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Research Paper

The Influence of Ad Duration and Countdown Timers on Viewer Mood and Attitude in Digital Advertising

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ABSTRACT

Ad duration and countdown for audience responses are crucial in digital marketing, which can shape viewers' perceptions and behavior toward brands. Understanding how content-induced mood influences consumers' attitudes enables brands to refine promotional strategies and target customers more effectively. This study aims to investigate how ad duration and countdowns affect audience responses, focusing on mood stimuli through seven scenarios. Data were collected via an online survey completed by university students and analyzed using SPSS to assess proposed hypotheses/scenarios. The Findings revealed that countdowns and ad duration significantly shape attitudes toward ads and purchase intentions, with positive moods increasing engagement when ad duration is shortened or a countdown is present. Ad recall was stronger when viewers were in a positive mood and exposed to short ads without a countdown. Brand attitude improved under a positive mood, even without a countdown for long ads, whereas countdowns primarily enhanced attitudes toward the ad for short ads. This study provides practical implications for marketers for enhancing the advertiser experience in digital advertising. It also allows brands to enhance their promotional strategy and advertisers' effectiveness.

Keywords: Ad Duration; Countdown Timers; Attitude Toward the Ad; Brand Attitude; Purchase Intention; Ad Recall

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1. INTRODUCTION

Digital marketing has rapidly developed, making digital advertising an essential pillar for any brand strategy worldwide (Langan et al., 2019). Focusing on precise targeting across video content, digital advertising reaches the target audience at opportune moments that enable attention capture and drive both emotional and behavioral engagement (Kumar & Gupta, 2016). The major challenge is that frequent advertisements that interfere with users' desired mid-video or pre-content start can make for an annoying experience and evoke negative feelings toward both the ad and the brand in question (Blanche et al., 2020). Digital platforms have introduced tools that include countdowns with the express purpose of psychologically preparing users for ads, hence reducing adverse responses (Fang & Bian, 2023). However, how such tools, primarily the interaction of countdowns and the length of ads with a viewer's mood, effectively remains an unexplored area of study.

Existing research suggested that mood has a significant effect on viewers' attitudes toward adverts and their behavioral intentions toward the brand, that positive moods enhance viewers' attitudes toward ads and, therefore, increase favorable responses toward the brand (Nian et al., 2021; Teixeira et al., 2012). In contrast, negative moods are understood to have less encouraging feedback, culminating in a handful of cases entailing indifference and ad avoidance (Demsar et al., 2022). This concept is also evidenced by such models as the Elaboration Likelihood Model, which identifies two kinds of message elaboration: central and superficial (Shahab et al., 2021). Whereas central processing involves a deeper analysis of core ad elements, often leading to a positive and enduring attitude toward the ads, superficial processing relies on peripheral cues like design, music, or speaker appeal, thus leading to less lasting attitudes (Shen et al., 2021). Though these studies point to the consistent role of mood on ad responses, the combined effect of ad duration and countdowns with mood on viewer responses remains unaddressed thus far (Mancini et al., 2023; Riedel et al., 2024).

A gap remains regarding how mood, ad duration, and countdowns interactively influence ad engagement, particularly emphasizing user experience in digital contexts (Olson et al., 2021). As

digital advertising expands, examining these variables is essential to understanding engagement dynamics and to reducing the frustration caused by ad interruptions (Li et al., 2022).

This paper aims to explain how mood, length of ads, and countdowns interactively influence the attitude and behavior of viewers toward digital advertisements. By developing an integrated model considering mood, ad duration, and countdowns as variables, this study aims to surface the intertwined effect of variables on consumer response and provide insights for marketers to redefine their advertising strategies to better meet their consumers' expectations. These findings will contribute theoretically and practically to the growing literature on digital marketing, yielding actionable insights into more effective advertising approaches centered around the user.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1 The effect of mood-stimulating content on attitude toward advertising

Advertising attitude is an essential concept in marketing because it gives a meaningful signal of how audiences respond to various advertising messages (Balaskas et al., 2023). This attitude affects the consumer's decisions and attitudes toward the product because such an attitude is closely linked with consumer response regarding remembering the ad or taking other actions like buying or recommending the service (Yan et al., 2023). Advertising attitude is a general evaluation of a particular advertisement based on emotional and cognitive responses (Kerr & Richards, 2021). Attitude toward the ad differs from purchase intention and brand interaction: while those capture behavioral tendencies or brand engagement, attitude toward the ad evaluates the advertisement itself (Zhang et al., 2023).

