

The impact of creative thinking of marketing ideas on the design structure of the modern Jordanian advertisement: Evidence from the Jordanian telecommunications companies

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ABSTRACT

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The study aimed to investigate the impact of creative thinking on marketing ideas and their influence on the structure of modern Jordanian advertisements for telecommunications companies. The methodology involved developing a survey instrument with four independent variables and one dependent variable. The independent variables were Creative Marketing (CM), Marketing Strategy (MS), Online Marketing (OM), and Social Media Marketing (SMM). The dependent variable was the Structure of the Modern Jordanian Advertisement (SMJA). The study population is customers of Jordanian telecommunications companies who reside in Jordan. A sample size of 270 respondents was selected through a convenience sampling method. The data were analyzed using statistical software, such as SPSS and AMOS 27 version, to test the research hypotheses. The results indicate that all four paths are statistically significant. The first hypothesis, which relates to creative marketing, has the highest estimated result of 0.62, while the second, third and the fourth hypotheses have estimated results of 0.152, 0.133, and 0.111, respectively. Overall, the results support the hypothesis that all four marketing domains have a significant impact on SMJA.

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1. Introduction

Advertising is the primary means by which consumers learn about new products and services. Companies create items and services with the intention of selling them to consumers (Aljazaf, 2022). The purpose of advertising is to inform the public about goods and services through a variety of media. Advertising extends beyond providing information to persuade consumers to buy (Wadi & Sharaf, 2022). Businesses are realizing the value of creative advertising and marketing management, but they also need to incorporate creative ideas and innovations into their day-to-day operations if they want to address the challenges posed by a world market that is constantly expanding (Terkan, 2014). Additionally, creative and original advertising techniques are effective tools. The creation of something original and beneficial is how creativity is defined. Creativity may be demonstrated by developing fresh, original concepts or tactics (Murad & Al-Kreimeen, 2022). It stands out thanks to the creative and expressive use of language. While some academics believe that creativity is an innate talent, others believe that it is a skill that can be developed with time (Alsaleh, 2022). However, creative thinking abilities pertain to how people approach challenges in a flexible and inventive manner (Adams, 2005). To fully comprehend how producers and sales

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organizations perform, innovative Advertising and Marketing Management is also required (Jarrah et al., 2022). Even while creativity has been a vital component of content creation and design for thousands of years, it was first only given a "supporting role" in media management. Creativity has gained appeal and importance within media management in recent years due to increasing competition, more access to technology, a wider range of national and international clientele, and a lower barrier to entry (Vogel, 2018). Rapid technological advancement and a fiercely competitive global business climate have made innovative marketing techniques more and more crucial for a standout value offer. Marketing has changed from being viewed historically as commerce or distribution to being a crucial management discipline in the current corporate environment (Rücker, 2017). In the early 1900s, many schools of marketing developed as a consequence of a more thorough analysis of client needs and behavior (Adeosun & Ganiyu, 2012). While marketing management is a much more complex managerial process that includes activities like marketing research, product conception and design, pricing, distribution, and even advertising, advertising serves the communicative function of informing consumers about a company's products or services, and creative advertising also attracts people to the market (Akrani, 2010). As a result, the continually expanding consumer expectations and increasing organizational competition, including worldwide competition in the shape of multinational competitors and imitators, led to an understanding of marketing as a competitive advantage (Borghini et al., 2010). It was necessary to go from standard marketing thinking to a more creative style of thinking in order to build and implement innovative marketing strategies. As a result, the discipline of creative marketing began to incorporate the application of creative thinking approaches and talents (Yuan & Wu, 2008).

