The Impact of Instagram Advertisements on Impulse Buying Behavior: A Survey Study in The Syrian Context

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Abstract

Purpose: This research examines the impact of Instagram advertisements on consumer impulsive buying behavior. With many younger Facebook users transitioning to Instagram, this study explores how the platform influences consumer behavior, particularly among youth, who make up a large share of active users. The focus is on advertising content and entertainment dimensions and their effect on impulsive purchasing.

Design/methodology/approach: A descriptive analytical approach with a deductive method was employed. Data were collected via an electronic questionnaire, and statistical analyses were conducted to assess the relationships between Instagram advertisements' content, credibility, enjoyment, and impulsive buying behavior in the Syrian context.

Findings: The study identifies a significant impact of Instagram e-advertising on impulsive buying behavior, with content and entertainment dimensions directly influencing purchasing decisions.

Originality: This research offers a fresh perspective by investigating how Instagram's advertising features, particularly short-form content like Reels, drive impulsive buying through engagement and emotional triggers. Unlike traditional studies on static ads or general social media, it highlights Reels' unique combination of brevity, entertainment, and personalization. The study provides new insights into how Instagram's ecosystem aligns with the fast-paced consumption habits of younger audiences, enriching the literature on consumer behavior in a digital age.

Index Terms: Instagram advertisements, Impulse buying behavior, Consumer behavior, Compulsive buying behavior.

1. Introduction:

In recent years, Instagram has rapidly ascended as one of the most influential and widely-used social media platforms, particularly among younger demographics in Syria. Its rise aligns with global trends where visual-based content and short-form videos have taken center stage in the digital marketing landscape (Lie Ao, Bansal, Pruthi, & Khaskheli, 2023). The platform's seamless blend of photos, videos, and interactive elements, especially through features like Stories and Reels, has not only redefined social interactions but also transformed how brands engage with consumers. Research highlights that Instagram, with its immersive and emotionally charged content, has become a key driver of impulse buying behaviors (Kumar et al., 2022). Its ability to foster a deep sense of connection between brands and users has prompted businesses to adopt Instagram's unique advertising tools, from paid partnerships to influencer campaigns, to establish a more personal touch with their audiences (Jain & Singh, 2021).

In the context of Syria, despite the country's challenging political and economic circumstances, social media usage, particularly Instagram, has flourished. Studies show that Syrian youth, in particular, have embraced Instagram as their platform of choice, in line with broader regional and global trends of social media usage for entertainment, social

engagement, and even e-commerce (Goh et al., 2022). Instagram's ability to serve as a multifaceted hub for both social interaction and commercial activity has positioned it as a crucial tool for businesses targeting young Syrian consumers. Furthermore, studies suggest that social media's impact on consumer behavior—especially in the form of impulse buying—has been amplified among younger demographics.

Research indicates that platforms like Instagram, through their visually engaging and often fleeting content, play a pivotal role in influencing purchasing decisions (Zhang et al., 2021). Instagram's Reels feature, with its focus on short, entertaining videos, has proven particularly effective in stimulating impulse buying behavior among Syrian youth, who are highly active on the platform (Rehman et al., 2014; Park et al., 2022). These findings underscore the importance of Instagram not just as a tool for communication but as a significant driver of consumer behavior, especially in markets where the youth population is highly engaged with digital content.

As Instagram continues to evolve and shape the digital marketing landscape, it is crucial to explore how the platform's unique features, including Reels, Stories, and influencer collaborations, impact consumer behavior, particularly in emerging markets like Syria. This exploration is not only relevant for marketers looking to capitalize on social media trends but also for understanding the broader implications of social media's role in influencing purchasing decisions, especially among younger audiences in socioeconomically challenged regions.

2. Literature Review

The rapid growth of social media platforms has significantly transformed consumer behavior, especially with regard to impulse buying. Among these platforms, Instagram has become a dominant force, influencing purchasing decisions with its visually-driven content and interactive advertisements. Impulse buying, defined as an unplanned and spontaneous purchasing decision, has become more prevalent in the digital space, particularly through platforms like Instagram, which are designed to maximize consumer engagement (Huang et al., 2020). Instagram ads effectively create a frictionless experience, allowing users to quickly act on impulses, which has led researchers to investigate the underlying mechanisms driving these behaviors.

