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Article

Digital Advertising Campaigns and Consumer Purchasing Behavior: Empirical Evidence from Spain

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Abstract

This research paper examines how the feature of digital advertising campaigns influences consumer purchasing behavior in Spain, and how the mediating factor is brand awareness. Based on the Attention, Interest, Desire, Action (AIDA) model and Selective Exposure Theory, the study explores the impact of ad appeal, message credibility, frequency of exposure, and platform. The quantitative method was embraced based on survey data of 289 Spanish consumers, which was analyzed with Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that ad appeal, message credibility, and exposure frequency have a significant impact on increasing brand awareness, which consequently has a positive impact on consumer purchasing behavior. Brand awareness also mediates the associations between these advertising attributes and buying behavior, with no significant impact on the platform. The research adds to the literature on digital advertising by emphasizing the key importance of brand awareness and providing practical implications to the creation of effective content-based campaigns in the mature digital markets.

Keywords: Digital Advertising, Consumer Purchasing Behavior, Brand Awareness, Message Credibility, Spain.

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1. Introduction

The fast development of digital technologies has radically changed the modern marketing environment, in the first place, the popularity of smartphones, the accessibility of the Internet, and the rise of social networks (Singh & Ahmed, 2024; Tarabasz, 2024; Wilson et al., 2024). Digital advertising is no longer about the promotion of a specific message, but rather an interactive and data-driven process that combines consumer insights, behavioral analytics, and real-time interaction. Consequently, the role of certain elements of digital advertising in influencing consumer behavior has become a core issue in the domain of marketing research and practice (Adeniran et al., 2024; Alkadrie, 2024; Arora & Thota, 2024).

Digital advertising has been growing significantly in the European markets, and especially in Spain, with the rise in the use of social media and e-commerce. This growth has increased the necessity of advertisers to design the content of the messages carefully, choose the right platform, and maximize exposure frequency to raise brand awareness (BA) and make consumer respondents (Rahardja & Aini, 2025; Prihatiningsih et al., 2025; Nasti et al., 2024). Although in Spain the digital marketing practices are already well-established, the empirical research of how the specific features of a campaign convert into the purchasing behavior is still dispersed, so the emphasis on country-specific research is critical.

Consumer behavior is connected to BA, which is crucial in the relationship between digital advertising and consumer behavior. According to previous literature, the antecedents that determine the awareness and recognition of brands among consumers are advertising appeal (ADA), message credibility (MC), frequency of exposure (FE), and the platform used (PU) (Eduzor, 2024; Swadhi et al., 2025; Wilson et al., 2024). As brands are more familiar and cognitively accessible when consumers are repeatedly exposed to credible and attractive advertisements via trusted digital platforms, the chances of positive evaluations and behavioral responses are higher (Arora & Thota, 2024; Nasti et al., 2024; Rahardja & Aini, 2025).

In addition to awareness, digital advertising also influences consumer behavior through the creation of trust, engagement, and relevance. The interactive elements like live feedback, custom recommendations, and smooth shopping journeys make the buying experience convenient and less frictional and, therefore, prompt action-oriented behavior (Sakalauskas & Kriksciuniene, 2024; Bhardwaj et al., 2024). Also, authoritative messages and frequent exposure to the advertisement make consumers more confident in the brands they see advertised, which is especially relevant in the online environment, where the perceived risk and privacy issues remain high (Chan-Olmsted et al., 2024; Lassak et al., 2025; Chowdhury, 2024). These dynamics highlight the mediating position of BA in changing advertising stimuli to visible consumer behavior.

Even though the amount of research on digital advertising is on the rise, a number of gaps can still be identified. The current body of literature focuses on digital marketing as a rather general concept, paying little or no attention to the interaction of particular campaign components in terms of influencing consumer behavior in a single country (Agnihotri et al., 2024; Patil, 2024; Prihatiningsih et al., 2025). Furthermore, there are limited empirical studies that target Spain especially those that utilize integrative models that test the mediation effects with quantitative designs. Filling these gaps, the current research study empirically investigates how digital advertising campaigns influence the consumer buying behavior in Spain, with a focus on the mediation of the BA.

2. Literature Review

The digital advertising has turned out to be a key feature of modern marketing practices that dictate the way consumers view brands and make buying choices in more digitized contexts. In previous studies, it has been stressed that digital advertising can be used to increase BA, providing consumers with more attention-grabbing messages that are more targeted, interactive, and personalized than traditional media (Nasti et al., 2024; Prihatiningsih et al., 2025; Wilson et al., 2024). Repeated exposure to visually attractive and relevant content leads consumers to familiarity with brands, which facilitates cognitive processing and positively affects the future behavioral reaction (Swadhi et al., 2025; Eduzor, 2024; Arora & Thota, 2024).

An increasing literature identifies ADA and MC as the important factors that define BA. Emotional, aesthetically beautiful, and consumer-congruent advertising messages are more likely to produce better recall and recognition (Eduzor, 2024; Nasti et al., 2024; Prihatiningsih et al., 2025). The MC also enhances this effect by creating trust and decreasing distrust in promotional messages, especially when that information is delivered online where consumers receive a vast amount of information (Ahmad, 2025; Asha et al., 2024; Karami et al., 2024).

FE and PU are also issues that have been largely studied to be an influential determinant of digital advertisement effectiveness (Rahardja & Aini, 2025; Swadhi et al., 2025; Wilson et al., 2024). Moreover, the digital platform where the advertisements are presented is an important factor influencing consumer reactions because platforms vary regarding the interactivity, credibility, and audience reaction patterns (Tarabasz, 2024; Nasti et al., 2024; Eduzor, 2024).

BA is always cited as one of the antecedents of consumer buying behavior. Established brands can be viewed as less risky and more trustworthy, and this factor enhances the readiness of consumers to interact and make buying decisions (Arora & Thota, 2024; Rahardja & Aini, 2025; Swadhi et al., 2025). The role of digital advertising in this process is by ensuring brand visibility and building association between brands and positive attributes. In addition, empirical literature indicates that brand recognition can be a mediating variable whereby advertising attributes are transferred to consumer behavior, and cognitive recognition is converted into action-related results (Eduzor, 2024; Nasti et al., 2024; Ahmad, 2025).

