This sequence—commonly conceptualized as cognitive, affective, and conative stages—is typically hierarchical, though some models suggest alternative pathways. According to this information-processing framework, the success of an advertisement depends on the clarity of the message, the execution strategy, and the relevance of the featured brand, product, or service [18, 19]. If a message is effectively delivered and clearly understood, it is more likely to influence consumer interpretation and action. Ultimately, the consumer's role in this process is shaped by individual needs and predispositions, rendering the response both intentional and, to a certain degree, predictable [19, 31].

2.3 Theoretical Foundation

The effectiveness of advertising from the viewpoint of the consumer can also be explained using the Resource Based View (RBV) theory and the Organizational Information Processing (OIP) theories.

2.3.1 Resource-Based View Theory and Dynamic Capabilities Concept

The Resource-Based View (RBV) theory posits that a firm's sustained competitive advantage stems from the strategic use of resources that are **valuable, rare, inimitable, and non-substitutable**. These resources typically include physical capital, human capital, and organizational capital. When effectively coordinated, such resources can significantly enhance a firm's performance and competitiveness [20, 21]. However, the RBV theory has been critiqued for its static perspective and conceptual ambiguity. To address these limitations and better capture the dynamic challenges faced by modern firms, the **dynamic capabilities** framework was introduced. This concept refers to an organization's capacity to **integrate, build, and reconfigure** internal and external competencies in response to a rapidly changing environment [22]. Dynamic capabilities involve repetitive and experience-based behaviours rooted in tacit knowledge, which allow firms to sustain their competitive advantage over time [23].

Despite ongoing debates regarding its definitional clarity, the dynamic capabilities approach has found substantial application in marketing and advertising research. It has been used to examine critical areas such as campaign development, partner engagement, shifting consumer preferences, market volatility, and risk management [25]. By realigning internal processes and resource deployment, firms can respond swiftly to disruptions and effectively mitigate their adverse effects.

2.3.2 Organizational Information Processing Theory

Organizational Information Processing (OIP) theory offers valuable insights into how firms can manage unpredictable disruptions, particularly in the marketing domain amid the rise of artificial intelligence (AI). This theory suggests that organizations must develop robust **information processing capabilities** to manage increasing levels of uncertainty [21, 24]. The more capable an organization is in collecting, analyzing, and interpreting data, the better it can respond to unforeseen challenges [26]. Disruptions in advertising often generate vast amounts of data that must be efficiently processed to inform risk assessment and strategic decision-making [34]. The degree of uncertainty associated with such disruptions typically correlates with their scale and complexity [27].

To address these challenges, firms should establish **structural mechanisms and practices** that align with their information processing needs. By investing in

these capabilities, organizations can enhance both their resilience and competitive edge [34]. Within the context of advertising, applying OIP principles enables firms to better manage their communication channels, target audiences, and content strategies. The OIP framework also provides a foundation for formalizing procedures that facilitate timely data collection and interpretation, thereby improving preparedness and reducing the negative impacts of market disruptions [28, 29].

3. Data and Methodology

The objective of this research is to evaluate advertising effectiveness from the consumer's perspective and to examine the relationship between artificial intelligence (AI)-driven competitive advantage, data management and analysis, personalized customer experiences, and competitive intelligence. The study aims to understand consumer perceptions, emotional responses, and behaviors toward advertising, employing diverse strategies across various media platforms. A quantitative research methodology was adopted, involving data collection from a sample of 120 participants through structured questionnaires. The data were analyzed using the Statistical Package for the Social Sciences (SPSS) to ensure robust and reliable insights.

3.1. Research design

This study employs a quantitative research design to examine consumer perceptions of marketing practices, with a focus on advertising effectiveness.

Research Type: The study is designed as a cross-sectional survey, whereby data were collected from respondents at a single point in time to provide a snapshot of consumer attitudes and behaviours.

Data Collection Method: The primary data were collected using a structured questionnaire, distributed among participants through an online survey platform. Online surveys, enabled by advances in digital technology, offer broad reach and efficiency, making them an increasingly popular tool for data collection. The survey targeted consumers in the Greater Accra Region, with the majority of respondents being university students, and was conducted between January and February 2025.

