



# Exploring the Future Trends of Digital Advertising in Emerging Markets: Insights from Palestine and Jordan

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## Abstract

This study examines the evolving dynamics of digital advertising in emerging Middle Eastern markets, with a particular focus on Palestine and Jordan. It identifies key trends shaping the sector, including hyper-personalization and the adoption of immersive technologies such as augmented reality (AR) and virtual reality (VR). Employing a qualitative research design that integrates interviews, focus groups, content analysis, and scenario planning, the study explores the primary forces driving digital advertising growth in these markets. The findings highlight the central role of ethical advertising practices; particularly those related to data privacy, transparency, and consumer consent, in building trust and fostering long-term customer loyalty. The results further demonstrate that advancements in AI-driven personalization and immersive brand experiences can enhance consumer engagement and strengthen competitive positioning when aligned with cultural and infrastructural realities. Comparative analysis reveals distinct digital advertising environments in the two contexts. In Palestine, political instability, infrastructural constraints, and limited resources necessitate highly adaptive, mobile-first, and segmented digital strategies. In contrast, Jordan benefits from relatively more advanced digital infrastructure that supports data-driven marketing and the expansion of e-commerce, although challenges related to consumer skepticism and digital literacy gaps remain. Looking ahead, scenario analysis indicates a growing emphasis on mobile-first advertising models, localized content strategies, and culturally grounded ethical frameworks centered on fairness, transparency, and social responsibility. The study recommends that policymakers strengthen data protection regulations and digital literacy initiatives, while businesses should pursue innovation through partnerships with influencers, non-governmental organizations, and technology providers. Overall, this research offers practical and theoretical insights for advertisers, policymakers, and business leaders

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seeking to balance global technological advancements with local market realities. By addressing strategic, ethical, and infrastructural challenges, Palestine and Jordan can enhance their positions within the rapidly expanding digital economy of the Middle East.

### Subject Areas

Advertising, Marketing, Consumer Behavior and Technology and Innovation

### Keywords

Hyper-Personalization, Digital Advertising, Immersive Technologies (AR/VR), Emerging Markets (Palestine and Jordan), Data Privacy, Ethics

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## 1. Introduction

The digital advertising landscape has undergone continuous transformation since the mid-1990s. Early forms of online advertising, such as banner advertisements, were widely adopted due to their low cost and broad reach. However, the rapid advancement of digital technologies and data-driven practices has fundamentally reshaped advertising, giving rise to sophisticated digital marketing models; particularly targeted and personalized advertising [1] [2]. The widespread use of digital devices and the near-constant availability of internet connectivity have redefined how firms interact with consumers, positioning digital marketing as a central pillar of contemporary advertising strategies [3]. Today's consumers increasingly seek novelty, interactivity, and enhanced experiences that extend beyond traditional transactional exchanges in digital marketplaces.

Recent technological developments; including artificial intelligence (AI), augmented reality (AR), virtual reality (VR), machine learning (ML), and programmatic advertising, have accelerated this transformation. AI enables highly personalized advertising by aligning content with individual preferences and behavioral patterns, while AR and VR offer immersive experiences that allow consumers to visualize products and engage interactively with brands [4] [5]. In Western markets, these technologies have been integrated into increasingly flexible and data-intensive advertising ecosystems. Nevertheless, the effectiveness and implementation of programmatic and data-driven models differ substantially across regions, as economic structures, cultural norms, and technological infrastructure vary between developed and developing contexts [6].

As consumer expectations evolve, brands are under growing pressure to adapt their advertising strategies in ways that remain ethical, culturally sensitive, and environmentally sustainable. Responsible data usage and transparency have become critical concerns, particularly in light of emerging data protection regulations that demand greater accountability in tracking, targeting, and managing consumer information [7]. Sustainable and value-driven advertising practices are increasingly viewed not only as ethical imperatives but also as strategic assets for

building long-term consumer trust and engagement [8]. Consequently, contemporary growth strategies require the integration of technological innovation with ethical standards and regulatory compliance to ensure that advertising practices align with consumer values and market conditions.

This study examines the rapid evolution of digital advertising and explores its future trajectory from the perspectives of both brands and consumers. Employing a qualitative research design, the study focuses on emerging technological and behavioral trends while paying particular attention to the contextual characteristics of developing markets; specifically, Palestine and Jordan. These markets present distinct challenges, including socio-economic constraints, cultural heterogeneity, and uneven technological infrastructure, which are often underrepresented in global digital advertising research [1]. By adopting a contextualized analytical approach, this study seeks to bridge global digital advertising discourse with localized market realities, reframing global trends in ways that are grounded and context-sensitive.

The study addresses several key questions: What are the prevailing trends in digital advertising? How have recent technological advancements shaped these trends? What opportunities and risks do firms encounter in this rapidly evolving marketing environment? The primary objective is to generate actionable insights for digital advertising managers, marketing executives, policymakers, and consumers. In doing so, the study examines the roles of internet penetration, mobile device usage, consumer interaction preferences, and regulatory frameworks in shaping advertising effectiveness in Palestine and Jordan. As in other regions, the success of digital advertising in these markets is closely linked to mobile connectivity; however, cultural specificity and locally resonant content play an equally critical role.

Social media platforms occupy a central position at the intersection of technology, consumer behavior, and regulation. These platforms possess significant capacity to either contribute to unsustainable consumption patterns or support responsible and efficient technological development. Unlike traditional marketing approaches, digital advertising enables firms to engage consumers in ways that communicate brand identity, values, and social positioning more directly [2]. This study therefore investigates how digital advertising practices are being reshaped in developing markets and highlights the challenges posed by technology-driven change in such contexts. By examining real-world cases and situating them within both global and local frameworks, the research underscores the necessity of tailored advertising strategies that account for cultural, economic, technological, and regulatory factors.

## 2. Literature Review

The evolution of online advertising has profoundly transformed the advertising industry through successive technological and structural shifts. The field emerged in the mid-1990s with the introduction of static banner advertisements, at a time

when traditional media dominated and the web was still in its infancy [9]. Since then, digital advertising has evolved into a highly interactive and data-driven domain, employing diverse formats and technologies to engage online audiences more effectively [10] [11]. Digital platforms now play a central role in shaping how firms interact with consumers and enhance competitive advantage [1] [12]. Reflecting this growth, digital advertising revenues in the United States exceeded USD 270 billion in 2023 and are projected to surpass USD 450 billion by 2028, underscoring the sector's expanding economic significance [13].

Industry forecasts indicate that global digital advertising will continue to expand at an annual rate of 15.4% between 2025 and 2030 [14]. This growth is driven by the widespread adoption of advanced technologies, increasing mobile device penetration, expanding online communities, and the rapid diffusion of programmatic advertising. Technological change has reached a point where firms increasingly recognize that adopting technology-enabled marketing solutions is no longer optional but necessary to meet rising market demand [9]. [15] further identify social media marketing, mobile marketing, and online retail promotions as dominant priorities, although many firms in developing economies have yet to fully exploit tools such as search engine marketing (SEM), search engine optimization (SEO), and pay-per-click (PPC) advertising.

Prior research emphasizes the growing importance of digital communication not only for information dissemination but also for enhancing message appeal and consumer engagement [16]. In Jordan, firms predominantly rely on social media platforms such as Facebook and Twitter, as well as email marketing, due to their cost-effectiveness and accessibility [17]. However, limited expertise, inadequate infrastructure, and insufficient organizational readiness for digital transformation remain significant barriers. Concerns over data privacy are particularly critical, as weak data protection practices can erode consumer trust and damage brand reputation [9] [15] [17]. Consequently, digital marketing effectiveness depends on strategic planning supported by appropriate digital capabilities.

The shift from traditional and display advertising toward native advertising has become increasingly pronounced, particularly alongside the rise of content marketing. Native advertisements, which are integrated seamlessly into digital content, are perceived as less intrusive and more trustworthy than conventional banner ads. Empirical research indicates that native advertising is approximately 1.69 times more effective at building consumer trust compared to traditional formats [1]. Global brands such as Nike and Coca-Cola exemplify the effectiveness of Digital Integrated Marketing Communications (DIMC) by delivering consistent messages across social media, email, and influencer collaborations [18] [19]. Such integration enhances brand recognition and customer loyalty by reinforcing coherence across platforms.

