

IDENTIFYING DIGITAL BEHAVIORAL INTENTIONS THROUGH SOURCE CREDIBILITY AND ADVERTISING DISCLOSURE: SOCIAL MEDIA PERSPECTIVE

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Abstract

This is the age of digital transformation and modernization. The study follows latest digital trends, empirically examines the impact of advertising disclosure and source credibility (i.e., trust, attractiveness, and expertise) on digital behavioral intention from a social media perspective in Pakistan. The respondents of the study were young jobholders from South Punjab, Pakistan who were using digital media platforms. A survey questionnaire was used to collect data from 275 respondents using a convenient sampling technique. The findings indicate that source credibility along with its three sub-dimensions and advertising disclosure significantly and positively influence digital behavioral intentions to engage in digital behavior. From both theoretical and practical perspectives, this study offers several contributions: (a) highlights the consequences of online advertising disclosures and source credibility on user intentions related to digital behavior, (b) delivers suggestions for marketing and advertising practices backed by laws, regulations, and policies, and (c) underscores how online advertising disclosures and source credibility provide useful tools and insights for creating successful strategies.

Keywords: Digital behavioral intentions, source credibility, advertising disclosure, social media, Pakistan

Introduction

With the continuing advancement of technology around the world, advertising increasingly utilizes trends by incorporating consumer demographics, brand preferences, and shopping trends to personalize its marketing approaches. This progress has attracted a great deal of attention from advertisers, marketers, and consumers (Riegger et al., 2022). The rapid growth of information and communication technology (ICT) along with internet innovations has created an opportunity for marketers to employ a variety of advertising approaches, particularly social media, to quickly and efficiently disseminate information (Imtiaz & Kim, 2019; Khan et al., 2021; Khan et al., 2022; Ul Hameed et al., 2022; Wiedmann & von Mettenheim, 2020; Zahir & Imtiaz, 2019). An umbrella term combining the words "social" and "media," social media illustrates the human natural desire to interact with others using technological environments (Hamid et al., 2020). A set of collaborative digital instruments that helps users create, share, and broadcast content—which includes ideas, information, and professional interests—across online networks (Wasike, 2023). Social media has grown into a fundamental means for social networking, both supporting the sharing of a wide variety of content and playing a role in the economic success of organizations (Asur & Huberman, 2010; Zhu & Kanjanamekanant, 2021). The omission of paid advertising information on social media breaks regulations intended to protect consumer privacy and rights.

The non-disclosure represents unethical business practices (Marsh, 2017). Both brands and celebrities have come to see the critical importance of disclosing their advertisements, because it affects consumer trust and the reputation of the source (Weismueller et al., 2020). Wang & Scheinbaum (2018) and Zhao et al. (2021) stated that labeled sponsored content has an impact on consumer attitudes toward the ad and behavioral intentions that varies from that of non-labeled content. Even though traditional advertising that features celebrities is carefully supervised, the regulation of online advertising on social media is still underway. For years, the most successful celebrity endorsements have been through classic media channels, including television, magazines, and films (Lee, 2018; Zhao et al., 2021).

Kemp (2021) stated that the total population around the globe was 7.83 billion in 2021, with 5.22 billion using mobile phones, which was 66.6% of the population. The growth in mobile users was 1.8% (93 million) from January 2020 to January 2021. In addition, international internet penetration by early 2021 hit 59.5%, while there were 4.66 billion users making purchases online. The number of social media users has grown, now exceeding 4.20 billion and making up more than 53% of the global population. According to Hootsuite (2021), the population in Pakistan was 223 million in January 2021, and social media usage was increasing, which was presenting brands with new chances to engage with consumers digitally. Companies make use of multiple social and digital media sites to market their products and services (Troise & Camilleri, 2021; Ariffin et al., 2018; Weismueller et al., 2020). Evans et al. (2017), Wang & Angeline (2018), Spence et al. (2020), and Weismueller et al. (2020) recommended highlighting the relationship between consumer purchase intentions and source reputation as well as advertising transparency, especially using non-traditional platforms, particularly social media. Although a good deal of research has centered on traditional advertising techniques—like TV, print, and electronic media—that feature celebrities (Spence et al., 2020; Stubb et al., 2019). However, little attention has paid to the impact of online advertising disclosures and source credibility on consumer behavioral intentions in social media, particularly in Pakistan.

