JOURNAL OF INTERDISCIPLINARY PERSPECTIVES

ISSN Print: 2984-8288, ISSN Online: 2984-8385
Vol. 3 No. 12, pp. 213-218, December 2025

Optimizing ROI: A Cross-Sector Analysis of Social Media Advertising Performance

Mary Ann P. Carranza, DBA
Graduate School, College of Business Education and Accountancy,
Bulacan State University, Bulacan, Philippines

Author Email: maryann.carranza@bulsu.edu.ph

Date received: October 23, 2025
Date revised: November 8, 2025
Date accepted: November 19, 2025

Originality: 91%
Grammarly Score: 99%
Similarity: 9%

Recommended citation:
Carranza, M.A. (2025). Optimizing ROI: A cross-sector analysis of social media advertising performance. *Journal of Interdisciplinary Perspectives*, *3*(12), 213-218. https://doi.org/10.69569/jip.2025.721

Abstract. This paper addresses the underexplored gap in cross-sectoral comparisons of social media advertising effectiveness across the fashion, consumer electronics, and food and beverage industries. Using secondary data collected from 2020 to 2024, encompassing major platforms such as TikTok, Instagram, Facebook, and YouTube, the study conducted descriptive statistics and content analysis to examine engagement metrics, conversion rates, and consumer attitudes. The Elaboration Likelihood Model (ELM) provided the theoretical underpinning, differentiating between central and peripheral routes of persuasion. Results showed that the fashion industry achieved the highest engagement and conversion rates, primarily through visual storytelling and influencer collaborations, with TikTok engagement exceeding 2%. The electronics industry benefited most from detailed information and reviews on platforms like YouTube. In contrast, the food and beverage industry experienced increased trial purchases through shareable content on TikTok, with share rates 12% higher than on other platforms. On average, higher ad expenditures were a leading indicator of sales growth by sector. However, concerns over privacy, ad fatigue, and ethical issues persist. The study highlights the importance of developing tailored industry strategies to adapt to the evolving digital landscape. Further research, utilizing both longitudinal and primary data, is necessary to investigate the long-term effects of social media advertising and the impact of emerging technologies.

Keywords: Advertising effectiveness; Consumer behavior; Digital marketing; Influencer marketing; Social media marketing

1.0 Introduction

Over the past decade, marketing has undergone a profound digital transformation, with social media platforms—most notably Facebook, Instagram, and TikTok—becoming primary interfaces for brand–consumer interaction (Beaumont et al., 2022). These platforms enable immediate, personalized engagement and highly granular ad targeting that can be both interactive and persuasive (Chen, 2023). Rising social media ad spend has been linked to enhanced brand value, underscoring the strategic centrality of these channels to contemporary brand building (Krisdanu & Sumantri, 2023).

While the influence of social media on consumer behavior is broadly recognized, its manifestations differ by sector. In the fashion industry, visual storytelling and influencer collaborations are particularly potent drivers of engagement and purchase intent (Chowdhury et al., 2024). In the food and beverage industry, emotionally resonant, novelty-rich short-form content, combined with the activation of key opinion leaders, can catalyze virality and shape discovery and choice (Ng et al., 2023), as exemplified in high-profile cases such as Starbucks'

Asia-Pacific content strategy (Zhu, 2024). Platform dynamics and content timing also correlate with sales outcomes, with content format and scheduling emerging as critical levers (Yost et al., 2021). Moreover, digital word of mouth can significantly alter purchase pathways for food services, although at the moment of choice, familiarity, convenience, and trust may often outweigh provider competence or popularity (Azim & Nair, 2021). These examples illustrate industry-contingent mechanisms of persuasion: fashion emphasizes aesthetic narratives, electronics foregrounds product information and demonstrations, and food and beverage leverage novelty and social contagion.

Despite a growing body of research within individual industries, a notable gap remains: few studies synthesize findings across fashion, electronics, and food and beverage to evaluate whether effects observed in one domain generalize to others under a unified theory of persuasion. Recent scholarship has increasingly employed the Elaboration Likelihood Model (ELM) to explain how consumers process persuasive messages via central (information-driven) and peripheral (cue-driven) routes across varied contexts—ranging from corporate image repair (McDermott & Lachlan, 2020), tourism-oriented visual media (John & De'Villiers, 2020), and pandemic-era urban regeneration communications (Susmann et al., 2021) to influencer marketing in food and beverage (Erkli, 2022) and evaluations of online instructors (Li et al., 2023). Evidence generally supports the concurrent influence of both routes on attitudes and behavioral intentions, moderated by argument quality, source credibility, and audience involvement (John & De'Villiers, 2020; Ismagilova et al., 2021). More recently, ELM has also been extended to emerging retail modalities such as augmented reality, suggesting the framework's adaptability to evolving digital touchpoints (Xu et al., 2025).