Previous literature has discussed the significance of attitude toward advertising in forming consumer responses and steering them toward buying behavior. For instance, Positive mood influences the processing of ad messages, which is reflected in individuals' attitudes to the ad (Zubair et al., 2020). Likewise, other research indicates that a negative mood does not enable a viewer to process the ad fully and reduces any chance of developing a positive mood toward the ad (Wu et al., 2022). This literature does not consider these variables separately or in relation to each other concerning this attitude within the context of mood (Fang & Bian, 2023; Kim et al., 2020). The current research fills this gap by investigating the role of the countdown and its influence on attitude toward the ad as a function of viewer mood.

H1a: The countdown tool before a long advertisement positively affects the attitude toward the ad in the case of a negative mood.

H1b: The countdown tool before a short advertisement positively affects the attitude toward the ad in the case of a positive mood.

2.2 The effect of mood-inducing content on brand attitude

Brand attitude impacts consumers' behavior toward various products and services (Jamshidi & Rousta, 2021). Positive brand attitudes promote engagement with content and positively affect purchase intentions, while negative attitudes can decrease it or even lead to a rejection of the product interest (Tan et al., 2022).

Previous studies have shown that positive moods from exposure to inspiring content enhance positive responses toward brands, with positive evaluations tending to increase the likelihood of liking the brand. In contrast, other studies suggest that negative moods may hinder consumers' perception of a brand, leading to negative attitudes toward it (Blanche et al., 2021). However, the impact of factors such as countdown and ad duration on this evaluation under different moods is still not sufficiently studied (Riedel et al., 2024). Therefore, the current study aims to fill this gap by examining how countdown and ad duration can affect brand attitudes depending on the mood generated by the content. Therefore, we hypothesize that:

H2a: The countdown tool before a long ad positively affects brand attitudes in the case of a negative mood.

H2b: The countdown tool before a short ad positively affects brand attitudes in the case of a positive mood.

2.3 The effect of mood-stimulating content on purchase intentions

Purchase intention is considered the most relevant concept in the marketing context because it expresses the future orientation of the consumer in buying a specific product or service (Lou & Kim, 2019). These intentions emerge through their attitudes toward the ad and the brand, making them incredibly significant as a measure to comprehend the advertisement messages (Singh et al., 2021). Purchase intention is a desire or disposition to purchase a product because of previous evaluations of either the brand or the advertising alone (Nguyen et al., 2018). In that respect, it differs from other concepts in that, instead of interacting with the advertisement or remembering the product, it focuses on a predicted behavioral response (Bagozzi & Silk, 1983; McCoy et al., 2017).

Previous research shows that positive moods enhance purchase intentions; good moods are more likely to lead to an affirmative purchase decision because consumers will recall their pleasant experience with the advertisement (Karimi & Liu, 2020; Parsad et al., 2021). Conversely, negative moods are likely to reduce the intention to buy a particular product since they negate cognitive processing and attitudes toward brands and ads (Wang et al., 2022). However, research does not address how the effects of ad duration or countdown on purchase intention interact in different mood contexts. Hence, this study tries to fill the gap in the literature by considering how these factors will influence the purchase intention based on the mood created by the content. Thus, we propose that:

H3a: The countdown tool before a long ad positively affects purchase intention in an adverse mood condition.

H3b: Before a short ad, the countdown tool positively affects purchase intention in a positive mood condition.

2.4 The effect of mood-stimulating content on ad recall

Ad recall is defined as the ability of an advertisement to create an impression in the consumer's mind that is helpful and adds to the development of better interaction in the future with the brand and making purchasing decisions (Bigne et al., 2021). It refers to the ability of the consumer to remember details and content regarding the ad for a specific period after exposure to it. It is the basis for judging the effectiveness of the advertising message in its interaction with the viewer (Noland, 2021).

