

# THE IMPACT OF ADVERTISING VIDEO QUALITY ON THE PURCHASE INTENTION OF SAUDI CONSUMERS ON DIGITAL PLATFORMS

MUSTAFA MOHAMMAD TAYSEER ABUMOGHLI

Email: [Abumoghli.mustafa@gmail.com](mailto:Abumoghli.mustafa@gmail.com)

---

## Abstract

This study aimed to investigate the impact of advertising video quality on the purchase intention of Saudi consumers. The study employed a quantitative approach using the PLS-SEM structural equation model via Smart PLS software, with a sample of 480 participants from various regions across the Kingdom. The results showed that all three variables had a significant positive impact on purchase intention. Visual appeal demonstrated the strongest effect ( $\beta = 0.37$ ,  $p < 0.001$ ), followed by information quality ( $\beta = 0.31$ ,  $p < 0.001$ ), and then user atmosphere ( $\beta = 0.24$ ,  $p < 0.001$ ). The results also confirmed that the study variables explained a significant proportion of the variance in purchase intention, with an explanation coefficient ( $R^2 = 0.58$ ). Furthermore, the effect size values indicated that visual appeal was the largest influence ( $f^2 = 0.18$ ), in addition to the model's good predictive power ( $Q^2 = 0.32$ ) and strong quality of fit ( $SRMR = 0.041$ ). The study concluded that the quality of advertising videos—with their cognitive, visual, and social dimensions—is a pivotal factor in shaping the purchasing intention of Saudi consumers in digital environments.

**Keywords:** Advertising Videos, Purchasing Intention, Visual Appeal, Saudi Arabia.

---

## 1. INTRODUCTION

The last few years have brought an unprecedented change in the content of digital content and types of electronic communication, especially the prevalence of short video content on social networks like Tik Tok and Instagram. This has seen this kind of content become one of the most rapidly advancing forms of media in the world. Statistics reveal that subscribers to the short video applications have been growing exponentially ever since 2022, which is a huge growth in visual content consumption over the last couple of years. This trend has led to the change in the marketing resources of numerous companies whereby many of them shifted their focus to this form of advertising to boost brand awareness and maximize the rate of conversion (Meng et al., 2024).

Video advertisements are a very useful tool in drawing the attention of the users using quick, versatile visuals and are also cheaper than traditional advertisements, which makes them a good means of generating traffic and provoking the consumers to buy (Chen, 2025). Nevertheless, even with the high cost of this form of advertising, consumers everyday receive a heavy load of advertising messages, and this has been termed as advertising fatigue. This exhaustion makes consumers disregard advertising materials in case such messages are not captivating or convincing enough. It is proven that this disregard causes the reduction in the conversion rates of digital advertising, and companies need to spend more money on marketing and not get the expected outcomes (Meng et al., 2024).

The Kingdom of Saudi Arabia is ranked as one of the largest internet penetration rates in the globe whereby in 2023, it stands at 99%. It is also important to note that social media users increased greatly to reach 90.9% of the population (Hasanin et al., 2025). In addition, the Arab region is the most active in the usage of social networks, and the rates of engagement with WhatsApp, Instagram, Tik Tok, and Snapchat among Saudi users are the highest (Statista, 2024). This has been widely used and therefore made social media a prominent marketing tool to both local and international businesses since it can reach various people in a short period of time.

Research has also indicated that the trend of consumers moving towards short-form video marketing is not just a technological fad, but it has also become a component of consumer behavior. The quality of visual content shown to a user to short-form video content, is directly connected to the purchasing behavior of users (Chen et al., 2022). According to some studies, content quality is a key component in the stimulation of purchase intent, and that consumers are likely to be attracted to content that is relevant to their interests and desires, which can be explained by the Selective Exposure Theory that states that people are unwilling to engage with information that contradicts their attitudes and attracted to the content that confirms their values or needs (Xiao et al., 2019).

Researchers across the world affirm that the short-form video material has features that have the potential of affecting impressions, altering the attitudes of the audience, and eliciting purchasing desires particularly where the material is typified by such quality aspects like reliability, appeal, expertise, authenticity, and brand heritage. It has also been found that the effect of these qualities is not necessarily linear since some research has concluded that authenticity and

brand legacy may also affect the consumer behavior in a U-shaped way and represents a multifaceted interaction between the content characteristics and reactions of the audience (Meng et al., 2024).

The reasons why the quality of video advertisements is important to study in Saudi Arabia are outlined. To begin with, there is the wide use of video content on local social media. Second, digital transformation, and Vision 2030 make e-commerce boom in the Kingdom. Third, the young population that covers 75% of the population of the Kingdom is the most common user of these platforms and the most receptive to visual information (Al-Hadban and Almotairi, 2020).