Several studies suggest that Instagram's highly visual and interactive nature contributes significantly to stimulating impulse buying behavior. Huang et al. (2020) argue that the platform's ability to feature advertisements within users' regular content stream allows for seamless engagement with products, making consumers more likely to act on their impulses. Similarly, Sharma and Maity (2020) highlight how Instagram's immersive and visually stimulating format encourages spontaneous purchasing decisions. The use of high-quality images and videos in ads has been shown to trigger emotional responses that increase the likelihood of impulse buying, as emotions play a crucial role in consumer decision-making (Perera & Athukorala, 2019).

Personalization is another key feature of Instagram advertising that facilitates impulse buying. Instagram's algorithm ensures that users are shown ads tailored to their interests, behaviors, and previous interactions with the platform (Tariq et al., 2022). This personalized approach increases the relevance of the advertisements, making them more likely to trigger an impulse purchase. Goh et al. (2018) emphasize that personalization leads to stronger emotional engagement, which can cause consumers to act immediately on their desire to buy a product. In addition to personalization, Instagram influencers play a vital role in encouraging impulse buying. Research by Firoz and Sherry (2021) suggests that influencer marketing has become one of the most effective ways to drive impulse purchases on Instagram. Influencers, who often present products in a relatable and appealing way, create emotional bonds with their followers, making consumers more likely to purchase items they promote without much deliberation (Chen et al., 2019). This aligns with the findings of Smith et al. (2021), who argue that influencers create a sense of trust and authenticity that makes consumers more likely to respond impulsively to ads. Another factor that encourages impulse buying on Instagram is the platform's design, which facilitates a sense of urgency and excitement. Instagram stories, for example, offer limited-time offers and product drops that create a sense of urgency, driving consumers to make quick purchasing decisions (Sharma & Maity, 2020). The "buy now" features embedded in ads also reduce friction in

the buying process, making it easier for consumers to act impulsively. Similarly, the combination of time-sensitive promotions and scarcity tactics in Instagram ads has been shown to trigger consumer responses based on the fear of missing out (FOMO) (Tariq et al., 2022). Impulse buying behavior on Instagram is also shaped by social validation. The social features of Instagram, such as likes, comments, and shares, create a sense of social proof, which influences consumers to purchase products that are perceived as popular or endorsed by others (Perera & Athukorala, 2019). The concept of social influence is central to the decision-making process on social media platforms, as consumers often look to their peers for cues on what to buy (Tariq et al., 2022). This social validation significantly increases the likelihood of impulse purchases, especially when products are endorsed by a trusted influencer or a popular figure. The psychological mechanisms underlying impulse buying on Instagram can be understood through various behavioral models. The Stimulus-Organism-Response (S-O-R) model, for example, suggests that external stimuli like advertisements on Instagram influence internal responses such as emotions and thoughts, which in turn lead to behavior such as impulse buying (Sörensen et al., 2019).

Several studies have explored the role of consumer trust in Instagram advertisements, which is crucial in fostering impulse buying behavior. Lee et al. (2019) found that consumers are more likely to purchase from trusted advertisers on Instagram, and trust is often built through consistent and authentic content. Instagram's algorithm ensures that users see ads based on their interests, which enhances the relevance of the content and increases trust in the ad (Kim & Song, 2020). This trust, combined with emotional engagement and personalization, creates a powerful catalyst for impulse buying behavior. While much of the research focuses on the positive aspects of Instagram ads, some studies have noted potential drawbacks. For example, excessive exposure to ads can lead to consumer fatigue, causing users to disengage from the platform or ignore ads altogether (Chakraborty & Lien, 2021). Furthermore, the oversaturation of influencer marketing has led to concerns about the authenticity of product recommendations, which may reduce their effectiveness in stimulating impulse buying (Tariq et al., 2022).

Instagram's impact on impulse buying also varies across demographic groups. Koh et al. (2021) found that younger consumers, particularly millennials and Gen Z, are more prone to making impulse purchases due to their higher engagement with Instagram and familiarity with digital shopping behaviors. This demographic tends to prefer visual content and influencer-driven marketing, making Instagram an especially effective platform for targeting these consumers (Sharma & Maity, 2020). The visual nature of Instagram, combined with the presence of influencers, makes it an ideal environment for targeting younger, tech-savvy consumers. Moreover, Instagram's role in impulse buying is amplified when the platform is integrated with other digital touchpoints. Jang and Lee (2020) suggest that cross-platform advertising, where consumers see the same or similar ads across Instagram, Facebook, and other platforms, reinforces the appeal of products and increases the likelihood of spontaneous purchases. This multi-platform strategy creates a consistent brand message, which helps drive impulsive purchasing decisions by making products more visible and desirable across digital spaces.