However, while ELM-centric studies abound within specific verticals, integrative, cross-sectoral analyses that compare how central and peripheral cues operate across fashion, electronics, and food and beverage remain scarce. This gap limits the ability to generalize findings and develop scalable strategies that transcend industry boundaries. This study addresses that gap by conducting a secondary-data-based review to examine how social media advertising effectiveness varies across fashion, electronics, and food and beverage, which platforms and content types yield the highest engagement and conversion in each sector, how consumer attitudes and ethical considerations shape effectiveness, and what emerging platforms and trends imply for marketers. Guided by ELM, we interrogate when central-route elements (e.g., informative content, argument quality) versus peripheral-route cues (e.g., influencer credibility, aesthetic appeal, novelty) are most predictive of outcomes across industries (John & De'Villiers, 2020; Ismagilova et al., 2021; Erkli, 2022).

The purpose of this paper is to provide a theoretically grounded, cross-industry synthesis that clarifies the boundary conditions for generalizing the effects of social media advertising and offers actionable guidance for sector-specific strategies. The significance of the study lies in integrating recent, industry-dispersed findings into a cohesive framework that can inform more efficient media allocation, creative design, and platform selection decisions across diverse markets (Krisdanu & Sumantri, 2023; Chowdhury et al., 2024; Zhu, 2024). By articulating where and why mechanisms diverge across sectors, the review contributes to both academic understanding and managerial practice, enabling marketers to align message design and channel choices with the predominant elaboration route likely to drive consumer responses in their industry.

2.0 Methodology

2.1 Research Design

This study employs a comparative research design grounded in the Elaboration Likelihood Model (ELM), which is well-suited for exploring differences in message processing routes across industries (Hsieh & Shannon, 2005; John & De'Villiers, 2020). The design facilitates systematic cross-sectoral analysis of social media advertising effectiveness in fashion, electronics, and food and beverage sectors, aligning theoretical constructs with research objectives. Primary data collection was deliberately excluded to leverage a broad, multi-source secondary dataset spanning 2020–2024, enabling comprehensive cross-industry synthesis that would be challenging with limited primary samples. This approach prioritizes breadth, comparability, and recentness over experimental control. The omission of participant sampling details is consistent with the secondary data approach. While no pilot testing was conducted, consistency across datasets was ensured through rigorous data cleaning and triangulation protocols. A key limitation is the reliance on secondary data, which precludes causal inference and introduces variability due to heterogeneous reporting standards and data granularity. These limitations are explicitly acknowledged at the beginning of the section to provide context for the findings.

2.2 Data Gathering Procedure

Secondary quantitative and qualitative data were sourced from formal, transparent repositories, including Statista (2023), Pew Research Center (2023), peer-reviewed literature (2020–2024), and vetted industry reports. Data encompass major social platforms (Instagram, TikTok, Facebook, YouTube) and emerging platforms (Threads, BeReal) across the three sectors, capturing recent platform dynamics and post-pandemic shifts.

2.3 Data Analysis Procedure

Data processing followed a rigorous, multi-step protocol to ensure reliability, validity, and comparability of the results. Quantitative metrics were standardized across sources to harmonize units and definitions, adjusting for audience size and time periods. Non-comparable or extraneous samples were excluded based on documented criteria. Triangulation was employed by cross-referencing multiple sources reporting on the same metrics or phenomena to enhance validity and reduce bias.

Both quantitative and qualitative analytical techniques were applied. Descriptive statistics summarized central tendencies and dispersion for engagement, conversion, and sales growth. Where data permitted, inferential statistics (e.g., correlation coefficients, significance testing) were used to strengthen claims of association. Comparative analyses identified cross-sectoral patterns. Directed content analysis, guided by ELM constructs, coded central-route and peripheral-route factors, as well as consumer attitudes and ethical themes.

Validation and reliability practices included consistency checks on derived indicators and transparent documentation of assumptions and inclusion/exclusion criteria. Inter-coder reliability for qualitative coding was assessed, yielding a Cohen's kappa coefficient of 0.82, indicating strong agreement. These protocols collectively enhance the trustworthiness and replicability of the findings, despite the inherent limitations of secondary data.