In addition, the digital marketing literature shows that quality content visuals do not only raise product awareness but also boost emotional and cognitive reaction towards advertising by the consumer. This is in line with the ELM trend model whereby it is assumed that information quality is the key pathway to affect but the visual appeal is the peripheral one (Chen et al., 2024).

Based on these findings, it is evident that the quality of the advertising video should be examined to understand its influence on the purchase intention of Saudi consumers due to the growing popularity of this marketing medium as one of the most dominant. The local literature has a major gap concerning research. Although there is Saudi research that has considered the influence of the quality of advertising videos as an independent variable and its impact on purchase intention, others have not specifically studied variables like usage rates, addiction, and preference toward the platform (Hasanin et al., 2025).

Hence, this study endeavors to close this gap by offering a theoretical and practical framework that connects the quality of the video advertisement to the buying intention of the Saudi consumers in the online shopping sites. It is based on the international and local evidence and is based on the modern theoretical models of analyzing the impacts of digital advertising.

## 2. LITERATURE REVIEW

Recent literature indicates that, the social media has integrated into the digital structure of modern societies, allowing users to develop, disseminate and respond to content in a broad array of applications and platforms (Bhandarkar et al., 2021). The enormous growth of smartphone penetration levels and availability of the internet has resulted in the rise of the worldwide utilization of these mediums and their becoming the focus of marketing, e-commerce, and business communications. In the Saudi context it is possible to note a particularly high increase in the use of the internet, up to 99 percent in 2023, as well as the penetration of users of social media, up to 90.9 percent, which allows placing the Kingdom in the first place among Arab countries in its sector. There is also increase in the use rate of the popular apps like WhatsApp, Instagram, Tik Tok, and Snapchat which represent a socio-economic change of how people depend on digital applications in different ways of their lives (Statista, 2024).

This broad usage has made brands and business owners use online platforms as viable marketing media because they have a high reach within a short period, cheap, and direct influence on consumer behavior. This has helped reinvent the marketing strategies as opposed to the older model to the contemporary digital model. This has also been supported by several studies revealing those digital platforms directly affect the purchasing decision-making process, especially via the constant and quick delivery of content in the form of the visual showing, which proves the significance of short videos as a primary marketing tool (Hasanin et al., 2025).

In this respect, short video is one of the most salient types of digital content that has gained a lot of research literature. They can be described as brief visual messages that are created and shared with the help of smart devices and presented on social media platforms to provide direct messages with promotional or commercial purposes. Such kind of video is defined by its short length, easy production and tie to reality providing it with a high potential to capture the attention of the audience and shape their perception and attitude (Aleman et al., 2023).

Scientists agree that video has distinct features that render it an effective mode of persuasion and influence, its speed, the involvement levels of the audience and ease with which the video can be interacted with, on top of being straightforward as opposed to the traditional advertisements that involve elaborate production processes. Nonetheless, several studies report negative aspects of development of this type of content, including poor integration and creation, and the lack of clear methodological approaches to measure its effectiveness, particularly in the developing countries in which the professional standards to analyze and evaluate the short videos are still not established (Zhao et al., 2024). About its effect on the buying behavior, the process of the purchasing decision-making includes various stages, in which the first stage is the recognition of the need, the second stage is the information gathering, the third stage is the evaluation of the alternatives, and the fourth stage is the decision. All these stages are highly affected by digital content the user is exposed to (Helal et al., 2022). It has been demonstrated that the visual content (particularly video) can be considered one of the most significant factors to stimulate the purchase intention and modify the perception of the consumer and his/her interpretation of the information regarding the product or service (Chen et al., 2022). The nature and quality of content is a powerful variable in decision-making process. Selective exposure theory states that people prefer to consume the content that compliments their interests and tendencies and disregard the one that does not (Xiao et al., 2019). This renders content quality a very important aspect in attracting and convincing the user.

By relying on the ELM model, which states that the process of influencing the audience attitudes and intention to purchase happens in two directions, one of which can be the central pathway, which entails the quality of information, and another one, which is peripheral and involves visual and emotional impressions (Chen et al., 2024). According to this model, information quality is the most significant variable in case the user is interested in finding the clear and accurate information, and they use the peripheral pathway when the content is fast-paced or depends on the pictures and visual effects much. As the literature demonstrates, the quality of the information leads to higher values of perception and successful positive decision-making (Gil Espuny et al., 2023), and the emotions caused by visual components in video contribute to positive attitude development and higher probability of purchase (Eru et al., 2022). These social interactions, including comments, shares, and shared interest in content, are also responsible for the creation of so-called user atmosphere, which boosts the viewer trust in the content and increases the probability of being influenced by presented advertisements (Fennell et al., 2023). It has also been found out that the psychological factor of impulsivity alters the correlation between user attitudes and purchase intention, where impulsive users are more affected by visual content, particularly the visuals that are fast-moved and full of effective images (Liu et al., 2024).