In conclusion, Instagram advertisements are a powerful tool in stimulating impulse buying behavior due to their visual appeal, personalization, social influence, and emotional engagement. While many studies have highlighted the positive effects of Instagram ads on consumer purchasing behavior, further research is needed to understand the long-term effects of such advertising on brand loyalty and consumer well-being. Additionally, understanding the variations in impulse buying across different demographic groups and consumer segments will help marketers better tailor their Instagram campaigns.

2.1. Hypotheses Development

Based on the literature review, this study aims to examine the impact of Instagram advertisements on impulse buying behavior, focusing on various dimensions such as advertisement content, credibility, and enjoyment. Impulse buying is defined as a spontaneous and unplanned decision to purchase, often influenced by external stimuli such as advertisements (Huang et al., 2020). Instagram's unique features, including its visual appeal, personalization, and

influencer-driven marketing, have been shown to enhance these stimuli, making it a powerful platform for triggering impulse purchases.

The advertisement content dimension refers to the quality, relevance, and visual appeal of advertisements displayed on Instagram. Previous studies suggest that high-quality content, including the use of engaging images and videos, increases consumer attention and emotional engagement, leading to impulse buying (Sharma & Maity, 2020; Perera & Athukorala, 2019). This suggests that visually appealing and relevant content can stimulate consumers' immediate purchasing decisions.

H1: Advertisement content on Instagram has a positive effect on impulse buying behavior.

The advertisement credibility dimension is related to consumers' perception of trustworthiness and authenticity in Instagram ads. Trust plays a crucial role in reducing hesitation and increasing the likelihood of making an impulsive purchase (Lee et al., 2019; Kim & Song, 2020). When ads are perceived as credible, they are more likely to elicit positive emotional responses and spur spontaneous purchasing behavior.

H2: Advertisement credibility on Instagram has a positive effect on impulse buying behavior.

The advertisement enjoyment dimension reflects the entertainment value and emotional satisfaction consumers derive from engaging with Instagram advertisements. Enjoyable ads can evoke positive emotions, which are critical in influencing unplanned purchases (Huang et al., 2020; Goh et al., 2018). Features such as interactive stories, engaging visuals, and entertaining content are particularly effective in fostering impulsive purchasing tendencies.

H3: Advertisement enjoyment on Instagram has a positive effect on impulse buying behavior.

In addition to these individual dimensions, the literature emphasizes the importance of the overall advertisement experience in influencing consumer behavior on Instagram. Studies by Tariq et al. (2022) and Smith et al. (2021) highlight that the combined impact of visually appealing, credible, and enjoyable advertisements creates a seamless and engaging consumer journey, which further enhances the likelihood of impulse buying.

H4: Instagram advertisements collectively (content, credibility, and enjoyment) have a significant positive effect on impulse buying behavior.

By formulating these hypotheses, this study seeks to provide a comprehensive understanding of the factors that drive impulse buying behavior in the context of Instagram advertisements, contributing to both academic knowledge and practical marketing strategies.

3. Methodology

This study focuses on Syrian Instagram users in the city of Damascus. Due to the broad nature of the target population, it was challenging to estimate an exact number. The sample was selected using a convenience sampling approach, targeting Instagram users who were accessible through online channels and willing to participate. A total of 680 individuals from various demographics who met the research criteria—specifically, active Instagram users—were initially chosen. Surveys were distributed through Instagram and email, with the majority collected via the Google Surveys platform. A total of 532 surveys were returned, resulting in a response rate of 78%. After reviewing the responses, 46 incomplete surveys were excluded, leaving 486 valid surveys for analysis. The final sample size was considered sufficient for statistical analysis, aligning with similar studies on social media behavior.

This study utilized a structured electronic questionnaire as the primary tool for data collection to examine the impact of Instagram advertisements on impulse buying behavior. The questionnaire consisted of several sections. The first section collected general demographic and behavioral information, including gender, age, educational qualification, income level, frequency of Instagram use, and the average time spent on Instagram during each session. The second

section included questions specifically designed to measure the independent variable, Instagram advertisements, and the dependent variable, impulse buying behavior.

