

SOCIAL MEDIA ADVERTISING AND CONSUMER PURCHASING BEHAVIOR IN INNER MONGOLIA: A CONCEPTUAL FRAMEWORK

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Abstract. In recent years, social media advertising has been increasingly used in Inner Mongolia, China. These advertisements deliver brand messages to target audiences in a lively and interesting way through short videos, pictures, live broadcasts and other forms. However, although social media advertisements have achieved remarkable results in enhancing brand image and promoting sales, their impact on consumer purchasing behavior is still a topic worthy of in-depth exploration. Despite growing research attention, key aspects remain fragmented, particularly the integration of social media advertising, technology, culture, and consumer purchasing behavior in the contexts of Inner Mongolia. Hence, this study seeks to analysis how social media advertising influence consumer purchasing behavior in Inner Mongolia by constructing a conceptual framework. The findings of this study show that social media advertising can make a great contribution to consumer purchasing behavior in Inner Mongolia. Furthermore, the impact of social media advertising on consumer purchasing behavior could be strengthened by technological support and cultural integration. This paper also provides some policy recommendations for enterprises. They could use technical support to optimize user experience and enhance consumer interaction, and utilize cultural integration to enhance emotional resonance and brand loyalty.

Keywords: *conceptual framework, consumer purchasing behavior, inner Mongolia, social media advertising*

Introduction

With the rapid development of Internet technology and the rapid popularization of social media, social media advertising has become an important part of modern marketing (Kurniasih et al., 2025; Ghafar, 2024; Punjabi et al., 2024). In China, social media advertising plays an increasingly important role in influencing consumer behavior due to its efficiency, precision and convenience (Luo and Luo, 2024; Yu et al., 2024). As an important province in the western region of China, Inner Mongolia, with its unique natural environment and rich ethnic and cultural resources, is also actively embracing digital transformation and promoting economic and social development.

Along with the digital technology to promote the transformation of the economic structure of Inner Mongolia, its consumption pattern is accelerating from the traditional animal husbandry to the diversification of the transition (Xu and Wu, 2016). The relevant data in 2024, the autonomous region of the penetration of social media users reached 87%, the average daily length of time spent on short videos is 98 minutes, exceeding the national average value of 36%, guided by the "digital grassland" strategy, the proportion of online retail sales climbed to 35.7% by 2025. Guided by the "Digital Grassland" strategy, the share of online retail sales will climb to 35.7% in 2025. In a typical case, the Xilingol Mutton Live Streaming Festival realized 80 million yuan in

revenue in a single day by relying on Jitterbug, which is a 20-fold increase in efficiency compared to traditional channels, but there are significant gaps in the existing research: theoretical models in the east (such as the AISAS) have difficulties in explaining the phenomenon of pastoralism, and consumers have a strong interest in the cultural symbols of the Mongolian people (Naadam, Ma Touqin). Naadam, Horse-head qin) sensitivity is 37% higher than urban residents, and the difference between urban and rural advertising conversion rates is extremely obvious, demonstrating the lack of cultural explanatory power of traditional theories and the potential risk of digital divide.

In recent years, social media advertising has been increasingly used in Inner Mongolia (Qian, 2022; Borker, 2014). These advertisements deliver brand messages to target audiences in a lively and interesting way through short videos, pictures, live broadcasts and other forms. However, although social media advertisements have achieved remarkable results in enhancing brand image and promoting sales, their impact on consumer purchasing behavior is still a topic worthy of in-depth exploration. Despite growing research attention, key aspects remain fragmented, particularly the integration of social media advertising, digital fluency, culture, and consumer purchasing behavior in the contexts of Inner Mongolia (Delgerjargal et al., 2025; Gao and Qiao, 2025; Davaasuren, 2020). To address the above issues, this study seeks to analysis how social media advertising influence consumer purchasing behavior in Inner Mongolia by constructing a conceptual framework, addressing the following research questions: (RQ1): How do social media advertising affect the behavioral motivations of Inner Mongolian consumers? (RQ2): How do technological factors and cultural contextualizers further influence the effectiveness of social media advertising?