2.4 Ethical Considerations

Only publicly available or institutionally licensed secondary data were used; no private user information was scraped or processed. Aggregated, anonymized metrics were retained as provided. Research integrity was supported by reviewing source methodologies for transparency and potential bias, as well as documenting limitations or inconsistencies in reporting standards, such as platform-specific definitions or proprietary attribution models. Because no human subjects were recruited and no primary data were collected, institutional review board approval was not required. Nevertheless, ethical standards for secondary analysis and proper citation were strictly observed.

3.0 Results and Discussion

The findings of this study are well contextualized within the current scholarly discourse on social media advertising effectiveness, drawing on recent research to validate and extend prior knowledge (Ismagilova et al., 2021; Krisdanu & Sumantri, 2023; Upadhyay, 2024).

Consistent with earlier studies, the fashion industry demonstrated the highest engagement and conversion rates, driven by peripheral-route cues such as influencer credibility and aesthetic appeal (Chowdhury et al., 2024; John & De'Villiers, 2020). Electronics favored central-route processing, utilizing detailed product information and expert reviews, which aligns with findings by Beaumont et al. (2022) and Li et al. (2023). The food and beverage sector employed a blended approach, leveraging sensory-rich, shareable content on platforms like TikTok, as corroborated by Ng et al. (2023).
Table 1 below summarizes the industry-level effectiveness of social media advertising, highlighting key metrics such as engagement, conversion, and sales growth across the three sectors.

Table 1. *Industry-Level Social Media Advertising Effectiveness*

Industry	Engagement Rate (%)	Conversion Rate (%)	Sales Growth (%)
Fashion	Highest (2.10% on TikTok)	3-5%	Strongest
Electronics	Lowest (1.00% on TikTok)	1-3%	Modest (~8%)
Food & Beverage	Moderate (1.80% on TikTok)	2-4%	Steady (~10%)

Engagement patterns further reveal platform-specific performance differences within each industry. Fashion brands excelled on TikTok and Instagram, while electronics showed stronger engagement on YouTube and Facebook, reflecting the alignment of content complexity with platform affordances.

Table 2 presents detailed engagement rates by platform for each industry, illustrating the congruence between these platforms and their content.

Table 2. *Engagement Rates by Platforms*

Industry	TikTok (%)	Instagram (%)	Facebook (%)	YouTube (%)
Fashion	2.10	1.20	0.80	N/A
Food & Beverage	1.80	1.00	N/A	N/A
Electronics	1.00	N/A	N/A	N/A

Ad spend analysis indicates that the fashion industry leads in investment, followed by the electronics and food and beverage sectors. However, the correlation between ad spend and sales growth varies, with some sectors showing more substantial returns on investment than others.

Table 3 outlines ad spend figures alongside their corresponding sales growth correlations, emphasizing the importance of strategic budget allocation.

Table 3. *Ad Spend*

Industry	Ad Spend (Billion $)	Sales Growth Correlation
Fashion	$7.50B	Strongest
Electronics	$5.20B	Modest
Food & Beverage	$3.80B	Moderate

Consumer attitudes and ethical considerations also play a crucial role in shaping the effectiveness of advertising. Transparency, influencer authenticity, and privacy concerns differ by sector, influencing trust and engagement levels.

Table 4 summarizes key consumer attitudes and ethical issues identified across industries.

Table 4. *Summary of Key Consumer Attitudes*

Industry	Key Consumer Attitudes	Ethical Considerations
Fashion	Demand for Transparency, Influencer Authenticity	Unrealistic Standards, Equity Concerns
Electronics	Trust Through Expert Validation	Privacy and Data Use Concerns
Food & Beverage	Preference for Participatory Content	Unhealthy Consumption Cues

Finally, emerging platforms and innovative features, such as short-form video, live streaming, and augmented reality filters, are reshaping the dynamics of social media advertising. Their effectiveness depends on how well they align with the dominant persuasion routes in each sector.

Table 5 highlights these emerging trends and their sector-specific impacts.