The independent variable, Instagram advertisements, was assessed through three dimensions: advertisement content, advertisement credibility, and advertisement enjoyment. These dimensions were selected due to their relevance and frequent citation in literature examining the impact of social media advertisements on consumer behavior. Measurement items were adapted from established studies, including Weismueller et al. (2020), Akram et al. (2023), Evans et al. (2017), Murillo et al. (2016), Breves et al. (2019), Lee and Koo (2015), Guttmann (2019), Azizul Yaakop et al. (2013), Koay et al. (2021), Logan et al. (2012), and Clementson et al. (2014). Advertisement content was measured with four items, advertisement credibility with five items, and advertisement enjoyment with four items. For the dependent variable, impulse buying behavior, eight items were included based on measurement scales from studies conducted by Coley and Burgess (2003), Sharma (2010), Casalo et al. (2018), Koay et al. (2021), Hyo Jung Chang et al. (2014), Breves et al. (2019), Zhou et al. (2023), and Peter Hulteˊn and Vladimir Vanyushyn (2014). These studies specifically investigated impulse buying behavior in the context of Instagram and other social media platforms, ensuring relevance to this research.

The responses were recorded using a five-point Likert scale, ranging from "Strongly Disagree" (1) to "Strongly Agree" (5), to capture the intensity of participants' agreement with the statements provided. Prior to distribution, the questionnaire was piloted with 30 participants to ensure clarity and reliability, resulting in minor adjustments.

Ethical considerations were carefully addressed. Participants were informed about the purpose of the study and provided consent before participating. The study ensured anonymity and confidentiality of responses, adhering to ethical research guidelines.

The data were analyzed using SPSS version 25, employing both descriptive and inferential statistical methods, including regression analysis, to explore the relationships between the variables.

Table I: Demographic Characteristics of the Study Sample

Variable	Category	Frequency	Percent (%)
Gender	Male	192	39.5
	Female	294	60.5
Educational Level	High school or less	142	29.2
	Diploma	95	19.5
	Bachelor's degree	213	43.8
	Master's/Ph.D.	36	7.4
Age Group	Less than 25 years	164	33.7
	25–40 years	200	41.2
	40–55 years	97	20.0
	More than 55 years	25	5.1
Income Level	Under 750,000 SYP	245	50.4
	750,001 to 1,500,000 SYP	161	33.1
	1,500,001 to 2,500,000 SYP	52	10.7
	2,500,001 SYP and above	28	5.8

Table II: Frequency of Instagram Browsing.

Browsing Frequency	Frequency	Percent (%)
Daily	394	81.1
Weekly	60	12.3
Monthly	3	0.6
Occasionally	29	6.0

Table III: Duration of Instagram Browsing Per Session.

Duration	Frequency	Percent (%)
Less than 30 minutes	140	28.8
30 minutes to 1 hour	183	37.7
More than 1 hour to 1.5 hours	80	16.5
More than 1.5 hours	83	17.1

The study sample is predominantly female (60.5%), followed by male (39.5%). The largest age group is 25–40 years old (41.2%), followed by those under 25 years old (33.7%). Most participants hold a bachelor's degree (43.8%), with the next largest group having high school education or less (29.2%). In terms of income, 50.4% earn less than 750,000 SYP, followed by 33.1% earning between 750,001 and 1,500,000 SYP. Regarding Instagram usage, 81.1% browse daily, with 12.3% browsing weekly, and 37.7% spend 30 minutes to 1 hour per session, followed by 28.8% spending less than 30 minutes. This highlights a young, educated audience with frequent Instagram usage.

4. Data Analysis and Results

An exploratory factor analysis (EFA) was conducted to examine the underlying dimensions of Instagram advertisements. The results of the analysis, presented in the table below, show the factor loadings for each item under three main components: advertisement content, advertisement credibility, and advertisement enjoyment. Each component groups related items that capture different aspects of Instagram advertisements.