Moreover, there is still a lack of empirical data that targets European markets and Spain, in particular, in terms of the mediating effect of BA. To fill these gaps, the current study incorporates some of the important features of advertising into a single empirical model to determine their direct and indirect impacts on consumer buying behavior in Spain.

3. Hypothesis Development

Digital advertising campaigns affect the consumer decision making process by directing individuals through cognitive and behavioral processes that would ultimately determine the buying behavior. Based on the Attention, Interest, Desire, Action (AIDA) model, digital advertisements are created to attract attention, generate interest and desire, and, lastly, make a call to action (Dukes & Liu, 2024; Wong et al., 2024; Sufianur & Rona, 2025). ADA in the digital environment is a key factor in launching this process because visually stimulating and emotionally appealing content is more likely to attract the attention and recollection of a brand among consumers. According to previous studies, attractive advertisements increase brand

salience and brand recognition, which in turn reinforces BA in highly competitive online contexts (Eduzor, 2024; Nasti et al., 2024; Prihatiningsih et al., 2025).

H1: *Ad appeal has a positive effect on brand awareness.*

In addition to ADA, MC is a key factor that determines the processing and evaluation of the advertising messages by the consumers. Selective Exposure Theory assumes that people tend to pay more attention and believe in the information that they consider to be reliable and relevant to their opinions (Rachmad, 2024; Alexander, 2024; Ahmad, 2025). Credible messages in digital advertising situations decrease skepticism and improve the trust of consumers in advertised brands, especially in cases where information overload and misinformation are common (Asha et al., 2024; Karami et al., 2024; Chan-Olmsted et al., 2024). Empirical research has shown that credibility enhances the acceptance of messages and brand recollection, which promotes BA as a cognitive consequence of successful communication.

H2: *Message credibility has a positive effect on brand awareness.*

BA is also influenced by the frequency at which consumers are exposed to the digital advertisements as it strengthens familiarity and recognition with time. Cognitive accessibility increases brand salience in the purchase situation, and exposure to a brand, as long as exposure does not result in irritation or avoidance, increases cognitive accessibility (Rahardja & Aini, 2025; Swadhi et al., 2025; Wilson et al., 2024). In terms of AIDA, repeated exposure helps to maintain attention and interest and to pass the stage of awareness to the next stage of the process. It is supported in the previous literature that proper exposure frequency contributes to the effectiveness of advertising and enhances BA in the digital environment (Tarabasz, 2024; Nasti et al., 2024; Eduzor, 2024).

H3: *Frequency of exposure has a positive effect on brand awareness.*

Besides exposure, the digital platform that is used to convey the advertising messages is also important in influencing the consumer perceptions. The differences between platforms are based on their interactivity, credibility, and user engagement, which affect the perception and processing of advertising contents (Wilson et al., 2024; Tarabasz, 2024; Prihatiningsih et al., 2025). The interactive communication and peer influence provided by social media, especially, increases the exposure of advertisements and BA. Previous research indicates that the platform features may enhance or undermine the efficacy of the advertising message, which in turn impacts the brand recognition results (Nasti et al., 2024; Eduzor, 2024; Rahardja & Aini, 2025).

H4: *The platform used has a significant effect on brand awareness.*

The BA serves as an essential antecedent of consumer behavior because it makes consumers less risky and more confident about buying the product. Familiar brands are said to be more stable and trustworthy, and this stimulates consumers to interact and take a step (Arora & Thota, 2024; Swadhi et al., 2025; Rahardja & Aini, 2025). BA facilitates making decisions in online spaces as a heuristic that facilitates the selection of consumers in a situation of excessive information. The empirical evidence has always shown that BA is positively correlated with consumer purchasing behavior (CPB) (Nasti et al., 2024; Eduzor, 2024; Ahmad, 2025).

H5: *Brand awareness has a positive effect on consumer behavior.*

Based on this connection, BA will mediate the impacts of the digital advertising characteristics on consumer behavior. ADA helps to increase awareness through the attraction of attention and the development of recognition, which further will result in behavioral responses (Dukes & Liu, 2024; Prihatiningsih et al., 2025; Eduzor, 2024). On the same note, authoritative messages enhance awareness and trust, which allows consumers to transition to action following cognitive evaluation (Asha et al., 2024; Karami et al., 2024; Ahmad, 2025). The FE and PU also support the awareness due to repeated and situational interactions, which support behavioral consequences (Rahardja & Aini, 2025; Wilson et al., 2024; Tarabasz, 2024).

H6: *Brand awareness mediates the relationship between ad appeal and consumer behavior.*

H7: *Brand awareness mediates the relationship between message credibility and consumer behavior.*

H8: *Brand awareness mediates the relationship between frequency of exposure and consumer behavior.*

H9: *Brand awareness mediates the relationship between the platform used and consumer behavior.*