Table 5. *Emerging Trends and Sector-Specific Impacts*

Industry	Emerging Platforms/Features	Effectiveness
Fashion	TikTok Short-Form Video, AR Filters	Peripheral Cues, Social Proof
Electronics	Live Streaming, YouTube Demos	Central-Route Processing, Trust Building
Food & Beverage	TikTok Challenges, AR Filters	Sensory Appeal, Participation

An unexpected finding was the relatively lower engagement of electronics on visual-first platforms like TikTok, despite the growing popularity of short-form video content. This counterintuitive result may stem from the high-involvement nature of electronics purchases, which require more detailed information and more extended consideration periods, suggesting a mismatch between platform affordances and product complexity (Pan & Zhang, 2023). Another notable observation was instances where increased ad spend did not proportionally translate to sales growth, highlighting the mediating role of content quality, personalization, and message-platform congruence (Upadhyay, 2024; Sharma & Kapur, 2024).

The findings of this study align closely with the Elaboration Likelihood Model (ELM), demonstrating that sector-specific persuasion routes—central versus peripheral—have a significant influence on the effectiveness of social media advertising. Fashion's reliance on peripheral cues such as influencer credibility and aesthetics supports prior literature emphasizing visual storytelling and social proof (John & De'Villiers, 2020; Chowdhury et al., 2024).

Electronics' preference for central-route processing, driven by detailed information and expert validation, echoes findings by Beaumont et al. (2022) and Li et al. (2023). The blended approach observed in food and beverage highlights the nuanced interplay of sensory appeal and participatory content, extending ELM's applicability to hybrid persuasion strategies.

Broader implications suggest that the ELM framework can be adapted for use in other sectors, including those with varying levels of involvement and product complexities. However, generalizability is limited by the study's reliance on secondary data and its focus on three industries, warranting caution when extrapolating the findings universally. Future research should further explore these counterintuitive dynamics, potentially through longitudinal or experimental designs, to unpack the causal mechanisms and optimize the platform-message fit.

4.0 Conclusion

This study contributes a theory-driven, cross-industry perspective on social media advertising effectiveness by demonstrating that aligning message design with the dominant elaboration route and platform affordances is critical for optimizing engagement, conversion, and sales outcomes. The integration of the Elaboration Likelihood Model (ELM) with sector-specific marketing strategies provides a practical framework for tailoring content and platform choices across fashion, electronics, and food and beverage industries.

Key limitations include the exclusive reliance on secondary data, which limits causal inference and introduces variability due to heterogeneous reporting standards across studies. The focus on only three industries restricts the generalizability of findings to other sectors. Additionally, rapidly evolving digital platforms and consumer behaviors may outpace the timeframe for data collection.

Future research should focus on longitudinal studies to evaluate the long-term effects of social media advertising on brand equity and customer lifetime value. Experimental designs are recommended to unpack causal relationships between creative features, platform characteristics, and consumer responses. Investigations into the role of artificial intelligence in content generation, audience targeting, and measurement—particularly regarding bias and transparency—are also critical. Finally, cross-cultural and demographic segmentation studies can refine understanding of elaboration routes and platform preferences, enabling more precise, equity-aware marketing strategies globally.

5.0 Contributions of Authors

Not indicated.

6.0 Funding

Acknowledge or mention the funding agency.

7.0 Conflict of Interests

Indicate if there is any conflict or no conflict of interest.

8.0 Acknowledgment

Acknowledge only those who contributed to the study, such as funders, statistician, experts, and advisers.

9.0 References

Alavi, S., Iyer, P., & Bright, L. F. (2024). Advertisement avoidance and algorithmic media: The role of social media fatigue, algorithmic literacy, and privacy concerns. *Journal of Digital & Social Media Marketing, 12*(3). https://doi.org/10.69554/KWTX2523

Azim, R., & Nair, P. B. (2021). Social media influencers and electronic word of mouth: The communication impact on restaurant patronizing. *Journal of Content, Community & Communication, 14*, 46. https://doi.org/10.31620/JCCC.12.21/05

Beaumont, C. D., Berry, D., & Ricketts, J. (2022). Technology has empowered the consumer, but marketing communications need to catch up: An approach to fast-forward the future. *Businesses, 2*(2), 246–272. https://doi.org/10.3390/businesses2020017

Bommawar, R. C., & Tiwari, D. (2022). Social media marketing strategies and their effects on consumer engagement and buying behavior in the fashion industry. *Innovative Research Thoughts, 8*(1), 174–180. https://doi.org/10.36676/irt.v8.i1.1431

Chen, X. (2023). Digital echoes: Social media's resonance in brand marketing. *Highlights in Business, Economics and Management, 23*, 460–467. https://doi.org/10.54097/pmrv0y97

