

Article type:
Original Research

Article history:
Received 20 August 2025
Revised 28 September 2025
Accepted 04 October 2025
Initial Publish: 25 November 2025
Final Publish: 01 December 2025

Bahman. Alibakhshi ¹, Mohammad.
Hemati ^{2*}, Hadi. Hematian ³

- 1 Department of Media Management, Se.C., Islamic Azad University, Semnan, Iran
- 2 Department of Management, Ahv.C., Islamic Azad University, Ahvaz, Iran
- 3 Department of Public Administration, Se.C., Islamic Azad University, Semnan, Iran

Corresponding author email address:
Mohammad.Hemati@iau.ac.ir

How to cite this article:
Alibakhshi, B., Hemati, M., & Hematian, H. (2025). Designing a Paradigmatic Model of Advertising in the Banking Industry by Explaining the Function of Social Networks. *Future of Work and Digital Management Journal*, 3(4), 1-13.
<https://doi.org/10.61838/fwdmj.127>



© 2025 the authors. This is an open access article under the terms of the Creative Commons Attribution-NonCommercial 4.0 International (CC BY-NC 4.0) License.

Designing a Paradigmatic Model of Advertising in the Banking Industry by Explaining the Function of Social Networks

ABSTRACT

Better and more appropriate responsiveness to the needs of bank customers, as well as the provision of quality services, depends on integrating business operations with a suitable social media strategy. This research was conducted with the aim of presenting a paradigmatic model in the field of banking advertising based on the platform of social networks. The research approach was qualitative and designed according to the grounded theory method. For data collection, in-depth and semi-structured interviews were used to enable a precise examination of participants' perspectives and experiences, and the data were analyzed through a coding process. The selection of participants was carried out theoretically, combining purposive and snowball sampling techniques. To this end, open interviews were conducted with 25 individuals, including managers active in the banking system and academic professors. As a result of the open coding process, a set of initial themes was extracted. The analysis of the collected data at the first stage led to the identification of 228 initial codes. Subsequently, during the axial coding stage, based on the similarities and differences among the codes, some were merged or eliminated, and finally, synonymous codes were organized into broader categories. Accordingly, 105 initial codes were categorized into 13 themes, each of which was classified and organized under the systematic model categories including causal conditions, contextual conditions, strategies, intervening conditions, and consequences. In line with the components of the paradigmatic research model, all dimensions and factors influencing advertising in the banking industry through social networks were covered. The model introduced in this study, by presenting new categories such as "interactive and competitive environment" and "customer attraction and loyalty," has been able to advance the significance of advertising in the banking industry through social networks.

Keywords: Advertising, Social Networks, Customer Attraction and Loyalty, Grounded Theory

Introduction

The rapid growth of digital technologies and the emergence of social media have reshaped the landscape of marketing and advertising, particularly in service-driven sectors such as banking. Organizations are increasingly recognizing that traditional advertising approaches are no longer sufficient to meet the demands of highly connected, informed, and tech-savvy consumers [1]. Social network platforms provide interactive, two-way communication channels where customers can co-create value, voice their opinions, and influence others' purchasing decisions [2, 3]. For industries like banking, where services are intangible and trust is central to customer relationships, adopting social media as a strategic advertising tool has become indispensable [4].

The evolution of social networking sites from basic communication tools to complex ecosystems of marketing and brand management reflects broader changes in consumer behavior and technology adoption [1]. Banking institutions, traditionally reliant on physical branches and conventional media, are compelled to adapt by leveraging social platforms to enhance

customer engagement [5]. Research shows that customers value personalized, interactive, and accessible communication, making social media a key enabler of relationship marketing [6, 7]. Social networks also allow financial organizations to segment their audiences effectively, ensuring tailored messages are delivered to specific customer groups [8].

The effectiveness of social media in influencing consumer perceptions and behaviors has been widely documented. Viral advertising, for instance, has proven to be a powerful strategy to enhance brand awareness and stimulate word-of-mouth [9, 10]. Viral campaigns not only increase visibility but also establish emotional resonance with audiences [11]. In banking, where decision-making is often based on trust and perceived credibility, the capacity of viral messages to evoke emotional and cognitive responses is particularly relevant [12].

The nature of banking services necessitates building long-term, trust-based relationships with customers. Social media platforms are uniquely positioned to support this by facilitating interactive dialogues and feedback mechanisms [4]. They enable banks to track customer concerns, tailor service offerings, and address complaints in real time, thereby enhancing overall service quality [13]. Additionally, the relational aspects of social media—such as likes, shares, and comments—serve as social signals that reinforce brand legitimacy and customer trust [14].

Moreover, consumer trust is significantly strengthened when banks demonstrate transparency and responsiveness through social channels [15]. Studies confirm that digital communication strategies increase loyalty by allowing customers to feel valued and involved in co-creating their service experiences [16, 17]. In this context, the integration of social media into banking advertising strategies provides both relational and transactional value [18].

