

Disclosing the Impact of Millennial Attitude Toward Instagram Advertising on Their Attitude Toward Brand and Purchase Intention in Pandemic COVID-19

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Abstract. The pandemic COVID-19 has brought changes in Indonesian consumer behaviour. Brands in Indonesia need to invest in Instagram advertisements to cope with the change in consumers' behaviour during the pandemic COVID-19. This study investigates the impact of Instagram's advertising effectiveness on building consumers' attitudes on brand and purchase intention. This study adopts a quantitative method through an online survey of 446 respondents. The data were analyzed using structural equation modelling (SEM). The result stated that entertainment and personalization positively influence millennial attitude toward Instagram advertising, and consumers' attitude toward Instagram advertising also positively influences their attitude toward the brand and regards their purchase intention. The study contributed to the advertising literature by extending the research on Instagram advertising and branding. This study contributes to the managerial application by enabling brands and marketers to create effective Instagram advertising that will lead to a positive response from consumers toward a brand.

1 Introduction

The internet and digital technology have been changing how brands do marketing, from traditional marketing to social media or social network marketing. Social media is a virtual network in which individuals can present themselves and establish and maintain their social connection with others in the virtual network [1]. One of the most popular social media platforms nowadays is Instagram [2]. Instagram is a social media platform that enables users to capture their experience by taking photos or videos with their smartphone, modifying them with filters, and then sharing them [3]. Since Instagram launched, Instagram has been growing significantly and has become one of the most popular social media in the world. In January 2018, the number of active users on Instagram reached 800 million people, and they usually spend 257 minutes monthly visiting Instagram [4]. Instagram also became one of the most popular social media in Indonesia. In 2017, Instagram had more than 45 million active users from Indonesia [4]. Due to its immense popularity, brands have begun to use Instagram in their marketing strategy.

In early 2020, the world faces a pandemic of COVID-19 which spread around the world and led to more than 41 million cases and 1 million confirmed deaths around the world [5]. The global pandemic COVID-19 has a devastating impact on the world economy and healthcare system. The spread of the pandemic COVID-19 pushes authorities in the world to control it by reducing their people and goods mobility

by placing partial or full lockdown in their countries [5]. The fear of pandemic COVID-19, social distancing, work from home, and uncertainties change the way consumers behave for years to come; one of the changes in the adoption of digital in consumers' daily life [6]. Indonesia is one of the countries that suffered the impact of the pandemic COVID-19. The pandemic COVID-19 has brought changes in Indonesian consumer behavior, where one of them is consumers in Indonesia increasingly adopting the internet and digital technologies into their daily activities. The adoption of the internet in Indonesia's consumer behavior during pandemic COVID-19 is reflected in the spike increase in internet activity that reached 73% growth of internet activities in the first quarter of 2020 [7]. The use of social media experienced a spike in increased activities in Indonesia during the pandemic COVID-19 [8]. Instagram was one of the popular media social in Indonesia during the pandemic COVID-19; the number of Instagram users in Indonesia reached 86.6% of the total Indonesian population in 2021 [9]. In Indonesia, Instagram is one of the most popular social media in the millennial generation [10]. Indonesia's millennial generation is one of the consumer segments in Indonesia with the highest internet penetration in Indonesia, making the millennial generation as potential customers for Instagram advertising [11]. Brands and marketers in Indonesia need to invest in Instagram advertisement in their branding strategy on millennial consumers during pandemic COVID-19 [12].

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Branding and purchase intention has been the purposes of advertising strategy [12]. This study aims to investigate the influence of the millennial consumer's attitude toward Instagram advertising in building their attitudes toward the brand and its impact on their purchase intention in pandemic COVID-19. Consumers' attitudes toward advertising have proven to be the main indicator of advertising effectiveness [13]. According to prior study by Lee and Hong stated that Facebook advertising effectiveness can be achieved through informativeness [14]. A study by Wardhani and Alif concluded that Instagram advertising exposure such as entertainment and informativeness, are essential to fostering positive consumers attitudes toward Instagram advertising [13]. According to Xu, consumers are receptive to advertising that is personalized and relevant to them [15]. This study proposes Instagram advertising exposure (entertainment, informative), and personalization will contribute to building effective Instagram advertising in pandemic COVID-19. Despite the popularity of Instagram among consumers, there has been still little research that examines Instagram as an advertising channel, especially research that examines factors from Instagram advertising that contribute to augmenting positive consumers' attitudes toward Instagram advertising and its effect on consumers behavior [16]. Though branding is the main purpose of advertising, there has been small interest in the research on consumers attitudes toward advertising impact on brand attitude [12]. This paper fills the gap in the social media advertising literature by investigating the influence of millennial attitude toward Instagram advertising on their attitude toward brand and examine the impact of Instagram exposure (entertainment, informativeness) and personalization on millennial attitude toward Instagram advertising.