The growth of e-commerce and mobile commerce in Pakistan is accelerating due to developments in ICT. (Imtiaz, 2018; Imtiaz et al., 2020; Imtiaz et al., 2016; Imtiaz et al., 2018). Given the increasing prominence of these platforms, there has been a shortage of research into the effects of advertising disclosures and the credibility of sources—especially their three dimensional aspects of trust, attractiveness, and expertise on digital behavioral intentions (DBI) in Pakistan. Therefore, this study identifies the impact of source credibility alongwith its dimensions i.e. trust, attractiveness, and expertise and advertising disclosure on digital behavioral intention in South Punjab, Pakistan.

Literature Review

The Theory of Planned Behavior (TPB) (Ajzen & Fishbein) is an extension of the Theory of Reasoned Action (TRA), linking attitudes to human behavior, although it does not completely represent behaviors limited by personal constraint (Ajzen, 1991). TPB research indicates a gap by explaining that consumer behavior is an optional pursuit, negatively affected by perceived behavioral control, which claims that individuals usually participate in a behavior when they think they control over it (Sentosa & Mat, 2012). In a related manner, Davis (1989) built the Technology Acceptance Model (TAM) which is derived from TRA and demonstrates that beliefs about perceived ease of use and perceived usefulness influence technology adoption. These models are of utmost importance in a variety of research fields for understanding consumer intentions regarding behavior, especially about technology acceptance (Akram et al., 2023; Jamila et al., 2020; Murwaningtyas et al., 2020; Wang & Angeline, 2018; Wiedmann & von Mettenheim, 2020).

This research frames TPB and TAM to explore the relationship between advertising disclosures, source credibility (trustworthiness, attractiveness, and expertise), and digital behavioral intentions (DBI) on social media. The theories help to clarify the willing, technology-driven choices of young professionals in South Punjab, Pakistan, who engage with digital content and ads on social media.

Digital Behavioral Intention (DBI)

Digital behavioral intention (DBI often referred to as purchasing behavior) supports in predicting sales of new or existing products and/or services; consequently, marketing managers greatly emphasize digital behavioral intentions (Gasimova, 2018; Heu, 2020; Tsitsou, 2019). As a result, can be highly helpful for managers in making decisions about creating marketing strategies, segmenting their market, and ultimately requesting new and existing services or goods (Abbas et al., 2018). According to Spears & Singh (2004), it can be described as an individual's logical choice to purchase a specific brand. Brand attitude expresses an assessment of a brand, whereas PI is a private inclination related to a brand and to engage in a buying behavior (Spence et al., 2020). Furthermore, defining consumer purchasing intention is challenging, since different researchers and authors presented varying definitions of this notion according to different scenarios (Singh & Banerjee, 2018). However, in a larger sense, it can be described as when a person intends or considers making a purchase (Mirabi et. Al, 2015). Thus, purchasing decisions may also represent a customer's intent toward a specific brand or product. Spears & Singh (2004) defined this as a consumer's deliberate strategy or goal to exert effort to purchase a good or service. Moreover, according to many scholars (Gupta et al., 2021; Weissmuller et al., 2020; Zhou et al., 2020), behavioral intentions and source credibility are closely related. If consumers view sources as credible in terms of their qualities and sub-dimensions (i.e., attractiveness, trustworthiness, and expertise), and if online advertising disclosures are presented clearly and prominently, they will have a positive impact on consumers' behavioral intentions. Other researchers Ahmed et al. (2017) and Simão (2020) said that while customer intents to buy items and brands supported by reputable celebrities on social media are related, online advertising disclosure is important and deserves further research.

Advertising Disclosure

Brands worldwide are gradually leveraging customers' usage of social networking sites like Twitter, Instagram, and Facebook, and they are aware of how people are utilizing social media (Kong et al., 2021; Weismueller et al., 2020). Although social media advertising brought in sixty-eight billion US dollars globally in 2018, it is projected to reach one hundred eighty-five billion US dollars by 2022 (Statista, 2018). For instance, celebrity marketing—that is, online advertising in general and celebrity branding/endorsement in particular—has grown to be a significant marketing communications tactic. It offers a more affordable alternative to traditional advertising channels, enables quick engagement with a large number of potential customers, and significantly influences their behavioral intentions (Erkan & Evans, 2016).