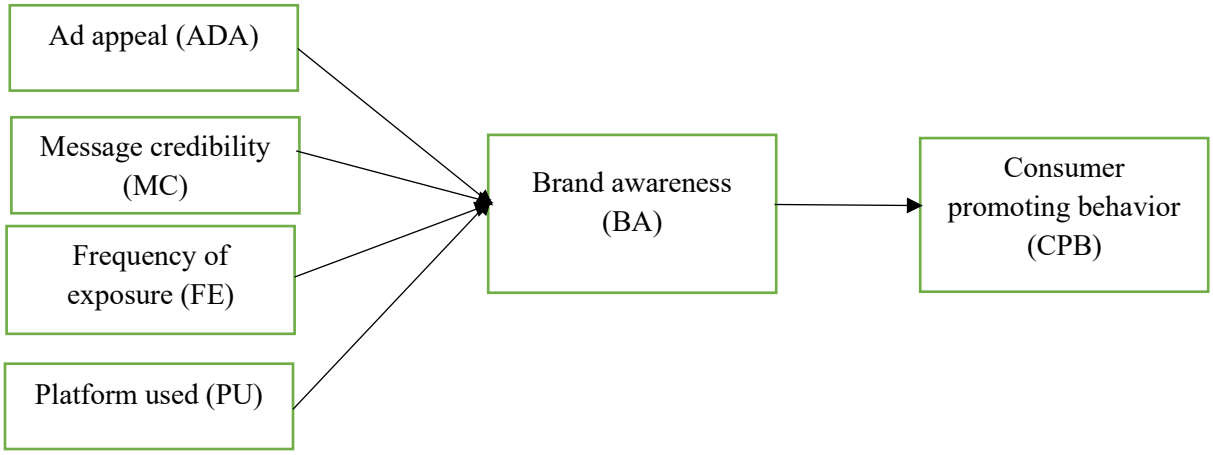

Figure 1: Conceptual model

4. Methodology

4.1 Research Design

The research design in this study is a quantitative design to explore the relationship between the digital advertising campaign characteristics, BA, and CPB in Spain empirically. A quantitative method is specifically adequate to test the hypothesized relationships and to evaluate the mediation effects between the variables with the help of the statistical analysis (Rahardja & Aini, 2025; Nasti et al., 2024; Prihatiningsih et al., 2025). A structured questionnaire was used to collect data, which enables the measurement of the perceptions and behaviors in a relatively large sample in a standardized way, which increases the reliability and the generalizability of the results. The survey technique is popular in digital marketing research because it is effective in capturing the appraisals of consumers in terms of the ADA, MC, FE, and PU in real-life digital settings (Eduzor, 2024; Swadhi et al., 2025; Wilson et al., 2024).

The questionnaire was developed according to the existing constructs in the literature on digital advertising and consumer behavior. Each of the measurement items was modified to suit the Spanish market environment without altering the conceptual similarity with the previous research (Figure 1). The

measurement of responses was done on a 5-point Likert scale, which allowed the respondents to indicate the level of their agreement with each statement. This methodology facilitates a sound statistical analysis, such as regression and mediation tests, to test both the direct and indirect relationships between variables (Arora & Thota, 2024; Rahardja & Aini, 2025; Ahmad, 2025).

4.2 Sample and Data Collection

The data were gathered among consumers in Spain who are active online platform users as well as those who have previously been exposed to online advertisements. The questionnaires were sent out electronically through online survey tools and social media to 340 people to make them accessible and reach out to various respondent groups. Out of the total, 289 were found to be complete and consistent, giving the research a response rate of about 85%, which is regarded as a high response rate in online survey research (Prihatiningsih et al., 2025; Nasti et al., 2024; Swadhi et al., 2025).

The research used non-probability convenience sampling method to gather information on the respondents. This method was deemed suitable because of the exploratory character of the study and the targeting of the individuals who are active users of the digital platforms and often subject to online advertising. The convenience sampling enabled the researchers to effectively access a wide range of participants via online platforms and social media. The approach is quite common in online marketing and consumer behavior research where accessibility and relevance of respondents are critical in capturing real-life experiences.

The response rate is rather high, which means that the participants were involved and interested in the study, and this fact may indicate that the topic is topical to the modern consumer experience in digital space. Partial responses and questionnaires that were biased in terms of responses were eliminated to improve the quality of data. The sample size used is sufficient to analyze quantitatively and corresponds to generally accepted criteria of testing mediation models in marketing research (Rahardja & Aini, 2025; Eduzor, 2024; Wilson et al., 2024). Ethics was also considered during the data collection process such as voluntary participation, anonymity, and confidentiality of the information provided by respondents.

5. Data Analysis and Result

5.1 Descriptive Analysis

5.1.1 Demographic Profile

The demographic profile in Table 1 gives a summary of the nature of the study sample that is composed of 289 valid respondents. The sample is relatively balanced in terms of gender distribution as females constitute 54 percent of the respondents and males constitute 46 percent. In terms of age, most of the respondents are in the economically active age brackets with the largest percentage of 35.6 being in the age bracket of 30–39, then 20–29 at 21.1, and 40–49 at 23.5.

Regarding the level of education, the sample is highly educated since over 50 percent of the respondents have a bachelor's degree (56.7%), and 26.6 percent have a master's degree. Regarding employment status, most of the participants are employed (58.5%), followed by self-employed people (21.1%), which means that most of the respondents are economically active and financially independent. Lastly, the frequency of daily hours on digital platforms shows a high amount of digital time with 35.3% of the respondents taking between three and five hours daily online and 24.9% of the respondents taking over five hours daily online.

This trend supports the fact that the sample is composed mostly of heavy digital users, which proves that the data is appropriate to study the effects of digital advertising campaigns on BA and consumer buying behavior.

Table 1: Descriptive statistics of the study variables

Question	Answer	Frequency	Percent	Cumulative Percent
Gender	Male	133	46.0	46.0
	Female	156	54.0	100.0
	Total	289	100.0	
Age	Under 20	19	6.6	6.6
	20–29	61	21.1	27.7
	30–39	103	35.6	63.3
	40–49	68	23.5	86.9
	50 and above	38	13.1	100.0
	Total	289	100.0	
Education level	High school or below	44	15.2	15.2
	Bachelor's degree	164	56.7	72.0
	Master's degree	77	26.6	98.6
	PhD	4	1.4	100.0
	Total	289	100.0	
Employment status	Student	31	10.7	10.7
	Employed	169	58.5	69.2
	Self-employed	61	21.1	90.3
	Unemployed	28	9.7	100.0
	Total	289	100.0	
Average daily time spent on digital platforms	Less than 1 hour	34	11.8	11.8
	1–3 hours	81	28.0	39.8
	3–5 hours	102	35.3	75.1
	More than 5 hours	72	24.9	100.0
	Total	289	100.0	

5.1.2 Descriptive Statistics for Variables

Table 2 shows the descriptive statistics of the key variables of the study including the mean, standard deviation, skewness, and kurtosis of each construct. On the whole, the average scores show that the respondents have a generally positive attitude towards digital advertising. The mean value (M = 3.7336) is the highest in the CPB, which implies that the respondents are more likely to admit that digital advertising has a strong impact on their buying behavior. PU and MC also show rather positive mean scores (M = 3.6275 and M = 3.5848, respectively) that indicate the positive assessment of digital platforms where advertisements are provided and their messages are credible. The mean values of ADA and FE are moderate (M = 3.4371 and M = 3.3276), meaning that although the respondents seem to have a general understanding of how they find digital

advertisements appealing and to have encountered them very often, the results differ among them. Conversely, the mean of BA is much lower (M = 2.7821), which indicates that despite the effect of digital advertising on awareness, brand recognition and recall do not seem to have such a strong impact on behavioral responses as it was observed between brand recognition and recall.