The contribution of this study is as follows: (1) Unlike existing studies that focus only on the general impact of social media advertising, this study pays special attention to the mechanism of its action in the context of the cultural characteristics and economic level of the Inner Mongolia region. This provides a new research direction for future studies; (2) Through a systematic analysis of the role mechanisms of social media advertising in Inner Mongolian consumers' purchasing behavior, we provide new perspectives and empirical support for the theory of social media advertising. In particular, by exploring the cultural appropriateness and local characteristics of social media advertising, we will improve the explanatory framework of social media advertising in the existing literature; (3) This study can provide specific strategic recommendations for marketing practices in Inner Mongolia. For example, enterprises can choose more suitable forms of advertisements based on consumers' emotional identity needs; and the government can better promote local economic development by optimizing the content and dissemination of social media advertisements.

Literature review

Social media advertising

The practice of social media advertising localization in Inner Mongolia shows distinctive cultural embedding and technology adaptation qualities (Okonkwo et al., 2023). From the dimension of content form, the narrative pathway centered on grassland cultural symbols has become the mainstream communication paradigm, and take the Shake account "Herdsman Nashun" as an example, which displays the daily images of building Mongolian yurts and making traditional milk food to embed commodity information into the grassland cultural context (Sillett, 2020). By displaying daily

images of building Mongolian yurts and making traditional milk food, the account embedded commodity information into the grassland cultural context, which led to the sale of more than 300 pieces of mutton in a month. In accordance with Bourdieu's doctrine of "cultural capital", the creation of this type of content has evoked the audience's collective memory of traditional Mongolian symbols (such as the Naadam and the horse-head qin), forming the double results of emotional resonance and consumption transformation. Data shows that, for advertisements containing cultural elements such as "Ovoo Ritual" and "Migration of Horses", the average length of users' stay is 2.3 times longer than that of ordinary advertisements, and the conversion rate has risen by 18%. This culture-powered communication model is in fact a process of transforming local knowledge into commercial capital, and in the Inner Mongolia consumer survey conducted in 2024, 62% of respondents explicitly declared that "cultural identity" was the core reason for triggering purchasing decisions.

Inclusion and exclusion criteria

Inclusion criteria were established to ensure the relevance and quality of the studies selected for the review. Only peer-reviewed studies were considered, as this ensures a certain level of academic rigor and validity. Studies were included if they were published between 2015 and 2025, as this time frame was chosen to capture the most recent research and developments in the field, taking into account the evolving nature of academic writing and the educational landscape in Malaysia. Additionally, the studies had to focus specifically on postgraduate students in Malaysia and address either the challenges they face in academic English writing or the coping strategies they employ. Exclusion criteria were also applied. Studies that did not meet the language requirement (i.e., not in English), studies that focused on undergraduate students or other educational levels, and studies that were not related to the Malaysian context were excluded. Furthermore, studies that were not empirical in nature (e.g., opinion pieces, editorials) were also excluded from the review.

Consumer purchasing behavior

The purchase decision path of Inner Mongolia consumers presents unique digital characteristics (Lkhaasuren et al., 2018), research results show that the proportion of herders who obtain commodity information through social media advertising reaches 73%, in which the decision-making mode of the "product comparison" stage presents structural changes, and the decision-making mode of relying on word-of-mouth diffusion in the traditional market is being replaced by the "visual validation" of short-video evaluations. The decision-making mode in the traditional market, which relies on word-of-mouth diffusion, is being replaced by the "visual verification" of short-video evaluation (Kumar et al., 2018; Maity and Dass, 2014). In the case of potato farmers in Ulanqab city, by 2025, the proportion of seed selection using short video evaluation will reach 64%, an increase of 37 percentage points compared with 2020, a phenomenon that can be attributed to the effective breakthrough of information asymmetry: the short video display of seed such as germination rate, disease and pest resistance and other key indicators, prompting the decision-making basis from empirical judgment to the transition of data-based assessment. Further analysis shows that in the chain of "Attention-Interest-Search-Action" (AISA), the time spent in the "search" stage is reduced to 1.5 minutes. The time spent in the "search" stage of AISA is reduced to 1.8

days, which is 0.7 days less than that of urban users, reflecting the significant improvement of decision-making efficiency by social media advertising.