In addition to primary data, secondary data were sourced from peer-reviewed academic articles and scholarly books focusing on the effectiveness of advertising, providing a theoretical foundation and supporting context for the analysis.

Research Approach: A descriptive research approach was adopted to summarize and interpret the data collected. To explore the relationships among key variables, a correlation analysis was conducted to examine the associations between AI-driven competitive advantage, data management, competitive intelligence, and personalisation.

Furthermore, a qualitative component was integrated to assess cultural and societal factors influencing the effectiveness of various advertising channels. This mixed-methods approach enriches the study by providing both statistical insights and contextual understanding, thereby supporting more informed recommendations for policy and practice.

3.2. Participants

The survey achieved a relatively balanced gender representation, with male respondents comprising 54.2% and female respondents accounting for 45.8%. This near parity suggests a broad level of interest and willingness among both genders to share their perspectives, thereby enhancing the inclusiveness and representativeness of the findings. The results reflect an effort toward gender-balanced participation, contributing to the credibility and relevance of the data for broader population insights

[26]. In terms of age distribution, the majority of participants fell within the 25–34 age group, indicating a high level of engagement and interest from younger adults. In contrast, the 55 and above age group had the lowest level of representation, which may suggest a lower inclination or accessibility for participation among older respondents.

Understanding the demographic composition—particularly age and gender—is critical for interpreting survey results, as different cohorts often demonstrate distinct preferences, behaviours, and attitudes. These insights are essential for tailoring policies, programmes, and communication strategies that are responsive to the diverse needs of the population.

Table 1. Demographic Characteristics (n=120)

Factors	Frequency	Percent
Gender		
Male	65	54.2
Female	55	45.8
Age		
18-24	21	17.5
25-34	43	35.8
35-44	28	23.3
45-54	19	15.8
55 and above	9	7.5

4. Results and Discussion

4.0 Analysis of the Correlation Between AI Competitive Advantage, Data Management and Analysis, Customer Experience Personalisation and Competitive Intelligence

We analyzed the relationships between four marketing variables to establish the influence of AI in current marketing trends using Spearman's rank correlation coefficient: AI competitive advantage, data management and analysis, customer experience personalisation and competitive intelligence. Table 2 presents the correlation coefficients and corresponding p-values. The findings indicate that all the correlations were statistically significant ($p < 0.0001$).

Table 2. Correlation Analysis between AI Competitive Advantage, Data Management and Analysis, Customer Experience Personalisation and Competitive Intelligence

Variables	AI competitive advantage	Data management and analysis	Customer experience personalisation	Competitive intelligence
AI competitive advantage	1.000	0.711 ($p=0.020$)	0.638 ($p=0.032$)	0.442 ($p=0.001$)
Data management and analysis	0.711 ($p=0.002$)	1.000	0.603 ($p=0.010$)	0.408 ($p=0.001$)
Customer experience personalisation	0.638 ($p=0.032$)	0.603 ($p=0.010$)	1.000	0.451 ($p=0.031$)
Competitive intelligence	0.442 ($p=0.001$)	0.408 ($p=0.001$)	0.451 ($p=0.031$)	1.000

Correlation strength scale: strong ≥ 0.6 ; moderate $0.4 \leq r < 0.6$; weak: $r < 0.4$

A moderate positive correlation was identified between AI competitive advantage and competitive intelligence. This indicates that marketing organisations that adopt

AI technologies in their campaigns and strategic efforts tend to exhibit stronger competitive intelligence and a more pronounced edge over competitors who are slower to embrace these innovations.

Furthermore, a strong positive correlation was observed between AI competitive advantage and data management and analysis, as well as between AI competitive advantage and customer experience personalisation. The correlation coefficient between AI and data management ($r = 0.711$) suggests that approximately 51% of the variance in data management ($r^2 = 0.506$) can be attributed to AI implementation. This finding implies that organisations seeking to enhance their AI capabilities must also invest in upgrading their data infrastructure and analytical tools.

Similarly, the correlation between AI competitive advantage and customer experience personalisation indicates that 41% of the variance ($r^2 = 0.407$) in personalisation effectiveness can be explained by AI adoption. This underscores the need for integrated strategic planning that aligns AI technologies with data management systems and personalised customer engagement initiatives.