1.1 Objectives

In this regard, the present study is based on three research questions (RQ): What are the qualities that Instagram advertising should have that will help produce a positive attitude from millennial consumers during pandemic COVID-19? (RQ1); does millennial consumers' positive attitude toward Instagram advertising lead to their positive attitude toward the brand? (RQ2); and does positive millennial consumers' attitude toward a brand-led to their intention to purchase? (RQ3). The result from this study will contribute to the brand and marketer to evaluate their digital advertising strategy in Instagram that will capture potential millennial consumers.

2 Literature Review

Entertainment

Entertainment in advertising refers to the advertising's ability to render consumers' needs for enjoyment, need for escapism, and need for diversion [17]. The uses and gratification theory states that people have natural

playfulness, which explains their preference for entertaining content [16], [17]. Advertisement on social media platform which has entertainment value will create more opportunity to receive positive feedback from consumers [13]. A brand that uses social media-based advertising will be likely to attract a positive response from consumers [13], [18]. Based on this argument, this study formulated these hypotheses: H1 Consumers' perception of entertainment of Instagram advertising influence their attitude toward Instagram advertising.

Informative

The informative aspect of advertising is defined as advertising capabilities to inform consumers about product or service information which helps consumers in their purchase decision [17]. Informative is a vital part of advertising because one of the main purposes of advertising is to inform consumers about a product or brand [19]. The brand uses advertising to provide its brand and product information and reach potential consumers, and also reach competitor customers [13]. The informativeness aspect of social media advertising has proven to be a crucial factor that can shape consumers' attitudes toward social media advertising [13], [16], [18], [20]. Based on this argument, this study formulated these hypotheses:

H2 Consumers' perception of the informative abilities of Instagram advertising affects their attitude toward Instagram advertising.

Personalization

Consumers often feel annoyed when they are exposed to and bombarded with too many advertisements; however, consumers show a positive response to advertisements which useful and relevant [21], [22]. The social media advertisement technology-enabled to delivers personalized advertising to consumers based on their profiles, history, and needs. The personalization in advertising uses a large amount of data to accurately model the precise interest of a user at a precise moment [23]. Based on this argument, this study proposes these hypotheses:

H3 Personalization of Instagram advertising positively influences their attitude toward Instagram advertising.

Consumers' attitude toward advertising

Consumers' advertising is an important and interesting topic in advertising research. Consumers' attitude toward advertising is the main predictor of their behavior, and consumer attitude toward the advertising also predicts the advertising effectiveness [22], [24]. Besides consumer behavior, consumers' attitudes toward advertising are also essential for the brand owner because consumers' attitude toward advertising affect their attitude toward the brand [25].

This study is based on the Theory of Reasoned Action (TRA) [26], [27]. TRA is a popular theory in advertising research [28], [29]. TRA stated that consumers' behavior is not directly influenced by their

attitude; however, consumer intention mediated the relationship between their attitude and intention [27].

Prior research proved the influence of positive consumers' attitudes toward advertising on their attitude toward the brand [12], [13], [16], [25]. Based on the prior finding, this study proposes these hypotheses:

H4 consumers' attitude toward Instagram advertising positively influence their attitude toward the brand.

H5 consumer's attitude toward brand led to their purchase intention.

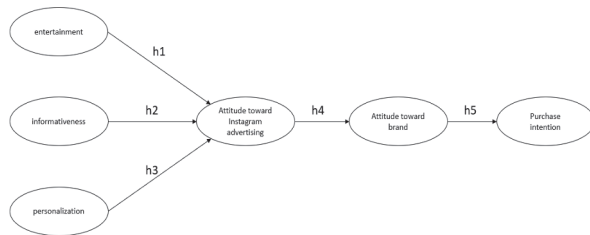


Figure 1. Research model

3 Methods

This study uses structural equation modeling (SEM) partial least square (PLS) to analyze the Instagram advertising exposure (entertainment, personalization, informative) on consumers' attitude toward Instagram advertising, their attitude toward the brand, and the purchase intention of respondents.

The respondents consist of 51% females and males 49%. The respondents are millennial generations from the age of 18 to 39. Most of the respondents are an employee (56%). Most of the respondents use a smartphone when accessing Instagram (71%).