The dispersion and distribution features also indicate that the data is appropriate to be analyzed using multivariate analysis. All constructs have a standard deviation ranging between 0.547 and 0.849, which shows that it is not too high and does not result in excessive variation. In addition, the skewness and kurtosis of all variables are within the generally accepted limits (±1), indicating that the data is near a normal distribution. In particular, skewness values are near to zero, which implies relatively symmetric distributions, whereas the values of kurtosis do not imply severe peakedness or flatness.

Table 2: Demographic profile of the respondents

	N	Mean	Std. Deviation	Skewness	Kurtosis
ADA	289	3.4371	0.82355	-0.188	-0.386
MC	289	3.5848	0.71674	0.014	-0.418
FE	289	3.3276	0.84868	-0.062	-0.57
PU	289	3.6275	0.67928	-0.266	0.014
BA	289	2.7821	0.61783	0.002	0.048
CPB	289	3.7336	0.54729	0.319	-0.649
Valid N (list-wise)	289				

5.2 Measurement Model Assessment

The reliability and the validity of the latent constructs were measured before testing the structural relationships. In accordance with the recommendations of PLS-SEM, the evaluation was aimed at the indicator reliability, internal consistency reliability, convergent validity, discriminant validity, and the collinearity diagnostics. Table 3 shows the factor loading outcomes, Cronbach's alpha, composite reliability values, and average variance extracted (AVE).

The initial test of indicator reliability was conducted by considering the outer loading of all the measurement items. Table 3 demonstrates that the factor loading of all indicators is beyond the minimum recommended factor loading of 0.70, with the values of 0.717 to 0.902. These findings support the fact that every indicator has a significant amount of variance that is shared with the respective construct, which shows high indicator reliability. The high loadings of ADA, MC, FE, and CPB indicate that the measurement items are sufficient to measure the underlying theoretical notions.

Cronbach's alpha and composite reliability (rho_A and rho_C) were used to determine internal consistency reliability. Although the values of Cronbach's alpha are slightly lower than the standard value of 0.70, especially regarding BA and MC, all the composite reliability values are above 0.80, which is more suitable in the analysis of PLS-SEM. This implies that the constructs have good internal consistency and that the measurement items are good in their ability to reflect their latent variables. Composite reliability is particularly applicable when the model is based on PLS since it does not assume equal indicator loadings and gives a more precise reliability estimate.

The AVE was used to assess convergent validity. Table 3 reports that all the AVE values are greater than the recommended value of 0.50; hence, every construct has more than half of the variance of its indicators. These results verify that the constructs exhibit sufficient convergent validity and the indicators converge on their latent variables. It is interesting to note that constructs like MC and CPB have a very high AVE value indicating good representation of the constructs.

Table 3: Measurement model assessment (reliability and convergent validity)

Indicator	Factor Loadings	Cronbach's Alpha	CR (rho_A)	CR (rho_C)	AVE
ADA1	0.887	0.818	0.852	0.889	0.728
ADA2	0.807				
ADA3	0.864				
BA1	0.838	0.696	0.71	0.831	0.622
BA2	0.807				
BA3	0.717				
MC2	0.852	0.695	0.708	0.867	0.765
MC3	0.897				
CPB1	0.858				
CPB2	0.795	0.793	0.802	0.879	0.707
CPB3	0.868				
FE1	0.734	0.698	0.705	0.832	0.623
FE2	0.806				
FE3	0.824				
PU1	0.743	0.744	0.875	0.835	0.631
PU2	0.726				
PU3	0.902				

The heterotrait-monotrait ratio (HTMT) was used to test discriminant validity as shown in Table 4. The values of all the HTMT are less than the conservative value of 0.85, which means that all the constructs are empirically different. The maximum HTMT value is between BA and CPB but it is still within acceptable levels. These findings are good indications that the constructs are conceptually different phenomena and that the discriminant validity is achieved on the basis of the HTMT criterion.

Table 4: Heterotrait-monotrait ratio (HTMT)

Construct	ADA	BA	MC	CPB	FE	PU
ADA						
BA	0.298					
MC	0.177	0.272				
CPB	0.099	0.699	0.227			
FE	0.166	0.395	0.238	0.271		
PU	0.049	0.256	0.168	0.077	0.211	

In order to further establish the discriminant validity, Fornell–Larcker criterion was used as indicated in Table 5. The square roots of the AVE values (diagonal elements) are higher than the inter-construct correlations in all instances. This means that the constructs have more variance with their indicators than with other constructs in the model.

Table 5: Fornell–Larcker criterion

Construct	ADA	BA	MC	CPB	FE	PU
ADA	**0.853**					
BA	0.228	**0.789**				
MC	-0.059	0.184	**0.875**			
CPB	0.082	0.526	0.146	**0.841**		
FE	0.059	0.289	-0.16	0.2	**0.789**	
PU	0.019	-0.222	-0.11	-0.033	-0.138	**0.794**

Also, the diagnostics of collinearity were determined based on the values of variance inflation factor (VIF), which were presented in Table 6. The VIF values are all lower than the value of 3.0, indicating that there is no multicollinearity problem. All these findings taken together validate that the measurement model is both reliable and valid and can be used in the further structural model analysis.