Social media advertising and consumer behavior

At this stage, the key contradiction in the evaluation of social media advertising in Inner Mongolia lies in the lack of a quantitative index system that fits the cultural characteristics of ethnic regions (Ahearn-Ligham, 2016; Jin and Liang, 2015). Traditional advertising evaluation models (such as the AIDA model) are mainly based on the unidirectional linear trajectory of users' attention, interest, desires, and actions, but this framework fails to explain the non-linear decision-making behavior of consumers in Inner Mongolia's pastoral areas due to their cultural identities (Abdelkader et al., 2019; Montazeribarforoushi et al., 2017). Content advertisements centered on traditional Mongolian symbols (such as the Ovoo and Horse-head fiddle) show a clear positive correlation between the intensity of emotional arousal and the purchase conversion rate, but the existing evaluation system does not include such culturally sensitive indicators in the evaluation dimensions. After a dairy brand included the "Fire Festival" ritual scene in its advertisement, the user's length of stay increased to 2.1 times that of a normal advertisement, but the traditional click-through rate indicator only increased by 9%, causing advertisers to misjudge the actual value of its communication by 25%.

The essence of the divergence of consumer behavior in Inner Mongolia is the refraction of the urban-rural dichotomy in the digital space, which is manifested in the double cleavage of technological applications and cultural perceptions. 57% of the purchase decisions of urban users are made with the help of live broadcasting pop-up interactions, and 43% of the purchasing decisions are affected by the push of time-limited discounts, which is the same as that of urban users. This feature is highly compatible with the high-density network coverage and "minute-level" logistics system in the city. 72% of consumers in the pastoralist area reached transactions with the help of WeChat communities, and their trust chain was built by word-of-mouth promotion within the "haote" (pastoralist community), and the strength of the influence of acquaintances' recommendations on their willingness to buy was 1.2% higher than that of urban users. The strength of the influence of acquaintances' recommendations on purchasing intentions is 1.8 times higher than that of urban users, resulting in a geographical failure of the same advertising strategy-the conversion rate of a household appliance brand's Shake Shot interactive sweepstakes advertisement was 11% in the city, but dropped to 3.2% in the pastoral area due to the lag in logistics. Cultural cognitive differences further intensify behavioral differentiation. Mongolian consumers' sensitivity to totems and colors has given rise to a unique aesthetic paradigm, and the minimalist design of a down jacket brand's promotional campaign in pastoral areas resulted in a mere 5% of clicks due to the lack of traditional elements such as the panchayat pattern, a far cry from the 21% of competitors' products that have ethnic elements, highlighting the contradiction between modern marketing and the local knowledge system. The deeper contradiction is the strengthened influence of digital divide: urban young people realize consumption upgrade with the help of technology such as AR trying on clothes, while 23% of the elderly users in the pastoral area stay in the cash transaction mode due to the lack of digital skills, forming a "consumption gap". In the face of this multidimensional division, advertising strategies need to take into

account technological adaptation, cultural coding and infrastructure synergy in order to unlock the structural chains of digital consumption in ethnic areas.

Conceptual framework

"Stimulus-Organism-Response" theory

With the help of the "Stimulus-Organism-Response" (S-O-R) model (Duong, 2023; Pandita et al., 2021), this study can systematically analyze the mechanism of social media advertisements on consumer behavior in Inner Mongolia. Based on the level of Stimulus, the highly interactive advertisement design significantly aroused the enthusiasm of users in pastoral areas. Based on the level of stimulus (Stimulus), highly interactive advertisement design significantly arouses the enthusiasm of users in pastoral areas. Taking the live broadcast lottery as an example, in 2025, a lamb brand in Xilin Gol League adopted the mode of "commenting on the lottery pasture experience" to achieve the effect that the interaction volume of a single live broadcast exceeded 500,000 times, and compared with the conventional advertisement, the conversion rate of purchasing was increased by 40%. This interactive mechanism actually relies on immediate feedback mechanism to stimulate dopamine secretion, triggering impulsive consumption behavior, neuroeconomics related research shows that every new 1 live pop-up interaction, the user stays 12 seconds longer, the probability of purchase realization increased by 0.3%, this type of stimulus effect there is a threshold limit: if the frequency of advertising interaction reaches a daily average of more than 3 times, pasture user fatigue index climbed 27%, confirming that the stimulus intensity and behavioral response is not the same as the stimulus intensity. The nonlinear relationship between stimulus intensity and behavioral response is confirmed.