Futher, though it is not a novel idea, paying celebrities to promote products and businesses dates back to the early 1940s, when some well-known Hollywood movie stars placed advertisements for cigarettes on posters. Nonetheless, celebrity endorsement deals have evolved significantly throughout time and have also pushed the boundaries of what is deemed socially acceptable and compliant with modern advertising conventions and regulations (Granite, 2021). Social media disclosures can be broadly classified into two categories: (a) Disclosures made by influencers and celebrities using the term "Paid partnership with (company name)" to indicate a product or brand endorsement; and (b) disclosures made by celebrities using a disclosure hashtag, like "#brand name" or "#ad," to indicate a product or brand endorsement (Granite, 2021). As far as the

researcher is aware, no prior research has been done to look at the effects of online disclosures for advertisements and the impact of celebrity credibility on the purchasing intentions of consumers in Pakistan's social media ecosystem.

Lastly, companies' primary duty is to provide consumers with all pertinent information about potential dangers or inherent hazards related to using the advertised good or service before they make a purchase (Granite, 2021; MacKinnon et al., 2001; Marsh, 2017). Online advertising disclosure statements state that a celebrity on social media has a compensated affiliation with a company or product. Given that marketers are interested in promoting the celebrity on social media, it can be assumed that the celebrity has attained some degree of success (Cespedes-Dominguez et al., 2021). Consequently, a disclosure statement informs honestly and openly that a post or video is an advertisement, which might be positively interpreted by buyers, as opposed to hiding such information. Advertising disclosure may potentially be detrimental if it fails to convey the nature of the partnership or sponsored association between a celebrity and the brand they endorse (Weismueller et al., 2020; Wu & Li, 2018). Thus, it can be hypothesized as:

H1: Advertising disclosure positively affects digital behavioral intentions from a social media perspective

Source Credibility (SC)

In addition to being well-known individuals, celebrities are also referred to as personalities and, in some situations, as human brands. Celebrities have a lot of power to pursue in addition to being well-known to the public. Due to their likeability, beauty, dependability, or credibility, or maybe merely because they mesh well with the persuasive object (McCracken, 1989). Celebrity photos are increasingly shown to consumers in commercials or just in front of engaging entertainment that the public finds interesting these days. These mass media representations familiarize and legitimize celebrities, who have unique positions in the advertising sector due to their unique job and the continuous media attention many of them receive (Kusawat, 2021; McCormick, 2016). Celebrity advertisement has been defined by McCracken (1989) as “an act of any individual who enjoys public recognition, and using their status promotes a consumer good by appearing with it in the advertisement”. Consequently, getting people to respond to advertising is one of its main objectives; buying the promoted goods is the ideal response (Vidoni, 2020; Wu & Li, 2018). Users tend to regard information from credible sources on social media as both reliable and valid. This impression builds trust, which is necessary for impacting users' digital behavioral intentions, including their willingness to participate with, disseminate, or acquire the promoted products or services.

H2: Source credibility positively affects digital behavioral intentions from a social media perspective

In this context, various scholars used different variables to understand the concept of source trustworthiness in different ways. For example, according to Hovland & Weiss (1951), source credibility comprises two dimensions (a) perceived expertise and (b) trustworthiness. While, some researchers Applbaum & Anatol (1972) and DeSarbo & Harshman (1985) suggested that knowledge is viewed as a significant component of a source's credibility, in addition to trustworthiness. However, a celebrity's attractiveness is now regarded in the literature as a component of their credibility (Ohanian, 1990; Umeogu, 2012). About the sub-dimensions of trustworthiness of source credibility, a source's degree of transparency may have an impact on how trustworthy they are, depending on the kind of disclosure used in the advertisement. Given that advertising disclosure is seen as an open and equitable communication style regarding the fact that a post or comment is sponsored (Wu & Li, 2018).