2. Literature Review

Understanding usage settings and analyzing usage through primary data are fundamental to user-centered design techniques (El-Qirem & Cockton, 2015). Marketing is often seen as a lucrative exchange process that meets both individual and corporate requirements while creating value in a market context. Marketing is a customer-focused attitude that influences all connected operations, from idea generation, pricing, and promotion to the distribution of ideas, commodities, and services (Jarrah et al., 2022). Marketing must be rethought in light of the reality of modern commercial activity, as globalization and technology produce volatile, chaotic corporate settings. To do this, we return to the origins of the marketing notion by providing an outline of the evolution of marketing theory and practice (Fillis et al., 2006). The advertising industry has undergone dynamic changes as a result of economic development in recent decades, and these changes have been positive in terms of technological advancement, medium, and more methods to attract consumers. However, as consumers become savvier and have higher expectations for the goods and services that businesses offer, marketers must increasingly rely on effects as competition for consumer attention increases (Shapiro & Nielsen, 2013). However, in today's world of distractions and clutter, firms must develop messages that draw customers' attention and interest. Creative advertising may point to organizations in the correct way. While some advertising just sells brands, great advertising really builds them. People find ads appealing and are persuaded to purchase particular goods or services thanks to creativity. Customers are drawn to it since it is a well-known truth (Alfailakawi et al., 2022). An increasing number of businesses are stressing creative communication techniques to develop distinctions via advertising as a solution to this issue. Since there are now more commercials than ever before, advertising design requires creativity on an international scale. This inventiveness is applied to create something novel, distinctive, pleasing to the eye, and attractive to buyers. Actually, creating advertisements is a creative endeavor in and of itself (Othman, 2017).

The methods used by companies to educate, convince, and remind consumers about the goods and brands they sell directly or indirectly are also regarded as marketing communications (Zahrani, 2022). Marketing communications serve as the company's "voice" in a sense and serve as tools for generating conversation and forging bonds with consumers (Keller & Hansen, 2019). Although marketing communications serve various critical functions in the commercial environment for each firm, they must cope with increasingly tough scenarios. The way consumers digest information and even whether they do so have been greatly changed by technology and other factors. To provide a consistent message and achieve strategic positioning across all pertinent communication channels, marketing communications should thus be connected (Armstrong et al., 2013). However, there is currently no empirical support for a link between stereotyping and creativity; here, we study this connection in the marketing sector. Stereotyping others may be harmful to one's creativity. Thus, marketing intelligence encourages two significant developments. Because life-cycle marketing, automated price adjustment, and artificial intelligence-based programmatic advertising all support the vision of fully standardized marketing automation with real-time, optimized customer-centricity, it first increases marketing efficiency, even in the absence of key performance indicators. Second, the rising significance of creative marketing is highlighted by newly developed marketing disciplines including viral marketing, social media marketing, and content marketing (Lies, 2021).

However, while the setting and practice of marketing have changed, the underlying ideas and theoretical frameworks on which the entire profession is built have not (Arabaa & Al-Salmi, 2022). Marketing in the arts, like marketing in other fields, remains a technique that focuses on an organization's planning and decision-making on the demands of the consumer, in order to be effective, must extend well beyond the marketing department and have an impact on what a business develops and how it manages its resources, where is predicated on the understanding that consumers are the lifeblood of every business, commercial or non-profit, and necessitates a dynamic reaction to a constantly changing environment (Hill et al., 2003). Despite the growing relevance of human creativity in today's corporate climate, there are few conceptual creativity frameworks given in marketing education literature. As a result of heightened competitive pressures caused by fast technological advancements,

the ongoing expansion of the service sector, and the escalation of global rivalry, management strategy has shifted (Titus, 2007). Clearly, most innovative, game-changing marketing concepts do not emerge as finished, developed concepts. Instead, they are usually enhanced through a succession of incremental enhancements until a unique marketing breakthrough happens (Eriksson & Hauer, 2004). The increasing strategic emphasis on creativity and innovation is expected to put pressure and attention on the marketing. Marketing specialists are expected to face increased pressure to create and produce innovative game-changing goods, services, and marketing strategies (Titus, 2000). Overall, the current shift in strategic thinking is expected to elevate marketing's status and influence within the company firm and community. Whereas creativity is defined as all actions conducted to generate innovative breakthrough goods, services, and marketing campaigns that are both distinctive to the marketplace and provide value or usefulness to the client (Kotler & De Bes, 2003).