In terms of the Organism dimension, as the core mediating variable in consumer decision-making in Inner Mongolia (Shih et al., 2024), it is the psychological arousal effect of grassland cultural symbols, and advertising content embedded with symbols such as the yurt and the horse-head fiddle resonate with the audience's cultural memory, which in turn enhances the level of brand trust. 2024 results of eye movement experiments show that advertising material that encompasses traditional Mongolian motifs is watched by 58 percent of users for 58 percent of the time. The results of the 2024 eye-tracking experiment showed that 58% of the users' attention was focused on the cultural symbols, while the visual focus of generic advertisements was scattered in the price information. This difference shows that cultural symbols interfere with the prefrontal cortex's rational deliberation of price by triggering the emotional feedback of the limbic system. After in-depth analysis, it was found that advertisements dubbed in Mongolian increased brand trust by 25% among users in herding areas, which is the same as the "collectivist tendency reinforcement" in the cultural dimension's theory of Hofstede. This mechanism is similar to Hofstede's theory of cultural dimensions, "collectivist tendency reinforcement", in which the community language activates the consumers' sense of belonging to the group.

Response (Response) stage reveals the heterogeneous attributes of consumer behavior, in the instant to carry out the purchase behavior (Gönül and Srinivasan, 1993), price-sensitive consumers accounted for as much as 58% of its decision-making by the limited discount effect is obvious, but cultural identity type of consumers show a higher degree of brand attachment: bought with Mongolian elements of the goods of the user, the rate of re-purchase situation reached 63%, and the amount of a single consumption

with the ordinary user This phenomenon proves that "cultural identity" is the most important element of brand attachment. This phenomenon proves the existence of "cultural premium"-consumers are willing to pay too high a cost for emotional value, taking a dairy brand in Hulunbeier as an example, after adding the "Leleche" totem to its package design, even the consumers are willing to pay a high cost for the emotional value. "After the totem, even if the unit price is raised to 15%, the pastoral area market shares still realized 22% growth, the key to the difference between such responses, presented as rational economic people and cultural identity of the inconsistency of the standard of value judgment. *Figure 1* illustrates the conceptual framework in this study.

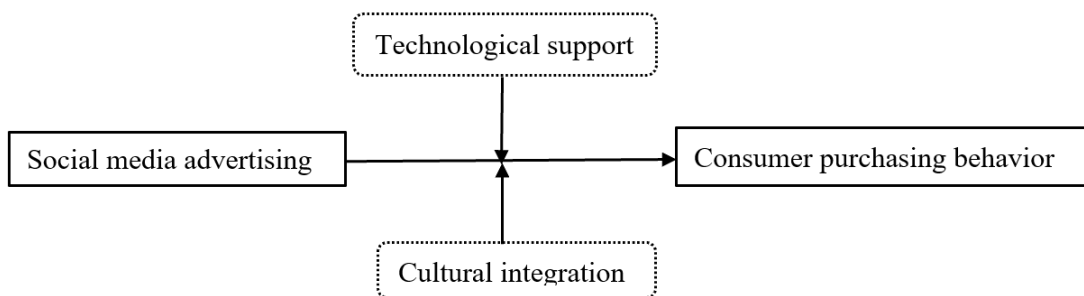


Figure 1. Conceptual framework.