Previous research has indicated that mood is most relevant in ad recall processes. Positive mood helps retrieve the advertisement's content due to the cognitive arousal it produces (Barquero-Pérez et al., 2020). On the other hand, a negative mood may reduce the memorization capability through a possible distraction of the focus or psychological resistance toward the displayed content (Rosengren et al., 2020). However, the literature does not extensively cover how ad duration and countdown would affect recall across different moods of context. Therefore, this research tries to fill the lacuna by investigating how both factors influence ad recall based on content-induced mood. We hence hypothesize that:

H4a: The countdown tool before a long ad positively affects ad recall in a negative mood condition.

H4b: The countdown tool before a short ad positively affects ad recall in a positive mood condition.

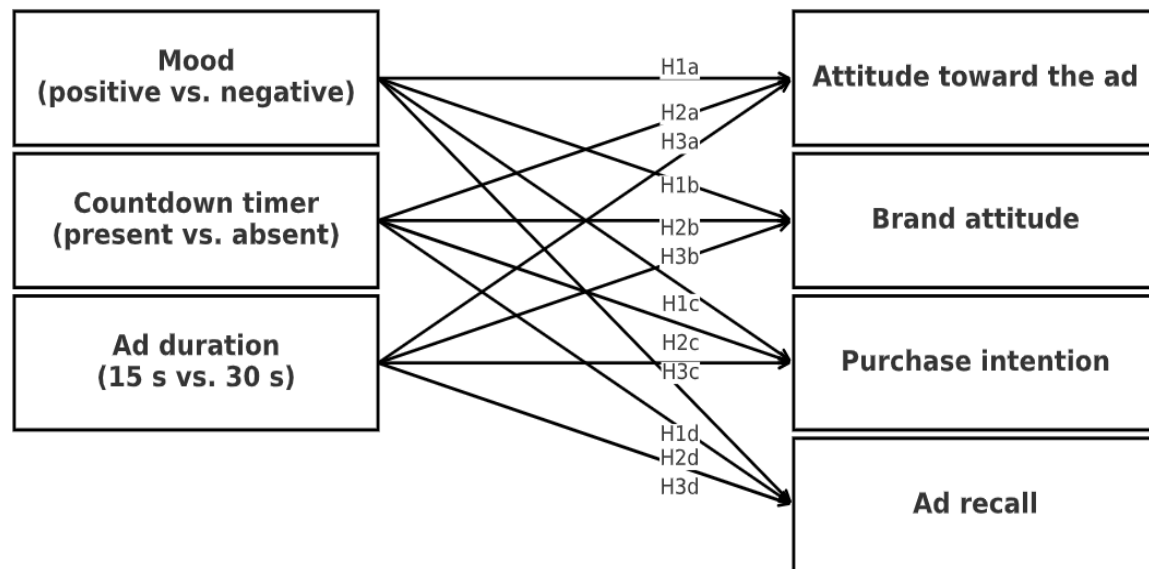


Figure 1. Research Framework

3. METHODOLOGY

3.1 Data collection procedures

The research began with a preliminary study to select videos influencing participants' moods (positively or negatively) to achieve the study objectives. The primary research was conducted after validating the results and ensuring reliability through preliminary tests. Data were collected using an online questionnaire that included seven experimental scenarios. These scenarios varied by mood-inducing video (positive/negative), the presence or absence of a countdown tool, and two different ad durations (15 or 30 seconds). The questionnaire was distributed on social media and through university student groups. Participants took 15–20 minutes to complete the survey. The questionnaire contained four main sections, each of which aimed to measure specific aspects of the impact of the advertisement on the respondents and their purchasing behavior.

The first section focused on “Video Mood”. It aimed to assess the mood that the content generates in the participants, whether positive or negative, which helps in understanding the initial impact of the content on the subsequent response to the advertisement. The second section, “Advertising Attitude,” addresses the respondents’ opinion about the displayed advertisement in terms of its

quality, relevance, and the level of comfort or annoyance it causes, and this section allows for assessing how the audience responded to the advertisement. The third section, “Brand Attitude,” tests the degree of knowledge and appreciation of the advertised brand, as it helps understand the long-term impact the advertisement may have on the brand image. The fourth and last section deals with “Purchase Intentions,” which aims to measure the ad's effect on the respondents' actual desire to purchase the product, which is a crucial section in determining the extent to which the advertisement succeeds in pushing consumers toward making purchasing decisions.