According to Al-Jarrah et al. (2023), creative thinking processes include a variety of cognitive operations and behaviors that people participate in to produce new concepts and solutions. Creativity is multifaceted in nature and has different meanings depending on the surroundings. On the other hand, creative thinking processes encompass a variety of cognitive processes and actions that people engage in to create fresh concepts and solutions (Chavula et al., 2022). Therefore, most marketing experts believe that creativity is essential to good marketing performance. In general, marketing may be defined as the act of providing innovative solutions to customer issues. As a result, marketing may be considered nothing more than a lengthy exercise in creative problem-solving. That is, marketing may be defined as the development and provision of novel solutions to customer issues (Fillis, 2000). Individual problem-solving inputs (such as knowledge of the marketing environment, diversity of experience, and education), motivational factors (such as intrinsic motivation, and risk-taking), and situational factors all have an impact on the creativity of marketing programs, according to Andrews and Smith (1996). (For example, formalizing the planning process, interacting with others, and time constraints). According to the findings of (Chavula et al., 2022), search systems must be designed to assist creative thought processes when searching in order to stimulate the production of new ideas. Additionally, marketing is a crucial activity for the proper operation of businesses, especially those that produce goods and services, where advertising and marketing are essential operations to ensure that goods reach their target markets (Al-Zaqeba et al., 2022). Advertising and marketing are not the same things, despite popular belief. Advertising requires greater communication since its primary goal is to disseminate information about ideas, commodities, and services. It entails informing current and prospective clients about a product or service. Because each commercial is unique, each advertising plan is oriented toward a certain product. Advertising relies on the medium to convey the message (Mallory, 2013).

In comparison to advertising, marketing management is a more comprehensive and intricate process. Everything a company does to encourage client engagement falls under this category. Aspects of marketing management include research, product creation, design, price, promotion, sales, and distribution (Hailat et al., 2023). Its scope extends well beyond advertising. In fact, advertising is recognized as one of the marketing management techniques. Marketing is commonly referred to as a pie, with advertising as one of the ingredients (Drewniany & Jewler, 2008). And marketing creativity is commonly seen as a means of solving complicated challenges for the benefit of businesses. Given the significance of creativity, marketers have taken two broad methods to improve it. The first focuses on how to impact the social environment to increase creativity. The second employs innovative thinking approaches to generate greater ideas (Lemons 2005). According to the findings of the study (Rücker, 2017), creative thinking promotes marketing creativity holistically through generating experiences, developing relationships, and addressing huge audiences cost-effectively Kilgour & Koslow, (2009) findings imply that creative tools are not a one-size-fits-all concept, but must be adjusted to the individual and context in which they are used. The implications for marketers and academics are highlighted. As a result, in a marketing context, appropriateness relates to how well a concept fits within the marketing plan. It is critical to break down creativity into its constituent parts since most creative strategies promote divergent, or unique, thinking rather than convergent, or acceptable, thinking. If uniqueness and appropriateness do trade-off, adopting an aggregate metric obscures these minor impacts (Kilgour & Koslow, 2009).

In light of this context, there hasn't been much empirical research that addresses problems with intrinsic strategic marketing; in reality, this may be extended more generally to problems with strategic marketing related to many aspects of new media, such as blogs and social networks (Truong & Simmons, 2010). When an established product's profitability is significantly impacted by how significantly it differs from competing alternatives. The ongoing development of creative marketing initiatives facilitates the maintenance of substantial individuality. Some product managers are able to create distinctive marketing campaigns for their products, despite market observation showing a general lack of creativity in the way well-established things are promoted (Andrews & Smith, 1996). Tan et al. (2022) established a relationship between stereotypes and originality. We also identified a quadratic relationship between perceived stereotyping and purchase intention, implying that advertising with low and high stereotyping generated larger purchase intention than moderate.