Table IV: Exploratory Factor Analysis Results for Instagram Advertisements

Statement	Component 1	Component 2	Component 3
A1: The content of Instagram advertisement provides accurate information about products.	.813		
A2: The content of Instagram advertisements presents varied information about products.	0.738		
A3: The content of Instagram advertisements offers multiple alternatives and options.	0.742		
A4: Information about products is available on Instagram at all times and for all audiences.	0.425		
B1: Instagram advertisements for products are credible.	0.626		
B2: Instagram advertisements allow viewing reviews and options from public or close contacts about products.		0.579	
B3: Instagram advertisements serve as a reference for purchase (i.e., when you like a product on Instagram, you tend to search for it in the offline market to buy).	0.568		
B4: There are many exaggerations in Instagram advertisements.			0.754

B5: You resist the temptations of Instagram advertisements and only buy things you really need.			0.709
C1: Instagram advertisements make you enjoy spending time browsing product pages.			0.548
C2: Instagram advertisements often include surprises and excitement.			0.535
C3: Instagram advertisements allow you to stay updated with the latest deals and offers.			0.796
Instagram advertisements attract your attention to the products.			0.709
Eigenvalue (Root):	2.920	1.220	1.028
Variance Explained (%):	36.495	15.255	12.846
Total Variance Explained:	%64.596		

From the table above, we observe that the factor loadings were high for all the items, and the explained variance ratio was good, exceeding 50%. This indicates the quality of the current factor structure. All items were distributed across the three dimensions as classified in the previously mentioned studies, except for B1, B3, B4, and B5, which did not belong to their designated dimension. Consequently, these items were excluded, and the entire dimension was removed from the study.

Testing Hypothesis H1: Advertisement content on Instagram has a positive effect on impulse buying behavior.

Table V: Correlation Coefficients for Simple Linear Regression and Model Testing for Hypothesis H1

Regression Model	Pearson's Correlation Coefficient (R)	Adjusted Coefficient of Determination (R²)	F-Calculated Value	Significance Level
	0.411	0.167	98.6	0.0001

Table V indicates a Pearson correlation coefficient of 0.411, suggesting a moderate positive correlation between Instagram advertisement content and impulse buying behavior. The adjusted R^2 value of 0.167 indicates that 16.7% of the variation in impulse buying behavior is explained by advertisement content, with the remaining variance attributed to other factors not included in this regression model. Furthermore, the computed F-value of 98.6, with a significance level of 0.0001 ($p < 0.05$), confirms the robustness of the regression model and the existence of a statistically significant relationship.

Table VI: Statistical Significance of Regression Coefficients for Hypothesis H1

Coefficients	Unstandardized Coefficients		Standardized Coefficients	T-Value	Significance Level
	B	Std. Error	Beta		
Constant	2.014	0.131	-	15.329	0.0001
Regression Coeff.	0.373	0.038	0.411	9.926	0.0001

Table VI reveals that the constant value (B = 2.014) represents the impulse buying behavior level when Instagram advertisement content is zero. The regression coefficient (B = 0.373) indicates that for each unit increase in advertisement content quality, there is a corresponding increase of 0.373 in impulse buying behavior. With a computed T-value of 9.926 and a significance level of 0.0001 ($p < 0.05$), the hypothesis is supported, demonstrating a statistically significant effect of advertisement content on impulse buying behavior.

Based on the above statistical findings, hypothesis H1 is accepted. Instagram advertisement content positively and significantly influences consumers' impulse buying behavior. Despite the moderate explanatory power of the model (R^2 = 16.7%), the significance of the relationship highlights the meaningful role of advertisement content in shaping impulse buying tendencies among consumers.

This study underscores the importance of visually appealing and engaging advertisement content on Instagram as a key driver of impulse buying behavior.

Testing Hypothesis H3: Advertisement enjoyment on Instagram has a positive effect on impulse buying behavior.

Table VII: Simple Linear Regression Correlation Coefficients and Model Testing for Hypothesis H3

Regression Model	Pearson's Correlation Coefficient (R)	Adjusted Coefficient of Determination (R^2)	F-Calculated Value	Significance Level
	0.398	0.157	91.35	0.0001

Table VII indicates that the Pearson correlation coefficient for the simple linear regression model is 0.398, suggesting a moderate positive correlation between enjoyment of electronic advertisements on Instagram and impulsive buying behavior. The adjusted coefficient of determination (R^2) is 0.157, which implies that 15.7% of the variance in impulsive buying behavior can be explained by enjoyment of advertisements on Instagram as the sole independent variable. The remaining variance is attributed to other factors not included in the current regression model.