Technological advancements have further shifted advertising toward data-centric models. Artificial intelligence enables firms to dynamically tailor advertising content based on user behavior and preferences. For example, Netflix's AI-driven rec-

ommendation system reportedly increased user engagement by 35% through predictive analytics [20]. Immersive technologies such as augmented and virtual reality bridge digital and physical environments, allowing consumers to interact with products, personalize features, and make informed purchase decisions [21]. Applications such as IKEA's AR platform in Jordan illustrate how virtual product visualization can reduce returns and operational costs, while VR-based property tours have accelerated decision-making in real estate markets.

Programmatic advertising has emerged as a dominant mechanism in digital marketing, with real-time bidding (RTB) enabling precise audience targeting and cost-efficient ad placement. [22] report that RTB accounted for 69.6% of U.S. digital display advertising expenditure in 2023 [23]. Nevertheless, adoption patterns vary across regions due to cultural, regulatory, and infrastructural differences. While countries such as Japan deploy programmatic tools for niche targeting, other regions face regulatory constraints and technological limitations that slow adoption [24] [25]. These challenges are particularly evident in developing markets, including the Middle East.

In Palestine and Jordan, digital advertising adoption remains constrained by inconsistent internet access, evolving digital demographics, and sociocultural barriers [26]. Despite these challenges, mobile-first advertising strategies have proven effective, reflecting broader global trends observed in regions such as sub-Saharan Africa and South Asia [27]. Mobile platforms account for a growing share of digital advertising expenditure in these contexts [28]. In Palestine, SMS-based campaigns and mobile video formats help overcome infrastructural limitations, particularly among younger audiences [4] [29]. In Jordan, higher accessibility to digital video supports the adoption of short-form platforms such as TikTok and other immersive formats.

Cultural relevance remains a decisive factor in digital advertising effectiveness. Studies suggest that 76% of consumers prefer advertisements delivered in their native language, highlighting the importance of local dialects, symbols, and culturally familiar imagery [30]. Accordingly, Palestinian startups frequently rely on Facebook and WhatsApp for Business, while Jordanian brands increasingly experiment with immersive technologies, including virtual presentations tied to cultural events such as Ramadan. Ethical considerations, with particular emphasis on data privacy and transparency, continue to shape consumer trust and adoption globally. Strengthening data protection frameworks and transparent communication is therefore essential for sustainable digital marketing practices [7] [9]. In Jordan, privacy concerns have been identified as a major barrier to e-marketing adoption, particularly within tourism-related sectors [17].

More broadly, emerging markets underscore the need for digital solutions that are sensitive to local economic, political, and infrastructural conditions [22]. While technology introduces new opportunities, meaningful progress depends on tailoring innovations to specific market needs [22]. In Palestine, low-bandwidth mobile solutions remain central, whereas Jordanian urban areas benefit from so-

cial media-driven connectivity. Ethical frameworks are thus integral to addressing digital divides and ensuring equitable access to technology-enabled marketing solutions [31] [32].

Overall, the rapid expansion of digital advertising reflects fundamental shifts in consumer preferences and technological capabilities. From early static banners to contemporary AI-driven and immersive advertising systems, the sector demonstrates remarkable adaptability [33]. The interaction between technology, culture, and values has emerged as a central theme in recent research. Sustainable growth in emerging markets requires context-specific, community-oriented digital strategies that align marketing practices with cultural landscapes and ethical considerations, enabling long-term resilience in an increasingly dynamic digital environment.

### 3. Theoretical Framework

This research examines the developmental prospects of digital marketing in developing economies, with particular emphasis on Palestine and Jordan. Adopting an interdisciplinary perspective that integrates marketing, technology, ethics, and consumer behavior, the study evaluates how global and local forces jointly shape the future of digital advertising. The transformation of digital marketing in these contexts is influenced not only by technological change but also by the adaptive responses of key stakeholders, including businesses, policymakers, and consumers.

The theoretical foundation of the study is grounded in consumer behavior theories, particularly the Uses and Gratifications Theory (UGT) proposed by [34] and the Technology Acceptance Model (TAM) developed by [35]. UGT explains consumer engagement with media through motivations such as information-seeking, entertainment, and social interaction, suggesting that advertising aligned with consumer needs is more likely to be effective. TAM, in turn, explains the adoption of new advertising technologies, such as AI and AR, through perceived usefulness and ease of use [36] [37]. These perspectives underscore the importance of data-driven advertising strategies tailored to distinct consumer segments and local preferences.

Technological determinism further informs the analysis, echoing [38] argument regarding the transformative role of technology in shaping organizational and market behavior. In practice, Jordanian mobile companies increasingly apply AI-based systems to optimize ad placement during peak usage periods, thereby enhancing engagement [37]. However, uneven infrastructure development and partial adoption of mobile technologies continue to limit the full potential of advanced advertising systems, particularly in Palestine. These disparities highlight the need for personalized digital strategies that reflect infrastructural and economic differences across regions.

Ethical considerations represent a critical dimension of the theoretical framework. Deontological and utilitarian ethics offer lenses for addressing challenges related to data privacy, transparency, and accountability in digital advertising. In Jordan, the influence of GDPR principles has strengthened expectations regarding

responsible data use and transparency. In Palestine, utilitarian approaches are reflected in startup initiatives emphasizing eco-friendly practices and corporate social responsibility. Nonetheless, balancing personalization with privacy remains a persistent challenge, especially in environments where trust in secure data handling is fragile.

The study also draws on Rogers' Diffusion of Innovations Theory (2003) [39] to explain regional differences in technology adoption. While programmatic advertising is widely implemented in Western markets due to its efficiency and scalability, rural areas in Palestine rely heavily on SMS-based campaigns because of limited internet access. Locally adapted strategies can therefore reduce digital divides and enhance inclusion [4] [29]. This aligns with the concept of glocalization [40], which emphasizes adapting global technologies to local cultural contexts. For example, international brands in Jordan modify advertising campaigns during Ramadan to align with Islamic traditions, while competing with local firms that engage consumers through WhatsApp-based outreach [28].

Behavioral economics further supports data-driven advertising by highlighting cognitive biases that influence consumer decision-making. The anchoring effect, for instance, explains why personalized advertisements often lead to higher engagement and impulse purchases [41]. In Jordan, e-commerce platforms that leverage purchase history data report improved recommendation accuracy and higher conversion rates [42]. However, culturally misaligned advertising can undermine effectiveness, reinforcing the need for locally informed content development [33].

Finally, the framework incorporates strategic foresight and scenario planning as tools for navigating uncertainty in digital advertising. Scenario planning enables practitioners to anticipate alternative futures and develop adaptive strategies [43]. An optimistic scenario envisions Jordan achieving advanced adoption of 5G, AR/VR, and immersive virtual environments. A pessimistic scenario reflects risks associated with data breaches, ethical failures, and platform instability that could erode consumer trust. The most realistic scenario anticipates gradual adoption, particularly in Palestine, where AI-driven advertising is integrated incrementally through accessible channels such as WhatsApp and SMS.

Overall, the interaction of technology, culture, and ethics complicates digital advertising in emerging markets. Addressing these complexities requires integrated strategies that combine AI-powered analytics, culturally grounded content, data integrity, and sustainability initiatives. When aligned with local realities, digital advertising can contribute meaningfully to inclusiveness, economic development, and technological progress in Palestine and Jordan despite their distinct socio-political contexts (see **Table 1**).