Because of the rapid advancement of technology, the internet has now become one of the most quickly expanding developments in information technology (Alqudah et al., 2023). Nowadays, many business owners create websites, blogs, or accounts on Facebook, Instagram, or Twitter to sell or advertise their goods. According to Gunawan and Sulaeman (2020), using this development as a commercial marketing strategy for small and medium-sized businesses is considered as particularly important. Selling is seen to be a useful tool for MSMEs to use in selling their products. Mastery of information technology is one of the competitive advantages that MSMEs must have. Marketing may provide MSMEs with a chance to get customer attention. Furthermore, argues that the quickest approach to gain customer attention and in a broad range of ways that firms have been discovered to engage with their consumers is through social media (Tuten, 2008). These findings imply that small

modifications to ad design throughout repeated exposures might assist characteristics of importance to marketers, even when processing is low, according to Shapiro and Nielsen (2013). Marketing enables businessmen to monitor and meet all the wants and wishes of potential customers. Potential customers may also look for and obtain product information simply by exploring the virtual world, hence facilitating the search process (Chang, 2016).

Also, traditional marketing is no longer a feasible choice. Inbound marketing is a new marketing development in the Internet business framework. This new marketing kind is aimed at recruiting valuable consumers (potential, existing, or aspirational) who choose to connect with a specific brand that offers them something beneficial. Furthermore, this material is syndicated on a variety of social media platforms that must be relevant to the company and its entire integrated communications strategy (Opreana & Vinerean, 2015). Additionally, social media marketing offers great cost-effective possibilities for businesses looking to engage with customers and learn more about their likes and dislikes. A multitude of information is gathered through social networking sites like Facebook, Instagram, YouTube, and Twitter, to name a few. For marketers and online marketing campaigns, this data offers a wealth of opportunities (Flanagan, 2015).

Market power dynamics have changed because of social media; research indicates a significant power shift is in progress as well as the emergence of a new breed of powerful and intelligent consumers that are difficult to sway, persuade, and retain (Constantinides, 2014). The takeaway for marketing strategists is clear: relying less on conventional mass-marketing strategies is necessary to survive in the age of the empowered consumer; understanding how technology shapes the market and, more importantly, incorporating social media into the marketing toolkit becomes a strategic necessity (Chen & Jinhong, 2004). In addition to being a marketing communication medium, email may be used for several marketing reasons such as information sharing, promotion, creating and sustaining connections with consumers, and directing them to the company's website. Whereas e-mail is a two-way communication medium, marketers frequently utilize it to convey offers or promotions. Marketers will send advertisements to offer numerous items so that the advertisements and offers may be accepted by customers and information can be obtained from e-mail. A website may also be used to exchange or search for information on the internet (Putri & Hermawan, 2021). Gunawan and Sulaeman (2020) discovered that understanding of information and communication technology adoption has a substantial impact on digital marketing. Marketing is greatly influenced by innovation. Knowledge of information and communication technology adoption and innovation has an impact on marketing. Marketing is influenced by knowledge of information and communication technology adoption and innovation.

Also, telecommunications companies are frequently the driving force driving a country's economy; however, they do not always fully exploit their innovative and creative capacity because many of these companies do not understand the tools that today's technology provides, and worse, the benefits that social networks provide. Social networks are described in this context as bounded groupings of linked individuals, organizations, communities, or societies in which members communicate, discuss, and share information (Vásquez & Escamilla, 2014). Furthermore, the availability of Internet services makes it easier for clients to select the needed goods fast. Furthermore, social media allows the owner to promote new items or new inventions, as well as allow buyers to see the style that will be chosen, where both social media emphasize photos and words (Tutiasri et al., 2020).