Effectiveness in advertising depends on both message content and delivery medium [19]. Social media, compared to traditional media such as radio and television, offers flexibility, cost-effectiveness, and interactivity [20]. By combining online strategies with conventional channels, organizations can achieve broader reach and improved engagement [21]. Furthermore, empirical evidence suggests that consumers are more receptive to marketing messages when personalization and relevance are emphasized [14].

In banking, advertising effectiveness is tied not only to awareness but also to customers' perceptions of reliability and professionalism. Studies on advertising media demonstrate that social media, when strategically integrated, positively affects customer behavior and decision-making [13]. Additionally, continuous monitoring of campaign performance through digital analytics allows banks to optimize their advertising approaches dynamically [22].

The role of social media in developing innovative marketing strategies has gained increasing attention. Scholars argue that social media is not merely an add-on to existing marketing plans but a transformative element that reshapes strategic orientations [18]. Platforms such as Instagram, Twitter, and LinkedIn allow banks to create targeted campaigns that enhance visibility and engagement. Moreover, influencer marketing has emerged as a central strategy in maximizing reach and credibility [17]. Influencers serve as trusted intermediaries who can shape consumer perceptions and promote banking services in relatable ways [23].

Interactive and participatory approaches on social platforms have been shown to increase consumer loyalty and advocacy [15]. Co-creation initiatives, where customers actively contribute to product and service development, further strengthen emotional bonds and trust [16]. These strategies highlight the dual role of social networks in both transactional advertising and relational marketing.

While social media offers immense opportunities, it also presents challenges. Issues such as information overload, privacy concerns, and the prevalence of spam can diminish advertising effectiveness [24]. Moreover, the rapid pace of digital communication requires banks to constantly adapt and innovate [25]. Failure to address customer expectations can lead to reputational risks and loss of competitive advantage [26].

Another critical challenge involves aligning social media strategies with cultural and contextual factors. Studies have shown that advertising messages must resonate with local cultural values to be effective [5, 11]. Banks operating in diverse markets must therefore balance global strategies with localized content [27]. Furthermore, in times of economic downturn, social media can serve as a cost-effective alternative for maintaining visibility and customer engagement [27].

The integration of artificial intelligence and machine learning with social media analytics is revolutionizing digital advertising [26]. Predictive analytics enables marketers to identify customer preferences, optimize content delivery, and improve return on investment. In banking, this technological shift allows for enhanced targeting and personalization, thereby increasing campaign effectiveness [28]. Additionally, AI-powered solutions reduce operational inefficiencies and provide real-time insights into customer engagement patterns [26].

The potential of AI also extends to fraud detection and risk management, offering banks added layers of security in their digital communication channels. These advances underscore the growing importance of integrating cutting-edge technologies into marketing strategies for sustainable competitive advantage [23].

The role of social media in banking advertising can be explained through multiple theoretical perspectives. The Technology Acceptance Model highlights perceived ease of use and perceived usefulness as key drivers of adoption [25]. Similarly, the AIDA model—attention, interest, desire, and action—has been applied to explain how advertising media influence customer purchase behavior [19].

Other studies have emphasized the importance of flow theory in explaining user engagement with online advertising [14]. Flow experiences foster deeper involvement with content and enhance advertising effectiveness. Furthermore, integrated marketing communication frameworks demonstrate how social media can be harmonized with other channels to deliver consistent brand messages [3].

Recent research has shifted towards developing paradigmatic models that integrate causal conditions, strategies, and consequences of social media advertising [12, 13]. Such models emphasize not only transactional aspects but also relational and contextual dimensions. In banking, paradigmatic frameworks allow for a holistic understanding of how social networks influence advertising effectiveness, customer loyalty, and competitive positioning [18].

Moreover, empirical findings show that the integration of social media into banking advertising enhances both efficiency and customer satisfaction [20, 21]. Social platforms act as both marketing tools and feedback mechanisms, enabling continuous improvement and adaptation [8]. The focus on customer-centricity in these models aligns with the broader transformation of banking services towards digital-first strategies [7].

Overall, the literature underscores the transformative role of social media in redefining advertising strategies within the banking industry. By leveraging social networks, banks can enhance customer engagement, build trust, and achieve cost-effective communication. However, success requires addressing challenges such as information overload, cultural alignment, and the need for technological integration. The current study, by proposing a paradigmatic model, seeks to provide a comprehensive framework that captures the dynamics of social media advertising in banking, bridging gaps in prior research.

Methodology

The present study is of an applied and developmental type, and considering its main objective, namely designing a paradigmatic advertising model in the banking industry through social networks, the necessity of examining and analyzing various organizational dimensions is emphasized. To identify the hidden and intangible aspects of the subject, the grounded theory method was employed, as this approach enables the extraction of theory based on diverse factors and the relationships among them.

In this research, the researcher collected raw data through reviewing existing scientific documents and conducting in-depth interviews. Based on the information obtained from the interviews, a questionnaire was designed. In the qualitative section, data collection was primarily carried out through interviews. With the consent of the interviewees, all interviews were recorded and subsequently documented in the form of result registration forms.