In addition, a positive correlation was found between data management and customer experience personalisation, suggesting that improvements in data management practices are likely to enhance personalisation outcomes. In essence, marketing organisations with robust data handling systems tend to deliver more tailored and effective customer experiences.

A moderate positive correlation was also observed between data management and competitive intelligence, as well as between personalisation and competitive intelligence. Specifically, data management accounted for approximately 25% ($r^2 = 0.248$) of the variance in competitive intelligence, indicating its significant—though not exclusive—role in shaping intelligence capabilities. Similarly, personalisation explained around 21% ($r^2 = 0.206$) of the variance in competitive intelligence, suggesting that while it contributes to intelligence gathering, it operates partially independently of it.

In short, AI competitive advantage demonstrates the strongest relationships with all other marketing capabilities assessed in this study. This highlights AI's central role in enhancing data-driven decision-making, customer engagement, and competitive positioning. These findings reinforce the view that personalised marketing—enabled by AI and supported by strong data management—enhances purchase likelihood by fostering a deeper sense of connection and understanding between brands and consumers.

4.1 Advertising Awareness

How often are you exposed to advertisements online?

The survey targeted to measure the frequency of how respondents are exposed to advertisements. The analysis of the results shows how often the target audience encounters product commercials across different broadcasting channels such as the TV, online advertisement, and billboards. A significant number of the respondents thus 50% reported that they are exposed to the product advertisement on daily basis, revealing that the brands marketing effort yields substantial portion of their intended audience. The exposure is what contributes the brands awareness and emphasizes the product's presence in the minds of consumers. For respondents who are exposed on weekly basis, the study recorded 20% ($n=20$) suggesting that the advertisement strategy do maintain engagement with a sizeable percentage of the population in a week. There were some respondents who also encounter advertisement monthly and this number constitutes 12.5%. This shows that about 85% of the respondents are exposed to the advertisement at least in a month which is commendable.

Which platforms do you encounter advertisements on the most?

This question aimed to identify the platforms where participants encounter products advertisements most frequently. By understanding the dominant advertising channels, products can allocate resources effectively to target the right platforms. The results show the preferences of the participants for encountering advertisements: Television (39.2%, n=47) and social media (28.3%, n=34) emerge as the top two platforms where respondents encounter product advertisements the most. Television, being a traditional advertising medium, still holds significant influence, while social media's digital reach has become increasingly impactful in recent years. Websites and billboards had 11.7% and 7.5% respectively. Showing that the percentage of outdoor advertising along with websites answers our advertising questions well, confirming that they do reach the target audience. The reported figures still indicate the use of print media, 5.8% and radio, 5%; these channels of advertisement are actively used in products campaigns but at lower rates. The 'Other' category, which accounts for 2.5%, includes such sources where online advertisements make way to the homes of the buyers. This trend provides valuable information on opportunities that remain unexploited. Overall, the studied factors determine the right ads aired to the audience and by doing so, online products would improve its marketing mix. Impacting concentration on the most important channels would increase the ad coverage, brand and time which will lead to greater sales amongst customers and help retain the loyalist.

4.2 Impact on Consumer Behavior

How often does advertising influence your purchasing decisions?

This section seeks to ascertain the degree to which advertising influences customers' purchase decisions. The responses offer significant insights into the efficacy of advertising in influencing consumer behavior. The proportion of respondents who reported that advertising "Always" (37.5%, n=45) or "Often" (33.3%, n=40) impacts their purchasing decisions demonstrates the efficacy of advertising in influencing consumer behavior. An approximate 70% prevalence in these categories indicates that the advertising efforts exert a substantial influence on the target audience, greatly shaping their preferences and decisions.

The category "Sometimes" (12.5%, n=15) shows that advertisement do play some role in the consumers decision making but that is not the main determining factor. Other factors mentioned includes personal recommendations, word of mouth, price negotiation and consideration, which also contributes to influence consumers choices and purchasing decisions. There is also the "Rarely" group (8.3%, n=10) and the "Never" category (4.2%, n=5), which indicates that the proportion of respondent who claim that advertisement have less influence on consumers choice. This group can be said to be less receptive to traditional advertisements methods or may have different purchasing lifestyle which is not persuaded by advertisement.

Which types of products or services do you think are most influenced by advertising?