## 4. Methodology

The present analysis is constructed based on a dual-methodology approach that integrates a qualitative study with scenario planning to explore future trends in

**Table 1.** Theoretical frameworks lens and their application to digital advertising in emerging markets.

Theoretical Lens	Key Concepts	Application to Digital Advertising
<b>Consumer Behavior Theories.</b>	Consumers seek media that fulfill their needs (UGT). Perceived usefulness and ease of use influence adoption (TAM).	Explains demand for personalized, interactive ads. UGT highlights why users prefer customized ad experiences, while TAM helps advertisers design AI and AR-driven ads that feel intuitive.
<b>Technological Determinism.</b>	Technology shapes societal and economic changes.	Shows how AI, AR, and VR are transforming advertising in Palestine and Jordan, enabling hyper-personalization, immersive experiences, and real-time analytics.
<b>Ethical Frameworks.</b>	Deontological ethics focus on moral principles, while utilitarianism seeks to maximize benefits for society.	Guides ethical digital advertising by ensuring data privacy, consumer autonomy, and responsible AI use. Utilitarianism supports sustainability-driven marketing.
<b>Innovation Diffusion Theory</b>	Innovation adoption varies by user type (early adopters to laggards).	Explains why technology adoption in emerging markets is slower than in developed ones. Advertisers can tailor campaigns to bridge the digital divide in Palestine and Jordan.
<b>Glocalization Theory</b>	Global trends must be adapted to local cultural and economic contexts.	Highlights the need for localized digital ads that respect cultural norms. Encourages mobile-first strategies for reaching consumers with limited connectivity.
<b>Behavioral Economics</b>	Consumers make decisions based on subconscious biases (e.g., nudge theory, anchoring effect).	Helps advertisers design ads that subtly influence consumer behavior. e.g.: Using social proof (e.g., influencer marketing on TikTok) to boost engagement.
<b>Strategic Foresight</b>	Scenario planning helps businesses prepare for future digital trends.	Enables advertisers to anticipate market shifts and plan for privacy-focused advertising, AI-driven strategies, and evolving consumer habits.

Source: Author's synthesis based on consumer behavior theory, technological determinism, ethical frameworks, innovation diffusion theory, glocalization theory, behavioral economics, and strategic foresight.

digital advertising technologies. The integration of these methodologies allows the investigation to be both comprehensive in examining the forces driving advertising transformation and forward-looking in anticipating potential developments [6] [10]. Accordingly, the study is logically divided into two main phases: A Qualitative Phase and a Scenario Planning Phase, each employing distinct but complementary analytical techniques to examine current trends, challenges, and future directions in the digital advertising landscapes of Palestine and Jordan.

#### 4.1. Qualitative Phase

In the qualitative phase, a triangulation strategy was employed to enhance the credibility and depth of the findings. Data were collected through semi-structured interviews, focus group discussions, and content analysis, enabling the exploration of digital advertising practices from multiple perspectives [44]. This approach allowed for the identification of recurring patterns, contextual differences, and emerging themes related to technological adoption, consumer behavior, and regulatory influences within emerging markets.

To enhance methodological transparency, detailed information regarding sam-

ple size, participant demographics, and recruitment procedures is provided. The interview sample consisted of 24 participants, including digital marketing managers, advertising executives, social media strategists, and technology service providers. Of these, 12 participants were recruited from Palestine and 12 from Jordan, ensuring balanced regional representation. Participants had a minimum of three years of professional experience in digital advertising or related fields. The age range of interviewees was 28 to 52 years, with representation from both genders and diverse organizational contexts, including small and medium-sized enterprises (SMEs), large firms, and digital agencies.

In addition, four focus groups were conducted—two in Palestine and two in Jordan—with 6 - 8 participants per group, resulting in a total of 28 focus group participants. Focus group participants were active digital media users and consumers, selected to reflect diversity in age, gender, educational background, and levels of digital engagement. The age range of focus group participants was 22 to 45 years, allowing insights across generational cohorts.

Participants were recruited using purposive and snowball sampling techniques. Initial participants were identified through professional networks, digital marketing associations, and industry contacts. Subsequently, snowball sampling was employed to reach additional qualified participants with relevant expertise or experience. All participants received a clear explanation of the study objectives, and informed consent was obtained prior to participation.

Interviews were conducted in a semi-structured format and lasted approximately 45 - 60 minutes, while focus group discussions ranged between 60 - 90 minutes. Depending on participant availability and contextual constraints, sessions were conducted either face-to-face or via secure online platforms. All sessions were audio-recorded with participant permission and transcribed verbatim for analysis.

The qualitative inquiry focused on themes related to AI and AR adoption, evolving consumer behavior, ethical concerns, data privacy, and regulatory influences on digital advertising. Focus group discussions further examined user perceptions of emerging technologies, cultural sensitivity in advertising, and trust-related issues. In parallel, a content analysis of successful digital marketing campaigns—both global and regional—was conducted to identify audience preferences related to messaging, visual design, and platform usage [24] [25].

## 4.2. Scenario Planning Phase

In the scenario planning phase, researcher developed and evaluated a set of alternative future scenarios to assess how technological, behavioral, and regulatory dynamics may affect different stakeholders in the digital advertising ecosystem [1] [3]. Three primary scenarios were constructed:

- **Tech-Driven Utopia:** Advanced AI, AR, VR, and ML technologies are fully integrated into advertising systems, enabling highly personalized and immersive digital advertising experiences.

- **Data Privacy World:** Stringent data protection regulations and increased consumer awareness compel advertisers to prioritize transparency, consent, and ethical data use.
- **Regional Adaptation Focus:** Advertisers in Palestine and Jordan adapt global trends to local contexts through mobile-first strategies and region-specific algorithms.

These scenarios were refined through iterative consultation with industry experts, practitioners, and academic specialists to ensure practical relevance. The analysis employed thematic analysis, SWOT analysis, and PESTLE analysis to systematically evaluate emerging trends and contextual factors. Thematic analysis highlighted key developments such as hyper-personalization, immersive technologies, ethical decision-making, and regional adaptation [20] [45]. SWOT analysis identified strong internet connectivity as a key strength, limited digital ecosystems as a weakness, IT sector growth as an opportunity, and regulatory constraints as a major threat. PESTLE analysis examined political, economic, social, technological, legal, and environmental factors shaping regional digital advertising strategies [46].

### 4.3. Ethical Considerations

Ethical considerations were prioritized throughout the research process. Participants were provided with a clear explanation of the study's purpose, their rights, and data usage procedures. To ensure confidentiality, anonymized identifiers were used, and data were securely stored in accordance with recognized research ethics standards [46]. The study complied with GDPR principles and aligned with applicable legal and ethical requirements in both Palestine and Jordan, particularly concerning data privacy, informed consent, and the responsible use of AI technologies in advertising.

### 4.4. Methodological Contribution

The integration of qualitative inquiry with scenario-based analysis enables a nuanced understanding of both present dynamics and future possibilities within the digital advertising sector. By contextualizing global technological trends within local cultural, infrastructural, and regulatory environments, this research provides actionable insights for advertisers, policymakers, and digital strategists. The findings demonstrate how technology-driven innovation and ethical considerations jointly shape sustainable digital advertising practices in emerging Middle Eastern markets.

## 5. Discussion and Results

This section presents the study's findings derived primarily from the qualitative data collected through semi-structured interviews and focus group discussions conducted in Palestine and Jordan. Empirical results based on the author's primary data are clearly distinguished from insights drawn from secondary literature. While the qualitative findings constitute the core of this section, prior studies

are selectively used to contextualize, interpret, and compare the results within the broader digital advertising literature.

Note on qualitative evidence (themes and excerpts). To strengthen qualitative substantiation, this section integrates coding themes (themes/codes) and representative participant excerpts. The excerpts are illustrative and are included to exemplify recurring perspectives emerging from the qualitative coding process, rather than to serve as verbatim transcripts of individual participants.

Findings from the qualitative interviews and focus groups indicate that rapid technological development, evolving consumer behavior, and regulatory alignment are perceived by practitioners and consumers as the most influential forces shaping the digital advertising landscape in Palestine and Jordan. Participants consistently emphasized that technological advancements; particularly artificial intelligence (AI), augmented reality (AR), virtual reality (VR), and blockchain, are transforming how brands communicate value, personalize content, and engage audiences.

**Theme A: Technology as a driver of relevance and efficiency**

**Codes: AI-enabled personalization; automation; targeting optimization**

**Illustrative excerpt:** “AI helps us communicate faster and tailor messages so they feel relevant rather than generic.” (Interview-Jordan)

Interviewed advertising professionals reported that AI-driven tools are increasingly used to optimize targeting and personalize messaging, especially across social media and mobile platforms. Focus group participants similarly highlighted that personalized advertisements were perceived as more relevant and engaging, reducing advertising fatigue and increasing trust in brands. However, participants also stressed that the effectiveness of these technologies is strongly constrained by regional infrastructure limitations, cultural diversity, and regulatory uncertainty, particularly in the Palestinian context.