As a result, businesses in the creative industry have been focusing on creating value through social media. These media have been effective marketing tools as well as distribution channels for the goods and services provided. Creative organizations are quite skilled at harnessing social media and applying it in regulated business operations (Smith et al., 2015). Nowadays, almost every company has at least one social media page. Organizations in the creative sectors can also say this. The use of social media enables the accomplishment of well-known marketing-related activities. They allow for the toll-free promotion of a particular company, as well as the promotion of its products, accomplishments, and websites to potential customers. The effective marketing of innovative brands, companies, and products depends on social media. However, to promote it, a suitable marketing strategy based on social media-specific technology has been required (Wawrowski & Otola, 2020). According to the findings of Putri and Hermawan (2021), marketing strategy is extremely effective in terms of promotional and advertising techniques implemented. To boost their business success, the creative consultant must now employ a market penetration approach.

Furthermore, Social media marketing is becoming a critical area of e-marketing endeavors. It is the result of social media's growing importance on a global scale (Kaplan & Haenlein, 2010). Social media has become an important online marketing tool as the Internet has grown in popularity. Individual users, as well as businesses, have formed fan pages on digital platforms and explored economic prospects through social media (Chen & Lin, 2019). Social media marketing is defined as commercial marketing events or procedures that use social media platforms to favorably influence customer purchasing habits (Dann, 2010). The creative business has great potential to flourish thanks to social media. Message boards may be used by businesses with a creative focus to offer their skills, suggestions, hypotheses, and ideas to a huge audience. Numerous social networks are used by the creative sector for marketing purposes, making them the market's driving force. The employment of complex marketing strategies is required due to the distinctive products offered by this company (Chen et al., 2011).

3. Methodology

The study aimed to investigate The Impact of Creative Thinking of Marketing Ideas on the Design Structure of Modern Jordanian Advertisements for Jordanian Telecommunications Companies. The methodology involved developing a survey

instrument with four independent variables and one dependent variable. The independent variables were Creative Marketing (CM), Marketing Strategy (MS), Online Marketing (OM), and Social Media Marketing (SMM). The dependent variable was the Structure of the Modern Jordanian Advertisement. The Creative Marketing construct comprised four items, and its reference was (Smith & Yang, 2004). The Marketing Strategy construct consisted of five items and was based on the decision-focused approach by (Joseph F et al., 2003); (Walker et al., 2006). The Online Marketing construct had four items and drew from (Frost & Strauss, 2016); (Teo & Tan, 2002). The Social Media Marketing construct was measured using five items based on (Evans, 2010); (Cambria et al., 2012). The Structure of the Modern Jordanian Advertisement construct included six items, and its references were (Odih, 2007) and (Turow, 2018).

The questionnaire items were measured using a 5-point Likert scale, with the following values: “1 (strongly disagree), 2 (disagree), 3 (neither agree nor disagree), 4 (agree), and 5 (strongly agree). To enhance the accuracy and reliability of the data, the scale will be corrected and adopted to measure for five Likert scale means, as follows: less than 2.33 (low), 2.34-3.66 (medium), and 3.67 - 5.00 (high)”

The study population is customers of Jordanian telecommunications companies who reside in Jordan. A sample size of 270 respondents was selected through a convenience sampling method. The data was analyzed using statistical software, such as SPSS and AMOS 27 version, to test the research hypotheses. Fig. 1 shows the structure of the proposed study.

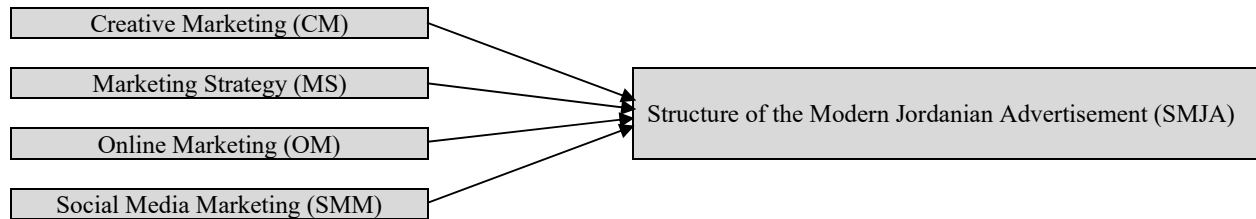


Fig. 1. The structure of the proposed study

H₁: *Creative marketing positively influences the structure of the modern Jordanian advertisement.*