The results show the distribution of responses, indicating which product/service categories are perceived as most influenced by advertising: Food and beverages (21.6%, n=26), fashion and clothing (20%, n=24), and health and beauty products (18.3%, n=22) are among the top categories with a high percentage of respondents feeling influenced by advertising. This suggests that advertisements in these sectors effectively capture consumers' attention and drive purchasing decisions. Electronics and gadgets (11.7%, n=14), along with automobiles (11.7%, n=14), also show a significant influence of advertising, indicating that consumers are responsive to advertisements when considering such purchases. Entertainment (movies, music,

etc.) (8.3%, n=10) and travel and tourism (4.2%, n=5) are perceived to have a low impact on consumer behavior through advertising, but they are slightly less influential compared to other categories. The "Others" category (4.2%, n=5) lets respondents list other types of goods or services that they think are affected by advertising. This gives us more information about how effective advertising is in certain businesses.

4.3 Advertising Channels and How Well They Work

Which type of advertising do you think has the biggest effect on your decision to buy something?

The data reveal the distribution of responses regarding the influence of various advertising channels on consumer purchasing behaviour. Among the 60 respondents, 50% identified social media as the most influential platform affecting their buying decisions. This underscores the growing dominance of social media in shaping consumer behaviour, largely due to its highly personalized and targeted advertising capabilities, which enhance relevance and engagement. Television advertising was also noted as a significant influence, with 25% (n = 30) of respondents indicating that television commercials impact their purchasing decisions. This demonstrates that traditional media still holds relevance, particularly in regions or demographics with high television viewership.

Additionally, word-of-mouth recommendations accounted for 12.5% of responses, highlighting the continued importance of personal referrals in influencing consumer choices. This finding suggests a need to explore how peer-to-peer endorsements can be effectively integrated into broader advertising strategies to amplify trust and reach. The remaining 12.5% of respondents cited other advertising channels—including online banners, email marketing, and print media—as having some level of influence on their purchasing behaviour. Although these channels were less dominant, they still represent valuable touchpoints in a comprehensive marketing strategy. These insights provide a clear understanding of the relative effectiveness of different advertising channels, enabling businesses and policymakers to optimize communication strategies. By aligning marketing efforts with the most impactful platforms—particularly social media and television—organizations can improve audience engagement and enhance campaign outcomes.

How likely are you to engage with an advertisement on social media (e.g., liking, sharing, commenting)?

- *Very likely: 56.7% (n=68)*
- *Somewhat likely: 12.5% (n=15)*
- *Neutral: 20.8% (n=25)*
- *Somewhat unlikely: 6.7 (n=8)*
- *Very unlikely: 3.3% (n=4)*

To assess the respondent's willingness to engage with advertisements on social media platforms in the form of sharing, liking and commenting, the above question was posed. It is imperative for the organization to understand how consumers are engaged on social media platforms concerning advertisement since this is essential for social media advertising campaigns. The findings present the distribution of the respondents view on how they are likely to engage social media advertisements. A high percentage of respondents (56.7%) expressing they are "Very likely" to engage with social media advertisements indicates the effectiveness of engaging ad content and campaigns on these platforms. "Somewhat likely" responses (20.8%) also show a substantial percentage, suggesting that a significant portion of consumers remains open to interacting with well-crafted social media ads. The "Neutral" category reflects a portion of consumers (20.8%) who neither feel strongly compelled to engage nor

are resistant to doing so. "Somewhat unlikely" and "Very unlikely" categories represent consumers (10%) who are less likely to engage with social media advertisements. These respondents may be more selective in their interactions or may find such ads less appealing.

From the above results it has become necessary for online product brand to get their target audience engaged on social media and also guide their marketers to create content that is compelling and sharable to attract their target audience. This also increases the brand exposure and reach since it encourages interactions on the product in a wider space.

In your opinion, which type of advertising is more memorable and effective?

- *Traditional advertising (TV, print): 40% (n=48)*
- *Digital advertising (online, social media): 60% (n=72)*

The percentage of respondents (40%) favoring "Traditional advertising (TV, print)" suggests that some consumers still find traditional media more impactful and memorable due to its long-standing presence and potential for broader reach. On the other hand, "Digital advertising (online, social media)" also garners a significant percentage (60%), indicating the increasing effectiveness of online advertising, especially among digital-native consumers. It is important to note that the preference for one type of advertising over the other may vary depending on the target audience's demographics, preferences, and media consumption habits. Businesses can use these insights to strike the right balance between traditional and digital advertising approaches to maximize the impact of their advertising campaigns.