**Theme B: Constraints shape what is feasible (not what is desirable)**

**Codes: connectivity limitations; power interruptions; low-bandwidth realities; regulatory uncertainty**

**Illustrative excerpt:** “Sometimes the problem isn’t the campaign idea, it’s that people can’t load the content or the connection drops.” (Focus Group-Palestine)

From the primary data, it emerged that advertisers in both countries face a critical need to balance innovation with cultural sensitivity. Participants emphasized that campaigns ignoring local norms, religious values, or language preferences often fail to generate engagement, regardless of technological sophistication. In Jordan, respondents noted relatively higher readiness for immersive technologies due to better digital infrastructure, whereas Palestinian participants emphasized mobile-first and low-bandwidth solutions as more realistic and effective.

**Theme C: Cultural alignment as a condition for acceptance**

**Codes: localization; religious and social norms; dialect fit; cultural resonance**

**Illustrative excerpt:** “If the ad doesn’t respect our values or speak our language,

it won't work, even if the technology is advanced." (Focus Group-Jordan)

These empirical findings are consistent with prior research identifying technological innovation, evolving consumer expectations, and regulatory frameworks as key drivers of digital advertising growth [10]. Existing studies also emphasize the transformative role of AI, AR, VR, and blockchain in reshaping brand-consumer interactions and enhancing engagement [12] [47]. However, the primary data from this study extend the literature by showing that the adoption and effectiveness of these technologies in emerging markets are strongly mediated by contextual constraints.

Although immersive technologies are often portrayed in the literature as universally advantageous, evidence from Palestine and Jordan demonstrates that their impact is uneven and closely tied to infrastructural readiness and cultural compatibility. This finding reinforces earlier arguments that global digital advertising strategies must be adapted to local socio-economic and cultural conditions rather than replicated directly from developed markets.

Drawing on interview data and expert consultations, three future-oriented scenarios emerged: optimistic, pessimistic, and realistic. The optimistic scenario reflects participant expectations that infrastructure investment, ethical AI practices, and regulatory clarity will enable advanced personalization and immersive advertising. In contrast, the pessimistic scenario highlights concerns regarding political instability, weak data protection, and limited infrastructure, which may constrain innovation and undermine consumer trust.

#### **Theme D: Future outlook anchored in "trust + infrastructure + rules"**

**Codes: investment trajectory; regulation enforcement; trust/credibility; risk perception**

**Illustrative excerpt:** "When rules are clear and the infrastructure improves, the market can adopt advanced tools, but trust comes first." (Interview-Jordan)

The scenario most frequently cited by participants was the realistic one, which emphasizes gradual technological adoption supported by mobile-first strategies, culturally grounded content, and incremental regulatory improvements. This scenario highlights the need to align innovation with ethical values, financial sustainability, and cultural awareness; an approach that participants identified as critical for long-term success in rapidly changing and resource-constrained markets.

Overall, the findings indicate that the growth of digital advertising in Palestine and Jordan is shaped not only by technological advancement but by the interaction of innovation, consumer preferences, cultural context, and regulatory conditions. While the secondary literature offers important theoretical grounding, the primary data reveal nuanced regional dynamics that are often underrepresented in global studies. By clearly distinguishing empirical findings from literature-based interpretations, this section provides original insights into how emerging markets navigate the opportunities and challenges of digital advertising transformation.

## 5.1. Technological Advancements in Digital Advertising

Findings from the qualitative interviews and focus groups indicate that practitioners and consumers in Palestine and Jordan increasingly view AI and automation as central to improving advertising effectiveness, particularly through faster campaign deployment and personalization across digital channels. Participants reported that AI-enabled tools support more responsive customer communication (e.g., automated messaging and email drafting) and facilitate better alignment between advertising content and consumer needs.

### **Theme 1: AI as “speed + precision”**

**Codes:** automated messaging; personalization; predictive targeting

**Illustrative excerpt:** “Automation saves time and improves targeting, otherwise we rely on guesswork.” (Interview-Jordan)

Respondents also emphasized that interest in immersive technologies (AR/VR) is growing, yet unevenly, with more visible experimentation in urban areas—especially in Jordan—where infrastructure and market readiness are relatively stronger.

### **Theme 2: AR/VR adoption is urban-led and selective**

**Codes:** immersion; experiential marketing; urban diffusion

**Illustrative excerpt:** “AR is exciting in cities, but outside Amman people want lighter content that loads fast.” (Interview-Jordan)

Participants further noted that emerging technologies are perceived as promising for trust-building, particularly when transparency mechanisms are incorporated, but they also stressed that regional constraints (connectivity, power interruptions, and regulatory uncertainty) remain major barriers.

### **Theme 3: Trust requires transparency mechanisms**

**Codes:** transparency; fraud concerns; credibility

**Illustrative excerpt:** “If there is transparency, people feel safer, without it, even good ads are doubted.” (Focus Group-Palestine)

These observations are consistent with the broader literature, which demonstrates that artificial intelligence and machine learning enhance digital advertising through real-time data processing and predictive personalization, leading to higher engagement and conversion rates [26] [48] [49]. Previous studies further emphasize that augmented reality and virtual reality reduce virtual distance by enabling interactive and immersive brand experiences, including product visualization within users’ real-world environments [4] [5] [12] [29] [33]. In addition, the literature highlights the role of programmatic advertising in automating ad placement through real-time bidding and analytics, thereby improving targeting precision and cost efficiency [22]. Blockchain technologies are likewise positioned as mechanisms for enhancing transparency and traceability and for mitigating advertising fraud through decentralized record systems [50].

At the same time, the constraints identified by participants reflect well-documented challenges in emerging markets, where limited infrastructure, inconsistent internet connectivity, and weak technical support hinder the adoption of artificial intelligence and immersive technologies [24] [25]. Ethical and legal com-

plexities, particularly those related to data privacy and unclear regulatory frameworks, are also widely recognized as barriers to artificial intelligence-driven personalization and consumer trust [46]. Within this context, participants' emphasis on mobile-first strategies aligns with existing research suggesting that culturally grounded and mobile-optimized approaches offer more realistic pathways for personalization and growth in resource-constrained environments [37].

Building on insights from interviews and scenario consultations, three trajectories were identified. The optimistic scenario is characterized by increased infrastructural investment and public-private support that enable the scaling of artificial intelligence, augmented reality, virtual reality, and blockchain technologies. The pessimistic scenario is marked by persistent infrastructure failures and regulatory gaps. The realistic scenario reflects gradual innovation and selective adoption. The optimistic pathway corresponds with documented benefits of artificial intelligence-driven personalization [4], whereas the pessimistic scenario aligns with warnings that regulatory ambiguity and infrastructural instability can intensify fraud risks and limit blockchain effectiveness [50]. The realistic scenario mirrors participants' preference for incremental adoption, such as machine learning-enabled email personalization in Jordan and artificial intelligence-assisted SMS marketing in Palestine, combined with mobile-first strategies using platforms such as Facebook and WhatsApp to reach low-bandwidth users [32]. Overall, the evidence indicates that sustainable progress depends on integrating technological innovation with infrastructure development, regulatory clarity, and cultural understanding through incremental and experimentally grounded approaches [30].

## 5.2. Evolving Consumer Behavior

Primary data from focus groups indicate that consumers in Palestine and Jordan increasingly expect advertising content to be personally relevant and culturally resonant. Participants reported stronger engagement with ads that reflect local identity, language, and social norms, and lower tolerance for generic or intrusive promotions.

### **Theme 1: Personal relevance must be culturally grounded**

**Codes: identity alignment; local language; relevance**

**Illustrative excerpt:** "Personalization is good when it reflects our culture, otherwise it feels fake." (Focus Group-Jordan)

Interviewed practitioners similarly noted that engagement tends to improve when campaigns are tailored to consumer preferences and delivered through familiar platforms. However, both consumers and professionals emphasized a growing sensitivity to privacy and data usage, with many participants expressing reluctance to share personal data unless benefits are clear and consent practices are transparent.

### **Theme 2: Conditional data sharing (benefit + consent)**

**Codes: privacy sensitivity; value exchange; consent transparency**

**Illustrative excerpt:** "I share preferences only when there is a clear benefit, oth-

erwise it feels intrusive.” (Focus Group-Palestine)

Youth participants in particular reported higher interest in interactive and immersive formats, including gamified elements and AR filters, while also acknowledging that trust remains fragile when data practices are unclear or when ads appear culturally misaligned.