The items in the questionnaires were developed by adapting from prior literature and using a five-point Likert scale to measure each item. Consumers' perception of entertainment of Instagram advertising was measured by adapting from Saadeghvaziri et al [30], [31]. Consumers' perception of the informativeness of Instagram advertising was measured by adapting from Falcão and Isaías [20]. Personalization of Instagram advertising was adapted from a prior study by Xu and Gaber et al [15], [16]. Consumers' attitudes toward Instagram advertising and brand were adapted from a prior study by Gaber et al [16].

4 Data Collection

An online questionnaire was used to gather primary data from respondents. The population from this study is millennial Instagram users in Indonesia that already interact with Instagram advertising. Based on the study by Howe and Straus, this study defines millennials as respondents whose born in 1982 to 2004 [32]. The data were collected through Google form during a 2-month period from March 2022 to May 2022. There are a total of 446 respondents.

5 Results and Discussion

5.1 CFA

The CFA result from this research model is presented in Table 1.

Table 1. Validity and Reliability Table

Variables	Standardized Loading Factors	CR	VE
Attitude toward brand		0.852	0.658
Atdbr1	0.865		
Atdbr2	0.743		
Atdbr4	0.821		
Attitude toward Instagram advertising		0.828	0.546
Atdid1	0.714		
Atdid2	0.749		
Atdid3	0.770		
Atdid4	0.721		
Entertainment		0.879	0.645
Ent1	0.792		
Ent2	0.786		
Ent3	0.836		
Ent4	0.798		
Informative		0.848	0.650
Inf2	0.788		
Inf3	0.795		
Inf4	0.835		
Personalization		0.899	0.690
Psn1	0.792		
Psn2	0.873		
Psn3	0.880		
Psn4	0.772		
Purchase intention		0.840	0.636
Pi1	0.807		
Pi2	0.827		
Pi3	0.756		

The Confirmatory Factor Analysis is a statistical procedure in SEM that examines the validity and reliability of the latent variables. The model validity evaluation of this study was carried out by calculating the standardized loading factors from each variable in the research model. The value of the standardized loading factors of each item needs to be above 0.5 to have good validity [33]. The calculation result in Table 2 showed that all the latent variables have good validity. The model reliability of this study was carried out by calculating the construct reliability score (CR) and the average variance extracted (AVE) from each latent variable. The recommended value for the reliability if CR is above 0.7 and AVE also above 0.5. Table 2 shows that overall, all the variables have good reliability

because all their CR and AVE were above the recommended level.

The next step in CFA evaluation is the discriminant validity. Discriminant validity explains the empirically different each latent variable in the research model. This study uses the Fornell and Larcker metric to calculate the discriminant validity of the research model. The result of Fornell and Larcker calculation is shown in Table 2 [33].

Table 2. Fornell and Larcker metric

	attitude toward brand	attitude toward Instagram advertising	entertainment	informative	personalization	purchase intention
attitude toward brand	0.811					
attitude toward Instagram advertising	0.653	0.846				
entertainment	0.693	0.739	0.843			
informative	0.809	0.721	0.773	0.810		
personalization	0.778	0.747	0.801	0.774	0.831	
purchase intention	0.770	0.723	0.757	0.803	0.805	0.837

5.2 Structural Model Analysis Result

The second part of SEM-PLS evaluation is structural model analysis. The structural model analyzes the level of significance of the relationship between latent variables in the research model [34]. The relationship between variables can be called significant if the t-values of the relationship are above the recommended level or 1.96 [33], [34]. The result of structural model calculations from this research model are presented in Table 3 and Figure 2.

Table 3. Structural Model Results.

Hypothesis	t-values	P values	Results
H1. entertainment -> attitude toward Instagram advertising	8.554	0.000	Positive, significant
H2. informative -> attitude toward	0.678	0.498	Not significant

Instagram advertising			
H3. personalization -> attitude toward Instagram advertising	9.155	0.000	Positive, significant
H4. attitude toward Instagram advertising -> attitude toward the brand	7.409	0.000	Positive, significant
H5. attitude toward brand -> purchase intention	16.570	0.000	Positive, significant