Moreover, researchers (Cespedes-Dominguez et al., 2021; Friestad & Wright, 1994). Source credibility is positively enhanced when they exhibit transparency and honesty regarding the motivations and intended message of their advertisements. As a result, customer purchase intents may be influenced by a celebrity's perceived trustworthiness, since a celebrity's credibility and its various facets determine the expected value of disclosure in advertising and information shared through celebrity endorsements of goods and services (Sokolova & Kefi, 2020; Zhu & Kanjanamekanant, 2021). The aspect of celebrity credibility that measures trustworthiness has also been positively correlated with Digital behavioral intentions in numerous prior research (Cespedes-Dominguez et al., 2021; Wang & Scheinbaum, 2018; Weismueller et al., 2020; Zhu & Kanjanamekanant, 2021). Even though the majority of consumers are more accustomed to traditional advertising mediums (such as television and print advertising), internet advertising supported by digital and social media has been growing in sophistication (Hootsuite, 2021). It can be hypothesized as:

H3: Trust positively affects digital behavioral intentions from a social media perspective

Numerous models have been used in previous studies on celebrity credibility. Of particular note is the source credibility model, which contends that digital behavioral intentions are positively influenced by both source's perceived attractiveness and aspects of source credibility (discussed in the aforementioned discussions) (Lee & Watkins, 2016; Sokolova & Kefi, 2020; Wang & Scheinbaum, 2018; Weismueller et al., 2020; Zhu & Kanjanamekanant, 2021). Furthermore, the principle of consistency and the halo effect imply that celebrities who are viewed as smart and handsome (in terms of physical attributes) are also highly regarded for other traits and attributes (Cespedes-Dominguez et al., 2021; Lee & Watkins, 2016; Sokolova & Kefi, 2020; Wang & Scheinbaum, 2018; Weismueller et al., 2020).

H4: Attractiveness positively affects digital behavioral intentions from a social media perspective

Consumers who see online ads or content with an expert are more likely to believe the information they see. This trust derives from the understand that the expert has the relevant knowledge and abilities, which boosts the chance of consumers involving with the endorsed product or service (Ward et al., 2023). Besides, in the context of social media, when users are inundated with extensive information, having reliable experts can become a sifting method. A brand can validate its claims through endorsements, resulting in an impact on users' digital behavioral intentions, including their likelihood to buy, share, or connect with that content (Liu & Zheng, 2024). In that case, when an influencer is accounted for their skills in a specific area, their recommendation is more probably to encourage positive digital behavioral intentions among their supporters (Belanche et al., 2021). This implies that marketers ought to give precedence to working with credible sources that exhibit real expertise, since this can greatly improve consumer engagement and eventually guide purchasing choices.

H5: Expertise positively affects digital behavioral intentions from a social media perspective

Research model:

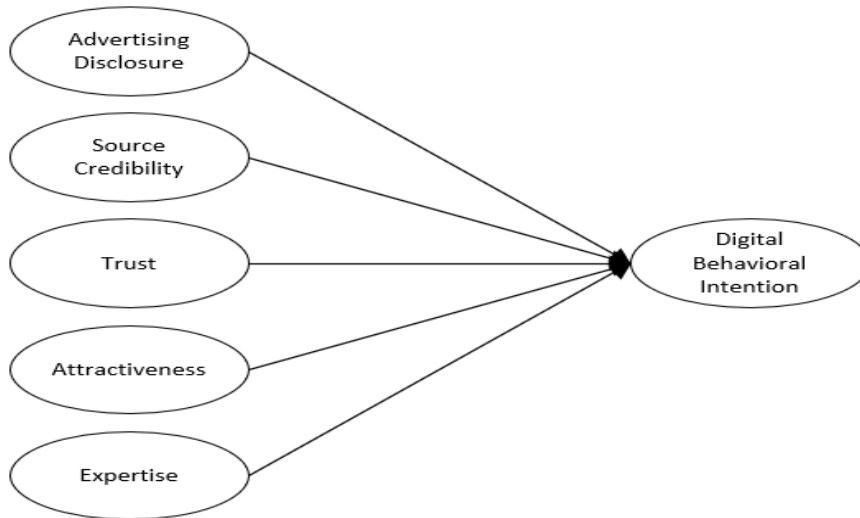


Figure 1 Research model

Research Methods

The research was survey-based, cross-sectional, non-experimental, quantitative, descriptive, primary databased, correlational, and explanatory. The researcher used structured, verified questionnaires to gather primary data on characteristics (i.e., online advertising disclosure, digital behavioral intentions, and source credibility). The demographic data is covered in the first section, while the study's primary variables are covered in the second (i.e., DV and IV). Here, DBI is a dependent variable; while, the source credibility (its three dimensions i.e., trustworthiness, attractiveness, and expertise) and online advertising disclosure are independent variables. The items of 'digital behavioral intentions' adopted from the study of (Kizgin et al., 2020) contain four items and measure digital behavioral intentions on a 5-point Likert scale and also reliable (i.e., Cronbach's alpha of 0.94). A 12-item-based questionnaire measuring source credibility (covering its' three sub-dimensions, i.e., attractiveness, expertise, and trustworthiness) on a 5-point Likert scale was adapted from the study of Wang & Scheinbaum (2018). The reliability of this scale has been established; its overall reliability value is 0.85, with Cronbach's alpha values for the beauty, trustworthiness, and expertise dimensions being 0.849, 0.820, and 0.813, respectively. An instrument evaluating online advertising disclosure on a 5-point Likert scale—1 denoting strongly agree, and 5 denoting strongly disagree—was taken from the study for the variable "online advertising disclosure" by Kelly (2014). While this scale also has a reliability coefficient value (with Cronbach's alpha of 0.801),

The sample was drawn from social media users who purchase products online from different platforms living in south Punjab Pakistan. Researchers usually use a 5% margin of error, and the current study followed the same guidelines. For the computation of sample size, the researcher used the sample size table, as given below. (Böhmer & Schinnenburg, 2016) moreover, an online tool for calculating sample size (<https://www.surveysystem.com/sscalc.html>). Using a typical sample size, a 95 percent confidence interval indicates a 5% chance that the study's findings will differ from the actual findings. With a margin of error of 5% and a confidence level of 95%, the sample size is 278.

Table 1: Sample size calculation by Bohmer and Schinnenburg.

	Confidence level = 95%			Confidence level = 99%		
	Margin of error			Margin of error		
Population size	5%	2.5%	1%	5%	2.5%	1%
100	80	94	99	87	96	99
500	217	377	475	285	421	485
1,000	278	606	906	399	727	943
10,000	370	1,332	4,899	622	2,098	6,239
100,000	383	1,513	8,762	659	2,585	14,227
500,000	384	1,532	9,423	663	2,640	16,055
1,000,000	384	1,534	9,512	663	2,647	16,317

Source: Böhmer, N., & Schinnenburg, H. (2016). How gender and career concepts impact global talent management. *Employee Relations*, 38(1), 73-93.

The researcher shared the online link of the questionnaire with the concerned population of the study. Each responder received a detailed explanation of the study's purpose and aims. Email was utilized in this context, along with social media and contacts, to share online questionnaire links with the targeted population of the study. Respondents received comprehensive information regarding the purpose, design, and nature of the study before the actual data collection procedure, enabling them to make more informed decisions about the understudied research issue. Data was analyzed with Statistical Package for Social Science (SPSS) Version 26 to calculate Cronbach's alpha, multicollinearity, the KMO test, Bartlett's Test, Pearson Correlation, Multiple regression analysis, and descriptive statistics.

According to the demographic profile of respondents, 57.5% of the study's participants were men, and 42.5% were women, with frequencies of 115 and 85, respectively. Of the 200 respondents, 144 were single (72.0%), and 56 were married citizens (28.0%). The majority of respondents—78 or 39%—are within the 20–25 year age range. Other respondents fall into the 25–30, 30–35, and 45+ age groups, as well as some respondents who are younger than 18 and those in the 35–40 age range. According to data analysis, 38.5% of respondents reported having a monthly income between Rs. 10,000 and Rs. 20,000,000. The income group 20–30 thousand with a frequency of 45 comes next, with 50 falling into the 30–40 thousand income range. However, 28 respondents stated that they made more than Rs. 40,000 each month. Given that, the majority of the participants had full-time jobs.

Findings

Reliability Analysis

The composite value of Cronbach's alpha was 0.968, and individual alpha values for all variables exceeded the accepted value of 0.70. Thus, according to the standards established by several researchers, all alpha values are adequate and satisfactory (e.g., Nunnally, 1978; Sekaran & Bougie, 2021).