Table 6: Collinearity assessment (VIF values)

Indicator	VIF	Indicator	VIF	Indicator	VIF
ADA1	2.114	**CPB1**	1.779	**PU1**	1.385
ADA2	1.897	**CPB2**	1.538	**PU2**	1.706
ADA3	1.641	**CPB3**	1.8	**PU3**	1.507
BA1	1.491	**MC2**	1.395	**FE1**	1.31
BA2	1.382	**MC3**	1.395	**FE2**	1.351
BA3	1.277			**FE3**	1.545

5.3 Structural Model Assessment

The structural model was assessed to test the hypothesized relationships between the latent constructs and to test the explanatory power of the model. Figure 2 shows the PLS-SEM estimation of the structural model, which shows standardized path coefficients and coefficient of determination (R^2) of the endogenous constructs. The findings suggest that ADA, MC, and FE have positive impact on BA, but on the other hand, the effect of PU seems to be negative and relatively small. BA, in its turn, demonstrates a great positive impact on CPB. The R^2 values indicate that the model is able to explain a significant share of variance in brand recognition and consumer buying behavior, which implies that behavioral research can be adequately explained using the model in the digital marketing environment.

A bootstrapping procedure was performed to assess the statistical significance of the hypothesized relationships and the results are shown in Figure 3. The bootstrapping analysis shows that the majority of the direct paths are statistically significant, based on the t-values and p-values attached to them. In particular, the ADA, MC, and FE to BA paths and the BA to CPB one have strong statistical support. Conversely, the PU to BA path does not attain statistical significance, implying that the selection of digital platform might not be a determining factor in the development of BA in the context under study. These results support most of the hypotheses that have been put forward and point to BA as a key element in the structural model.

