

The Effect of Advertising Exposure on Attitude Toward the Advertising and the Brand and Purchase Intention in Instagram

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Abstract—The steady rise in use of social media for advertising has raised several questions about the important features of advertisement that could attract the customers. The present study investigates the effectiveness of advertising exposure on Instagram, a widely used social media in Indonesia, with regard to the customers' behavioral attitudes toward the brand and purchase intention. This quantitative research conducted through a survey of over 260 respondents via self-administered structured questionnaires. Data were analyzed using structural equation modeling (SEM) using LISREL. The most powerful influences that exist between variables that measure ad exposure are that of entertainment and informativeness on attitude toward the advertising. In addition, compared to the influence of attitude toward the brand, attitude toward the advertising has a significant effect on purchase intention. This study focuses only on Instagram users and the advertising campaign run in Indonesia. Despite this limitation, the study findings enable marketers to enhance the effectiveness of their advertising campaign to reach the targeted ROI through emotional appeals, creativity, information, entertainment features to increase customer's positive attitude toward the advertising, the brand, and purchase intention. The study contributes to the literature of marketing communication, specifically in advertising, by enabling researchers to understand the social media advertising effectiveness from emotional appeals, creativity, information, entertainment aspects.

Keywords—social media advertising, purchase intention, attitude toward the advertising, attitude toward the brand, advertising effectiveness

I. INTRODUCTION

The rapid rise of technology has led to a significant shift in the advertising world from traditional to social media [1]. Starting from "Open Diary" by Bruce and Susan Abelson and supported by high-speed internet connectivity, social networking sites such as MySpace and Facebook was built and later called social media [2]. According to Ellison, Steinfield, and Lampe [3], social networking sites is aare virtual web-based networks where individual can form and maintain their social connections. Earlier, the only function of the social media was to share information between users. In the present day, due to development in technology, marketers can use social media to promote products and services. Thus, the value of social media is continuously increasing due to the growth of audiences and sophistication of platforms. The ability of social networking sites to target

specific customers according to their demographic, psychology, behavior, and needs are useful for marketers; hence, they decided to shift their marketing budget spending from traditional media to social networking sites. According to eMarketer data [4], total media ad spending in Indonesia for digital and mobile internet advertising has continued to increase from 2014 to 2019, where digital advertising includes search engine, email marketing, and social media. Thus, Indonesia ranks second after Argentina in the development of advertising [4]. Instagram is one of the popular social media used by marketers to promote their product or service in Indonesia.

As one of the media of promotional mix used in the integrated marketing communication, social media advertising can be divided into free and paid advertising [5]. Nielsen report [6] stated that social media advertising is useful for branding. As a place to advertise a product or service, a brand could use social media to deliver the marketing message to a specifically targeted audience [5]. Therefore, marketers could maximize the advertising budget with the distribution of content to a specific audience [7]. The interactions between consumers on social media could form the electronic word-of-mouth (eWOM). Whether positive or negative, eWOM is a review of a product or services of a brand or a company available for many on the internet as well as an opportunity to communicate between consumers [8][9]. The features offered by social media, such as one-click social plug-ins, gives users the opportunity to communicate their interest regarding an advertising [1]. Furthermore, eWOM from social media advertising could increase brand awareness and revenue [10]). Moreover, social media is a great place for a brand to promote its product due to the increasing amount of time spent by consumers on social media. Demographically, adults of age 18 and above show an increase of 36% of the time spent on social media [11].

Following Facebook [12], Instagram had more than 2 million active advertisers in September 2017 [13]. In Indonesia, Instagram has 45 million active users. According to Country Director of Facebook, Sri Widowati, and Product Marketing Director of Instagram, Susan Rose, Indonesia's Instagram users form the largest community in Asia Pacific, which can be utilized by brands to build a relation with customers through creative content [14]. With majority of the users are in the age group of 18 to 34 years, Instagram users

are using the platform to check online shopping accounts and for entertainment purposes [15].