Given the qualitative nature of the data, their analysis was performed through qualitative data coding; in this way, similar concepts were extracted and categorized. Sampling in the qualitative section was based on the purposive method and employed snowball sampling to identify key informants. To obtain the perspectives of subject-matter experts, 25 managers and specialists were interviewed. The interview process was designed in such a way that after each session, the data were coded and analyzed, and the components identified were validated by the experts and followed up in subsequent interviews if necessary.

Theoretical sampling was initiated and continued until theoretical saturation was achieved. From the eleventh interview onward, no new concepts were identified, thus confirming the adequacy of the sample size. In the area of literature review, all upstream documents constituted the documentary community, while in the strategic domain, all relevant managers and experts were selected as the statistical population. The criteria for sample selection included the following:

- At least 15 years of service in banking
- Holding a master's degree or higher
- At least five years of managerial or supervisory experience
- Experience in educational and research activities
- Good reputation and ability to interact effectively with employees
- Proficiency in the field of marketing and advertising

Findings and Results

In this study, data were initially collected through interviews with 25 senior organizational managers and academic experts. The analysis of these interviews led to the extraction of a set of initial themes, which were organized through the process of open coding, and the related categories were identified from them. In the next step, axial coding was carried out to examine the relationships among these categories, and they were classified into six main groups including: causal conditions, central phenomenon, strategies, contextual factors, intervening conditions, and consequences in the field of social networks. This process enabled the researchers to develop a coherent and data-driven theory about the subject under study.

In other words, the qualitative data obtained from the interviews were analyzed in three stages of open coding, axial coding, and selective coding, and based on the results, the final model of the research was designed. This model reflects the

relationships and interactions among the identified factors in the field of social networks and provides a clear analytical framework for studying the advertising paradigm in the banking industry.

Grounded theory is conducted based on the analysis of textual and documentary data and through theoretical coding in three stages of open coding, axial coding, and selective coding, in order to respond to the research questions.

Step One – Open Coding

In the process of analyzing interview data, the first step is identifying the key classifications and events, as this allows the researcher to gradually become familiar with the phenomena and their causes. For open coding, there are various methods, one of which is line-by-line analysis. In this study, the data were examined carefully, phrase by phrase, and sometimes word by word. Then, through an in-depth review of the interview transcripts, the process of conceptualization was carried out, and the concepts were named mentally and freely without imposing restrictions on them.

With the increase in the number of concepts, their categorization began, and each category was organized into more abstract categories. This stage, which includes the relationship of categories with subcategories, is called axial coding. In this process, causal conditions, contexts, intervening conditions, strategies, and consequences were also identified. Finally, selective coding was performed, which included refining, integrating categories, and presenting theory. At this stage, the categories were organized around a central concept with explanatory power. By focusing on this central concept, the main categories were connected through explanatory statements, and the theoretical structure was formed, which increased its internal validity.

Throughout the study, by reviewing the interview transcripts and related documents and labeling the data and key phrases, a set of initial codes was extracted, amounting to a total of 228 codes.

Step Two – Axial Coding

In the second stage of coding, by reviewing the initial codes and analyzing their similarities and differences, some codes were merged or eliminated, and ultimately, similar codes were organized into broader and more coherent categories. At this stage, based on research propositions and initial analytical findings, related and relevant questions were designed and formulated for each category to be examined in the subsequent stages of the study.

First Research Question: What causal factors influence the impact of social networks on the advertising model in the banking industry?

Table 1

Open Coding and Data Related to Causal Factors

Category	Initial Codes
Market	Awareness of competitors' status; Diverse marketing; Market share growth; Updating customers' information on new banking technologies;
Leadership	Development of e-commerce; Promotion of technology usage culture
Economic Recession	Lack of customers; Sanctions issues; Banks' financial problems; Market stagnation; Decline in income and liquidity; Lack of investors
Productivity	Marketing without time and place limitations; Development of banking information technology; Optimal use of virtual space; Optimal use of financial resources; Optimal use of human resources; Optimal use of virtual space

Second Research Question: What intervening factors influence the impact of social networks on the advertising model in the banking industry?

Table 2*Open Coding and Data Related to Intervening Conditions*

Category	Initial Codes
Technological Factors	Providing an attractive environment for customer interaction with technology; Diverse marketing; Possibility of fast and comprehensive introduction of products and services to customers; Systematic and socially appropriate dissemination of advertising due to the rapid growth of the internet; An entertaining method of doing business
Relationship Quality	Brand representation and its connection with the cultural values of youth; Brand registration in customers' minds; Reducing time loss in delivering awareness to customers; Increasing the quality level of customer orientation; Creating a positive atmosphere among employees; Easy dissemination of advertisements to a wide range of customers; Increasing effective communication with customers; Brand recognition in less time and at lower cost; Encouraging customers to use services

Third Research Question: What contextual factors influence the impact of social networks on the advertising model in the banking industry?