Additionally, the F-statistic value (91.35) and the associated significance level ($p < 0.05$) indicate the model's overall goodness-of-fit and statistical validity in explaining the relationship between the variables.

Table VIII: Testing the Significance of Simple Linear Regression Coefficients for Hypothesis H3

Coefficients	Unstandardized Coefficients		Standardized Coefficients	T-Value	Significance Level
	B	Std. Error	Beta		
Constant	1.871	0.151		12.395	0.0001
Regression Coeff.	0.398	0.042	0.398	9.558	0.0001

Table VIII reveals that the regression constant has a value of 1.871, representing the dependent variable's (impulsive buying behavior) baseline when the independent variable (enjoyment of Instagram advertisements) is absent. The regression coefficient of 0.398 indicates that for every one-unit increase in the enjoyment of Instagram advertisements, the level of impulsive buying behavior increases by 0.398 units.

The T-value (9.558) and its significance level ($p < 0.05$) confirm the statistical significance of the regression coefficient, substantiating the positive relationship between the variables.

The statistical data supports the acceptance of the tested hypothesis H3. The results of both the descriptive analysis and the current regression model suggest that enjoyment of Instagram advertisements exerts a positive and significant influence on impulsive buying behavior, despite being evaluated at an acceptable level. This indicates that enjoyment is a notable factor in driving impulsive buying behavior among consumers on Instagram.

Testing Hypothesis H4: Instagram advertisements collectively (content, credibility, and enjoyment) have a significant positive effect on impulse buying behavior.

Table IX: Multiple Linear Regression Correlation Coefficients and Model Testing for the First Main Hypothesis

Regression Model	Pearson's Correlation Coefficient (R)	Adjusted Coefficient of Determination (R²)	F-Calculated Value	Significance Level
	0.475	0.226	70.45	0.0001

Table IX shows that the multiple correlation coefficient (R) for the regression model is 0.475, indicating a moderate positive correlation between Instagram electronic advertisements and impulsive buying behavior. The adjusted coefficient of determination (R²) of 0.226 signifies that 22.6% of the variance in impulsive buying behavior can be explained collectively by the components of Instagram advertising. The remaining variance is due to other factors not included in the model.

The F-statistic value (70.45) and its associated significance level ($p < 0.05$) confirm the model's overall adequacy and the statistical significance of the relationship.

Table X: Testing the Significance of Multiple Regression Coefficients for the Hypothesis 4.

Coefficients	Unstandardized Coefficients		Standardized Coefficients	T-Value	Significance Level
	B	Std. Error	Beta		
Constant	1.440	0.160		9.026	0.0001
Content of Instagram Ads	0.263	0.041	0.291	6.473	0.0001
Enjoyment of Instagram Ads	0.267	0.045	0.267	5.954	0.0001

Table X indicates that the regression constant value is 1.440, representing the dependent variable's (impulsive buying behavior) value when the independent variables (Instagram ad components) are absent. The regression coefficient for the content of Instagram ads is 0.263, while the coefficient for the enjoyment of Instagram ads is 0.267. Both coefficients are statistically significant, as their respective T-values (6.473 and 5.954) and significance levels ($p < 0.05$) demonstrate.

The statistical findings support the acceptance of the tested hypothesis H4. The level of impulsive buying behavior increases with the rise in the components of Instagram advertisements and decreases with their decline. Therefore, it is necessary to enhance the quality of Instagram ad components to effectively and efficiently boost impulsive buying behavior among consumers.

5. Discussion:

The study demonstrates that Instagram advertisements have a significant, though not overwhelming, impact on impulsive buying behavior, particularly through the dimensions of content and enjoyment. While the impact of both content (R = 0.411, R² = 16.7%) and enjoyment (R = 0.398, R² = 15.7%) on impulsive buying behavior was not large, it remains notable. This indicates that Instagram advertisements are effective in driving impulsive purchases, even if other factors might also influence consumer decisions. The relatively moderate explanatory power suggests that while Instagram's content and entertainment-driven ads do foster impulsive buying, their influence is not absolute and can be influenced by a range of other factors.