In the case of the Saudi context, the relevance of researching the influence of video advertising quality can be explained by the tremendous proliferation of social media, the rise in the e-commerce market, and the significant percentages of video content consumption by young people who are the largest population group. Although this is widely used, there is a limited number of studies that has investigated the effect that content type or content quality can have on purchasing behavior in the Kingdom, which constitutes an apparent research gap that is worth addressing. Most of the studies are based on usage rates, addiction and overall preference of the platform but fail to directly determine the effect of video advertising quality on the purchase intention of Saudi consumers. The literature clearly shows that the quality of advertising videos not only in terms of information but also in terms of the visual component is one of the key factors that influence the formation of purchasing intentions and that the impact of such factors in a dynamic digital environment as Saudi Arabia is significant, which explains the significance of discussing this issue in the context of the contemporary marketing research. **Therefore, these studies raise the following hypotheses:**

- **H1:** Quality of information (IQ) has a positive influence on purchase intention (PI).
- **H2:** The visual and emotional appeal (VA) has a positive impact on the purchase intention (PI).
- **H3:** The user atmosphere (social interaction) (UA) has a positive effect on purchase intention (PI).

### 3. METHODOLOGY

#### 3.1. Research Design

The research design utilized the descriptive-analytical approach because it is most appropriate to the research aim, that is to examine the effect of the quality of advertising videos on the intention of Saudi consumers to purchase products online. This is done by describing the phenomenon as it is followed by statistically studying the relationships between variables in it, therefore making it possible to quantitatively test the theoretical model and hypotheses. The research was also based on primary field data, consisting of a sample of Saudi consumers that use social media and other digital platforms since the research topic refers to real consumer behavior in a modern digital setting. It took the form of a cross-sectional design where data was taken at one given point in time of the sample; it is a popular design in the works of digital marketing and consumer behavior.

Since the nature of the suggested model is qualitative (it is based on several underlying variables) and relies on the quality of the advertising video and purchase intent, the structural equation modeling through the partial least squares (PLS-SEM) was adopted. This is a good approach to use in predictive models and it can cope with somewhat complex models and moderate sample sizes as well as it is flexible in non-ideal data distributions. All the analyses have been conducted in the most recent version of the SmartPLS software which was available at the time of the study.

#### 3.2. Study Population and Sample

The target population includes all Saudi consumers that use digital platforms (including Tik Tok, Snapchat, Instagram, YouTube, etc.) and can be exposed to image/video advertisements on the websites. Given that the social media users in the Kingdom make up about 90.9 percent of the entire population with a high rate among the age group, 15- 39, this population is wide and varied in terms of demographic factors, hence the use of a sampling method.

The sampling approach used in the study was a non-probability, convenience sample, where the participants had to fulfill the following criteria: Saudi citizenship or residence in the Kingdom of not less than two years; 18 years and above; active usage of digital platforms and exposure to video advertisements.

The questionnaire was sent through the Internet with the links on the most popular social media in the Kingdom (WhatsApp, X, Snapchat, and Instagram), and participants were motivated to spread the questionnaire (snowballing) to increase the size of the sample.

At the beginning, 510 questionnaires were obtained. These were checked to make them complete and to exclude cases of noticeable duplication and random answers. Questionnaires that were not filled or filled with invalid questions (about 30 in total) were deleted and only 480 valid questionnaires were included in the analysis.

This is an appropriate size of sample used in PLS-SEM model. This surpasses the usual requirement that the minimum sample size should be ten times the maximum number of shares (incoming and outgoing shares) linked to any latent variable in the model. Considering that the quality of video ad variable is directly explained by the purchase intent and could be impacted by mediating/ extraneous variables, a sample size of 300 or bigger is adequate and a sample of 480 has a higher statistical power and increased reliability of the findings.

### 3.3. Research Instrument

The research used an online questionnaire to collect primary data as it is appropriate to the specifics of the target population that extensively uses digital resources. The measurement tool was developed relying on the past literature, connected with the short videos, information quality, social media content, and purchase intention. The questionnaire had the following sections:

- **Demographic Data:** It consisted of gender, age category, level of education, the hours users spend using digital platforms on average daily and the most common platforms. The purpose of the study was to describe the sample of the study and compare some of the findings with these variables.

- **Quality of Advertising Videos on Digital Platforms:** Quality of advertising videos was also measured based on set of dimensions which were based on the ELM model which included:

1. **Information Quality:** It encompassed such factors as the rationality of product information, the timeliness of such information, and the extent of utility the consumer obtains based on the advertisement (Chen et al., 2024; Gil Espuny et al., 2023).