H₂: *Marketing strategy positively influences on the structure of the modern Jordanian advertisement.*

H₃: *Online marketing positively influences on the structure of the modern Jordanian advertisement.*

H₄: *Social media marketing positively influences on the structure of modern Jordanian advertisement.*

The study sample consists of 270 respondents who are customers of Jordanian telecommunications companies and reside in Jordan. A convenience sampling method was used to select the sample. The gender distribution of the sample is almost equal with 50.7% male and 49.3% female respondents. In terms of the telecommunication companies, the highest number of respondents (34.4%) subscribed to Zain, followed by Umniah (33.0%), and a combination of Zain, Orange, and Umniah (32.6%). Table 1 shows that:

Table 1
Distribution of the sample according to the personal information

Variable	N	%
Gender		
Male	137	50.7%
Female	133	49.3%
Companies		
Umniah	89	33.0%
Orange	98	36.3%
Zain	83	30.7%

3.1 Exploratory factor analysis

A principal component analysis was conducted using varimax rotation and Kaiser normalization to explore the relationships among variables. The analysis included 27 items, which were grouped into five components. The results showed that the five components explained a total of 72.476% of the variance in the data. The Kaiser-Meyer-Olkin measure of sampling adequacy was high at 0.878, indicating that the data were suitable for factor analysis. The approximate chi-square value was 5140.874 with 276 degrees of freedom and a significant p-value of 0.000. factor loading of 0.4 or above, the factor loadings ranged from .561 to .929, induction that all items were good indicators of their respective factors, Table 2 shows the results.

3.2 Reliability Analysis

Table 3 shows that all Cronbach's alpha values for all five domains (Creative Marketing, Marketing Strategy, Online Marketing, Social Media Marketing, and Structure of the Modern Jordanian Advertisement) are above the commonly accepted

threshold of 0.7 for internal consistency reliability, where Cronbach's alpha reliability coefficient is acceptable if exceeded (0.60) (Sekaran & Bougie, 2016).

Table 2
Exploratory factor analysis

Items	Component				
	1	2	3	4	5
CM1					.561
CM2					.649
CM3					.727
CM4					.690
MS1		.742			
MS2		.758			
MS3		.879			
MS4		.819			
MS5		.862			
OM1				.929	
OM2				.698	
OM3				.855	
OM4				.904	
SMM1			.856		
SMM2			.904		
SMM3			.871		
SMM4			.661		
SMM5			.829		
SMJA1	.815				
SMJA2	.716				
SMJA3	.792				
SMJA4	.820				
SMJA5	.843				
SMJA6	.824				
Total variance explained					72.476%
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.					0.878
Approx. Chi Square					5140.874
Df					276
Sig.					0.000

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Table 3
Results reliability for each domain

Domain	Cronbach's α	N of Items
Creative Marketing	0.716	4
Marketing Strategy	0.921	5
Online Marketing	0.890	4
Social Media Marketing	0.879	5
Structure of the Modern Jordanian Advertisement	0.931	6

Table 4 shows the mean scores and agreement degree for each of the five domains (Creative Marketing, Marketing Strategy, Online Marketing, Social Media Marketing, and Structure of the Modern Jordanian Advertisement). The mean scores ranged from 2.753 to 3.468, The agreement degree for each domain was categorized as "Medium".

Table 4
Means and standard deviation for each domain

Domain	Mean	Standard. Deviation	Agreement Degree
Creative Marketing	3.327	0.878	Medium
Marketing Strategy	2.753	1.161	Medium
Online Marketing	3.191	1.268	Medium
Social Media Marketing	3.468	0.765	Medium
Structure of the Modern Jordanian Advertisement	3.157	0.757	Medium

3.3 Path analysis

Confirmatory Factor Analysis (CFA)