One potential explanation for the moderate impact observed could be the economic context, particularly the high prices and inflation affecting consumers. As noted by previous studies (e.g., Zhang et al., 2021), economic constraints often result in more cautious consumer behavior, which could limit the impulsive response to advertisements. In line with Rehman et al. (2014), who noted that impulsive buying behavior is often context-dependent, consumers in markets with economic challenges, like Syria, may prioritize essential needs over spontaneous purchases, which in turn reduces the influence of engaging ad content and enjoyment on their decision-making.

Additionally, the exclusion of the advertisement credibility dimension after the exploratory factor analysis (EFA) significantly shaped the findings. Previous studies (Huang et al., 2020; Goh et al., 2018) highlighted credibility as a key element in fostering trust and reducing hesitation in impulsive purchases. The fact that credibility was not a significant factor in this study could point to the need for further exploration into how credibility interacts with other ad dimensions to influence impulsive buying, especially in markets where consumers may be more skeptical of online advertising due to economic or social factors. This aligns with the findings of Sharma & Maity (2020), who suggested that trust is vital in shaping emotional responses to ads, which in turn affect impulsive purchases.

Despite these limitations, the impact of content and enjoyment remains crucial. Previous research (Kumar et al., 2022) has shown that engaging, visually appealing content and ads that provide enjoyment, such as through entertainment or surprise, are significant drivers of impulsive buying, especially on platforms like Instagram that prioritize such experiences. This study reaffirms these findings, demonstrating that even in a challenging economic environment, consumers still respond to ads that engage them emotionally and provide value through entertainment.

Marketers should therefore continue to leverage Instagram's visual and interactive features, such as Stories and Reels, as part of their ad strategies. However, they must also be aware of the broader economic context and the price sensitivity of consumers in regions affected by inflation and economic instability. Understanding these factors is key to designing more effective advertising campaigns that consider not only content quality and enjoyment but also consumers' economic realities.

In short, while Instagram advertisements' content and enjoyment dimensions have a significant but moderate impact on impulsive buying behavior in the Syrian context, further research is needed to explore how economic factors, such as inflation, interact with other dimensions like credibility and the overall consumer experience. Future studies could also expand on the role of other ad features, such as influencer marketing, and examine how consumer skepticism towards online ads may influence their responses to Instagram advertisements in emerging markets.

6. Conclusion:

This study examined the impact of Instagram advertisements on impulsive buying behavior, with a focus on content, credibility, and enjoyment in the Syrian context. The results indicate that while Instagram advertisement content and enjoyment have a notable impact on impulsive buying behavior, their influence is moderate, explaining less than 20% of the variance in purchasing decisions. This suggests that Instagram advertisements, particularly through their visually engaging and entertaining content, do contribute to impulsive buying but are not the sole driving force behind consumer behavior.

One key finding was the exclusion of advertisement credibility after exploratory factor analysis, which led to the identification of content and enjoyment as the primary dimensions influencing impulsive buying behavior. Although credibility was not found to be significant in this study, previous research highlights its importance in fostering trust and reducing hesitation in impulsive purchases, suggesting that further studies should explore how credibility interacts with other ad dimensions in different cultural and economic contexts.

The economic environment in Syria, characterized by inflation and high prices, may also influence consumers' purchasing behavior, making them more cautious and less likely to act impulsively in response to advertisements. This is consistent with findings in previous studies, which suggest that economic constraints can dampen impulsive buying behavior. Despite these challenges, the study confirms that Instagram advertisements—especially through engaging, visually appealing content and entertaining features like Reels and Stories—still have a significant influence on consumers' impulse purchases.

In closing, this research underscores the importance of Instagram's advertising features, such as its visual appeal and emotional engagement, in driving impulsive buying behavior. Marketers targeting younger, tech-savvy audiences in emerging markets should focus on enhancing the content and entertainment value of their ads, while also considering the broader economic context and potential barriers to trust in online advertising. Further research is needed to better understand the interaction between economic factors, advertisement credibility, and other dimensions of Instagram advertising to optimize advertising strategies and fully harness the potential of this platform.

7. Limitations and Future Research

This study provides valuable insights but has several limitations. While Instagram advertisement content and enjoyment significantly influence impulsive buying, the explained variance was under 20%, suggesting other factors like psychological traits (e.g., impulsivity, self-control) and external influences (e.g., social pressure) may also play a role. These were not explored, and future research should investigate their impact.