Table 3*Open Coding and Data Related to Contextual Factors*

Category	Initial Codes
Globalization	A powerful tool to reach organizations to target audiences; High number of social network users; Ease of communication between banks and customers anywhere in the world; Increased speed of information transfer to customers; Marketing without time and place limitations; Increased speed of information transfer to customers
Interactive and Competitive Environment	Reducing time loss in disseminating information; Ease of information sharing; Communication services in line with social needs; Establishing connections among customers; Linking customers with managers; Direct communication between employees and managers with bank customers; Direct communication between employees and customers; Providing an attractive environment for customer interaction with technology

Fourth Research Question: What are the strategies of social networks on the advertising model in the banking industry?

Table 4*Open Coding and Data Related to Strategies*

Category	Initial Codes
Advertising Effectiveness	Producing advertisements appropriate to the content of new services; Easy dissemination of advertisements; Ease of information sharing; Creating simple ways for international introduction; Direct communication with customers; Access to visitor statistics; Advertising based on customer preferences; Advertising for all social groups without age restriction; Rapid updating of advertisements and awareness of the latest banking services; Advertisements with the possibility of sending and sharing multimedia messages; Reducing the costs of travel and face-to-face communications in advertising; Producing advertisements appropriate to the content of new services; Displaying the brand and its connection with cultural values
Effectiveness of Virtual Banking Capabilities	Reducing the costs of travel and face-to-face communications in advertising; Constant availability of users; Educating the audience by providing new and useful content; Reducing energy consumption by changing advertising methods; Reducing environmental pollution by advertising in virtual space; Creating an appropriate environment for criticism and suggestions; Reducing energy waste; Increasing the speed of information transfer to customers; Enhancing customers' mental trust; Preventing the possibility of fraud through rapid information dissemination; Creating a positive outlook in the customer's mind; Creating an appropriate platform to receive customer suggestions and criticisms; Creating shared value and empathy; Encouraging customers to use services; Ease of information sharing; Encouraging customers to use services

Fifth Research Question: What are the consequences of social networks on the advertising model in the banking industry?

Table 5*Open Coding and Data Related to Consequences*

Category	Initial Codes
Competitive Advantage	Awareness of customers' preferences; Awareness of the services needed by customers; Advertising based on customer preferences; Awareness of competitors' status; Advertising banking services through audiovisual tools; Information distribution without time and place restrictions; Increasing the speed of information transfer to customers; Ability to send shorter, clearer, and more effective messages; Awareness of competitors' status; Ease of information sharing; Higher and more direct communication with consumers; Constant availability of users; Retaining existing bank customers and increasing the attraction of new customers
Customer Attraction and Loyalty	Rapid information dissemination about new products; Building trust, reciprocal communication, and creating shared value and empathy; Providing an attractive environment for customer interaction; Increasing awareness of services; Possibility of creating categorized groups of customers; Possibility of rapid and comprehensive introduction of products and services to customers; Increasing customers' awareness level; Creating a positive outlook in the customer's mind; Creating an appropriate platform to receive customer suggestions and criticisms

Sixth Research Question: What is the core phenomenon of social networks on the advertising model in the banking industry?

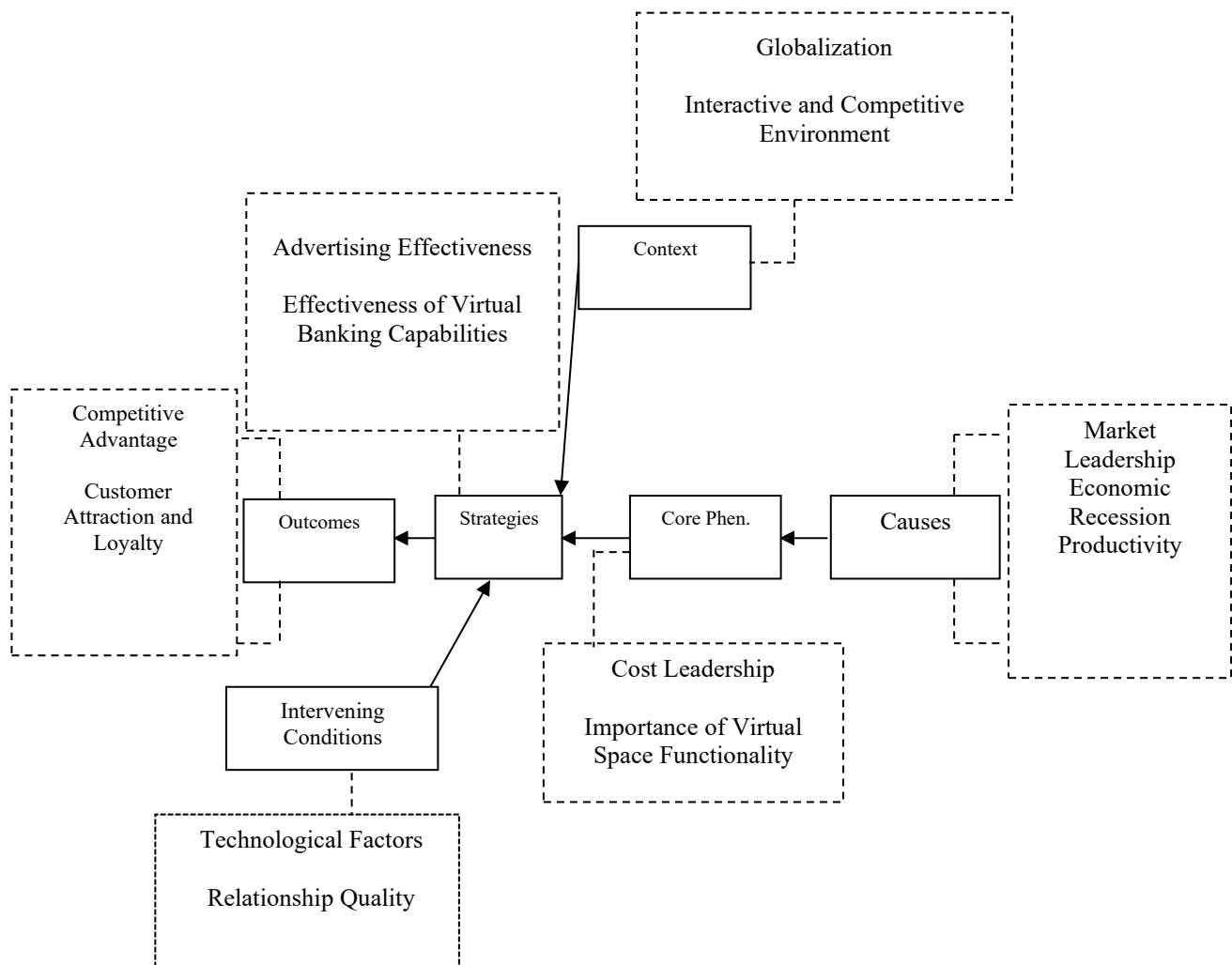
Table 6*Open Coding and Data Related to Core Phenomenon Categories*