According to Schumacker and Lomax (2004), The values for the fit indices are RMSEA=0.054, TLI=0.957, IFI=0.963, CFI=0.962, and $\chi^2/DF=1.791$. The index ranges for acceptable fit are RMSEA between 0.05-0.08, and TLI, IFI, and CFI values greater than or equal to 0.90. The χ^2/DF index should be between 1 and 5. The fit indices for the model indicate a good fit between the model and the data, Table 6 shows that:

Table 6
Fit indices for model

Fit Indices	RMSEA	TLI	IFI	CFI	χ^2/DF
Values	0.054	0.957	0.963	0.962	1.791
Index	0.05-0.08	≥ 0.90	≥ 0.90	≥ 0.90	$1 \leq \chi^2/DF < 5$

Table 7 shows path coefficients and their significance for the relationship between the four marketing domains (Creative Marketing, Marketing Strategy, Online Marketing, and Social Media Marketing) and the Modern Jordanian Advertisement (SMJA) structure. The results indicate that all four paths are statistically significant. H1, which relates to creative marketing, has the highest estimated result of 0.62, while H2, H3, and H4 have estimated results of 0.152, 0.133, and 0.111, respectively. Overall, the results support the hypothesis that all four marketing domains have a significant impact on SMJA. Based on Table 5 and additional illustration in Fig. 2, we concluded that H1, H2, H3, and 4 were accepted.

Table 7
Path coefficient and their significance

				Estimate	P	Result
H ₁	Creative Marketing	→	Structure of the Modern Jordanian Advertisement (SMJA)	.620	***	Accepted
H ₂	Marketing Strategy	→	Structure of the Modern Jordanian Advertisement (SMJA)	0.152	0.05	Accepted
H ₃	Online Marketing	→	Structure of the Modern Jordanian Advertisement (SMJA)	.133	***	Accepted
H ₄	Social Media Marketing	→	Structure of the Modern Jordanian Advertisement (SMJA)	.111	0.016	Accepted

Note:***p < .001.