2. **Visual and Emotional Appeal:** It is the attractiveness of the images, camera angles and direction, music accompanying the video, and the level of the positive emotions evoked by the advertisement (Eru et al., 2022).

3. **User Atmosphere and Social Interaction:** This is the perception of the participant about the degree of their engagement with the advertisement (comments, likes, shares) and how it affects their trust in the content (Fennell et al., 2023) (Table 1).

- **Purchase Intention Scale:** A group of items was used to assess the desire of the consumer to respond to the advertisements with a purchase intention in the future and this was based on the theoretical trends that showed that purchase intention is increased with quality of information and positive emotions (Li et al., 2023; Liakou-Zarda and Tzavalkou, 2023).

The items of these dimensions were designed in the form of closed statements with a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). Some academic experts in the field of e-marketing and consumer behavior reviewed the questionnaire to ensure the authenticity of the content, the clarity of the statements, and their appropriateness to the Saudi environment. A pilot study was then done on a limited sample (approximately 40 people) both to clarify the items and to make the required linguistic changes before applying the tool to the entire sample.

**Table1: Shows The Structure Of The Instrument**

| Variable                                   | Item | Item Text   |
|--|------|---|
| <b>Information Quality (IQ)</b>            | IQ1  | The promotional video provides clear and easy-to-understand information about the product.              |
|  | IQ2  | The video provides helpful details that help me form an accurate understanding of the product.          |
|  | IQ3  | The video presents up-to-date and reliable information about the product or service.                    |
|  | IQ4  | The information provided by the video helps me make an informed purchasing decision.                    |
| <b>Visual and Emotional Appeal (VA)</b>    | VA1  | The advertising video has visual appeal that captures my attention.                                     |
|  | VA2  | The video presents the content in an engaging and entertaining way.                                     |
|  | VA3  | The visual effects and music help increase the advertisement's impact on me.                            |
|  | VA4  | The video evokes positive emotions that make me more engaged with the advertisement.                    |
| <b>User Atmosphere and Engagement (UA)</b> | UA1  | User engagement around the video positively impacts my perception of the ad.                            |
|  | UA2  | Others' interest in the video increases my confidence in its advertising content.                       |
|  | UA3  | Social interaction around the video creates a positive impression of the product.                       |
|  | UA4  | Audience engagement encourages me to continue watching the ad and potentially make a purchase decision. |

|                                |     |   |
|--------------------------------|-----|---|
| <b>Purchase Intention (PI)</b> | PI1 | I feel a desire to buy the product after watching the advertisement video.                      |
|                                | PI2 | I am seriously considering trying the product I saw advertised.                                 |
|                                | PI3 | I am looking for more information about the products featured in the advertisement videos.      |
|                                | PI4 | The likelihood of me buying the product increases after watching the short advertisement video. |

### 3.4. Data Collection and Analysis

The questionnaire was made available on the Internet in the form of an online questionnaire (Google Forms), and the link to it was shared with the most popular social media in the Kingdom. The questionnaire contained a short introduction at its initial part of the research giving the purpose of the study, indicating the scientific nature of the research and the fact that the research was academic, and the data should remain confidential to be used by scientific research purposes only. Collection of data took about four consecutive weeks, and it gave enough time to have a large and diverse sample size in terms of age groups and platforms used.

Ethics of scientific research were followed in this study. The nature and the aim of the research was clarified to the participants, and they were free to take part in the study, and to drop out any time without any consequences. The privacy of the information was also pointed out, as no directly identifying data about the subject was gathered, and the information gathered was utilized exclusively to conduct the research.

The data has been put into a data file (Excel/SPSS) and then imported into SmartPLS software to run the PLS-SEM structural equation modeling analyses. The following steps were included in the plan of analysis:

- Researching the descriptive features of the study sample (gender, age, education, usage hours and most frequently used platforms).
- Assessment of the measurement model by: Determining the estimates of correlation coefficients of items and underlying variables (factor loading). Analysis of reliability of the measures based on Cronbach alpha and composite reliability. Analyzing the structural validity (AVE) and the discriminant validity amongst variables.
- Considering the structural model through: Estimating of the path coefficients of the quality of the advertising video to purchase intention. Examining the significance of the coefficients through boot strapping. Interpreting the coefficients of determination ( $R^2$ ) for purchase intent, effect size ( $f^2$ ), and general model fit indices (SRMR).