Category	Initial Codes
Cost Leadership	Lowest cost for attracting customers; Reducing the risk of new products; Reducing the costs of travel and face-to-face communications in advertising; Lowering customer communication costs; Reducing advertising costs; Developing a competitive environment for small banks; Reducing customer contact costs; Low cost and high credit structure among consumers
Importance of Virtual Space Functionality	Social networks as low-cost and powerful tools for marketing; Possibility of rapid and comprehensive introduction of products and services to customers; Time management through the use of social networks; Efforts to use social media to persuade consumers

Step Three – Selective Coding

In the second stage of coding, by reviewing the initial codes and analyzing their similarities and differences, some codes were merged or eliminated, and ultimately, similar codes were organized into broader and more coherent categories. At this stage, based on research propositions and initial analytical findings, relevant and appropriate questions for each category were designed and formulated to be examined in the subsequent stages of the study.

Subsequently, the major categories were interconnected in the form of a paradigmatic model (contextual model) around the core category. In fact, the illustrated model provides a formal description of the categories, their analysis, and explanation. This model can be depicted as a formal diagram, yet in a meaningful and conceptual manner.

Figure 1*The Paradigmatic Research Model*

According to the components of the paradigmatic research model, all dimensions and factors influencing advertising in the banking industry through social networks have been covered. Therefore, it can be claimed that the conducted study, in line with the effective use of social networks for advertising in banks, has extended previous works and has been able to take a step forward by introducing new categories such as interactive and competitive space, as well as customer attraction and loyalty, in highlighting the importance of advertising in the banking industry through social networks. One of the advantages of the proposed model is having a comprehensive and systematic perspective in a field that has so far received limited attention. The researcher, in this study, has attempted to emphasize aspects of advertising in virtual space that were less observed in previous works by reviewing the research background.

Discussion and Conclusion

The results of the present study aimed at designing a paradigmatic model of advertising in the banking industry through the use of social networks revealed a comprehensive framework consisting of causal conditions, contextual factors, intervening variables, strategies, consequences, and a core phenomenon. Through open, axial, and selective coding, key categories such as market leadership, economic recession, productivity, technological factors, relationship quality, globalization, interactive and competitive environment, advertising effectiveness, virtual banking capabilities, competitive advantage, and customer attraction and loyalty emerged as essential constructs. Ultimately, the core phenomenon was identified as the dual importance of cost leadership and the functionality of virtual space, which highlights how social networks serve as both cost-effective and strategically powerful tools for banking advertising.

These findings underscore the fact that banks, by strategically engaging with social media platforms, can establish direct communication with customers, reduce costs, foster loyalty, and enhance their competitive positioning. In particular, the discovery that advertising effectiveness and virtual banking capabilities were central strategies reinforces the growing scholarly consensus that social networks not only increase customer engagement but also serve as efficient and environmentally sustainable alternatives to traditional media [20, 21]. Furthermore, the identification of interactive and competitive environments as critical contextual factors reflects the transformation of customer–bank relationships into two-way exchanges rather than one-sided communications [1, 5].