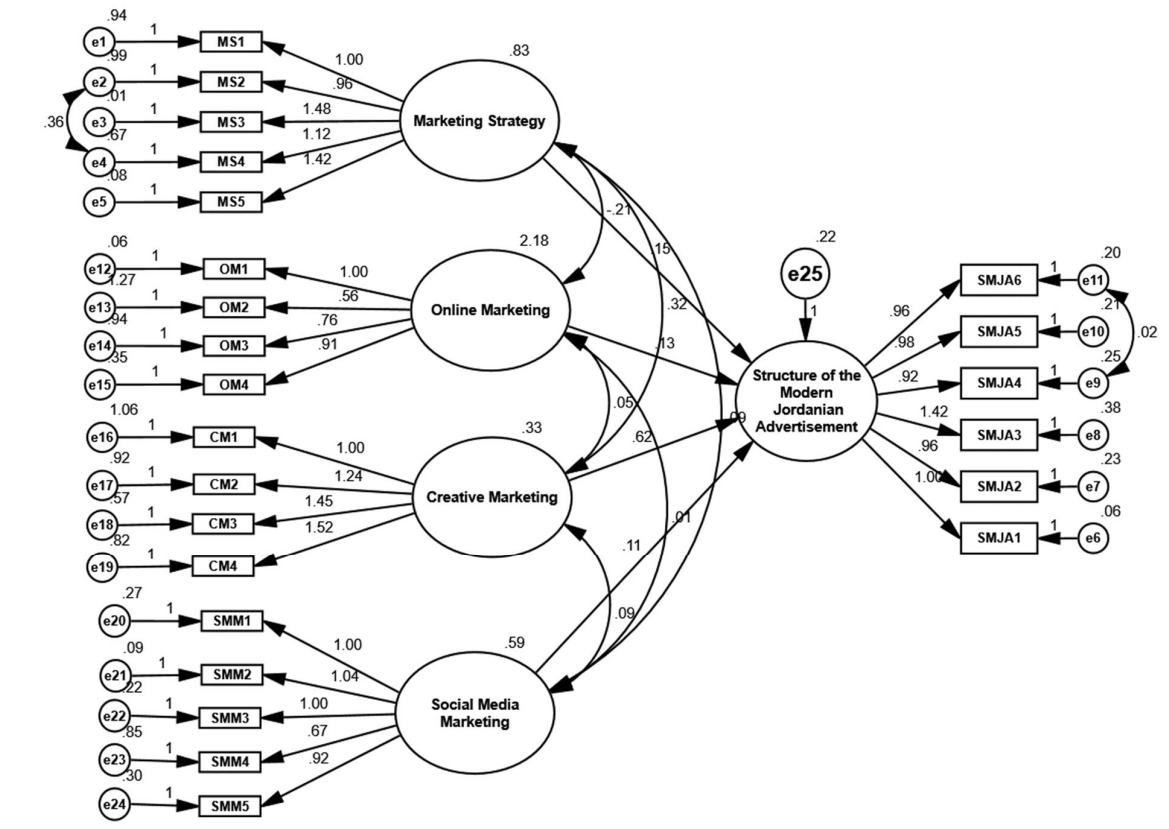


Fig. 2. path coefficients of the structural model

The results indicate that all four paths are statistically significant. H1, which relates to creative marketing, has the highest estimated result of 0.62, while H2, H3, and H4 have estimated results of 0.152, 0.133, and 0.111, respectively. Overall, the results support the hypothesis that all four marketing domains have a significant impact on SMJA. Based on Table 5 and additional illustration in Figure 1, we concluded that H1, H2, H3, and 4 were accepted.

4. Discussion and conclusions

The advertising sector has seen dramatic changes as a result of economic development in recent decades, and these changes have been favorable in terms of technical improvement (Shapiro & Nielsen, 2013). As a result, the quantity of advertisements

globally has expanded rapidly in recent decades, and one person needs to be creative in advertising design (Murad et al., 2022). This ingenuity is used to produce something fresh, original, visually appealing, and appealing to customers (Othman, 2017). Therefore, most marketing experts believe that creativity is essential to good marketing performance (Fillis, 2000). According to the findings of (Chavula et al., 2022), search systems must be designed to assist creative thought processes when searching in order to stimulate the production of new ideas. Also, marketing is one of the critical activities required for the proper administration of commercial organizations, particularly those engaged in the production of goods and services, where advertising and marketing are critical operations required to guarantee that products reach their target markets. Advertising and marketing are not the same things, despite popular belief. Advertising requires greater communication since its primary goal is to disseminate information about ideas, commodities, and services (Mallory, 2013). Therefore, maintaining significant distinctiveness is made easier by the continuous creation of inventive marketing campaigns. Despite the fact that market observation demonstrates a general lack of innovation in the way established items are sold, certain development managers are able to develop unique marketing campaigns (Andrews & Smith, 1996). Tan et al., (2022) discovered a link between perceived stereotypes and inventiveness. Furthermore, Social media marketing is becoming a critical area of e-marketing endeavours. It is the result of social media's growing importance on a global scale (Kaplan & Haenlein, 2010). This study aimed to investigate the impact of creative thinking on marketing ideas and their influence on the structure of modern Jordanian advertisements for telecommunications companies. The methodology involved developing a survey instrument with four independent variables and one dependent variable. The independent variables were Creative Marketing (CM), Marketing Strategy (MS), Online Marketing (OM), and Social Media Marketing (SMM). The dependent variable was the Structure of the Modern Jordanian Advertisement. The study population is customers of Jordanian telecommunications companies who reside in Jordan. A sample size of 270 respondents was selected through a convenience sampling method. The data were analyzed using statistical software, such as SPSS and AMOS 27 version, to test the research hypotheses. The results indicate that all four paths are statistically significant. H1, which relates to creative marketing, has the highest estimated result of 0.62, while H2, H3, and H4 have estimated results of 0.152, 0.133, and 0.111, respectively. Overall, the results support the hypothesis that all four marketing domains have a significant impact on SMJA. Based on Table 5 and additional illustration in Figure 1, we concluded that H1, H2, H3, and 4 were accepted.

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