Among other social media, such as Twitter and Facebook, Instagram is a platform where customer's involvement is important due to its visual attraction. Moreover, at least 75% of Instagram users who see an advertisement will visit the advertiser's website or click the "like" button on the advertisement [12]. Based on previous studies, social media features such as like and share could be a benchmark of advertising effectiveness, which could provoke eWOM and a positive response for the advertisement [16][17][10]. The distribution of information on social media using these features shows an engagement of an advertisement expected by marketers [18][19]. However, according to a previous study by Lee and Hong [10] on Facebook advertising, to achieve advertising effectiveness on social media, informativeness and advertising creativity are the two attributes that could foster empathy through the on-click social plug-ins. Dehghani, Niaki, Ramezani, and Sali [20] mentioned that entertainment and customization in an advertisement could influence the value of the advertisement, especially in YouTube advertising. Furthermore, Lee and Hong [10] concluded that informativeness, advertising creativity, entertainment, and customization are the antecedents of attitude toward the advertising.

Based on the earlier studies, the present study adopts a quantitative method using a self-administered questionnaire to Instagram users in Indonesia. The study aims to find the indicators of an advertising exposure in social media advertising, which could influence the attitude toward the advertising and the brand and provoke a purchase intention among customers. The primary data used in this research is acquired from a survey and the secondary data is taken from journals, books, websites, and articles regarding the study. The study result can be used by marketers to evaluate the importance of advertising exposure in social media advertising that highlights emotional appeal, informativeness, advertising creativity, and entertainment aspects.

II. LITERATURE REVIEW

A. Social Media Advertising

The role of social media has been evolving to facilitate the needs and wants of the users. From sharing everyday stories, knowledge, interest, and hobbies to selling products and advertisement of a product or service, social media is now the place where people search for new information online, which is formed, distributed, and used by customers to increase their knowledge about product, service, brand, or other issues. There are different types of social network and sharing sites [21]. Social network sites include Facebook, Twitter, and Instagram, while social sharing sites include YouTube and Flickr [21].

According to the Internet Advertising Bureau [22], social media advertising is defined as the web-based advertising that provides visual information to a social media user. Rodgers and Thorson [23] stated that social media could be used to maximize the marketing, public relation, mobile, and offline strategies through the advertisement content. Moreover, Rodgers and Thorson [23] defined social media advertising as any kind of content available online, which includes any form of persuasion and is distributed through

social media platform so that an internet user can access, share, involve, and together create the content. Behavior targeting is one way to reach customers. Consumer behavior could be targeted by the marketers through display ad, promoted content, and plug-ins [23].

To increase brand awareness and traffic of social media, a company or brand needs to reach various communities in social media using advertising [5]. Besides, social media advertising could be used to listen to customers' complaints about their experience in using the product or service. The benefits of social media leads its greater use compared to traditional media.

The positive perception of a social media user who sees the advertising is very important. Studies have shown that positive eWOM from customers could defined the attitude toward social network advertising [5]. Moreover, a study by Chandra, Goswami, and Chouhan [24] showed that customers' purchase decision emerge from social media advertising that results in price rivalry [25].

B. Emotional Appeals

Emotional appeals can be in any form of positive feelings and emotion, such as love and pride, and negative feelings such as fear and guilt [26] mentioned that two types of emotional appeal motivate a purchase. Other than a purchase, emotional appeal could also provoke eWOM on social media [27].

The motivational message relevant to an individual evokes emotional appeals and responses to it. Thus, viral advertisement messages on online media contain stronger emotional appeals [28]. Marketers need to focus on creating advertisement with emotional appeal. An advertisement could build its emotional appeals through graphic or color creation, effective message, or celebrity endorsement [29].

C. Informativeness

A brand message could be delivered through digital advertisement. However, a customer's trust of a brand and their interpretation will determine the delivery process of the advertisement information [30]. Advertisement information is vital for a product when there are many substitute products [31]. He mentioned that a brand that uses an informative advertisement could have two possibilities. First, the informative advertisement could be used to reach customers and competitors. Second, the advertisement could grab the competitor's customers. Marketers can give information to help various customers to choose a product or service through informativeness of an advertisement [32] [33]. Moreover, Ducoffe [34] stated that the more informative an advertisement, the more it shows the ability of a brand about alternative product.