The study identified market leadership, economic recession, and productivity as the primary causal conditions influencing how banks deploy social networks for advertising. Market leadership was reflected in banks' efforts to remain competitive by diversifying marketing approaches, expanding e-commerce, and enhancing customer awareness of technological innovations. These findings align with the view that social media advertising supports dynamic competitive positioning and helps financial institutions maintain relevance in fast-evolving markets [7, 18].

The influence of economic recession as a causal condition highlights the vulnerability of the banking industry to macroeconomic pressures. Banks facing reduced liquidity, sanctions, or a decline in investor confidence view social networks as cost-efficient alternatives to expensive traditional media. This outcome resonates with Othman and Maarek's framework emphasizing the use of social media as an adaptive strategy during periods of economic downturn [27]. Similarly, the productivity dimension, which emphasized unlimited marketing across time and space, as well as optimal use of financial and human resources, confirms the operational efficiency of digital platforms noted in previous studies [26, 28].

The results also demonstrated that intervening conditions such as technological factors and relationship quality play a pivotal role in shaping the effectiveness of social media advertising. The presence of attractive digital environments, seamless customer interaction, and systematic delivery of messages were all shown to enhance customer experiences. These results echo earlier findings that integrated marketing communication strategies supported by the internet increase message relevance and consumer engagement [3, 14].

Moreover, relationship quality emerged as a strong intervening condition influencing advertising outcomes. Factors such as brand recognition, cultural resonance, and effective communication with customers mirror studies that associate relational aspects of social media with enhanced loyalty and trust [4, 15, 16]. These findings reinforce the theoretical perspective that customer equity is strengthened not merely through transactional interactions but through the cultivation of long-term, trust-based relationships [6].

Contextual conditions such as globalization and interactive environments further illuminated how external forces shape the paradigm of banking advertising. The globalization category reflected how social networks expand banks' reach across borders, creating powerful tools to target international audiences. This result is consistent with research showing that social media facilitates city-level and cross-border marketing by enhancing global visibility [5]. Similarly, the emphasis on interactive and competitive environments demonstrates that banks now operate within ecosystems characterized by transparency, connectivity, and heightened competition. These conditions resonate with Van Looy's (2019) argument that social media management strategies must be embedded in organizational systems to fully leverage their interactive potential [8].

The strategies identified in the study—advertising effectiveness and virtual banking capabilities—capture the dual functionality of social networks as communication and service platforms. Advertising effectiveness was reflected in personalized messages, multimedia communication, reduced costs, and the ability to target audiences across all demographics. These findings support research suggesting that effective use of viral advertising and tailored content significantly enhances consumer engagement [9, 11].

The second strategic pillar, virtual banking capabilities, demonstrated the transformative role of digital platforms in educating customers, reducing energy consumption, creating environmentally sustainable advertising practices, and preventing fraud. These results align with global research that positions social media as both a marketing tool and a mechanism for broader service innovation [17, 23]. Notably, the connection between sustainability and advertising effectiveness also echoes Berton's (2020) critique that marketers must measure the right outcomes—such as environmental and social impacts—rather than relying solely on short-term metrics [22].

The outcomes of the study revealed two major consequences: competitive advantage and customer attraction and loyalty. The findings showed that social media advertising provides banks with unparalleled opportunities to understand customer preferences, respond to competitor strategies, and distribute information without time or geographical constraints. These consequences are consistent with studies emphasizing the role of social media in strengthening competitive positioning through real-time analytics and enhanced targeting [5, 19].

Customer attraction and loyalty were also found to be strongly reinforced by social media strategies. Elements such as rapid product updates, creation of trust and shared value, and providing platforms for customer feedback all point to a shift from transactional advertising to relationship-oriented strategies. These results support the findings of Leung (2025), who argued that social media communication enhances consumer loyalty by fostering emotional connections and long-term

engagement [15]. Similarly, studies on influencer marketing and co-creation highlight how customers actively participate in shaping their experiences, thus deepening their loyalty to financial institutions [16, 17].

At the heart of the model lies the identification of cost leadership and the functionality of virtual space as the core phenomenon. Cost leadership was reflected in reduced advertising and communication costs, lower risks associated with new product launches, and expanded opportunities for smaller banks to compete. This result aligns with Kumar and Devi's (2014) theoretical perspective on the role of social media in financial services, which emphasizes cost efficiency and market democratization [7]. Similarly, cost leadership reflects broader trends in digital advertising, where technological advancements reduce overhead and enable more agile strategies [26].

The second element, the importance of virtual space functionality, underscores the growing recognition of social networks as low-cost yet powerful marketing tools. By enabling rapid communication, time management, and persuasive consumer targeting, social media creates an integrated space where marketing, service delivery, and customer interaction converge [14, 18]. This convergence is consistent with Huang's (2013) extension of traditional advertising models into interactive formats [2]. It also validates the argument that social networks are not merely communication platforms but strategic assets that reshape entire organizational paradigms [8].