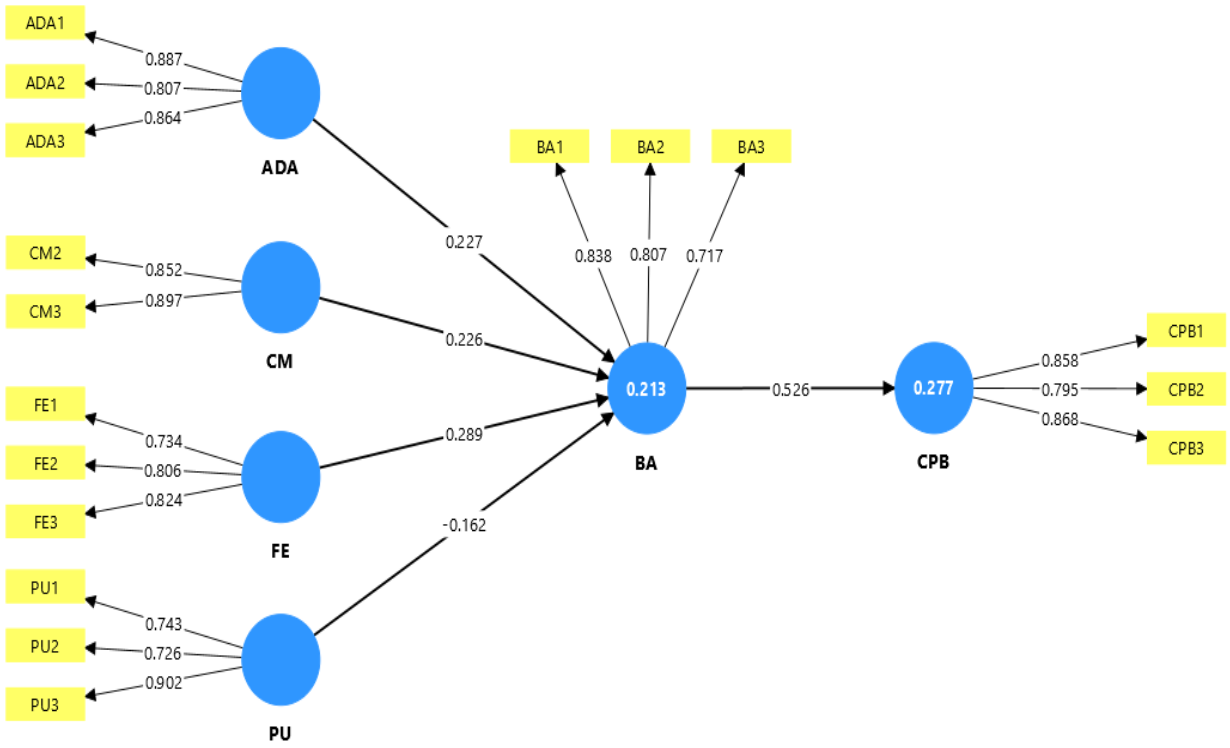

Figure 2: Structural model estimation using PLS-SEM

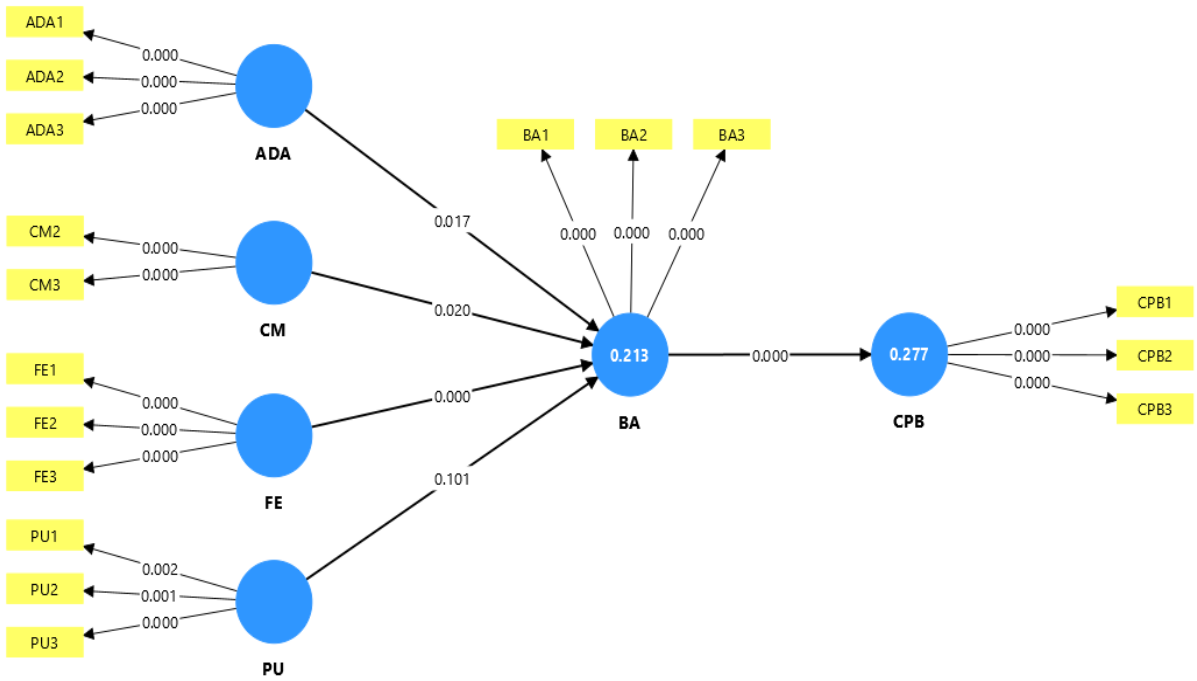

Figure 3: Bootstrapping results of the structural model

Besides direct effects, the structural model also represents the mediating effect of BA between digital advertising characteristics and CPB. The results of bootstrapping have shown that BA plays a significant role in transmitting the effects of ADA, MC, and FE to purchasing behavior, which supports that there are mediation effects. Nonetheless, the indirect impact of PU is not significant, which means that there is no mediation of BA in this particular direction. All these findings indicate that the content-based factors and the intensity of exposure are more effective than the platform features in influencing consumer behavior based on BA.

The general model fit was evaluated by a number of goodness of fit indices as indicated in Table 7. The standardized root mean square residual (SRMR) of the saturated model and the estimated model are within the acceptable range of PLS-SEM values, meaning that they fit the proposed model and observed data adequately. The other fit measures such as d_ULS and d_G also corroborate the suitability of the structural model. The values of the normed fit index (NFI) are quite low, but this is not unusual in the context of variance-based SEM and does not invalidate the model.

Table 7: Model fit indices

Fit Index	Saturated Model	Estimated Model
SRMR	0.086	0.088
d_ULS	1.133	1.19
d_G	0.419	0.424
Chi-square	256.323	258.476
NFI	0.559	0.556

5.4 Path Coefficients

Table 8 shows the path coefficients of a structural model to offer empirical support of the proposed hypothesized relationships through direct and indirect effects. The findings reveal that the ADA produces a positive and statistically significant influence on BA ($\beta = 0.227$, $p = 0.017$), which is in line with H1. This observation indicates that aesthetically appealing and motivating advertisements are very instrumental in attracting the attention of consumers and the increase of their awareness regarding brands. These findings align with the previous studies that underscore the significance of appealing and innovative advertising material in reinforcing cognitively related brand-related reactions (Dukes & Liu, 2024; Eduzor, 2024; Prihatiningsih et al., 2025). In the same way, MC has a strong positive effect on BA ($\beta = 0.226$, $p = 0.020$), which proves H2. This brings out the importance of trust and perceived reliability in online advertising whereby credible messages lead to more efficient brand information processing and retention among consumers (Ahmad, 2025; Asha et al., 2024; Karami et al., 2024).

The findings also indicate that FE produces the most direct impact on BA among the antecedent variables ($\beta = 0.289$, $p = 0.000$), which is the best support to H3. The result highlights the compounding impact of the repeated exposure to advertising on the brand familiarity and salience, especially in the digital-saturated context (Rahardja & Aini, 2025; Swadhi et al., 2025; Wilson et al., 2024). Conversely, the statistically significant relationship between PU and BA is not found ($\beta = -0.162$, $p = 0.101$), which causes the rejection of H4. This implies that in the Spanish case, digital advertising is less effective in creating awareness based on the platform itself, and more directly connected to the quality of the message and the intensity of exposure. This has been observed in other literature that suggests that the characteristics of platforms are

not enough to make an impact on consumer perceptions unless accompanied by effective content strategies (Agnihotri et al., 2024; Tarabasz, 2024; Mellor, 2024). Furthermore, the direct impact of BA on CPB is also strong and highly significant (β = 0.526, p = 0.000), proving the truth of H5 and confirming that it is a key force that drives purchase-related outcomes (Arora & Thota, 2024; Nasti et al., 2024; Swadhi et al., 2025).

Besides the direct effects, the mediation analysis gives more insight into the ways in which digital advertising affects CPB. The positive and statistically significant indirect effects of the ADA, MC, and FE to the CPB in terms of BA support H6, H7, and H8. These findings show that BA is good to pass the impact of these advertising attributes onto purchasing behavior, which supports its position as a central mediating construct. This result is consistent with prior studies that indicate that awareness can be a mental connection between advertising stimuli and behavioral reactions by eliminating uncertainty and easing the decision-making process (Eduzor, 2024; Ahmad, 2025; Rahardja & Aini, 2025). On the other hand, the indirect impact of the PU in the form of BA is not important (H9), which once again proves the idea that the choice of the platform does not have a significant impact on purchasing behavior when mediated by awareness. In general, the results of the path coefficients show that the content-related factors and the FE have a stronger impact on the consumer purchasing behavior in terms of BA than the platform choice.