D. Advertising Creativity

Creativity in an advertisement is one of the key features because of its ability to increase the ad effectiveness [35]. Creativity is defined by Reinartz and Peter [36] as the elements an advertisement that are different, unique, and peculiar. They also mentioned five dimensions of advertising creativity: originality, flexibility, elaboration, synthesis, and artistic value.

Creativity is increasingly important, especially on Instagram owing to its accentuation in visual aspect.

Nevertheless, creativity value might be perceived differently by each individual or is frequently called relative. One may evaluate an advertisement and consider it least creative, while another may consider it highly creative [35]. In a study by Reinartz and Peter [36], the creativity value is shown differently, depending on the product category. The study also mentioned that the advertisement that has a high creativity value may result in double sales value compared to those that are not creative [36].

According to Smith and Yang [35], there are three characteristics of advertising creativity relevance, difference, and effectiveness. There are differences in creativity when the advertisement is original. Relevance of an advertisement is apparent when it has a special meaning to the customer. It could be defined as ad-consumer relevance and brand-consumer relevance. Finally, creativity value in an advertisement is apparent when it could reach its objective [35]. Creativity could also increase the attitude toward the advertising and motivate consumers to process the advertisement. Both could bring a positive effect to an advertiser's brand [37].

E. Entertainment

Each individual has a different intention in using the social networking sites. Some use it for fun and tranquility, while some as a pass-time activity [38]. According to Taylor, Lewin, and Strutton [39], an advertisement in social media that has entertainment value has more opportunity to influence the attitude of customer toward the advertising. Thus, a brand that uses entertainment in their advertisement will attract more customers. When an advertisement in social media uses entertainment, there is a likely positive impact on the attitude toward the advertising. Moreover, advertisement that entertains a viewer makes it easier for them to recall, which could result in a higher purchase intention [40].

F. Attitude

There is abundant theory on attitude. Attitude is a vital observation for marketers, especially in terms of advertising due to its ability to represent the feelings of each individual toward an object through simple description [41]. Attitude is also important because marketers could observe the behavioral tendency and positive and negative feelings toward an object [41].

G. Attitude toward the Advertising

Through the cognitive response model, the communication process in an advertisement could be defined as three thoughts: product/message thoughts, source-oriented thoughts, and ad execution thoughts. Ad execution thoughts sometimes do not relate to the advertising message, except the affective reaction when someone sees the advertisement. Thus, visual creativity in an advertisement is very important [41].

According to MacKenzie and Lutz [42], attitude toward the advertising is one of many forms of individual response, whether good or bad, to an advertisement as a stimulus. This could occur when a consumer is exposed to an advertisement. Previous studies mentioned that attitude toward the advertising is the intermediary of a response to an advertisement [42].

H. Attitude toward the Brand

According to Davtyan and Cunningham [43], the concept of attitude toward the brand is the whole evaluation by customers about the brand. Therefore, the more the customer sees the brand, their attitude will most likely be affected [44]. The possibility of brand purchase is higher if consumers already have a positive attitude toward the advertiser's product, service, or brand.

When there is brand familiarity, consumers tend to have a positive attitude toward the brand, which also increase the chances of purchase intention [45]. Positive attitude toward a brand could be gained from perceived quality, customer value, and customer satisfaction [45]. Previous study by Rosselli, Skelly, and Mackie [46] mentioned that emotional aspect, whether positive or negative, helps a customer to relate to the attitude toward the brand product, or service. These could change the purchase decision of the customer [1].

I. Purchase Intention

There are five steps in the purchase intention: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. However, not all customers go through the whole process. In the evaluation of alternatives, customer's purchase intention is higher. Purchase intention is based on the purchase motives based on the brand attributes being considered [41].