3.2 Sample size and participant characteristics

300 Syrian university students participated in this study. The sample was randomly selected to represent diverse academic specializations and study levels. Incomplete or contradictory responses were excluded, resulting in 293 valid questionnaires for analysis.

4. RESULTS

The data were analyzed using SPSS statistical software to address the study's hypotheses. Cronbach's alpha test assessed the research tool's stability and the scales' internal consistency. Descriptive analysis described the sample characteristics and demographic distribution. One-way ANOVA was used to examine specific group differences in the dependent variables. In addition, factorial ANOVA ($2 \times 2 \times 2$: mood \times countdown \times duration) assessed main effects and interactions among the three independent variables. Bonferroni adjustments were employed for post hoc comparisons, identifying sources of group differences. Tests were conducted to examine mood-stimulating content's effects on the study outcomes: two-way ANOVA analyzed interactions among mood, countdown tool, and ad duration on attitudes toward the advertisement, as well as on attitudes toward the brand and purchase intentions. For ad recall, one-way and two-way ANOVA were applied to determine significant influences and interactions.

Reliability testing was conducted using Cronbach's alpha to ensure the internal consistency and stability of the survey items across different constructs (Table 1). Cronbach's alpha values for each variable are listed in the table below, indicating acceptable levels of reliability for most constructs:

Table 1. Cronbach's Alpha Test Results

Variable	Number of Items	Cronbach's Alpha	Interpretation
Content-Induced Mood	3	0.951	High reliability
Attitude toward the Advertisement	6	0.783	Acceptable reliability
Brand Attitude	2	0.621	Moderate reliability (acceptable)
Purchase Intention	2	0.614	Moderate reliability (acceptable)

The threshold for Cronbach's alpha was set at 0.60 (Taber, 2018). Variables with alpha values above this threshold are deemed to have sufficient internal consistency for the study's purposes. While Brand Attitude and Purchase Intention have moderate reliability, they are still within an acceptable range for exploratory studies, allowing them to be used in further analysis. Table 2 summarizes the study sample's demographic characteristics, contributing to understanding how well the sample represents the target population.

Table 2. Sample characteristics (valid respondents, N = 293)

Variable	Category	Frequency	Percentage (%)
Gender	Male	121	41.3
	Female	172	58.7
Employment Type	Public Sector Employee	20	6.8
	Private Sector Employee	227	77.5
	Self-Employed	46	15.7
Age Group	25 - 35 years	133	45.4
	35 - 45 years	123	42.0
	Over 45 years	37	12.6
Monthly Income	Less than 50,000 SYP	14	4.8
	50,000 - 100,000 SYP	77	26.3
	100,000 - 150,000 SYP	99	33.8
	150,000 - 200,000 SYP	67	22.9
	More than 200,000 SYP	36	12.3
Total		293	100