The impact of social media advertising on consumer purchasing behavior

Based on the big data implementation of advertising effect attribution research, to explore the role of social media advertising in Inner Mongolia to provide empirical assistance, in the positive example of the scope of Mengniu "grassland traceability" series of short videos using drones aerial photography of pastures, synchronized real-time demonstration of the milking process, the quality of the product intuitive demonstration of the series of playback exceeded 120 million times, the series of playback volume of more than 120 million times. This series of short videos has exceeded 120 million views, leading to a 27% increase in sales of low-temperature milk. The success of this series can be attributed to three mechanisms: firstly, the construction of cultural authenticity; secondly, the transparency of the supply chain to promote the growing trust; thirdly, relying on algorithmic recommendations to reach the target users accurately, with 92% of target users exposed, and the analysis of the data shows that, for every one close-up shot of the traditional production tools (wooden milk pails, for example) in the video, the probability of the user placing orders increased by 0.7%, indicating that consumer decision-making in cultural details is not as easy as it seems. This illustrates the micro impact of cultural details in consumer decision making.

Negative cases have exposed the risk of overloading cultural commercialization. A cultural tourism group, while promoting the grassland scenic spot, adjusted the "Ovoo Sacrifice" to a commercial performance project, causing the poor evaluation rate of the advertisement video to surge to 35%, and the scenic spot traffic to drop by 15% compared with the same period of last year. The attribution study shows that the failure of the advertisement is due to the "surreal coding" of cultural symbols, and the use of CG technology to overly beautify the sacrificial scenes, causing the cultural authenticity index to fall below the threshold (only 42 points, the industry benchmark value is 75 points). Sentiment analysis results show that in the negative comments, the frequency of the keyword "disrespect for tradition" reaches 2.3 times/article, presenting a group

boycott situation caused by cultural misinterpretation, and a deeper contradiction is revealed as the logic of algorithmic-driven traffic maximization contradicts with the protection of cultural heritage: in order to solicit clicks, advertisers put them in order to gain clicks, advertisers compress ceremonies such as the "Naadam Conference" into 15-second quick-cut videos, triggering a fragmented state of cultural significance, and the degree of completeness of the audience's cognition of culture drops to 31%.

Mechanisms of social media advertising influencing consumer purchasing behavior

The core of intelligent advertising system is to achieve synergistic optimization of cultural appropriateness and algorithmic efficiency. DeepSeek Intelligent Platform, which is piloted in Inner Mongolia, uses multimodal semantic analysis technology to compile Mongolian cultural taboos (such as specific color combinations and rules for the use of totems) into algorithmic rules, which improves the accuracy of advertising compliance screening by 92% and reduces the risk of non-compliance by 70% of the original rate. The platform adopts an NLP model based on the Transformer architecture, which can analyze the direction of emotions in Mongolian dialects in real time, such as the semantic differentiation of "Chahar Tuhua" and "Horqin Tuhua," prompting a 21% increase in the acceptance rate of advertisements in herding areas. During the construction of user portrait, the system integrates the "cultural behavior fingerprints" of users in herding areas, including the frequency of clicking Mongolian content (daily average of 3.2 times), traditional festival consumption preferences (such as 67% increase in clothing consumption during Naadam) and other more than 300 indexes, which realizes the crowd clustering accuracy of 89%. After adopting this system, a cashmere brand in Ordos City, with the dual-track placement strategy of "pastoral area - city" (focusing on cultural resonance ads in pastoral areas, and focusing on functional parameters in the city), the conversion rate has increased by 18%, and the proportion of cross-regional order conflicts has been reduced to less than 5%, which is a significant improvement over the previous year. The core challenge focuses on computing power allocation: due to the low network coverage in pastoral areas, the real-time recommendation latency rate reaches 1.8 seconds, which can be compressed to less than 0.3 seconds with the deployment of edge computing nodes (e.g., 12 distributed nodes have been built in Xilin Gol League).