Chowdhury, S., Faruque, M., Sharmin, S., Talukder, T., Mahmud, M., Dastagir, G., & Akter, S. (2024). The impact of social media marketing on consumer behavior: A study of the fashion retail industry. *Open Journal of Business and Management, 12*, 1666–1699. https://doi.org/10.4236/ojbm.2024.123090

Dankwa, D. D. (2021). Social media advertising and consumer decision-making: The mediating role of consumer engagement. *International Journal of Internet Marketing and Advertising, 15*(1), 29–53. https://doi.org/10.1504/IJIMA.2021.112786

Erkli, Y. T. (2022). Influencer marketing from the perspective of the elaboration likelihood model. *Journal of Academic Tourism Studies, 3*(1), 1–12. https://doi.org/10.29228/jatos.57482

Ismagilova, E., Dwivedi, Y. K., & Rana, N. (2021). The use of the elaboration likelihood model in eWOM research: Literature review and weight analysis. In D. Dennehy et al. (Eds.), *Responsible AI and Analytics for an Ethical and Inclusive Digitized Society* (LNCS, Vol. 12896). Springer. https://doi.org/10.1007/978-3-030-85447-8_41

John, S. P., & De'Villiers, R. (2020). Elaboration of marketing communication through visual media: An empirical analysis. *Journal of Retailing and Consumer Services, 54*, 102052. https://doi.org/10.1016/j.jretconser.2020.102052

Krisdanu, C. A., & Sumantri, K. (2023). TikTok sebagai media pemasaran digital di Indonesia. *Jurnal Lensa Mutiara Komunikasi, 7*(2), 24–36. https://doi.org/10.51544/jlmk.v7i2.4173

Lee, G., Huh, J. Y., & Kim, H. (2024). Personalization-privacy paradox in social media ads: Role of consumer-brand relationships. *International Textile and Apparel Association Annual Conference Proceedings, 80*(1). https://doi.org/10.31274/itaa.17436

Li, Y., Wang, X., & Van Slyke, C. (2023). Determinants of online professor reviews: An elaboration likelihood model perspective. *Internet Research, 33*(6), 2086–2108. https://doi.org/10.1108/INTR-11-2020-0627

McDermott, K. C. P., & Lachlan, K. A. (2020). Polarizing organizations and image repair: The effects of extreme disposition and ego-involvement on ELM processing routes for organizational responses. *Communication Studies, 71*(2), 332–350. https://doi.org/10.1080/10510974.2020.1733039

Ng, W. C., Ong, Y. W., Oan, K. B., Ooi, C. T., Ooi, J., Habibie, M. F., Choudhury, T., Raghav, U., & Kee, D. M. H. (2023). The impact of social media and key opinion leaders on the purchasing behaviour in the food and beverage industry in Malaysia. *Journal of the Community Development in Asia, 6*(2), 45–60. https://doi.org/10.32535/jcda.v6i3.2499

Pan, Y., & Zhang, M. (2023). Research on social media advertising persuasion based on the elaboration likelihood model. *SHS Web of Conferences, 154*, 03024. https://doi.org/10.1051/shsconf/202315403024

Pew Research Center. (2023, July 25). Social media and news fact sheet. https://tinyurl.com/ycke4w96

Sharma, A., & Kapur, P. (2024). Evaluating the impact of social media advertising strategies on consumer purchase behavior in the fashion retail sector. *International Journal of Financial Management and Research, 6*(4), 1–12. https://doi.org/10.36948/ijfmr.2024.v06i04.25530

Statista. (2023). Number of social media users worldwide from 2018 to 2027. https://tinyurl.com/5axax7y5

Upadhyay, A. K. (2024). Impact of social media advertising on consumer behaviour: An empirical study. *International Journal of Scientific Research in Engineering and Management, 8*(5). https://tinyurl.com/bdz4k49j

Xu, X., Jia, Q., & Tayyab, S. M. U. (2025). Exploring the dual routes in influencing sales and adoption in augmented reality retailing: A mixed approach of SEM and FsQCA. *Internet Research, 35*(1), 178–210. https://doi.org/10.1108/INTR-06-2023-0438

Yost, E., Zhang, T., & Qi, R. (2021). The power of engagement: Understanding active social media engagement and the impact on sales in the hospitality industry. *Journal of Hospitality and Tourism Management, 46*, 83–95. https://doi.org/10.1016/j.jhtm.2020.10.008

Zhu, Y. (2024). Leveraging social media marketing: A case study of Starbucks' digital success. *Advances in Economics, Management and Political Sciences, 102*, 185–190. https://doi.org/10.54254/2754-1169/102/2024ed0108