Note: Percentages may not sum to 100% due to rounding

The study is based on seven different scenarios that aim to examine the effect of the interaction of three independent variables, namely mood (positive or negative), length of the advertisement (long or short), and the presence or absence of a countdown tool, on several dependent variables related to consumer interaction with the advertisement, such as attitude toward the ad, brand attitude, purchase intention, and ad recall. These scenarios allow studying how each variable affects the viewer's experience and behavior toward the advertisement individually and the interaction between the different variables. The first scenario, which combines a positive mood and a long advertisement containing a countdown tool, showed statistically significant results, indicating that this interaction positively enhances viewers' attitude toward the ad/brand. This is attributed to the fact that a positive mood tends to improve an individual's receptivity to advertising messages, especially when there is a pre-warning tool (countdown) that psychologically prepares the viewer for the upcoming advertisement, which increases their level of acceptance of the advertisement even if it is long. In contrast, the second scenario, which combines a negative mood and a long advertisement with the presence of a countdown tool, did not show a statistically significant. This suggests that negative moods may reduce the effectiveness of the countdown tool when viewing long ads, as participants' attitudes toward the ad did not show a momentous change. This may be because individuals in a negative mood tend to avoid things that may increase their annoyance, and thus, the effect of the warning here on their response to the ad is reduced. In the third scenario, which combines a positive mood and a short ad with the countdown tool, the results showed statistically significant results, as the countdown tool appeared to contribute positively to increasing viewers' engagement and acceptance of the short ad. This is consistent with the theory that individuals in a positive mood tend to enjoy the ad experience when it is short and unobtrusive, which improves their attitude toward the ad compared to long ads. The fourth scenario involved a positive mood with a short ad and no countdown, and the results did not show a statistically significant change in attitude toward the ad for this condition. The remaining scenarios, which vary between negative and positive moods, with varying ad durations and the presence of a countdown tool, reveal that the effect of these factors depends on the interaction between ad duration and mood.

Table 3. Experimental scenarios (narrative summary)

Scenario	Description	Dependent Variable	F-Value	p-Value	Significance	Key findings
Scenario 1	Positive mood, long ad, countdown present	Attitude toward the ad	4.32	0.03	Sig	This scenario showed a significant positive effect on the attitude toward the ad, indicating that when viewers are in a positive mood, a long ad with a countdown increases their receptivity. The countdown prepares the viewer, reducing frustration with the ad's length and leveraging the positive mood.
Scenario 2	Negative mood, long ad, countdown present	Attitude toward the ad	1.12	0.28	Not sig	Here, the negative mood diminished the effectiveness of the countdown in preparing viewers for a long ad, as shown by the non-significant result. Negative moods may lead viewers to avoid prolonged advertising, regardless of the countdown.
Scenario 3	Positive mood, short ad, countdown present	Attitude toward the ad	5.67	0.02	Sig	The positive mood, combined with a short ad and countdown, produced a significantly positive attitude toward the ad. This aligns with expectations, as viewers in a positive mood respond well to short, unobtrusive ads, remarkably when a countdown minimizes the ad's perceived intrusiveness.
Scenario 4	Positive mood, short ad, no countdown	Attitude toward the ad	0.95	0.34	Not sig	Without a countdown, the short ad under a positive mood did not yield a significant change in attitude toward the ad, suggesting that removing the cue did not materially alter responses in this condition.

Scenario 5	Positive mood, long ad, no countdown	Brand attitude	3.98	0.04	Sig	In this scenario, without the countdown, a positive mood alone was enough to yield a positive brand attitude, suggesting that a positive mood can counterbalance the ad's length if it does not include a countdown. This highlights the role of mood in brand perception in extended advertisements.
Scenario 6	Negative mood, long ad, no countdown	Brand attitude	1.45	0.23	Not sig	Without a countdown, the negative mood and long ad duration failed to significantly affect brand attitude, indicating that negative moods combined with extended ads can diminish the effectiveness of branding efforts.
Scenario 7	Positive mood, short ad, no countdown	Ad recall	6.02	0.01	Sig	Positive mood and a short ad without a countdown led to strong ad recall, implying that the ad's brevity and positive viewer mood increased attention and memory for the ad content, potentially due to reduced cognitive load and mood consistency with ad brevity.

Hayes' PROCESS analysis identified indirect effects of mood on recall and purchase intention, moderated by countdown and ad duration. Significant moderate indirect effects ($\text{Mood} \times \text{Countdown} \times \text{Duration}$) were observed for recall and purchase intention; scenario-level recall results are reported separately (Scenario 7), and the purchase-intention effect appears as the $\text{Countdown} \times \text{Mood}$ interaction (Table 4). This result suggests that a positive mood makes viewers more receptive to ad content. At the same time, the countdown provides a structured anticipation that further enhances their recall and intention to engage with the product. The univariate tests also offered additional support for the role of countdown in facilitating positive ad attitude and purchase intention. For example, longer format ads with countdowns significantly increased purchase intentions in a positive mood state. This is understandable, as longer ads provide more significant time for processing, allowing viewers to develop positive associations with countdowns. Moreover, for the short ads, countdown presence improved attitudes toward the ad per se, especially when viewers were already in a good mood. This implies that short countdown-enabled ads can effectively exploit a good viewer disposition by making an immediate yet impactful