Generally, it is important to solicit and understand consumers' opinions on the channels of advertisement and the effectiveness of these channels which can impact marketing decisions. This helps the online marketing team to redefine their strategies based on data and efficiently allocate resources and come up with campaigns which will get their targeted audience more engaged.

4.4 Impact of Advertising Frequency on Brand Perception

Does the frequency of seeing an advertisement impact your perception of the brand or product?

This question explores whether the frequency with which consumers see advertisements affects their perception of a brand or product. It aims to determine how repetitive exposure to advertisements shapes consumer attitudes. The results show that 35% (n = 42) of respondents answered "Yes, positively," indicating that frequent exposure to advertisements enhances their familiarity with the brand, thereby improving brand recall and fostering a more favorable perception.

Conversely, 19.2% (n = 23) responded "Yes, negatively," suggesting that repeated advertisements can lead to annoyance, a sense of oversaturation, and perceptions of aggressive marketing tactics, which may harm brand image. A further 16.7% (n = 20) indicated that frequency makes no difference to their perception, implying that other factors—such as product quality, personal experience, or peer influence—play a more decisive role in shaping their views. Finally, 29.2% (n = 35) selected "Not sure," reflecting uncertainty about the impact of advertisement frequency on their perception. These findings underscore the importance for businesses to carefully calibrate the frequency of their advertising. While strategic repetition can strengthen brand recognition and favorability, overexposure risks alienating potential customers. Understanding this balance is crucial for effective and sustainable marketing campaigns.

Have you ever decided to switch to a different brand or product based on a more appealing advertisement?

A large percentage of the respondents (74.2%, n=89) answered "Yes" suggesting that advertisements which are appealing can influence consumers to loyalty to a brand. Thus, consumers are able to switch between brands. This analysis throws emphasis on the need to invest in persuasive advertising in order to influence the consumers behavior towards the product. The 25.8% (n=29) of the respondents who answered "No" indicating that they are not persuaded by enticing advertisements and are loyal to particular brand irrespective of the kind of advertisement. Most advertisements are able to attract consumers based on its ability to carry the relevant information pertaining to the consumers' needs and the perceived benefit of the alternative brand or product

Do you believe that advertisements influence how consumers perceive a product's quality?

This question explores the influence of advertisement on the consumers perception of quality of the product being advertised. Knowledge of this kind is crucial since it reveals how effective the advertisement and as well shapes the consumers attitude towards the product. The results presented shows the distribution of the responses, showing how advertisements influence consumers perception of quality of brand or product. Respondents (36.7%, n=44) who believe that advertisements influence a product's quality "significantly" or "to some extent" (31.7%, n=38) suggest that advertising plays a role in shaping how consumers perceive the overall quality and attributes of a product. Effective advertising can create positive associations and enhance the perceived value of the product. The "No, it doesn't impact perception" category indicates that some respondents (10%, n=12) do not believe that advertisements have a direct impact on their perception of a product's quality. Other factors, such as personal experiences, word-of-mouth, and reviews, may be more influential in shaping their opinions.

The "Not sure" category represents respondents (21.7, n=26) who are uncertain about the extent to which advertisements influence their perception of a product's quality. These results show that the perception of a product's quality is crucial in consumer decision-making. Understanding how advertisements influence this perception can help businesses create compelling and informative ad campaigns that align with consumers' expectations and contribute to building a positive brand image.

4.5 Personalization and Privacy

How do you feel about personalized advertisements tailored to your online browsing habits or interests?

- *Appreciate and find them useful: 40%, n=48*
- *Neutral, neither positive nor negative: 33.3% n= 40*
- *Feel uncomfortable with personalized ads: 24.2% n= 29*
- *Not sure: 2.5% n= 3*

The aim of this question was to understand consumers' attitudes towards personalized advertisements that are tailored to their online browsing habits or interests. Personalization is a marketing strategy that uses data to deliver more relevant and targeted ads to individual consumers.