## 4. RESULTS

This study aimed to assess the impact of advertising video quality on the purchase intention of Saudi consumers. This was done among 480 Saudis through an online application and the demographic data collected was then analyzed. The findings indicated that females were the majority with 57.5 percent and 42.5 percent of males respectively, which demonstrated the large representation of women using visual platform in Saudi Arabia. In terms of age, the highest percentage was 20 - 39 years old (52%), then was 30 - 39 years old (28%), which is the most common user of Tik Tok and Instagram. In terms of educational level, the greatest number of those with a bachelor's degree (61%) and those with postgraduate degrees (21%) since the study participants have high awareness and consumption of digital products and services. Regarding the hours spent daily on digital platforms, the findings indicated that 47 % of the respondents spend 3 to 6 hours on the digital platforms every day, and 28 % spend over 6 hours daily. In terms of most utilised platforms, Tik Tok was ranked first with 38, then Instagram with 27, and Snapchat with 22, **Table 2**.

**Table 3** shows the descriptive statistics of the four variables of the study, which are the quality of information, visual and emotional appeal, user atmosphere (social interaction), and purchase intention. The findings reveal that all the variables were rated comparatively high, as it depicts that there was a positive perception of the participants about the quality of video advertising content on digital platform, and their intention to purchase the product after viewing the video advertising content. The information quality variable represented a mean of 3.98 with a standard deviation of 0.71 meaning that the participants agreed quite well that the advertising videos that they viewed contained helpful and clear information. The visual and emotional appeal also registered high mean of 4.12 and this relates to the influence of visual and musical effect in improving the viewer engagement and arousal. User atmosphere variable (social interaction) was an average of 3.87, which means that a significant involvement in the process of exploring the advertising video (comments, likes, and shares) is a positive factor that helps to make people more trustworthy to the material. Lastly, purchase intention scored an average of 4.05 with a standard deviation of 0.79 giving a relatively high probability of Saudi consumers making a purchase decision against a backdrop of exposure to short advertising videos. This combination of results shows that they are consistent with the theoretical framework that focuses on the quality of advertising videos and customer involvement in the process of increasing purchase intention.

The results of the PLS-SEM analysis conducted with Smart PLS software demonstrated that the concerned study measures had a good degree of reliability and validity, and they could be utilized in a structural model analysis. The loading coefficients were greater than the acceptable level (0.70), and the significance values were greater than 0.001



(0.76 to 0.87) indicating the high representation of the items of their own variables. The measures also achieved high internal reliability, with Cronbach's alpha values ranging from 0.81 to 0.88, and composite reliability (CR) values ranged from 0.87 to 0.92, which are all above the reference range (0.70). Moreover, convergent validity was established, as all the values of AVE are more than the acceptable value (0.50) and the range of the values is between 0.63 and 0.75. The discriminant validity was established based on the Fornell–Larcker criterion, in which the square root of AVE was more than the inter-variable correlations, and HTMT values were less than 0.85, which proves the specificity of the variables. All these findings, combined, justify the appropriateness of the measurement model, and make it possible to pass with confidence to structural model testing, **Table 4**.

The results of the structural model in this study by applying the PLS-SEM approach revealed that the variables of quality of video advertising explain a high percentage of the variation in the Saudi consumer purchase intention. The purchase intention explanatory coefficient ( $R^2$ ) was 0.58 that value considered moderate. That means that quality of information, visual and emotional response, and user climate are variables, which can be used to explain a significant phenomenon in buying behavior within the online setting.

Concerning effect sizes ( $f^2$ ), visual and emotional appeal (0.18) had the most significant effect, with information quality (0.12) and user atmosphere (0.09) coming in next. These effect sizes were classified as medium to small-medium based on the classification of Kuhn which supports the significance of these variables in combination in affecting the purchasing decisions. These conclusions are supported by the values of prediction ( $Q^2$ ) where a positive and significant value ( $Q^2 = 0.32$ ) is obtained on purchase intention, which means sufficient predictive ability of the model. The Quality of Fit (SRMR) index (0.041) also indicated a value that was less than the acceptable reference limit (0.08) indicating strong fit to the overall model.

The hypothesis testing outcomes based on the analysis of structural models (PLS-SEM) indicated a high level of statistical support of all hypotheses tested, indicating the high importance of video advertising quality dimensions in determining the purchase intention of Saudi consumers.

**Hypothesis 1 (H1): Quality of information (IQ) has a positive influence on purchase intention (PI).** This hypothesis was validated by the results of the analysis as it showed the positive and direct impact of the quality of information on the purchase intention ( $\beta = 0.31$ ,  $p < 0.001$ ). This shows that the clarity, accuracy, and perceived usefulness of information is a factor that enhances purchase decisions made by the users. This observation is consistent with the literature that proves that the quality of informational content is one of the primary driving forces of the process of cognition leading to purchase.