impression. Post-hoc Bonferroni tests offered a relative perspective of scenario performance. The highest ad recall occurred in Scenario 7, positive mood with a short ad and no countdown ($F = 6.02$, $p = 0.01$; Table 3); by contrast, negative mood combined with long ads tended to depress outcomes (Scenarios 2 and 6). This would imply that ad features and viewer mood need to go together; otherwise, a negative mood, without the support of countdowns, may dismiss the ad, leading to a lower ad impact. To be brief, these ancillary analyses point out the existence of using countdowns within a favorable reception context and highlight that ad duration should be fitted to the viewer's mood and objectives. While countdowns are of greater help for longer ads to build purchase intention, shorter ads with countdowns can improve immediate ad attitude (Table 4).

Table 4. PROCESS results and univariate tests

Test Type	Dependent Variable	Significant Factors	p-value	The Findings
Hayes Process Analysis	Indirect Effects	Mood \times Countdown \times Duration	< 0.05	Significant indirect effects of mood on recall and purchase intention, moderated by countdown and ad duration.
Univariate Tests	Purchase Intention	Countdown \times Mood	< 0.05	A positive mood with a countdown strengthens purchase intention, particularly in longer ads.
	Ad Attitude	Countdown presence in a short ad duration	< 0.05	Short ads with countdowns yield a positive ad attitude, especially when viewers are in a positive mood.
Post-hoc Tests (Bonferroni)	Ad Recall	positive mood, short ad, no countdown	0.01	Highest recall ($F = 6.02$, $p = 0.01$), indicating that a positive mood paired with a short ad and no countdown improves memory for ad content (see Table 3)

5. DISCUSSION

The study aims to understand the impact of positive and negative moods with factors such as ad duration and countdown tools in shaping recipients' attitudes toward digital advertisements. The hypotheses are based on the possibility of these factors influencing positive or negative attitudes toward the advertisement and the brand, as well as purchase intention and ad recall. The results

revealed that positive mood, when combined with a countdown tool, increases positive response toward the advertisement, supporting the hypothesis about the role of the countdown as a moderating factor. This result is consistent with the literature emphasizing the importance of priming or prior preparation in enhancing consumer engagement with advertising, such as the study (Jeon et al., 2019). This means that prior priming increases the recipient's response to the ads. These findings contrast with the study (Venmahavong et al., 2019), which showed that the countdown effect in digital video ads is not always positive; instead, it sometimes leads to increased stress in the recipient, primarily when excessive priming occurs. While the interaction of negative mood, countdown, and ad duration is nonsignificant, which reveals that here the hypothesis is not supported, this is consistent with what indicates that a negative mood limits the recipient's interaction with the ad content and reduces its effectiveness, whatever the temporal factors surrounding the ad (Pleyers & Vermeulen, 2021). However, such results conflict with other works that showed a countdown with a negative mood, which can raise the recipient's curiosity, which sometimes leads to a positive interaction with the ad (Belanche et al., 2020). However, the results support the hypothesis regarding the effect of positive mood combined with a short-duration ad on improving the consumer attitude toward the brand. Such a result was consistent with studies indicating that advertisements with short presentations associated with positive content increase the likelihood of recall and conviction among consumers, enhancing their positive perceptions of the brand (Fu et al., 2016). However, these results contradict the study that suggests that longer ads may be more effective in positive moods because they give the recipient more time to form positive responses toward the brand (Chou, 2019). Whereas the countdown and ad duration improved attitudes toward the ad and the brand, we found significant effects on purchase intention (Countdown \times Mood) and ad recall (Scenario 7: positive mood, short, no countdown), consistent with Tables 3 and 4. This also points to the view expressed by studies that illustrate how elements like the ad content quality and the brand's strength are more influential in shaping purchase intentions than temporal or structural adjustments (Teixeira et al., 2012).