Localized advertising is essentially the creative transformation of cultural capital into commercial value, and the success of the "Grassland Xingfa" brand proves the effectiveness of the "new traditionalism" design paradigm: the Mongolian felt embroidery process of "Hana pattern" is disassembled into modern geometric patterns and implemented on the food packaging design. The "new traditionalism" design paradigm proves the effectiveness of the "new traditionalism" design paradigm: the Mongolian felt embroidery craft "Hana pattern" is disassembled into modern geometric patterns, which are implemented in the food packaging design, prompting the product premium to increase by 22%, and the repurchase rate of consumers in the pastoral areas reached 58%. Cultural integration needs to abide by the principle of "symbol density threshold", excessive stacking of traditional elements (e.g., more than three totems in the picture) will increase the cognitive load and reduce the conversion rate by 14%; while appropriate innovation (such as simplifying the "lele car" into a line outline style) can make the cultural identity and aesthetic acceptance of the product more attractive. The communication effectiveness of bilingual advertisements relies on the mechanism of "cultural translation": the Mongolian narrator not only delivers the information, but

also relies on vocal rhythms (e.g., the rhythm of long tonnes) to activate the emotional memory of the ethnic group. The practice of a grain and oil company in Chifeng City shows that bilingual advertisements can cover 95% of users in herding areas, and the click-through rate has climbed 34%, but it is necessary to guard against the risk of "symbolic colonization" - a brand will be "Ovoo" symbols and Western fast food. However, it is necessary to guard against the risk of "symbolic colonization" - a brand combines the symbol of "Ovoo" with Western fast food, which causes cultural disputes and reduces brand reputation by 19%. If you want to realize sustainable cultural integration, you should establish a dynamic balance framework of "traditional-modern", for example, Hulunbeier invites non-genetic inheritors to participate in the script writing of advertisements for a cultural tourism project. For example, a cultural tourism project in Hulunbeier invited non-hereditary inheritors to participate in the scripting of advertisements, reducing the cultural distortion index to 12%, much lower than the industry average.

Results and Discussion

The effect of social media advertising

With its immediacy and interactivity, social media advertising occupies an important position in modern marketing. Compared with traditional TV ads or print media, social media ads can quickly deliver brand messages through dynamic multimedia forms (e.g., short videos, pictures with text, live interactions, etc.) and trigger real-time consumer attention and discussion. This instantaneous communication allows social media advertising to play a role in different stages of the consumer decision-making cycle. In Inner Mongolia, the expression of social media advertising shows obvious regional characteristics. For example, the cold winter climate and grassland cultural background in the north may influence consumers' consumption habits and emotional identity mechanisms. These special cultural and natural environment characteristics provide a rich communication carrier for social media ads, and at the same time have a significant impact on the advertising effect. For example, advertisements designed with winter themes (e.g. skiing competitions, yurt experiences, etc.) can plant a strong brand image in consumers' minds. However, the effectiveness of social media advertising is also affected by cultural differences and consumption levels. In Inner Mongolia, some consumers may prefer goods or services with local characteristics, and this preference is closely related to the cultural appropriateness of social media ads. Therefore, when designing social media advertisements, companies need to fully consider the cultural fit between their brands and target consumers.

The impact of technological support

Technical support is the foundation for social media advertising to work in the Inner Mongolia market. Through the innovation of technical means, the advertising content can more accurately locate the target audience and deliver the brand message in diversified ways. (1) Selection of social media platforms. In the Inner Mongolia market, the mainstream social media platforms include WeChat, Weibo, Shake Yum and so on. These platforms are ideal for promoting social media advertisements as they have high user activity and wide dissemination range. For example, as a short-video platform, Jieyin, with its short-video format, can quickly attract consumers' attention and achieve

efficient reach through the feature of rapid rotation. (2) Diversification of advertising forms. Modern social media advertising forms have expanded from simple pictures and text to a variety of forms such as video and live broadcasting. Video advertisements have shown extremely high communication effects in the Inner Mongolia market due to their vividness and intuition. For example, promoting products with ethnic culture and local characteristics through short video platforms can generate widespread attention and discussion in a short period of time.

(3) Accurately positioning audiences. Using the user data and behavioral analysis functions of social media, enterprises can accurately position target consumers. For example, by analyzing information such as users' interests, geographic location and consumption habits, they can design targeted advertising content, thus improving ad effectiveness and conversion rates. (4) Improvement of dissemination efficiency. One of the advantages of social media advertising is its extremely fast dissemination speed. Through algorithmic recommendations and user interactions, ads can reach tens of thousands of target audiences within a few hours and trigger a wide social contagion. This fast-spreading mechanism has enabled social media advertising to gain a foothold in a highly competitive market.