The results show the distribution of responses, indicating how consumers feel about personalized advertisements: A significant percentage of respondents (40%) who "Appreciate and find them useful" suggest that personalized advertisements are well-received and positively impact their online shopping experiences. These consumers may appreciate relevant product recommendations and special offers

based on their interests. Respondents (33.3%) who feel "Neutral, neither positive nor negative" may not have strong feelings towards personalized ads, indicating that personalization does not significantly influence their online browsing experience. The "Feel uncomfortable with personalized ads" category shows the portion of consumers (24.2%) who are uneasy with the idea of their online activities being tracked and used for personalized advertising. Concerns about privacy and data collection might be influencing their response. The "Not sure" category represents respondents (2.5%) who are uncertain or undecided about their feelings towards personalized advertisements. Considering consumers' sentiments towards personalized ads is essential for marketers to strike a balance between personalization and privacy concerns. Effective personalization can enhance the overall user experience, but marketers must also be mindful of potential privacy sensitivities.

Are you concerned about the collection and use of your personal data for advertising purposes?

- *Very concerned: 56.7% n= 68*
- *Somewhat concerned: 11.7% n= 14*
- *Neutral: 18.3% n= 22*
- *Not very concerned: 13.3% n= 16*

This question assesses the level of concerns of the consumers in the collection and use of personal information for advertisement purpose. Since most adverts rely on personalized information, understanding how consumers perceive the use of their information is imperative for ethical marketing practices. The results of this analysis are presented showing respondents level of concerns regarding the use of their personal data.

From the results, a significant number (56.7%, n= 68) of the respondents are "Very concerned" about the use of their personal data, while 11.7% of the respondents are "Somewhat concerned". This figure reveals that majority are conscious of their privacy and the use of their personal information. There were some 18.3% of the respondents who selected "Neutral" suggesting that they are not really concerned or unconcerned with the collection and the use of their data. Lastly there 13.3% of the respondents who are "Not very concerned" or "Not concerned at all" and this may indicate some level of trust in the methods adopted in collecting and handling personal data for advertisement purpose.

This is very crucial for the online marketers to value the protection of personal data to ensure absolute confidentiality to build trust. This will help create more positive perception of the brand.

4.6 Overall Perception of Advertising

Overall, do you believe advertising plays a positive role in informing consumers about products and services?

This analysis presents consumer perceptions regarding the role of advertising in providing information about products and services. Overall, 58.3% of respondents answered "Yes, always," indicating a strong belief that advertising plays a positive role in informing consumers and assisting them in making informed purchasing decisions. Additionally, 17.5% of respondents (n = 21) selected "Mostly yes, with some exceptions." This group generally acknowledges the positive role of advertising but also recognizes that advertisements may occasionally fail to deliver accurate or reliable information to targeted consumers. A neutral stance was taken by 12.5% of respondents, suggesting uncertainty or ambivalence about whether advertising has a positive impact in informing consumers.

Meanwhile, 11.7% chose "Mostly no, with some benefits," expressing reservations about the overall effectiveness of advertising, while still acknowledging that it can be beneficial in certain circumstances. Only 1.7% of respondents selected "No, never," indicating a complete lack of trust in advertising as a source of consumer information. This minority view reflects a minimal but noteworthy level of dissatisfaction with advertising, particularly in online product promotions.

How important is it for you that the product or service advertised lives up to your expectations upon purchase?

The aim of this question is to understand the significance of meeting consumers' expectations regarding the advertised products or services. Customer satisfaction and product performance are critical factors in maintaining brand loyalty and positive perceptions. The results show the distribution of responses, indicating consumers' importance of the product or service living up to their expectations: A significant percentage of respondents (39.2%, n=47) expressing that it is "Extremely important" highlights the critical role of delivering on advertised promises to ensure customer satisfaction and loyalty. Respondents (19.2%, n=23) who find it "Important" underscore the significance of meeting expectations, but they may also be open to certain variations in performance. The "Neutral" (37.5%, n=45) category represents consumers who do not feel particularly strong about the product living up to their expectations upon purchase. "Somewhat unimportant" and "Not important at all" responses (4.2%, n=5) may indicate that some consumers are less concerned about strict adherence to advertised claims, potentially focusing on other factors such as price or convenience. This study indicated that considering the importance consumers place on meeting their expectations can guide products in focusing on product quality, consistency, and customer experience to align with advertising promises.