The Kaiser-Meyer-Olkin (KMO):

The value of KMO (0.859) is greater than the threshold value of 0.5 for the present study, thus it is acceptable and shows 108 satisfaction with the results (Easterby-Smith et al., 2021).

Multicollinearity Testing

According to the results, all the values of VIF and TOL are within the acceptable range. The highest value of VIF is 3.820 which is quite less than the standard VIF value of 5. Along with these results, all the values of TOL are above the standard multicollinearity value of 0.2.

Correlation Analysis

This technique showed the significance of the relationship between advertising disclosure, source credibility, and DBI with a p-value of less than 0.05, expertise (dimension of source credibility), and DBI with a p-value of 0.000. Moreover, the analysis stated that all variables are positively related to Digital behavioral intentions.

We analyze the bi-variate connections among the variables. The variables that have a high correlation are online advertising disclosure and digital behavioral intentions with a Pearson value of 0.787 ($p < 0.05$), the equation stated as $r(200) = 0.787, p < 0.05$. Therefore, it might be indicated that there is a strong positive relationship between online advertisement disclosure and customer behavioral intentions. Secondly, source credibility has the highest value after advertising disclosure, correlation coefficient value is 0.759, the equation is $r(200) = 0.759, p < 0.05$, so, it is declared that source credibility and digital behavioral intentions have a strongly positive relation. Thirdly, expertise (as a dimension of source credibility) has a coefficient value of 0.733, its equation is $r(200) = 0.733, p < 0.05$, hence, expertise (as a dimension of source credibility) and digital behavioral intentions have a strong positive relationship. Fourthly, trustworthiness (as a dimension of source credibility) has a correlation coefficient value of 0.652, correlation equation is $r(200) = 0.652, p < 0.05$, so, trustworthiness and digital behavioral intentions have a positive and moderate correlation between them. The fifth one is attractiveness (as a dimension of source credibility) has a value of 0.641, its equation is $r(200) = 0.641, p < 0.05$, So, attractiveness (as a dimension of source credibility) and digital behavioral intentions contain a moderate positive correlation. Summing up, online advertising disclosure, and source credibility (its' three dimensions i.e., trustworthiness, expertise, and attractiveness) have a positive moderate relationship with digital behavioral intentions.

Table 2 Correlation analysis

	Behavioral intentions	Attractiveness	Expertise	Trust	Source Credibility	Advertising Disclosure
Behavioral intentions	1					
Attractiveness	.641**	1				
Expertise	.733**	.707**	1			
Trust	.652**	.632**	.733**	1		
Source Credibility	.759**	.874**	.915**	.884**	1	
Advertising Disclosure	.787**	.624**	.672**	.696**	.745**	1

** . Correlation is significant at the 0.01 level (2-tailed).

Regression Analysis

Regression analysis predicting the proposed relationship is statistically significant, as $F(4, 195) = 113.436, p < 0.05$. Thus, this hypothesis is supported by H1 ($\beta = 0.512, p < 0.05$) and it can be determined that online advertising disclosure and digital behavioral intentions from a social media perspective are positively related. While, many studies also showed that online advertising disclosure and Digital behavioral intentions from a social media perspective are positively related (Sokolova & Kefi, 2020; Weismueller et al., 2020; Wu et al., 2016).

When talking about H2 the proposed relationship is statistically significant, as $F(4, 195) = 113.436, p < 0.05$. Thus, this hypothesis is supported by H2 ($\beta = 0.310, p < 0.05$) and it can be

determined that there is a positive relationship between the trustworthiness dimension of source credibility and digital behavioral intentions from a social media perspective. While, many studies also confirm that trustworthiness (dimension of source credibility) and digital behavioral intentions are positively related (Hwang & Jeong, 2016; Wang & Scheinbaum, 2018; Weismueller et al., 2020). The proposed relationship is statistically significant, as $F(4, 195) = 113.436, p < 0.05$. Thus, this hypothesis is supported by H3 ($\beta = 0.217, p < 0.05$) and it can be concluded that the attractiveness dimension of source credibility and digital behavioral intentions are positively related. While many studies also showed that, the attractiveness dimension of source credibility and digital behavioral intentions are positively related (Wang & Scheinbaum, 2018; Weismueller et al., 2020; Wu et al., 2016).