**Theme 3: Youth engagement is driven by interactivity**

**Codes: gamification; AR filters; short-form video**

**Illustrative excerpt:** “Short videos and interactive filters grab attention, traditional ads are easy to ignore.” (Focus Group-Jordan)

The effectiveness of personalization is well supported in prior research, which demonstrates that tailored advertising enhances engagement and conversion when aligned with user preferences [51]. Case-based studies further identify personalization as a key driver of brand involvement, frequently illustrated through campaigns such as Coca-Cola’s “Share a Coke”, which highlights how personal relevance stimulates consumer participation [52]. Participant concerns regarding privacy are consistent with existing scholarship emphasizing consumers’ reluctance to share personal data without a clear value exchange, as well as the importance of transparency and minimally intrusive data collection practices [30]. Although GDPR-related frameworks have influenced privacy governance, uneven enforcement across contexts continues to produce trust gaps [20].

The increasing appeal of immersive and interactive advertising among younger audiences is also well documented, particularly the use of gamification, AR-based filters, and reward-oriented mechanisms to foster emotional engagement [49]. Participant observations regarding platform-driven behavior align with research on short-form video and peer-influenced consumption, in which audiences tend to favor recommendations from creators and peers over traditional advertising formats [53]. Prior studies likewise identify influencer marketing in Jordan as a culturally embedded promotional strategy, while cautioning that cultural misalignment, including inappropriate humor or targeting, can generate significant reputational risks [54].

Finally, participants’ emphasis on ethics and cultural sensitivity reflects a broader body of literature framing trust as dependent on responsible data practices and culturally aligned marketing strategies. Evidence indicates that ethically grounded campaigns, including Ramadan-related promotions, often achieve higher engagement levels [4]. Research further supports the growing relevance of AI-driven micro-segmentation and small-business experimentation with personalized SMS and email marketing, AR-enhanced trials, and WhatsApp-based polling, particularly within culturally and ethically constrained environments [55]. These patterns reinforce the role of influencer networks as effective “glocal” bridges linking global advertising formats with local moral and cultural codes [12].

### 5.3. Regulatory and Ethical Considerations

Interview findings indicate that advertisers in Palestine and Jordan perceive reg-

ulatory clarity and ethical compliance as essential to sustaining trust, particularly as personalization and data-driven targeting expand. Participants reported that many companies are attempting to adopt clearer privacy notices and consent practices, yet they also described uncertainty regarding enforcement and cross-border data handling.

**Theme 1: “Compliance uncertainty” as an operational risk**

**Codes: enforcement ambiguity; cross-border data; compliance burden**

**Illustrative excerpt:** “We try to follow privacy rules, but enforcement and requirements are not always clear.” (Interview-Palestine)

Practitioners emphasized that regulatory ambiguity increases operational risk and can discourage investment in advanced advertising tools. Focus group participants echoed concerns about data misuse and expressed greater willingness to engage with brands that communicate transparently about data practices and consumer rights. Overall, the primary data suggest that ethical advertising in these markets is strongly tied to consent, transparency, and culturally appropriate communication.

**Theme 2: Transparency builds willingness to engage**

**Codes: consent; trust; consumer rights**

**Illustrative excerpt:** “If the brand explains what it collects and why, I feel more comfortable.” (Focus Group-Jordan)

These findings align with established arguments that ethical digital advertising requires compliance with privacy laws such as the California Consumer Privacy Act (CCPA) and the General Data Protection Regulation (GDPR), which emphasize consent, disclosure, and data minimization to protect consumer rights [7] [46]. The incomplete development of local regulations and the reliance on informal “goodwill” practices in data exchange are also reflected in the literature as structural weaknesses that heighten risk [20] [24].

The contrast between Jordan and Palestine described by participants corresponds with literature noting that Jordan’s 2018 Data Protection Law is viewed as a step toward consumer safety, while Palestine faces greater difficulty operationalizing GDPR-like enforcement due to political and institutional constraints [2] [56]. Prior studies also support the idea that transparency and consumer empowerment are foundations for trust-building and sustained engagement, and that corporate social responsibility is often leveraged as a trust signal in uncertain regulatory environments [57]. In addition, literature emphasizes that cultural insensitivity and ethical neglect can alienate audiences and restrict growth, reinforcing the need to balance compliance with creativity [53].

#### 5.4. Cultural and Regional Dynamics

Focus group findings underscore that cultural resonance -language, symbols, social values, and religious norms-strongly shapes how digital advertising is received in Palestine and Jordan. Participants reported higher engagement with ads that use familiar dialects, locally meaningful imagery, and community-centered themes,

and lower engagement (or backlash) when messaging appears culturally imported or insensitive.

**Theme 1: Cultural resonance determines acceptance**

**Codes: dialect; values; imagery; backlash risk**

**Illustrative excerpt:** “When the message feels imported, people reject it. When it feels local, they share it.” (Focus Group-Palestine)

Interviewed practitioners reinforced that localization is not optional: campaigns must be adapted to platform norms and to cultural expectations. Participants also identified infrastructure constraints as a practical determinant of creative strategy, noting that low-bandwidth realities encourage simpler formats, mobile optimization, and lightweight media.

**Theme 2: Infrastructure shapes creative format**

**Codes: lightweight media; mobile optimization; bandwidth adaptation**

**Illustrative excerpt:** “We design for mobile first because heavy content won’t reach many users.” (Interview-Palestine)

Ethical concerns were frequently discussed in connection with cultural context, with participants emphasizing that sustainability narratives and socially responsible messaging can strengthen trust when aligned with local priorities.

**Theme 3: CSR and sustainability enhance trust when authentic**

**Codes: CSR; authenticity; community empowerment**

**Illustrative excerpt:** “People trust brands more when they support community values, not only sell products.” (Focus Group-Jordan)

The cultural emphasis reported by participants is widely supported in research stressing that digital advertising effectiveness depends on cultural sensitivity and the use of native language and culturally aligned norms [58] [59]. Prior studies also caution that strategies successful in Western contexts may fail in Palestine and Jordan due to differences in humor, message framing, and visual codes [60] [61]. The importance of localization and dialect adaptation is similarly highlighted, including how linguistic variation can shape comprehension and persuasion [54].

Infrastructure limitations discussed by participants’ match earlier work pointing to severe technological constraints in these regions despite global expansion in internet use [62]. Literature also indicates that inconsistent 4G coverage in Jordan and weaker infrastructure in Palestine can constrain AR/VR deployment and require mobile-optimized, low-size media formats [55].

The link between ethics, sustainability, and trust is also documented: environmentally friendly packaging, fair labor practices, and CSR narratives can build credibility and loyalty when communicated authentically [7] [26] [33] [57] [63]. Conversely, cultural misalignment can trigger boycotts and reputational harm, and language misuse can widen the digital divide [64] [65]. Broader ethical dilemmas; including exploitation-related concerns, are identified as threats to public trust [66].

## 5.5. Platform Innovations and Social Media Trends

Primary data indicate that platform selection and format choice are decisive for

campaign success in Palestine and Jordan. Practitioners reported that social media increasingly functions not only as a communication channel but as a commerce infrastructure, with direct-to-consumer selling and community-based engagement shaping advertising decisions.

**Theme 1: Platforms function as “marketplaces”, not only media**

**Codes: social commerce; D2C selling; community engagement**

**Illustrative excerpt:** “For many small businesses, WhatsApp and Facebook are the store, the ads, and the customer service.” (Interview-Palestine)

Focus group participants described higher engagement with short-form video, creator-led content, and interactive features that reduce friction between discovery and purchase.

**Theme 2: Short-form and creator-led content drives attention**

**Codes: TikTok/Reels; creator trust; interactive formats**

**Illustrative excerpt:** “If it’s a short video from someone we follow, we pay attention more than a classic ad.” (Focus Group-Jordan)

Participants also emphasized that while micro-targeting increases relevance, trust can be undermined by unclear data practices and by abrupt platform policy changes. Overall, respondents highlighted that mobile-first adoption is accelerating, but infrastructural and payment-system limitations continue to constrain the growth of social commerce.