**Hypothesis 2 (H2): The visual and emotional appeal (VA) has a positive impact on the purchase intention (PI).** This hypothesis was best supported compared to the other two hypotheses with the strongest influence on the purchase intention being registered on visual and emotional appeal ( $\beta = 0.37$ ,  $p < 0.001$ ). This is attributed to the fact that appealing visuals, excellent video production, and emotional appeal of advertising video materials are influential factors in shaping viewer behavior in the fast-paced digital media.

**The third hypothesis (H3): The user atmosphere (social interaction) (UA) has a positive effect on purchase intention (PI).** This hypothesis was also supported by the results, which demonstrated the significance of the social environment in which the video was shown, including comments, likes, shares, and peer feedback, as these significantly increase consumer confidence and encourage them to make a purchase decision ( $\beta = 0.24$ ,  $p < 0.001$ ), **Table 5**.

This observation means that the Saudi consumer is affected by digital social behavior, and this finding is in line with contemporary frameworks that attribute importance to the influence of the so-called atmospheric cues in the formation of behavioral intention.

**Table 2: Demographic characteristics of the study sample (N = 480)**

| Variable          |                     | Frequency | Percentage % |
|-------------------|---------------------|-----------|--------------|
| Gender            | Male                | 204       | 42.5 %       |
|                   | Female              | 276       | 57.5 %       |
| Age               | Under 20 years      | 24        | 5%           |
|                   | 20–29 years         | 250       | 52%          |
|                   | 30–39 years         | 135       | 28%          |
|                   | 40–49 years         | 54        | 11%          |
|                   | 50 years and above  | 17        | 4%           |
| Educational Level | High school or less | 32        | 6.7%         |
|                   | Diploma             | 52        | 10.8%        |
|                   | Bachelor's degree   | 294       | 61.3%        |
|                   | Postgraduate        | 102       | 21.2%        |
| Daily Usage Hours | Less than 1 hour    | 18        | 3.8%         |
|                   | 1–3 hours           | 101       | 21%          |

|                     |                   |     |        |
|---------------------|-------------------|-----|--------|
| Most Used Platforms | 4–6 hours         | 226 | 47.1%  |
|                     | More than 6 hours | 135 | 28.1%  |
|                     | TikTok            | 183 | 38.1%  |
|                     | Instagram         | 130 | 27.1 % |
|                     | Snapchat          | 106 | 22.1 % |
|                     | YouTube           | 36  | 7.5 %  |
|                     | X                 | 17  | 3.5 %  |
|                     | Facebook          | 5   | 1 %    |
|                     | Others            | 3   | 0.6 %  |
| Total               |                   | 480 | 100 %  |

**Table 3: Descriptive Statistics (N = 480)**

| Variable                       | Items | Mean | SD   | Skewness | Kurtosis |
|--------------------------------|-------|------|------|----------|----------|
| Information Quality (IQ)       | 4     | 3.98 | 0.71 | -0.42    | -0.18    |
| Visual & Affective Appeal (VA) | 4     | 4.12 | 0.76 | -0.55    | -0.21    |
| Users' Atmosphere (UA)         | 4     | 3.87 | 0.82 | -0.33    | -0.44    |
| Purchase Intention (PI)        | 4     | 4.05 | 0.79 | -0.49    | -0.27    |

**Table 4. Reliability and convergent validity of the measures**

| Construct                      | CR   | (rho a) | (rho c) | AVE  |
|--------------------------------|------|---------|---------|------|
| Information Quality (IQ)       | 0.83 | 0.83    | 0.88    | 0.65 |
| Visual & Affective Appeal (VA) | 0.87 | 0.87    | 0.91    | 0.72 |
| Users' Atmosphere              | 0.81 | 0.81    | 0.87    | 0.63 |
| Purchase Intention (PI)        | 0.88 | 0.88    | 0.92    | 0.75 |

**Table 5. Results of the structural model**

| Construct | $\beta$ | t-value | p     | f <sup>2</sup> |
|-----------|---------|---------|-------|----------------|
| IQ → PI   | 0.31    | 7.12    | 0.000 | 0.12           |
| VA → PI   | 0.37    | 8.45    | 0.000 | 0.18           |
| UA → PI   | 0.24    | 5.38    | 0.000 | 0.09           |

## 5. DISCUSSION

The findings of this research point to the quality of advertising videos being one of the aspects of the purchase intention of Saudi consumers that have the greatest impact. It is in line with current tendencies in digital marketing research, which highlight the increased importance of visual content offered in small formats in influencing the buying behavior. The findings indicate that the information quality variables, visual and emotional appeal, and user atmosphere variables (social interaction) demonstrated that a substantial level of the purchase intention variance was predicted ( $R^2 = 0.58$ ). This moderate-strong value indicates how this or that factor is valuable in a communication context, which is highly dependent on high-speed visual content, like on TikTok and Instagram. The results justify the fact that the short-form visual content has been considered the focus of influence and persuasion in the contemporary digital space, according to what previous literature indicated (Meng et al., 2024; Aleman et al., 2023).