The proposed relationship is statistically significant, as $F(4, 195) = 113.436, p < 0.05$. Thus, this hypothesis is supported by H4 ($\beta = 0.482, p < 0.05$), and hence the expertise dimension of source credibility has a positive relationship with digital behavioral intentions from a social media perspective. Many studies also confirm that expertise (as a dimension of source credibility) and digital behavioral intentions are positively related (Friestad & Wright, 1994; Sokolova & Kefi, 2020; Weismueller et al., 2020). There is a positive and significant relationship between source credibility and digital behavioral intentions, as $F(4, 195) = 113.436, p < 0.05$. Many previous studies confirm that source credibility and digital behavioral intentions are positively related (Singh & Banerjee, 2018; Weismueller et al., 2020; Wu et al., 2016).

Table 3 Regression analysis model summary

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.836 ^a	.699	.693	.38900	

a. Predictors: (Constant), Source Credibility, Advertising Disclosure, Attractiveness, Trust

Table 4: Regression analysis coefficients

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error			
1	(Constant)	.177	.086		2.053	.041
	Attractiveness	.207	.098	.217	2.118	.035
	Trust	.296	.102	.310	2.894	.004
	Advertising Disclosure	.481	.056	.512	8.629	.000
	Source Credibility	.889	.184	.841	4.838	.000

a. Dependent Variable: Behavioral intentions

Discussion and Conclusion

The purpose of the current research was to comprehend and scientifically investigate the impact of online advertising disclosure and source credibility (including its' three sub-dimensions i.e., trustworthiness, expertise, and attractiveness) on digital behavioral intentions, among digital media users in Pakistan. The researcher used multiple regression analysis to assess the suggested hypotheses. According to the aforementioned analysis the suggested hypotheses for example H1, H2, H3, H4, and H5 all have a supported relationship with digital behavioral intentions. The findings also correspond with past studies' outcomes that revealed that source credibility with its dimensions and digital behavioral intentions is positively associated (Jamila et al., 2020; Simão, 2020; Weismueller et al., 2020; Yildiz et al., 2020). Trustworthiness and digital behavioral intentions are positively correlated (Kariapper, 2021; Naseri, 2021; Wang & Angeline, 2018). Expertise and digital behavioral intentions are positively associated (Cespedes-Dominguez et al., 2021; Singh & Banerjee, 2018). Attractiveness and digital behavioral intentions are positively related (Friestad & Wright, 1994; Kusawat, 2021; Weismueller et al., 2020; Wu et al., 2016) and online advertising disclosure and digital behavioral intentions are positively related (Cespedes-Dominguez et al., 2021; Sokolova & Kefi, 2020; Weismueller et al., 2020). Moreover, the spread of social media advertising brings to key issues, and the reputation of sources on these platforms makes things more complicated. There has been little focus on advertising disclosure and source credibility in relation to digital behavioral intentions, particularly concerning Pakistani social media. Under the social media perspective in Pakistan, the current study aimed to comprehend and empirically investigate the effects of source credibility and advertising disclosure, as well as its three sub-dimensions: trust, beauty, and expertise in the understanding of intentions surrounding digital behavior.

The findings indicated that online advertising disclosure enhances intentions regarding digital behavior. These intentions receive added support from a clear and fair disclosure statement that shows a celebrity has a compensated partnership with a brand. The sources, alongside a deeper level of community involvement, acquire more credibility, which consequently boosts the success of their promotional initiatives (Cespedes-Dominguez et al., 2021; Jin & Phua, 2014; Weismueller et al., 2020). According to the Persuasion Knowledge Theory, consumers who detect considerable manipulative intent are more likely to have negative attitudes or actions against an advertisement or the source of the advertisement (Kizgin et al., 2021; Kong et al., 2021; Weismueller et al., 2020). So, it could be said that online consumers are less likely to elaborate advertising disclosure statements on social media platforms and channels for some reasons, particularly (a) disclosure statements provide some extra information, and (b) sometimes judgments of consumers regarding source level of trustworthiness, attractiveness, and expertise also require some elaboration (Cespedes-Dominguez et al., 2021; Mohr & Kühl, 2021; Zhu & Kanjanamekanant, 2021).