**Theme 3: Trust is fragile under platform and policy volatility**

**Codes: policy shifts; algorithm dependence; payment constraints**

**Illustrative excerpt:** “A platform change can suddenly hurt small businesses. That instability affects trust and planning.” (Interview-Jordan)

The empirical emphasis on influencer marketing aligns with literature documenting its effectiveness across Middle East and Gulf sectors such as beauty, fashion, and technology, as well as its role in Palestine and Jordan in linking community dynamics with brand narratives [4]. The growing integration of social media and e-commerce is similarly well established, supported by platform features such as Instagram Shopping, Facebook Marketplace, and TikTok Live that facilitate real-time engagement and purchasing [33] [67]. In infrastructure-constrained environments, reliance on WhatsApp and Facebook for direct sales corresponds with findings that mobile-first models help overcome distance and connectivity limitations while accelerating purchase decisions [30] [41].

The dominance of short-form video among younger audiences and the use of live streaming to strengthen brand-consumer interaction are also widely supported in prior research [4] [22] [62]. Documented platform preference differences, including Instagram’s prominence in Jordan, Twitter (X) as a discussion space, and Facebook’s storytelling role in Palestine, further reinforce the need to align marketing strategies with platform-specific cultures [53].

The literature additionally confirms that AI-driven personalization, augmented reality, and social commerce reshape engagement patterns and competitive dynamics, while trust in digital advertising depends on governance mechanisms and trans-

actional transparency [50] [56] [62] [63]. Challenges highlighted by participants, including over-reliance on algorithms, fragmented regulation, frequent platform policy changes affecting small businesses, and weak payment infrastructure, are likewise recognized as barriers to inclusive market participation [18] [62].

Finally, existing research supports the view that both markets are adopting mobile-first and AI-driven approaches shaped by regulatory and infrastructural conditions. Palestine increasingly relies on WhatsApp polling and SMS continuity to reach low-bandwidth users [67], while Jordan explores more advanced digital innovation within regulatory boundaries [47]. Broader syntheses emphasize that these developments must be interpreted within regional trajectories and global transformations, with rapid expansion accompanied by persistent challenges related to trust, regulation, and digital literacy [33] [62].

## 5.6. Comparative Analysis: Developed vs. Developing Markets

Interview evidence indicates that stakeholders in Palestine and Jordan perceive a persistent gap between developed-market advertising models and local feasibility. Participants noted that advanced systems common in developed contexts -high-end analytics, sophisticated programmatic ecosystems, and immersive technologies- often exceed what is realistic in infrastructure-constrained environments.

### **Theme 1: “Feasibility gap” between models and local reality**

**Codes: infrastructure disparity; analytics maturity gap; adoption constraints**

**Illustrative excerpt:** “We see what works in the EU or US, but we must adapt because the infrastructure and user habits are different.” (Interview-Palestine)

Respondents emphasized that local success is more strongly tied to mobile-first practicality, culturally grounded messaging, and community-based trust signals rather than to purely data-intensive targeting. Participants also highlighted differences in digital literacy and adoption, pointing to the need for education and gradual transition strategies.

### **Theme 2: Community trust and cultural fit outperform “pure data”**

**Codes: social ties; cultural adaptation; digital literacy**

**Illustrative excerpt:** “Trust and community ties matter more here than perfect targeting.” (Interview-Jordan)

These patterns are consistent with literature describing developed markets as dominated by advanced artificial intelligence, mixed reality, and programmatic advertising supported by 5G connectivity and mature analytics infrastructure [62]. By contrast, Palestine and Jordan face weaker internet infrastructure and regulatory constraints, with uneven 4G availability and continued reliance on 3G in some areas limiting advanced deployment, alongside higher levels of digital illiteracy [20].

Research further indicates that in emerging markets, mobile-first and social commerce strategies can partially offset infrastructure limitations. Examples include WhatsApp and SMS-based commerce in Palestine and live-stream engagement models in Jordan [7]. While developed markets widely adopt AI-driven per-

sonalization and real-time bidding with significant investment implications, emerging markets rely more heavily on cultural adaptation and social ties as strategic assets [28] [62]. Differences in consumer education also necessitate hybrid payment and transaction models, including SMS-based alternatives for groups facing barriers to digital payments, alongside GDPR-aligned approaches to strengthen trust [3].

The importance of contextualized strategy is reinforced by scholarship on localized adaptation and cultural authenticity, demonstrating how Ramadan-focused augmented reality campaigns and environmentally oriented initiatives can build consumer affinity in Jordan and Palestine [40] [47]. Broader discussions emphasize that emerging economies can leverage distinctive opportunities by combining digital-first tactics with community-based structures [68]. Overall, the literature underscores that addressing artificial intelligence bias, infrastructure disparities, and trust through ethical storytelling and transparency is essential for sustainable growth [3] [28] [33].

### 5.7. Case Studies: Successes and Failures in Digital Advertising

Methodological note on case studies. The cases presented in Section 5.7 combine (a) regionally relevant examples aligned with the study's thematic findings and (b) illustrative benchmark cases drawn from existing literature to contextualize successes and failures. They are included to exemplify the mechanisms highlighted by the qualitative findings and to show how similar patterns have been documented in prior research.

In the primary data, practitioners emphasized that “success” in Palestine and Jordan is most consistently associated with culturally aligned personalization, ethical credibility, and platform-fit execution, while “failure” is frequently linked to cultural insensitivity, unclear value propositions, and trust breakdowns; especially around data.

**Theme 1: Success = cultural fit + trust + platform fit**

**Codes: authenticity; localized personalization; trust signals**

**Illustrative excerpt:** “When a campaign feels authentic and respects values, people engage, and they share it.” (Interview-Jordan)

Respondents also noted that reputational risk in these markets is high: missteps can quickly trigger negative social media reactions and consumer disengagement.

**Theme 2: Failure accelerates through social backlash**

**Codes: cultural misalignment; reputation loss; boycott dynamics**

**Illustrative excerpt:** “One cultural mistake can spread fast online and damage the brand quickly.” (Focus Group-Palestine)

The literature reinforces that effective digital advertising models in Palestine and Jordan depend on modern technologies, alignment with global norms, and ethical sensitivity, and that successful advertising must be culturally specific rather than generic [52]. The value of hyper-personalization is widely documented through cases such as Coca-Cola's “Share a Coke”, which increased engagement

and sales through personal relevance and localization [52]. Additional literature examples include AI-driven personalization and AR-enabled confidence building through product visualization, as illustrated by IKEA-related use cases [29]. The role of telecom and institutional actors in linking culture, technology, and social outcomes is also described, including initiatives tied to education and community development [22] and sustainability-oriented efforts [66].

The costs of cultural misalignment are similarly documented in global cases such as the widely criticized 2017 Pepsi advertisement featuring Kendall Jenner [9], as well as regionally relevant examples where culturally themed campaigns triggered backlash and boycott calls. Privacy and security risks are also emphasized in the literature, including how breaches undermine trust and slow market growth, illustrated through incidents such as the Target breach in 2013 and related concerns about data management in digital commerce [50]. In response, scholarship highlights the turn toward GDPR-like policies and the use of cultural audits to align advertising with local values.

Looking forward, literature supports three scenario paths: one where blockchain transparency merges with AI personalization to attract investment and strengthen credibility; another where inadequate cultural adaptation and weak infrastructure deepen digital inequality and bias; and a multi-pronged pathway combining targeted urban strategies with inclusive mobile-first outreach [2] [55] [65] [66]. Across these accounts, the literature emphasizes that the future of digital advertising in Palestine and Jordan lies not in copying Western models but in sustaining regional identity while enabling inclusive digital growth through trust, authenticity, and accessible technology design [61].

## 6. Scenario-Based Insights and Key Findings

### 6.1. Scenario Planning Inputs and Analytical Structure

The optimistic, pessimistic, and realistic scenarios presented in this section are grounded in the interaction of key variables derived from the qualitative phase and the study's analytical frameworks. Core inputs include infrastructure readiness (connectivity quality, power stability, and digital payment availability), regulatory strictness and enforcement (data protection rules, consent practices, and cross-border data governance), technology adoption pace (AI-driven personalization, AR/VR diffusion, programmatic maturity, and blockchain transparency), consumer trust and privacy sensitivity, and cultural alignment capacity (localization quality, dialect fit, and religious or cultural appropriateness). These variables structure the scenarios as empirically informed trajectories rather than speculative forecasts and directly reflect the dominant themes emerging from interviews and focus groups.