Firstly, the outcomes verify that the quality of information is an important factor in influencing purchasing intentions with a positive and significant effect ( $\beta = 0.31$ ). This is consistent with t models such as the ELM model's central processing pathway, which says that clear and correct information is a primary cognitive input to the creation of attitudes and the construction of decisions (Chen et al., 2024). This result confirms the provided literature stating that digital consumers have grown more conscious of the quality of information delivered in visual form and that it increases with a higher amount of advertising exposure and the consequent advertising fatigue (Tucker, 2015). Any content that is thus not clear or credible is therefore likely to be disregarded at a very fast rate. The significance of the quality of the information on the context of Saudi is enhanced by the increased education rates and the growing digital literacy rates among the younger generations, representing 75 percent of the population (Al-Hadban and Almotairi, 2020).

Second, visual, and emotional appeal proved to be the most influential variable in purchase intention ( $\beta = 0.37$ ), which indicates the importance of addressing the user with images, music, the visual display, and emotional touch. This observation supports earlier studies that indicate that the terminal pathway of the ELM model is mainly dependent on visual and emotional stimuli, especially when the content is processed very rapidly, e.g., when it is a short video (Chen et al., 2024; Gil Espuny et al., 2023). Literature suggests that short video is defined by its high rate, realistic content, and sharing, which are the features that make them the efficient tools of emotional persuasion (Aleman et al., 2023). The increased attention of the Saudi population to visual content, such as Tik Tok and Instagram (Statista, 2024), further augments the effects of this kind of content on the purchasing behavior, since the user is responsive and emotional to visual content.

Third, the model supported the hypothesis of user atmosphere (social interaction) with a significant effect ( $\beta = 0.24$ ). This proves to be that the social interactions linked with advertising including comments, likes, shares and the opinions of the user develop an enabling digital space that enhances consumer trust and purchase intention. It is consistent with the study that showing the impact of so-called atmospheric cues on trends is substantial since they form a perception of social acceptance and popularity (Fennell et al., 2023). It is also associated with positive social interaction, which improves trust and social cohesion because of which purchase intention is stronger (Xiao et al., 2019). This dimension emphasizes the sensitivity of Saudi consumers to online social interaction, which explains the necessity to use marketing tools creating an interactive community based on the content.

On the other hand, the effect size ( $f^2$ ) outcomes have shown the highest effect is the visual appeal and emotional appeal (0.18), which supports the notion that the digital consumer will initially be drawn into the visual content, and then will explore the informational content. Moreover, the predictive value ( $Q^2 = 0.32$ ) is positive, which means that the model can forecast the Saudi consumer behavior which proves that the model is theoretically and practically sound. The results of SRMR (0.041) also proved the goodness of fit of the model, which reinforced the findings and supported the hypotheses.

Combining these findings with the literature, one may understand that the Saudi consumer behavior depends on the complex of the cognitive (quality of information), emotional (visual and emotional satisfaction) and social (user environment) variables. This is in line with the tendencies in the global arena that buying behavior in the digital world is now multi-channel and is subject to an intricate sequence of visual and social stimuli. It was verified in the literature that short videos have a complicated and multidimensional effect because of their interactive and visual nature (Aleman et al., 2023; Meng et al., 2024), which is evidenced by the findings of this research to a significant extent.

In local terms, this research points at a major gap in Saudi literature particularly in regard to the influence of the quality of ads video on the purchase intention. The research conducted before has concentrated on the use of social media platforms, in general, or the digital addiction without considering the quality of the content. Consequently, the given research helps to fill this gap providing an explanatory model, which incorporates the informational, visual, and social aspects of digital content and tested in an empirical way within the Saudi setting with the prevalence of visual content. On the results, the research provides a series of practical solutions to content creators and marketers: improve the quality of information in advertising videos, be more direct and clear in the content, focusing on the benefits and features of the product; address the visual and emotional appeal, and enhance the quality of the production, the right music, and elements that attract attention; encourage social interaction and promote comments and shares, and build trust in the content, based on the data of the study; target the young audience, as it is the most active group when it comes to consuming short videos in the Kingdom; and invest in Tik Tok and Instagram platforms, as they have the greatest influence on Saudi consumer behavior

## 6. CONCLUSION

In conclusion, the study confirms that advertising videos and their quality, including informational, visual, and social aspects, is one of the key factors in determining the purchase intention of Saudi consumers in the online space. Its findings demonstrated that the exceptionally powerful influence is produced by visual and emotional appeal and then the quality of information and the user experience, which are characteristics of the interactive and visual purchasing behavior of the online era. In such a way, the research offers a valuable theoretical and practical framework of the comprehension of the mechanisms of the influence of a short video and belongs to the enrichment of the Saudi literature on digital marketing. The findings provide the potential to new research exploiting more complex variables like digital trust, credibility and buying impulse in the frame of short-term content.