Additionally, the study was conducted in Syria, where specific economic conditions, such as inflation, may limit the generalizability of the findings to other regions. Future studies should examine impulsive buying in diverse cultural and economic contexts to assess broader applicability. Furthermore, the exclusion of the credibility dimension limits understanding of trust in online ads, and future research should explore how credibility interacts with other ad elements, especially in markets where consumer skepticism is higher.

Future studies should focus on psychological factors like impulsivity, cross-cultural comparisons, and the impact of emerging ad features like interactivity, AR, and influencer marketing. Long-term effects of impulsive buying on brand loyalty and consumer satisfaction should also be explored, along with the influence of economic factors on trust in online ads. Finally, research on cross-platform advertising could provide insights into how consistent branding across platforms strengthens impulsive buying behavior.

At last, while this study highlights key aspects of Instagram advertising, further research is needed to fully understand how various psychological, economic, and advertising factors interact to influence consumer behavior.

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Appendix (1) - Questionnaire

The Impact of Instagram Advertisements on Impulsive Buying Behavior: A Survey Study in The Syrian Context

Dear Respondent,

This questionnaire aims to study the impact of Instagram advertisements on impulsive buying behavior in the Syrian context. The results will contribute to completing academic research required for PhD registration.

Please note: The data will be treated confidentially and used solely for academic research purposes.

Thank you for your cooperation.

Researcher: Nur Salameh

Personal Demographic Data

1. **Gender:**
   - Male
   - Female

2. **Age:**
   - Under 25 years
   - 25 to less than 40 years
   - 40 to less than 55 years
   - 55 years and above

3. **Educational Level:**
   - High school
   - Diploma/Bachelor's Degree
   - Master's/Doctorate
   - None

4. **Income (Monthly):**
   - Under 750,000 SYP
   - 750,001 to 1,500,000 SYP
   - 1,500,001 to 2,500,000 SYP
   - 2,500,001 SYP and above

5. **How often do you browse Instagram?**
   - Daily
   - Weekly
   - Monthly
   - Occasionally

6. **Average time spent on Instagram in one session:**
   - Less than 30 minutes
   - 30 minutes to 1 hour
   - 1 to 1.5 hours
   - More than 1.5 hours

Answer the following questions by selecting the appropriate response. The scale is as follows:
1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree.

#	Statement	Reference	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
The Content of Instagram Advertisements							
1	The content of Instagram advertisement provides accurate information about products.	Weismueller, et al. 2020					
2	The content of Instagram advertisements presents varied information about products.	Akram, et al. 2023					
3	The content of Instagram advertisements offers multiple alternatives and options.	Evans, et al. 2017					
4	Information about products is available on Instagram at all times and for all audiences.	Lee and Koo 2015					
The Credibility of Instagram Advertisements							
5	Instagram advertisements for products are credible.	Murillo, et al. 2016					
6	Instagram advertisements allow viewing reviews and options from public or close contacts about products.	Breves, et al. 2019					
7	Instagram advertisements serve as a reference for purchase (i.e., when you like a product on Instagram, you tend to search for it in the offline market to buy).	Lee and Koo 2015					
8	There are many exaggerations in Instagram advertisements.	Guttmann 2019					
9	You resist the temptations of Instagram advertisements and only buy things you really need.	Azizul Yaakop et al. 2013					
The Enjoyment of Instagram Advertisements							
10	Instagram advertisements make you enjoy spending time browsing product pages.	Koay et al. 2021					
11	Instagram advertisements often include surprises and excitement.	Logan et al. 2012					
12	Instagram advertisements allow you to stay updated with the latest deals and offers.	Clementson, et al. 2014					
13	Instagram advertisements attract your attention to the products.	Evans, et al. 2017					
The Impulsive Buying Behavior							
14	You buy things you haven't planned for during shopping.	Coley and Burgess 2003					
15	You tend to make purchase decisions hastily.	Sharma 2010					
16	You feel excited about purchasing when you see something you like.	Casalo et al. 2018					
17	You tend to buy items without thinking about the consequences.	Koay et al. 2021					
18	You make purchases without considering the potential negative outcomes.	Hyo Jung Chang et al. 2014					
19	You are willing to pay for any unplanned purchase while shopping for products.	Breves, et al. 2019					
20	You enjoy the pleasure of spontaneous buying.	Zhou et.al 2023					
21	You avoid buying things that aren't on your shopping list, regardless of the circumstances.	Peter Hulteˊn and Vladimir Vanyushyn 2014					