This study contributes to the growing body of literature on social media advertising in the banking sector by presenting a paradigmatic model that integrates causal, contextual, and strategic dimensions. The results align with multiple prior studies that emphasize the effectiveness of social media in driving consumer engagement, trust, and loyalty [4, 12, 13]. Furthermore, by identifying cost leadership and virtual functionality as the central phenomenon, the study extends previous frameworks by explicitly connecting operational efficiency with relational outcomes [21, 28].

The study also reinforces theoretical perspectives such as the AIDA model [19], technology acceptance frameworks [25], and flow theory [14], demonstrating how advertising effectiveness in banking is influenced by customer attention, perceived usefulness, and immersive digital experiences. By synthesizing these perspectives into a coherent model, the study provides both theoretical and practical value for academics and practitioners in marketing and banking.

Despite the significant contributions of this study, several limitations must be acknowledged. First, the qualitative design based on grounded theory limits the generalizability of the results to broader populations. Although theoretical saturation was achieved, the reliance on 25 participants, primarily managers and academic experts, restricts the scope of perspectives represented. Second, the study was conducted in the context of a specific national banking system, which may differ significantly from other cultural, regulatory, or technological environments. Third, the rapidly evolving nature of social media platforms means that findings may become outdated as new technologies, regulations, and consumer behaviors emerge. Finally, the absence of quantitative validation of the model reduces the ability to measure the statistical significance of the identified relationships.

Future studies should expand on these findings by incorporating mixed-method approaches that integrate both qualitative and quantitative analyses. Large-scale surveys across different banking institutions and cultural contexts could help validate and generalize the proposed paradigmatic model. Additionally, comparative studies examining banks in developed and developing economies could provide insights into how contextual differences influence the role of social media in advertising. Scholars may also explore the integration of emerging technologies such as artificial intelligence, blockchain, and the metaverse in shaping future banking advertising strategies. Furthermore, longitudinal studies could investigate how shifts in

customer expectations, technological innovations, and regulatory frameworks impact the sustainability of social media advertising models over time.

For practitioners, the findings of this study highlight the need to integrate social media strategies into the core of banking advertising and communication policies. Banks should prioritize building interactive and competitive environments where customers can engage in two-way communication and co-create value. Emphasis should be placed on personalization, trust-building, and rapid responsiveness to foster customer loyalty. Additionally, managers should leverage social networks as tools not only for advertising but also for education, environmental sustainability, and fraud prevention. Finally, continuous monitoring of performance metrics through advanced analytics and AI will be critical in ensuring that social media campaigns remain effective, relevant, and aligned with customer expectations.

Acknowledgments

We would like to express our appreciation and gratitude to all those who cooperated in carrying out this study.

Authors' Contributions

All authors equally contributed to this study.

Declaration of Interest

The authors of this article declared no conflict of interest.

Ethical Considerations

The study protocol adhered to the principles outlined in the Helsinki Declaration, which provides guidelines for ethical research involving human participants. Written consent was obtained from all participants in the study.

Transparency of Data

In accordance with the principles of transparency and open research, we declare that all data and materials used in this study are available upon request.

Funding

This research was carried out independently with personal funding and without the financial support of any governmental or private institution or organization.

References

- [1] D. M. Boyd and N. B. Ellison, "Social network sites: Definition, history, and scholarship," *Journal of Computer-Mediated Communication*, vol. 13, no. 1, pp. 210-230, 2007, doi: 10.1111/j.1083-6101.2007.00393.x.
- [2] J. Huang, "Attitude toward the Viral Ad: Expanding Traditional Advertising Models to Interactive Advertising," *Journal of Interactive Marketing*, vol. 27, pp. 36-46, 2013, doi: 10.1016/j.intmar.2012.06.001.
- [3] A. E. Ivanov, "The Internet's Impact on Integrated Marketing Communication," *Procedia Economics and Finance*, vol. 3, pp. 536-542, 2012, doi: 10.1016/S2212-5671(12)00192-X.