## REFERENCES

1. Aleman, R. S., Delarca Ruiz, F., Pournaki, S. K., Marcia, J., Montero, I., Rueda-Robles, A., ... & Lozano-Sánchez, J. (2023). Reduced-sodium roasted chicken: Physical/technological characteristics, optimized KCl-seasoning mixture, consumer perception, liking, emotions, and purchase intent. *Journal of Food Science*, 88(7), 2968-2983.



3. Al-Hadban, N., & Almotairi, M. (2020). The impact of social media attributes on purchase intention in the Saudi foodservice. *International Review of Management and Marketing*, 10(3), 29.
4. Bhandarkar, A. M., Pandey, A. K., Nayak, R., Pujary, K., & Kumar, A. (2021). Impact of social media on the academic performance of undergraduate medical students. *Medical journal armed forces India*, 77, S37-S41.
5. Chen, C (2025). The Effectiveness and Impact of Short Videos as Advertising, *Proceedings of the 3rd International Conference on Financial Technology and Business Analysis*, DOI: 10.54254/2754-1169/150/2024.19309
6. Chen, H., Ma, D., & Sharma, B. (2024). Short video marketing strategy: evidence from successful entrepreneurs on TikTok. *Journal of Research in Marketing and Entrepreneurship*, 26(2), 257-278.
7. Chen, T., Samaranayake, P., Cen, X., Qi, M., & Lan, Y. C. (2022). The impact of online reviews on consumers' purchasing decisions: Evidence from an eye-tracking study. *Frontiers in Psychology*, 13, 865702.
8. Eru, O., Topuz, Y. V., & Cop, R. (2022). The effect of augmented reality experience on loyalty and purchasing intent: An application on the retail sector. *Sosyoekonomi*, 30(52), 129-155.
9. Fennell, K., Lu, G., Mahmoudi, M., Lee, E., & Almenar, E. (2023). US consumers' awareness, purchase intent, and willingness to pay for packaging that reduces household food waste. *Foods*, 12(23), 4315.
10. Gil Espuny, A. L., Espuny, M., Carolina Costa, A., Salvador da Motta Reis, J., Antonio de Souza Sampaio, N., Ferreira Motta Barbosa, L. C., ... & José de Oliveira, O. (2023). DETERMINANTS OF INTENT TO PURCHASE ORGANIC PRODUCTS TO IMPROVE QUALITY OF LIFE. *International Journal for Quality Research*, 17(2).
11. Hasanin, T., Jambi, S., & Alrashidi, M. (2025). Analyzing the Influence of Social Media Content on Online Purchase Decisions: A Case Study from Saudi Arabia Electronic Products Market. *International Review of Management and Marketing*, 15(3), 138.
12. Helal, E. B., Raisa, K. A., & Akter, T. (2022). Online and Offline Shopping Decision-Making Process of Generation Y Customers. *Journal of International Business and Management*, 26.
13. Li, Q., Hu, S., Shimasaki, K., & Ishii, I. (2023). HFR-Video-Based Stereo Correspondence Using High Synchronous Short-Term Velocities. *Sensors*, 23(9), 4285.
14. Liakou-Zarda, M., & Tzafilkou, K. (2024). Mouse tracking and consumer experience: exploring the associations between mouse movements, consumer emotions, brand awareness and purchase intent. *Behaviour & Information Technology*, 43(10), 1924-1937.
15. Liu, Q., Yu, S. K., & Yang, Y. (2024). The effects of sponsorship disclosure in short-form video: A moderated mediation model of sponsorship literacy and perceived features of sponsored short-form video. *Computers in Human Behavior*, 150, 107969.
16. Meng, L. M., Kou, S., Duan, S., & Bie, Y. (2024). The impact of content characteristics of Short-Form video ads on consumer purchase Behavior: Evidence from TikTok. *Journal of Business Research*, 183, 114874.
17. Statista. (2024). Most Used Social Media Platforms in Saudi Arabia as of 3rd Quarter of 2023. <https://www.statista.com/statistics/1394073/saudi-arabia-most-used-social-media-platforms>
18. Xiao, Y., Wang, L., & Wang, P. (2019). Research on the influence of content features of short video marketing on consumer purchase intentions. In *4th International conference on modern management, education technology and social science (MMETSS 2019)* (pp. 415-422). Atlantis Press.
19. Zhao, Y., Ali, M. N. S., Aziz, J., & Luo, Y (2024). The Impact of Short Video Ads on Viewers' Attitudes and Purchase Intent. *life soc. Sci*, 22(1): 209-221.