If there's one thing you would like advertisers to know about your perspective as a consumer, what would it be?

If there's one thing we'd like advertisers to know about how we see things as consumers, it's that authenticity matters now more than ever. Consumers can tell when they are being marketed to versus when a brand is genuinely trying to build a connection. They value transparency, meaningful content, and communication that respects consumers intelligence and time. In a world saturated with ads and information, the brands that stand out — and earn our loyalty — are the ones that see consumers not just as targets or data points, but as real people with values, needs, and choices. In short, there is a need to pay attention to consumer feedback and suggestions. Undertaking this initiative will help the company achieve the best advertising campaigns and also build a strong relationship with customers.

5. Implication for Policy

Our insight on advertising engagement reveals significant potential for improving global marketing practices. Key demographic groups demonstrate distinct patterns of sustained engagement, suggesting targeted approaches would yield better outcomes. Further demographic-specific research could refine our understanding of how gender and age influence advertising perception across diverse populations. Consumer media consumption patterns require deeper analysis to optimize advertising strategies worldwide. By mapping engagement trends across demographic segments, organizations can develop more effective media allocation. However, growing privacy concerns necessitate finding balance between personalization and data protection. We recommend implementing transparent data practices and opt-in mechanisms to build consumer trust while maintaining advertising efficacy.

Our analysis of repetitive advertising's impact on brand perception indicates the need for exposure thresholds to prevent diminishing returns or negative associations. Identifying moderating factors would enable organizations to control exposure levels strategically across markets. We strongly advocate expanding this research globally to account for cultural variations. International perspectives would provide invaluable insights for crafting culturally-sensitive advertising approaches. This comprehensive framework would support responsible, effective advertising practices that respect consumer preferences while achieving organizational objectives in our increasingly interconnected world.

5.1. Implications for Practice

The following are some implications for practice for the advertising industry:

Content creation and tailoring: Advertisers must spend time building exciting and engaging pieces of digital content since optimistic evaluation would increase effectiveness and engagement levels in digital marketing. Insights gathered by understanding the preferences of respondents are then converted into ads expected to engage the target audiences. Traditional advertising and digital channels are used to create synergies of both channels and their relevance. However, there is a need for firms to continue to be strong in TV but should be made more effective through outreach in social media to reach larger audiences.

Privacy Focus Practices: There is a need to address customer concerns regarding privacy by making the data collection practices transparent and providing simple opt-in personalization options in advertising. To build trust and foster brand loyalty, advertisers must secure consumer data, respect user preferences, understand what truly matters to consumers—especially regarding purchase decisions—and ensure that advertising claims genuinely align with the actual value of the product or service.

Engagement with consumers: Given participants' high willingness to engage with social media ads, brands should consistently produce shareable and experiential content that encourages action, expands reach, and enhances satisfaction—focusing not just on what the product does, but how it stands out from competitors by highlighting its unique selling points and leveraging the persuasive power of appealing advertising to drive brand-switching.

Informed Recommendations: Participants emphasized the importance of integrating customer-driven recommendations into advertising strategies—such as tracking clicks and actively engaging with customer issues and preferences—not only to enhance the user experience, but also to foster adaptive relationships, continuously monitor evolving consumer sentiments through ongoing research, regularly collect end-user data to inform campaigns, and explore dynamic factors like changing behaviors, preferences, and even gender dynamics in future consumer purchase behavior studies [32].

Translating research results into concrete measures can enable firms to achieve advertising effectiveness, gain strong ties with their customers and still have a seat at the table in an ever-evolving marketing world. By converting research insights into business action, firms could enhance advertising effectiveness, create improved customer-to-brand relationships and still remain competitive in a continually morphing marketing ecosystem [33, 36].

5.2. Implication for Research: Advertising Impact Model Flow

To visualize how advertising effectiveness can be measured and predicted more accurately in the future, Fig. 1 presents the Advertising Impact Model Flow diagram, developed based on insights from this study, which begins with User Interaction as

the key input and funnels through three core elements: exposure metrics (frequency and distribution tracking), platform impact (reach and engagement measuring), and consumer response (brand switching and privacy monitoring).