Table 8: Structural model results (direct and indirect effects)

H	Path	Effect Type	β (Original Sample)	T-value	P-value	Result
H1	ADA to BA	Direct	0.227	2.392	0.017	Supported
H2	MC to BA	Direct	0.226	2.321	0.020	Supported
H3	FE to BA	Direct	0.289	3.598	0.000	Supported
H4	PU to BA	Direct	-0.162	1.64	0.101	Not Supported
H5	BA to CPB	Direct	0.526	9.462	0.000	Supported
H6	ADA to BA to CPB	Indirect (Mediation)	0.119	2.328	0.020	Supported
H7	MC to BA to CPB	Indirect (Mediation)	0.119	2.224	0.026	Supported
H8	FE to BA to CPB	Indirect (Mediation)	0.152	3.081	0.002	Supported
H9	PU to BA to CPB	Indirect (Mediation)	-0.085	1.581	0.114	Not Supported

5.5 Structural Model Assessment

The structural model analysis was also tested by looking at the explained variance (R^2) of the endogenous constructs and the effect sizes (f^2) of the exogenous variables as presented in Table 9. The BA R^2 is 0.213, which means that the ADA, MC, FE, and PU jointly accounted for 21.3 percent of the variance in BA. Such explanatory power is deemed satisfactory in the behavioral and marketing research, where consumer perceptions are determined by several contextual and psychological factors (Rahardja & Aini, 2025; Swadhi et al., 2025; Wilson et al., 2024). The fact that the adjusted R^2 is 0.179 also indicates the robustness of the model as it explains the number of predictors in the model implying that the model has a reasonable explanatory power.

In terms of CPB, the R^2 is 0.277 which means that BA is sufficient to explain 27.7 percent of purchasing behavior. This finding underscores the significant contribution of BA as an important explanatory construct in the model and supports its significance in the digital marketing model in converting digital advertising stimuli to behavioral responses. These results align with the previous research that highlighted that awareness has a significant positive impact on perceived risk and purchase decisions in online settings

(Arora & Thota, 2024; Nasti et al., 2024; Swadhi et al., 2025). The adjusted R^2 value of 0.270 indicates that there is not much shrinkage, which once again justifies stability and predictive relevance of the structural model.

Besides explained variance, the effect size analysis also gives a further understanding of the relative contribution of each exogenous variable. The f^2 of ADA (0.065), MC (0.062), and FE (0.101) shows that there are minor yet significant changes in BA. Such findings imply that although each advertising attribute has a low contribution to the process of awareness, the combined effect of all attributes is significant in formulating the cognitive reactions of consumers. By contrast, the strength of the effect size of platform utilized on BA is quite small ($f^2 = 0.032$), which supports the previous results according to which the choice of platforms is not a significant factor in contrast to content-related factors and exposure frequency (Agnihotri et al., 2024; Tarabasz, 2024; Mellor, 2024).

It is important to note that BA has a significant effect size on CPB ($f^2 = 0.384$), which highlights its critical position in the structural model. This powerful impact proves that BA is a key process, which digital advertisement can use to impact the behavior of customers. The scale of this effect is consistent with the current literature that indicates awareness as a key factor of purchase outcomes, especially in digitally saturated markets (Eduzor, 2024; Ahmad, 2025; Rahardja & Aini, 2025).

Table 9: Structural model assessment (effect size and explained variance)

Endogenous Construct	R-square	Adjusted R-square	Exogenous Construct	f-square
Brand Awareness (BA)	0.213	0.179	**Ad Appeal (ADA)**	0.065
			Message Credibility (MC)	0.062
			Frequency of Exposure (FE)	0.101
			Platform Used (PU)	0.032
Consumer Purchasing Behavior (CPB)	0.277	0.27	**Brand Awareness (BA)**	0.384

6. Discussion

The aim of the current study was to test the effects of the nature of digital advertising campaigns on CPB mediated by the BA in the Spanish market. On the whole, the results are a solid empirical evidence to support the suggested conceptual framework and fit quite well to the theoretical assumptions of AIDA model and Selective Exposure Theory (Dukes & Liu, 2024; Wong et al., 2024; Rachmad, 2024).

The major findings of this study include the strong positive influence of ADA on the BA. This finding implies that advertisements that are attractive and well designed have higher chances of attracting consumers and boosting brand recognition. ADA, in the AIDA perspective, works mostly on the attention and interest levels, allowing a brand to be noticeable in massively competitive digital spaces (Dukes & Liu, 2024; Sufianur & Rona, 2025). It aligns with the previous studies that have shown that the use of visual and emotional stimuli in online advertisements enhances memory encoding and brand recollection (Eduzor, 2024; Prihatiningsih et al., 2025). The finding is also consistent with the rest of the digital marketing literature that highlights the importance of creative appeal as a key factor in determining the success of advertising even in the context of data-driven and personalized marketing (Singh & Ahmed, 2024; Nasti et al., 2024).

The fact that MC has a great impact on BA also shows the importance of trust in online advertising. Consistent with Selective Exposure Theory, consumers are likely to listen to and process information that they believe is credible and to ignore information that seems misleading or unreliable (Rachmad, 2024; Alexander, 2024). The results support the previous research that credible advertising messages increase confidence in brand names among the consumers and lead to more cognitive processing of brand-related information (Ahmad, 2025; Asha et al., 2024).

Among the antecedent variables, FE was identified to have the most direct impact on BA. This outcome confirms the hypothesis that the familiarity and brand salience are reinforced by repeated exposure, which increases the cognitive associations of consumers with brands. As it has been previously stated, proper repetition seems to increase awareness without necessarily causing advertising fatigue, especially when the content is still relevant and interesting (Rahardja & Aini, 2025; Swadhi et al., 2025). Theoretically, it is clear that repeated exposure maintains attention and interest throughout the AIDA levels and enhances the chances that consumers will move towards desire and action (Wilson et al., 2024; Tarabasz, 2024). This observation highlights the need to have continuity and consistency in digital advertising strategies.

Conversely, the PU insignificantly affected BA, which implies that the digital channel per se might not be as much influential compared to the content and frequency of advertising exposure. This finding suggests that Spanish consumers might be functionally equivalent on major digital platforms, and they are more concerned with the quality of messages than the medium. The same has been concluded in other studies that suggest that the effectiveness of platforms is becoming more content-based than technology-based (Agnihotri et al., 2024; Patil, 2024).

The great and major impact of the BA on CPB validates its pivotal position in the structural model. This result supports the prior data suggesting that BA decreases the perception of risk, fosters trust, and eases the decision-making process in online settings (Arora & Thota, 2024; Nasti et al., 2024). According to the AIDA model, BA is a critical step between the cognitive and behavioral action that converts interest and desire into actual purchase decision-making (Wong et al., 2024; Sufianur & Rona, 2025). This effect is of such magnitude that it indicates the strategic significance of the awareness-building process in the promotion of the real marketing results.