Therefore, the study supported the idea that, in the context of social media, a source's dependability, knowledge, and attractiveness positively influence digital behavioral intentions. Thus, when consumers view sources as trustworthy in the social media context, they are more likely to form a positive overall perception of a source's credibility when evaluating the value of a brand or product that has been recommended. As a result, when sources are perceived as reliable, a product or brand endorsement has more value in the eyes of the consumer, thus increasing the latter's purchasing intentions. In addition, this study also supports the findings of previous research studies (Cespedes-Dominguez et al., 2021; Djafarova & Rushworth, 2017; Kelly, 2014; Lee & Watkins, 2016; Weismueller et al., 2020; Zakaria et al., 2021) that claimed that, from a social media perspective, online advertising disclosure and source credibility—that

is, celebrities who score highly on subdimensions like attractiveness, trustworthiness, and expertise—have a beneficial impact on digital behavioral intentions. Additionally, social media allows users to interact with their favorite celebrities, which helps to "make them trustworthy" and more closely aligns with their aims for digital conduct (Labrecque, 2014; Zhu & Kanjanamekanant, 2021). Thus, as per the results of the study, it can be said that if the source is credible, then it positively influences digital behavioral intentions; moreover, if the source credibility is high in terms of its' three sub-dimensions (i.e., attractiveness, expertise, and trustworthiness), then digital behavioral intentions will be high and same relationship holds for online advertising disclosure.

Theoretical Implications

As people are witnessing phenomenal growth in the field of ICT, internet technologies, and social and digital media; and the same is also influencing celebrity or brand endorsement marketing on social media. With the rise of public concerns regarding consumer protection and consumer rights, there is also an advancement in obligation cum responsibility for particular brands to use proper and fair advertising disclosure statements. This study has found that source credibility has an important role in digital behavioral intentions and such a process is influenced by three dimensions of source credibility and advertising disclosures. Therefore, this study has many implications: (a) the study found that variables i.e., advertising disclosure and source credibility have a positive impact on digital behavioral intentions and (b) this study also found a positive influence on source credibility (and its' three sub-dimensions i.e., trustworthiness, expertise, and attractiveness) on digital behavioral intentions in social media context (using Facebook).

Practical Implications

Online advertising disclosures have a beneficial effect on digital behavioral intentions, thus advertisers and marketers need to use them appropriately. While these statements also give consumers, a sense of honesty and satisfaction with their rights, brand managers and advertisers should utilize this component of advertising disclosures in a just and appropriate manner. Following the laws and regulations about advertising disclosure statements and incorporating such policies into their marketing and advertising strategies are the responsibility of all brands and products that have not fairly and legally implemented such rules in their advertisements. Using proper advertising disclosure statements enhances celebrities' credibility (and positively impacts its' three sub-dimensions as well) and, in turn, improves Digital behavioral intentions and creates a favorable perception in the minds of consumers for the company (and its brands) for following ethical business and advertising practices. By using such practices of displaying fair and proper disclosure of advertisements also consistent with a celebrity's credibility, companies and brands can achieve a synergetic effect and can positively improve Digital behavioral intentions. Therefore, it is crucial to make advertising material authentic and provide all relevant information as clearly as possible.

Limitations and Future Research Directions

In spite of its contributions, there are limitations to the study. To begin with, the research concentrates solely on South Punjab digital media users, so future studies should include respondents from throughout Pakistan, with a focus on multiple cities and professions for a wider and more comprehensive examination. The study used an online questionnaire link that could benefit from a self-administered method. Due to the research limits on young employed digital media users, the generality of findings is restricted. Future analysis ought to include wider user groups, specifically older individuals, the unemployed, and middle-aged businesspeople. In

addition, the small sample size because of resource limitations restricts generalizability, and future investigations might profit from larger, more diverse samples. The cross-sectional study calls for the addition of longitudinal research to obtain richer insights. In addition, this research concentrated on three dimensions of source credibility; future studies might examine other dimensions and factors, including e-lifestyle, advertising, and digital literacy. The findings would become more applicable if we expanded our scope to other social media venues besides Facebook and Instagram.

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