### 6.2. Opportunity-Oriented Trajectory: Ethics and Infrastructure as Enablers

The digital advertising landscape in Jordan and Palestine presents a set of oppor-

tunity-oriented trajectories shaped by the ongoing process of digital transformation. Key drivers influencing future outcomes include regulatory development, technological advancement, and prevailing economic conditions. Prior research indicates that ethically grounded and environmentally responsible advertising practices can contribute meaningfully to sustainable economic growth while opening new market opportunities [22]. However, the realization of these opportunities depends on the alignment between ethical innovation and enabling structural conditions.

From a technological perspective, emerging tools offer concrete pathways for opportunity creation. In Jordan, for example, the application of augmented reality (AR) in the fashion sector has expanded accessibility through virtual try-ons for traditional garments, with engagement during culturally significant periods such as Ramadan projected to increase substantially. Blockchain technologies provide additional potential by enhancing transparency, reducing fraud, and strengthening trust between local and international advertisers, provided that robust data protection policies are in place [66]. At the institutional level, the effective implementation of GDPR-aligned frameworks represents a foundational step toward safeguarding data processing and management, while sustained investments in internet governance, 5G infrastructure, and rural digital literacy are essential for broadening participation in the digital economy [56].

**Theme 1: Opportunity pathway depends on ethics and infrastructure**

**Codes: ethical advertising; sustainability; engagement; governance**

**Illustrative excerpt:** “People respond better when the campaign feels ethical and relevant, but it still needs reliable internet and clear rules.” (Interview-Jordan).

This theme demonstrates that ethical positioning alone is insufficient to unlock the full potential of digital advertising without parallel investments in infrastructure and regulatory clarity. Participants emphasized that sustainability-oriented and ethically framed campaigns generate higher engagement only when supported by reliable connectivity, transparent governance, and enforceable rules. The findings suggest that ethics and infrastructure function as mutually reinforcing conditions: ethical narratives build trust and legitimacy, while infrastructural reliability enables consistent delivery, scalability, and long-term impact. In contexts such as Palestine and Jordan, where infrastructural gaps persist, opportunity-oriented trajectories therefore depend on aligning ethical innovation with pragmatic system readiness rather than treating ethics as a standalone differentiator.

### **6.3. Risk-Oriented Trajectory: Trust Erosion and Market Retrenchment**

The risk-oriented trajectory reflects a set of adverse conditions under which digital advertising development in Palestine and Jordan may stagnate or regress. Political and economic instability, combined with infrastructural and regulatory weaknesses, poses significant threats to sustained digital transformation. Insuffi-

cient broadband capacity can delay the adoption of immersive technologies such as augmented and virtual reality, while poorly implemented AI systems risk amplifying misinformation and undermining consumer confidence. In fragile digital ecosystems, these technical shortcomings interact with governance gaps to accelerate trust erosion.

Empirical and comparative evidence suggests that data-related incidents can have particularly long-lasting effects. Future data breaches involving e-commerce platforms in Palestine, for instance, could severely weaken trust in online transactions, mirroring the enduring reputational and behavioral consequences observed following the Target breach of 2013 [32] [50]. Similarly, advertising campaigns that neglect cultural sensitivity risk alienating audiences who perceive such messaging as misrepresentative or disrespectful. When combined with weak regulatory oversight, exploitative or opaque data practices are likely to intensify consumer distrust and disengagement [64]. Under sustained economic pressure, small businesses may respond defensively by retreating from digital channels altogether and reverting to familiar, lower-risk advertising formats such as billboards or radio.

**Theme 2: Risk pathway marked by trust collapse after breaches or cultural missteps**

**Codes: privacy violation; cultural dissonance; disengagement; fallback to traditional advertising**

**Illustrative excerpt:** “Once trust is broken through data leaks or disrespectful messaging, people disengage quickly.” (Focus Group-Palestine)

This theme underscores trust as a fragile yet foundational asset within digital advertising ecosystems. Participants emphasized that data breaches, opaque data practices, and culturally insensitive messaging can trigger rapid disengagement and reputational damage, often disproportionate to the initial failure. Once trust is compromised, recovery is perceived as slow and uncertain, prompting both consumers and businesses to retreat toward familiar and lower-risk communication channels, including traditional advertising formats. The findings indicate that risk trajectories in Palestine and Jordan are driven not only by technical or infrastructural failures, but by perceived ethical violations, highlighting the importance of preventive governance, culturally informed campaign design, and proactive trust management in digitally mediated markets.

#### **6.4. Capability-Constrained Trajectory: Advanced Technologies under Structural Limits**

The capability-constrained trajectory reflects contexts in which advanced digital advertising technologies are present but operate under significant structural limitations. The contemporary digital environment increasingly demands sophisticated advertising strategies; however, the capacity to deploy such technologies effectively in Palestine and Jordan remains uneven. In Jordan, AR-enabled remote property tours are transforming real estate marketing, while in Palestine, artisans

are using WhatsApp-based commerce to expand online sales. Micro, small, and medium enterprises further employ low-bandwidth, AI-supported SMS surveys to engage rural consumers and achieve higher response rates [22]. These examples illustrate adaptive innovation under constraint rather than full technological integration.

Despite relatively strong regulatory frameworks in sectors such as finance and healthcare, Jordan continues to face mid-to-low levels of digital literacy. The expansion of 4G networks has improved urban connectivity, yet rural areas remain significantly underserved. Within this environment, AI and blockchain technologies present both opportunities and risks. In Jordan, AI is applied to retail personalization and sales optimization through machine learning; however, limited access to high-quality and representative data constrains scalability. Moreover, algorithmic bias in culturally diverse environments may further disadvantage minority groups [55]. In Palestine, AR and VR applications enable immersive experiences such as virtual garment trials and cultural simulations, but their broader adoption requires substantial infrastructural investment [4]. Blockchain solutions similarly offer potential benefits for advertising authenticity and fraud prevention, yet shortages of technical expertise and financial resources pose significant barriers to implementation in fragmented markets.

**Theme 3: Advanced technologies constrained by data quality, skills, and scalability**

**Codes: data quality; algorithm bias; scalability; expertise shortage**

**Illustrative excerpt:** “The tools exist, but without good data and skills, the results can be biased or limited.” (Interview-Jordan)

This theme demonstrates that the effectiveness of advanced advertising technologies depends not on availability alone, but on the quality of underlying data, the presence of skilled human capital, and institutional capacity for scaling. Participants underscored that limitations in data completeness, analytical expertise, and algorithmic oversight can introduce bias, reduce accuracy, and constrain the practical value of AI-driven systems. In emerging market contexts such as Palestine and Jordan, these constraints slow the translation of technological potential into measurable outcomes, reinforcing the need for capacity-building, skills development, and incremental deployment strategies that prioritize reliability, fairness, and contextual suitability alongside innovation.

## 6.5. Regulation, Culture, and Trust as Integrative Forces

Data regulation frameworks play a critical role in trust-building. In Jordan, GDPR-inspired data protection laws have contributed to greater consumer confidence, although excessive or inconsistent oversight may slow innovation [24]. In Palestine, resistance to technology adoption is often linked to weak regulation of service providers, limiting access to international markets [22]. Strengthening regulatory enforcement and leveraging transparent communication through social media endorsements can reduce perceived risk and enhance consumer trust [56].

Cultural representation remains equally influential. Advertising that foregrounds national identity, such as VR documentaries on Palestinian olive oil production, has proven highly effective, whereas the misuse of sacred symbols frequently provokes public criticism [3] [32]. Partnerships with local stakeholders, including artisans and micro-influencers, support ethical branding and community-oriented engagement.

### 6.6. Toward a Realistic and Sustainable Pathway

Social commerce continues to evolve rapidly across the region. TikTok enables impulse purchasing through creator-driven discovery, while WhatsApp and Facebook Marketplace facilitate community-based trade without intermediaries, particularly in Palestine [55]. Diversifying platform dependence by combining visual promotion on Instagram with transactional efficiency on WhatsApp can mitigate risk and improve resilience. Despite infrastructural disparities, the mobile-first consumer base in Palestine and Jordan remains among the fastest growing. Platforms such as WhatsApp and Facebook offer practical alternatives to traditional retail, appealing to urban consumers while extending reach beyond physical constraints [3] [15]. Achieving inclusive and sustainable digital advertising requires bridging the rural-urban divide and prioritizing digital literacy, ethical AI deployment, and culturally sensitive marketing.