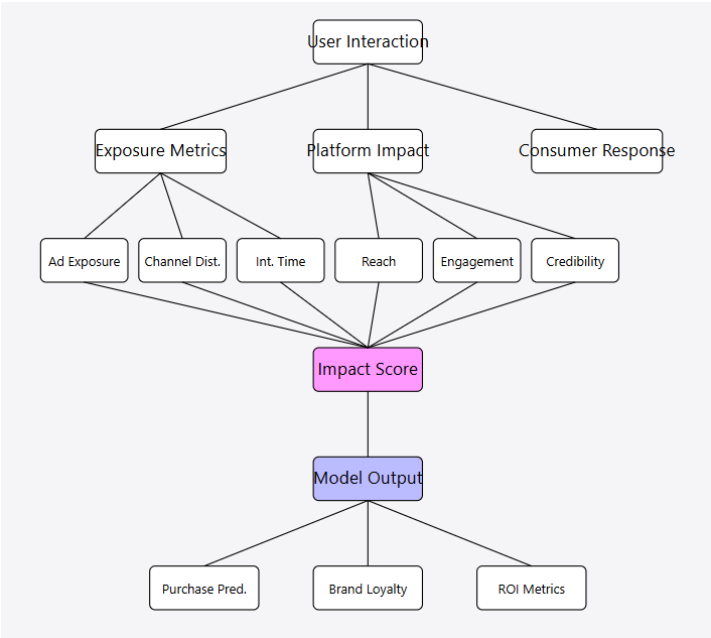


Fig. 1 Advertising Impact Model Flow

These streams combine to create an impact score that delivers actionable insights—such as purchase prediction, brand loyalty index, and ROI metrics—through a model that integrates traditional advertising measurements with modern challenges like privacy and platform credibility, while incorporating real-time data processing, a privacy-first architecture, and self-adjusting learning trends, ultimately enabling companies to offer precise advertising solutions that respect user privacy preferences without compromising measurement accuracy.

6. Conclusion

From the study, it becomes evident that the interaction between consumers and advertising is a multifaceted, active, AI-driven, and ever-evolving process that conventional advertising effects theories struggle to fully explain, making a reader-response approach—focused on consumers' real-time engagement with advertising—more appropriate, although the generalizability of the findings is limited by the study's sample, which consisted solely of respondents in Ghana.

Besides, advertising effectiveness can no longer be restricted to traditional metrics based on firms, products, or brands, as has been suggested recently by [30] with respect to service-dominant logic of marketing. These would not include the valuable extent to which audiences draw from the collaborative act of co-producing or co-creating meaning, brand affinity, and, for that matter, entertainment themselves. Thus, this connotation carries forward the search for future research on how we can measure advertising effectiveness concerning the pleasure or satisfaction felt by audiences and consumers while interacting with advertising.

In the Ghanaian context, it is imperative to delve into the role that social media, especially advertisements, play in the everyday lives of ordinary individuals. The transformation from a transactional and managerial perspective of advertisements to a consumer-centric and socially constructed standpoint, as previously outlined, necessitates a reconsideration of the concepts of 'audience' or 'consumer' in the advertising realm. This, in turn, prompts us to challenge conventional methodologies in comprehending advertising effectiveness.

7. Recommendations

The study suggests that, in addition to the traditional advertising theories, firms should consider a reader-response AI strategy that focuses on what the consumers feel and think at the time of interaction with the product advertisement. In this way, advertisements can be better designed, as marketers will be able to adapt their actions considering people's reactions to the ads, what they feel at the moment of seeing the ad, and what meaning they associate with it. At the same time, these brands should adapt their advertising to the service-dominant logic of marketing. That is, it is essential to understand that consumers are value enabled as they interact with the firm's brand. They should consider and promote the making of such advertisements that go beyond only displaying the goods or services but the act of constructing meaning and identifying with the brand. Thus, such advertisements can involve creating co-produced materials, customer reviews of the product, or even promotional campaigns aimed at the consumers. Such finding as well shows the need to investigate the place of media and advertising in the life of a consumer as a participant of a culture. Understanding how the audience uses the advertisement as part of the routine, social context, and culture will help firms reach their potential customers by formulating appropriate advertisement and the channels best suited for their needs and goals.

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Contact information

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Email: conf@ics.events

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