- [4] A. Ebrahimi and S. Aali, "Investigating the Impact of Relationship Quality on Customers' Behavioral Responses at Different Stages of the Customer Relationship Life Cycle (Case Study: Tabriz Agriculture Bank)," *Business Management Quarterly*, vol. 8, no. 3, pp. 503-528, 2020.
- [5] L. Zhou and T. Wang, "Social media: A new vehicle for city marketing in China," *Cities*, vol. 37, pp. 27-32, 2014, doi: 10.1016/j.cities.2013.11.006.
- [6] A. J. Kim and E. Ko, "Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand," *Journal of Business Research*, vol. 65, no. 1, pp. 32-43, 2012.
- [7] K. S. V. Kumar and V. R. Devi, "Social Media in Financial Services - A Theoretical Perspective," *Procedia Economics and Finance*, vol. 11, pp. 306-313, 2014, doi: 10.1016/S2212-5671(14)00198-1.
- [8] A. Van looy, *Social media management: technologies a strategy*. Springer publication, 2019.
- [9] R. Shafieyan, "Investigating the Impact of Emotional Message Content and the Credibility of Viral Advertising Messages on Consumer Purchasing Behavior," Faculty of Economics and Social Sciences, Shahid Chamran University of Ahvaz, 2023.
- [10] K. Zarei, F. Akhlaghian, and A. Sheikh Ahmadi, "Analysis of Factors Influencing Social Media Users in Viral Marketing with an Emphasis on Network Strategies," in *The 10th International Strategic Management Conference*, Tehran, 2021: Iranian Strategic Management Association.
- [11] L. A. Franch, "The Effect of Incentive Type and Sex on Attitudes towards Interactive Television Advertising," *Procedia-Social and Behavioral Sciences*, vol. 155, pp. 490-495, 2014, doi: 10.1016/j.sbspro.2014.10.327.
- [12] A. Salem Nejad, "Investigating the Impact of Marketing Activities on Social Media on Customer Equity," Faculty of Management, Islamic Azad University, Central Tehran Branch, 2023.
- [13] E. Gholipour and K. Zangiband, "Designing a Model for Evaluating the Effectiveness of Advertising Media (Radio and Television) on Bank Customer Behavior," in *The 6th Conference on Creative Banking Advertising*, 2023.
- [14] Y. J. Kim and J. Y. Han, "Why smartphone advertising attracts customers: A model of Web advertising, flow, and personalization," *Computers in Human Behavior*, vol. 33, pp. 256-269, 2014, doi: 10.1016/j.chb.2014.01.015.
- [15] L. Leung, "The influence of social media marketing communication on consumer loyalty," *Journal of Promotion Management*, vol. 31, no. 2, pp. 109-127, 2025. [Online]. Available: <https://www.emerald.com>.
- [16] M. H. Qadri, "Exploring Dynamic Brand Experience Through Co-Creation and E-Wom: Implications for Consumer Equity in Social Media Marketing," *Ijss*, vol. 3, no. 2, pp. 712-732, 2025, doi: 10.59075/ijss.v3i2.1518.
- [17] R. Rajeshwari, "The effectiveness of influencer marketing in social media networks," *International Journal of Advertising*, vol. 44, no. 1, pp. 180-195, 2025. [Online]. Available: <https://pubsonline.informs.org/doi/abs/10.1287/ijoc.2022.1246>.
- [18] C. L. Romero, E. Constantinides, and M. Alarcón-del-Amo, "Chapter 10 social media as Marketing Strategy: An Explorative Study on Adoption and Use by Retailers," in *Social Media in Strategic Management*, vol. 11, 2024, pp. 197-215.
- [19] M. R. Taghizadeh, "Investigating the Impact of Advertising Media on the Process of Purchasing Life and Savings Insurance Policies Using the AIDA Model: A Case Study of Iran Insurance Company, Rasht Branch," in *The 4th Insurance Business Conference*, 2024.
- [20] H. A. M. Voorod, "Media multitasking and the effectiveness of combining online and radio advertising," *Computers in Human Behavior*, vol. 27, no. 6, pp. 22-29, 2020.
- [21] H. Ashrafi, "The Impact of Social Networks on Marketing (Case Study: Kashan Granite Company)," Payame Noor University of Isfahan Province, Ghomsar Branch, 2020.
- [22] R. Berton, "Marketers Who Measure the Wrong Thing Get Faulty Answers," *Business Review*, vol. 85, no. 2, pp. 117-128, 2020.
- [23] A. Kaur, "Social Media-Driven Viral Marketing: A Strategic Approach to Leveraging Influencer Marketing for Enhanced Virality," *Cana*, pp. 2215-2224, 2025, doi: 10.52783/cana.v32.5617.
- [24] V. Jassus, "Spam and Marketing Communications," *Procedia Economics and Finance*, vol. 12, no. 4, pp. 265-272, 2014, doi: 10.1016/S2212-5671(14)00344-X.
- [25] H. P. Shih, "An empirical study on predicting user acceptance of e-shopping on the Web," *Information & Management*, vol. 41, no. 3, pp. 351-368, 2004, doi: 10.1016/S0378-7206(03)00079-X.

- [26] M. Talha, "Optimizing Digital Marketing Campaigns Using Artificial Intelligence (AI) and Social Media Analytics: A Comparative Study of Machine Learning Algorithms," *Interantional Journal of Scientific Research in Engineering and Management*, vol. 09, no. 03, pp. 1-9, 2025, doi: 10.55041/ijjsrem42691.
- [27] A. A. E. Othman and Y. A. Maarek, "A Social Media-Based Framework for Marketing Architectural Design Firms in Egypt During Global Economic Downturn," *International Journal of Architectural Research Archnet-Ijar*, 2025, doi: 10.1108/arch-08-2024-0340.
- [28] E. C. Simamora, "The Influence of Social Media Marketing on Purchase Decisions With Brand Awareness as Mediation (Study on Truffle Belly Jimbaran)," *Dinasti International Journal of Economics Finance & Accounting*, vol. 6, no. 2, pp. 1520-1531, 2025, doi: 10.38035/dijefa.v6i2.4471.