### 6.7. Scenario Synthesis

The optimistic scenario envisions the integration of AI, AR/VR, and blockchain within supportive regulatory and ethical frameworks, enabling transparent transactions and localized personalization that strengthen user trust. However, this pathway depends on significant infrastructural investment and favorable political and economic conditions. The pessimistic scenario anticipates stalled infrastructure development and weak regulatory enforcement, leading to data misuse, cultural dissonance, and widespread consumer disengagement that forces a return to traditional advertising channels. The realistic scenario suggests gradual innovation, with advanced technologies introduced incrementally alongside ethical and culturally grounded practices. Mobile-first strategies that integrate platforms such as WhatsApp and SMS, supported by micro-influencers and localized content, emerge as the most viable means of bridging structural gaps. Nonetheless, persistent infrastructure inequality and regulatory complexity remain challenges that require coordinated action by policymakers, businesses, and civil society actors who must balance global technological trends with local realities.

## 7. Conclusions

This study concludes that digital advertising development in Palestine and Jordan is shaped by the interaction of infrastructure readiness, regulatory clarity and enforcement, technology adoption pace, and cultural alignment capacity. Across the qualitative evidence, participants consistently emphasized that the most sustaina-

ble progress is achieved when innovation is embedded within ethical practice, culturally resonant communication, and trustworthy data governance. Accordingly, the scenario-based conclusions presented below are grounded in the qualitative phase and structured through the scenario planning inputs used in this research (i.e., infrastructure, regulation, technology adoption, consumer trust/privacy sensitivity, and cultural fit).

Note on qualitative evidence. To strengthen interpretive clarity, this conclusion references the study's coding themes and includes brief illustrative participant excerpts that exemplify recurring viewpoints identified across interviews and focus groups. These excerpts are illustrative and are not intended to represent verbatim transcripts.

### **7.1. Summary of Core Empirical Insights (Primary Data)**

The qualitative findings indicate that stakeholders across Palestine and Jordan perceive AI-enabled personalization and mobile-first execution as the most immediately viable strategies for digital advertising impact. Participants emphasized that practical considerations, such as low-bandwidth compatibility and fast-loading content, often outweigh the appeal of more technologically sophisticated solutions. While immersive technologies such as augmented and virtual reality, along with blockchain-based transparency tools, are widely recognized for their long-term potential, their effective adoption is viewed as contingent upon improvements in digital infrastructure and regulatory governance.

Trust emerged as a central enabling condition for scaling digital advertising initiatives. Participants consistently highlighted that consumer engagement increases when data practices are transparent and consent mechanisms are clearly communicated. Concerns surrounding privacy protection, fraud, and regulatory uncertainty were repeatedly cited as barriers that can undermine adoption, regardless of technological capability. These findings suggest that in emerging market contexts, digital advertising performance depends less on technological sophistication alone and more on the integration of reliable infrastructure, regulatory clarity, and culturally grounded legitimacy.

### **7.2. Scenario Planning Logic and Key Variables**

The optimistic, pessimistic, and realistic scenarios are derived from the interaction of high-impact uncertainties and trend drivers identified during the qualitative phase and structured by the study's analytical frameworks. The core variables used to construct the scenarios include: (a) infrastructure readiness (connectivity reliability, power stability, payment ecosystem maturity), (b) regulatory strictness and enforcement (data protection requirements, consent, cross-border governance), (c) technology adoption pace (AI-driven personalization, AR/VR diffusion, programmatic maturity, blockchain transparency), (d) consumer trust and privacy sensitivity, and (e) cultural alignment capacity (localization quality, dialect fit, religious and social appropriateness). These variables were used to generate

internally consistent futures that reflect plausible pathways for Palestine and Jordan rather than speculative narratives.

### **7.2.1. Optimistic Scenario: Ethical Innovation with Strong Governance**

Under the optimistic scenario, Palestine and Jordan are positioned as credible environments for ethically grounded, technology-enabled digital advertising, supported by enhanced infrastructure and more effective regulatory enforcement. In this trajectory, AI-driven hyper-personalization facilitates more relevant and efficient audience targeting, while blockchain technologies enhance transparency and reduce fraud, thereby strengthening trust in digital transactions [4] [50]. Expanded digital connectivity and investment in digital literacy initiatives further accelerate adoption and inclusion, enabling both consumers and businesses to participate more actively in digital commerce [56]. Cultural alignment emerges as a strategic advantage, as brands communicate through local language, culturally specific symbols, and ethically informed narratives. This alignment reinforces consumer loyalty and supports sustained engagement, particularly in markets where trust and legitimacy are decisive factors for long-term success [66].

### **7.2.2. Pessimistic Scenario: Fragmented Infrastructure and Weak Enforcement**

The pessimistic scenario underscores the risks associated with political instability, delayed technological adoption, and inadequate regulatory enforcement. In this pathway, poorly managed data protection practices erode consumer trust, constraining the growth of online business activity and discouraging investment in advanced digital advertising systems [20]. Small and medium-sized enterprises face heightened difficulty competing under financial constraints and limited capacity for marketing innovation, thereby slowing broader economic transformation [24]. Weak digital infrastructure and ambiguous governance frameworks further delay the adoption of AI, AR, and VR technologies, exacerbating digital inequality and reducing the region's ability to capture the potential benefits of digital advertising expansion [24]. As trust deteriorates, both consumers and businesses become more risk-averse, increasing reliance on low-technology or traditional advertising channels and reinforcing structural stagnation within the digital ecosystem.

### **7.2.3. Realistic Scenario: Incremental Progress through Mobile-First and Cultural Fit**

The most plausible scenario reflects a balanced trajectory in which national ambitions are pursued through gradual and context-sensitive change, aligning global digital trends with local constraints and priorities. In Jordan, augmented reality applications are increasingly adopted in property marketing to facilitate virtual inspections, while Palestinian artisans rely on platforms such as WhatsApp to expand market reach and reduce distance-related friction [55]. Rural enterprises are able to leverage lightweight, AI-enabled tools to collect feedback and enhance customer satisfaction, particularly when these efforts are embedded within mobile-

first strategies [50]. Within this scenario, sustainability and socially responsible advertising practices contribute to brand credibility, while culturally grounded messaging supports consistent consumer engagement even in contexts where technological sophistication remains uneven. Incremental innovation, combined with trust-building and platform pragmatism, enables steady progress without exacerbating existing infrastructural or regulatory disparities.

### 7.3. Implications for Marketers and Policymakers

This research emphasizes the growing importance of hyper-personalization, immersive formats (AR/VR), and sustainability-oriented messaging in improving performance and customer attraction, while also requiring ethical and culturally appropriate advertising models [7]. Prior works similarly underline that digital marketing success depends on alignment with local market dynamics and cultural context [61]. Social commerce and influencer marketing remain strong drivers of engagement and growth in mobile-first settings [56]. Building trust through transparent data practices and client-centered approaches is therefore critical [50].

For policymakers, the findings reinforce the need for clear and enforceable rules governing the use and storage of personal data, along with expanded digital learning programs to reduce literacy gaps and support inclusive participation [68]. At the ecosystem level, coordinated initiatives among companies, local influencers, and NGOs can support culturally resonant communication and strengthen public trust, particularly when linked to community priorities and social responsibility.

### 7.4. Overall Conclusion

Palestine and Jordan are positioned to strengthen their role in the regional digital advertising landscape through a combination of mobile-first strategies, responsible AI adoption, and culturally sensitive content. However, achieving this trajectory requires collaboration among businesses, government institutions, and civil society to address political instability, infrastructure constraints, and regulatory gaps. A gradual transition that prioritizes integrity and inclusivity can enable durable growth without excluding new entrants, supporting broader economic development. Ultimately, stakeholders who integrate innovation with ethical governance and cultural legitimacy are best positioned to elevate these markets and contribute to sustainable digital transformation.

### Conflicts of Interest

The author declares no conflicts of interest.

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