The impact of cultural integration

Cultural integration is one of the keys to successful social media advertising. By combining brand messages with the culture and values of local consumers, social media ads can better resonate with consumers, thus enhancing purchase behavior. (1) Integration of cultural elements. Inner Mongolia is a cultural region with unique ethnic cultures and natural landscapes. When promoting local or nationalized brands, cleverly integrating these cultural elements can significantly enhance the attractiveness and infectiousness of the advertisements. For example, when promoting Inner Mongolia's specialty foods, a short video showing scenes of herders' lives or traditional handicraft production processes can stimulate consumers' desire to buy. (2) Emotional resonance and psychological satisfaction. The life rhythm, consumption habits and values of Inner Mongolian consumers are different from those of urban people. Social media ads need to resonate with these consumers through emotional content and authentic expression. For example, a short video about how an ordinary family uses local resources to solve life's problems can better convey the brand image and trigger emotional resonance. (3) Combination of local characteristics and modern communication. Although Inner Mongolia is a region with a predominantly urban population, its grassland culture, ethnic customs and natural scenery are also attractive. Social media advertising can transform these local characteristics into eye-catching content through modern technology, thus attracting the attention and interest of more potential consumers.

Conclusion

This study explores the impact of social media advertising on consumer purchasing behavior in Inner Mongolia by constructing a conceptual framework. There are some conclusions in this study. (1) With its immediacy and interactivity, social media advertising occupies an important position in modern marketing. Social media ads are able to deliver brand messages quickly (through dynamic multimedia formats) and generate real-time consumer attention and discussion. This instantaneous communication allows social media advertising to play a role in different stages of the

consumer decision-making cycle. (2) Technical support is the foundation for social media advertising to work in the Inner Mongolia market. Through the innovation of technological means, the advertising content can be more precisely targeted to the target audience and deliver the brand message in diversified ways. (3) The cultural characteristics of Inner Mongolia provide a unique communication vehicle for social media advertising. For example, elements such as grassland culture, national costumes and local specialties can be resonated with consumers through social media advertising. This cultural appropriateness not only enhances the recognition of brand image, but also may stimulate consumers' desire to buy.

The policy recommendations of this paper are as follows. First, utilizing social media advertising to enhance brand exposure. Enterprises should utilize the characteristics of social media platforms for high-frequency and high-frequency advertising. At the same time, combined with user-generated content (UGC), existing customers are encouraged to share their experiences of using products or services, thus expanding brand influence and word-of-mouth communication. Second, using technical support to optimize user experience. Enterprises should invest in technology development, use big data to analyze consumer behavior patterns, and optimize the product and service experience by combining advanced technologies such as artificial intelligence. For example, intelligent recommendation systems should be introduced into e-commerce platforms to provide personalized product recommendations based on users' browsing and purchase history. Third, enhancing emotional resonance using cultural integration. Enterprises should integrate traditional cultural elements into social media advertising design. For example, designing virtual scenes or virtual product displays with local characteristics in e-commerce platforms, so that consumers can feel the cultural atmosphere in the interactive process, thus creating stronger emotional resonance.

There are also some limitations of application this research. For example, some barriers to social media adoption. First, social media platforms in Inner Mongolia may be subject to strict government regulation or industry policy restrictions, which may result in certain limitations on the form, content or promotional effectiveness of social media advertisements. For example, certain types of advertisements may be required to avoid touching on sensitive topics or be vetted for publication. Second, although social media platforms such as WeChat are one of the major social platforms in the Inner Mongolia market, companies may face technical limitations or difficulties in accessing data when utilizing them for social media advertising. For example, the complexity of data collection and processing may make it difficult to quantitatively analyze the effectiveness of advertisements, thus affecting the effectiveness of promotion strategies. Future research can further deepen both policy impact and technological innovation to provide a more comprehensive analysis and practical guidance for the application of social media advertising in the Inner Mongolia market.

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Conflict of interest

The authors confirm that there is no conflict of interest involved with any parties in this research study.

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