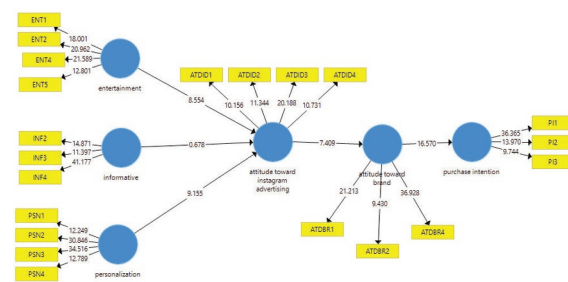


Figure 2. Structural model result

Figure 2 and Table 2 shows the result of the structural test analysis. Entertainment of Instagram advertising was found to be significantly positive influencing consumers' attitudes toward Instagram advertising (8.544); thus, H1 was supported. Perceived informative Instagram advertising is found to be doesn't have an impact on consumers' attitudes toward Instagram advertising (0.678); thus, H2 was not supported. Personalization of Instagram advertising was found to have a positive and significant impact on consumers' attitudes toward Instagram advertising; thus, H3 was supported. The effectiveness of Instagram advertising proved to be positively influenced consumers' attitudes toward the brand (7.409); thus, H4 was supported. Consumer's attitudes toward brands were found to positively influence their intention to purchase (16.570); thus, H5 was supported.

6 Discussion

This study aims to evaluate the impact of the effectiveness of Instagram advertising that will contribute to building consumers' attitudes toward brand and purchase intention in pandemic COVID-19. This study also investigates factors of Instagram advertising exposure that contribute to building the effectiveness of Instagram advertising. The first objective of the study was to examine the impact of entertainment, information, and personalization on consumers' attitudes toward Instagram advertising. The findings showed that the consumer's perception of entertainment and personalization of Instagram advertising is an important factor in building positive consumers

response toward Instagram advertising. The results are consistent with previous studies that examine the influence of entertainment and personalization on consumers' attitudes toward advertising in the social media advertising and digital advertising context [13], [16], [35]–[37]. However, the result also found that informativeness does not have a significant impact on millennial consumers' attitudes toward Instagram advertising. The absence of support for the effect of informativeness on consumers' attitudes can be explained by the nature of the Instagram platform for social, entertainment, and exciting content [38]. Thus, information seeking is not the main motivation for consumers when they access Instagram. A personalized Instagram advertising which entertaining will capture a positive response from millennial consumers in Indonesia during the pandemic COVID-19.

The second objective was to evaluate the influence of consumers' attitudes toward Instagram advertising on their attitudes toward the brand. The result stated that positive consumers' attitudes toward Instagram advertising led to their positive attitude toward the brand. This finding corresponds with a prior study that consumers' attitude toward social media advertising positively influences their attitude toward the brand [13], [16], [20]. Millennial consumers' positive attitude toward Instagram advertising affects their positive attitude toward the brand advertised.

The third objective was to explain the impact of millennial consumers' attitudes toward brands on their purchase intention. The findings stated that positive millennial consumers' attitudes toward brands lead to their increased intention to purchase. The result is compatible with the finding of a prior study that examines the impact of brand attitude on purchase intention [12], [13], [39].

7 Implications

Theoretical implications

The first theoretical implication is that it extends the research on branding in the Instagram context by proving that the millennial consumers' attitudes toward Instagram advertising positively influence their attitude toward the brand. A second theoretical contribution to TRA application in an Instagram advertising context. The findings suggest that millennial consumers' purchase intention is directly influenced by their attitude toward brand, and their attitude toward the brand is influenced by their attitude toward Instagram advertising. Third, this study also extends research on digital advertising, especially Instagram advertising. The findings showed that entertainment and personalization play an essential role in influencing millennial attitudes toward Instagram advertising.

Managerial implications

This study provides several implications for brands and marketers. First, the article explains the importance of Instagram advertisement in creating a strong relationship between millennial consumers in Indonesia with the brand. Brand and marketers that target

millennial consumers should use Instagram advertising as part of their digital marketing campaign during pandemic COVID-19. Second, this article provides guidance for brands and marketers to formulate effective Instagram advertising. To create effective Instagram advertising, the brand and marketer should consider two factors: entertainment and personalization. One of the most important factors in Instagram advertising is entertainment. Brand and marketers should create Instagram advertising content that is interesting, entertaining, and fun for their millennial consumers. Besides entertainment, brand and marketer should use digital technology and consumer data to create consumer profile that is relevant to their consumers and apply personalization technology in their Instagram advertising strategy.

8 Limitations

This study has several limitations, despite its contributions. First, this study only examined respondents in Indonesia. Second, this study didn't limit the focus toward specific categories of the brand, such as fashion brands or smartphone brands. Third, this study focuses only on the millennial segment.

Future research can be including several other variables that influence the effectiveness of Instagram advertising, such as herd behavior or social influence. Also, future research can be expanded by comparing consumers from different countries. Finally, future work can focus on the specific categories of the brand, such as fashion brands.

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