The mediation analysis gives more information on the mechanism by which digital advertising affects consumer behavior. The indirect effects of ADA, MC, and FE as manifested through BA are significant in showing that awareness is a cognitive intermediary between advertising stimuli and purchase behavior. The findings are consistent with the existing literature that indicates advertising features do not have a direct effect on behavior but instead affect it by altering the mental images of the consumers of the brands (Eduzor, 2024; Ahmad, 2025). Such a discovery also confirms the hypotheses of Selective Exposure Theory because consumers tend to take action on advertising messages when they have become familiar with a brand and have formed positive reactions toward it (Rachmad, 2024; Alexander, 2024).

On the other hand, the lack of a substantial mediating effect of PU also supports the insignificance of platform characteristics in determining consumer behavior by creating awareness. This implies that although the advertisements may be conducted via a popular or commonly used medium, their success will heavily rely on the quality of content and exposure trends as opposed to the PU. The same findings have been documented in studies that have stressed that the choice of the platform should be complemented by

effective messaging plans to produce substantial behavioral effects (Agnihotri et al., 2024; Tarabasz, 2024). This observation has significant implications to the marketer in the mature digital market where platform differentiation might have diminishing returns.

Combined, the results of this research will be added to the literature of digital advertising as the research offers empirical evidence in Spain and combines the features of advertising, BA, and consumer behavior in a single model. The findings highlight the timeless nature of traditional models of communication, including AIDA, and prove their relevance in the modern, technology-centered marketing contexts (Dukes & Liu, 2024; Wong et al., 2024; Singh & Ahmed, 2024).

7. Theoretical and Practical Implications

7.1 Theoretical Implications

This research has a number of significant theoretical implications to the literature of digital advertising and consumer behavior. First, it expands the usage of AIDA model by empirically confirming its applicability in a modern digital advertising environment. The results show that ADA, MC, and FE work at the cognitive level of attention and interest and eventually influence BA as a prelude to the purchasing behavior. This supports the claim that classical theories of communication are still theoretically strong in the context of technology-driven settings of personalization and data analytics (Dukes & Liu, 2024; Wong et al., 2024; Singh & Ahmed, 2024).

Second, the research will add to the Selective Exposure Theory by demonstrating the selective processing of digital advertising messages by consumers in terms of perceived credibility and relevance. The high importance of MC in building BA proves the theoretical assumption that consumers are active in filtering information that is consistent with their beliefs and trust perceptions. The findings contribute to the conceptual discussions of selective exposure in online settings since they indicate that credibility enhances cognitive involvement with brands (Rachmad, 2024; Alexander, 2024; Ahmad, 2025). This contribution is especially topical in the light of the growing popularity of misinformation and advertising skepticism in the online contexts.

Third, the research contributes to theoretical knowledge by placing BA as a key mediating factor that connects digital advertisement features to CPB. Although in the past studies' focus has been placed on direct impacts of digital advertising on behaviors, this study empirically proves that awareness is a critical cognitive linkage between exposure and action. The high mediating values in the model also match the new emerging literature on indirect pathways in consumer decision-making (Eduzor, 2024; Nasti et al., 2024; Prihatiningsih et al., 2025). The study combines various advertising antecedents into one structural model, thus providing a more detailed theoretical explanation of how digital advertising can change implications behavior.

7.2 Practical Implications

Practically, the results can be used as practical information to guide marketers and practitioners to make digital advertising campaigns more efficient. The high impact of the ADA and the MC on BA implies that investment in the quality of creative work and credible messaging is more important than the excessive concentration on the choice of the platform. To enhance BA and consumer confidence, marketers need to

focus on visually appealing designs, effective value propositions, and effective communication (Eduzor, 2024; Karami et al., 2024; Arora & Thota, 2024).

The exposure frequency is also strategic, as shown by the results. Instead of the one-off advertising campaigns, companies ought to embrace the digital advertising methods that are steady and continuous so as to enhance brand recognition in the long run. Nevertheless, the repetition must be well controlled to prevent consumer fatigue, so that the content can be relevant and interesting with repeated exposure (Rahardja & Aini, 2025; Swadhi et al., 2025; Wilson et al., 2024). This knowledge is especially useful in companies with a competitive online market where the focus of consumers is divided.

Also, the insignificant role of PU indicates that practitioners should not overestimate the role of particular digital channels. Rather, the resources are supposed to be channeled towards coming up with high-quality content strategies which can be successfully implemented in various platforms. This result confirms a more content-focused view on digital marketing and contradicts the beliefs that the success of advertising is solely dependent on the choice of platforms (Agnihotri et al., 2024; Tarabasz, 2024; Mellor, 2024). On the whole, the research provides evidence-based recommendations on how to create digital advertising campaigns that can convert cognitive activity into buying behavior.

8. Limitations and Future Research

Although this research has its contributions, it is important to note that it also has a number of limitations which can be used as a guide to future studies. To begin with, the cross-sectional survey design does not allow tracking the dynamics of consumer perceptions and behaviors across time, especially in dynamic online settings where advertising practices and customer reactions are constantly changing. Future researchers may use longitudinal research designs in their studies to determine the effect of repeated exposure to digital advertising on BA and long-term purchasing behavior. Second, the emphasis on one national setting restricts the externalization of the results to other countries other than Spain. The cross-cultural and regional market comparative studies would help gain a better understanding of how consumer reactions to digital advertising are influenced by cultural norms, digital maturity, and regulatory conditions. Third, the research considered the main features of advertising, but it failed to address other important psychological and situational variables like brand trust, perceived personalization, or privacy issues, which have been demonstrated to affect the effectiveness of digital advertising. The model may be further extended in future studies by incorporating these variables to increase the explanatory power and theoretical richness. Lastly, further research can be improved by using mixed-method or experimental research techniques to supplement survey-based data, which will enable the researcher to investigate the causal links and obtain more qualitative information on how consumers perceive and react to digital advertising messages.

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