6. CONCLUSION

This research focuses on the impact of mood on the consumer's responses to ads by manipulating ad duration and the presence or absence of a countdown tool. The effect of mood on attitude toward advertising either interacts with the presence of a countdown tool or the duration of the ad itself.

The data discussed highlighted that one must consider these considerations when designing digital advertising campaigns. However, the effect on brand attitude and purchase intention depends on combinations of mood, countdown, ad duration, and factors other than the main impact alone. These findings shed light on important implications for practitioners in digital marketing, in that these results prompt evidence for being thoughtful in making advertising strategies appropriate to the overall mood of the target audience. For instance, the data suggest that a short-duration ad with a countdown tool is more effective for an audience with an optimistic mood. In contrast, a longer advertisement may be more beneficial for targeting a countdown tool under adverse mood conditions. While we have noted the conclusions and suggestions, we would like to emphasize further the notion of future research identifying additional factors that may contribute to establishing the relationship between mood and responses to digital advertising. Additionally, any further research may widen the scope of this area by exploring different industries or categories of products. This can also be done in the direction of the long-term effects of mood. Furthermore, concrete methods of measuring mood and its influence on consumer behavior in a digital environment may also be beneficial. As such, this proposes a new horizon in digital marketing research and an explicit foundation for research in the future. Understanding the complicated relationship between mood and design elements of digital advertisements can help marketers create more effective and impactful advertising campaigns to address consumer experiences and improve the effectiveness of digital advertisements.

6.1 Theoretical implications

The research significantly contributes to the literature on digital advertising from the point of view of consumer behavior. It extends the knowledge concerning the complex interplay between consumer mood and the influence on ad attitudes, especially regarding technical aspects such as countdown timers and the length of the ad. The findings develop and extend existing theories regarding the role of mood in information processing and decision-making within the context of digital advertising. The study emphasizes that the consumer experience must be assessed holistically, with psychological aspects combined with design/technical aspects in influencing consumer reactions, and more nuanced theoretical models would be needed to delineate how consumer psychological states interact complexly with ad design features. The research also provides empirical evidence on the significance of emotional contexts when designing and executing online advertising campaigns. It opens a wide area for future research on how emotional

conditions and factors affect the effectiveness of digital advertising across many platforms and in all sectors.

6.2 Practical implications

The present study offers valuable recommendations for digital marketers and advertisers on how to match ad schemes to viewers' moods. Marketers might adjust the ad duration based on the type of content viewed before the ad. Furthermore, marketers could utilize countdown widgets as part of the ads. Short ads with countdown widgets may perform better when they follow positive content; however, long ads with countdown widgets might perform better after negative content. These recommendations could optimize advertising campaign performance and increase ad recall. Furthermore, the study indicates the best platforms and content selection when placing the ads. The content around the ad determines how the ad gets consumed. By understanding the media context in which interruption is most frustrating, advertisers will be better able to time and contextualize their ads to heighten ad effectiveness potentially. The study also offers practical recommendations on using tools such as a countdown to minimize user frustration with ad interruptions. These insights enable marketers to design more engaging ad experiences, strengthening customer relationships and fostering greater brand loyalty.

6.3 Limitations and future research

This study has several dimensions. First, it included participants only in one segment of Syrian university students; thus, generalizing to other age groups or individuals in different socio-economic classes is restricted. Future research should increase generalization ability by considering more diverse samples representing various ages and socio-economic classes. In addition, the mood-inducing videos used here may not have reflected all types of content consumers typically use. In this direction, further research might be done on the influence of different contents on mood and consumers' reactions to advertisements. Another limitation could be that the work has solely focused on digital advertisements using video platforms without considering other digital advertisements. It would also be exciting to expand the present study by including different forms of digital advertisements, such as digital ads on social media or websites. The study also did not look at the long-term effects of advertising on consumer behavior. Longitudinal studies would help study how mood and ad exposure influence brand attitudes and purchase intentions over a period. Lastly, since the research relied on self-reported mood and consumer responses measures, the results can show the influence of response bias. To this end,

future research could employ more objective measures, such as eye tracking or physiological measures, which may yield better insights regarding how mood influences consumers' responses to digital ads.

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