- Problem recognition

The emergence of a problem or customer needs is the first step of the purchase intention. It could be caused by internal or external forces. Internal force occurs when the normal needs rise to the highest level such that the purchase intention arises. Marketers need to identify which condition provokes the customers' needs in order to form the appropriate marketing strategy [44].

- Information search

The unfulfilled needs will lead to customers seeking information and being more responsive to any kind of stimulation regarding the fulfillment of the needs. Kotler and Keller [44] categorized the sources of customer information into personal, commercial, public, and experimental. Every source of information has a different function in terms of influencing the purchase intention. Commercial source is taking its informational function, while personal source take the legitimization and evaluation function [44].

- Evaluation of alternatives

After customers gather all the necessary information, they use it to identify and evaluate any alternatives. In this step, customers process the information they acquire to evaluate and make the final decision. This process is important for the customer so they will receive the best of everything in terms of quality, price, time, shipping, and other factors that they consider important. Producer need to understand how customers analyze information acquired to the final attitude about a product and its purchase intention. At this stage, rational

advertisement that touches the emotion of customer is crucial because it could provoke a purchase intention for the brand [44].

- Purchase decision

The purchase decision is the stage where customer actually buys the product. At this stage, a customer chooses the product among various brands. There are five subdecisions when it comes to a purchase decision: the product, the brand, who they bought it from, quantity, and when to buy the product. These decisions do not always come in order. It depends on the purchase of the product needed.

- Post-purchase decision

The post-purchase decision is the final step to know the customer satisfaction after the purchase. Therefore, the duty of marketers does not stop at sales. Customer's satisfaction comes only after they purchase and use the product. The relation between the customer expectation and the product will greatly impact the customer satisfaction

III. PROPOSED FRAMEWORK OF STUDY AND HYPOTHESIS DEVELOPMENT

Emotional appeals, informativeness, advertising creativity, and entertainment are the four aspects that serve as the benchmark for advertisement effectiveness. Various earlier studies have proven that these four aspects as antecedents of the attitude toward the advertising [34][36][39]. Ads that emphasize emotional aspect are increasingly used by marketers. Emotional aspect is used because it can elicit affective reactions from consumers that also involve consumer engagement of the brand as a measure of the success of the ad [41].

Consumer purchasing decisions often occur as a result of informative advertising [47]. Advertising Informativeness is crucial because it can shape consumer attitudes toward different types of advertising channels; one of which is advertising on social media [39]. Lee and Hong [10] stated that the attention and motivation of individuals who see ads will be higher because of the aspect of informativeness. Consumer motivation to process information and attitude toward the advertising will increase if the advertisement has creativity; therefore, the relationship of advertising creativity with the effectiveness of advertising is very strong [10][37].

The entertainment aspect of ads has higher values in social media compared to other advertising platform [48]. The relaxation effect expected by the audience are the reasons behind the importance of the entertainment aspect, especially for the audience in the age group of 19 to 24 years [48]. In addition, according to Taylor, Lewin, and Strutton [39], advertising on social media could attract a significant effect on attitude toward the advertising from consumers.

H1. Emotional appeals from Instagram ads have a positive effect on attitude toward the advertising

H2. Emotional appeals from Instagram ads have a positive effect on attitude toward the brand

H3. Informativeness of Instagram ads has a positive effect on attitude toward the advertising

H4. Informativeness of Instagram ads has a positive effect on attitude toward the brand

H5. Advertising creativity from Instagram ads has a positive effect on attitude toward the advertising

H6. Advertising creativity from Instagram ads has a positive effect on attitude toward the brand

H7. Entertainment from Instagram ads has a positive effect on attitude toward the advertising

H8. Entertainment from Instagram ads has a positive effect on attitude toward the brand

Belch and Belch [41] stated that when an individual is exposed to an advertisement, their cognitive responses can be assessed by marketers to understand how the individual is processing an advertisement. The cognitive response approach of individuals reading, seeing, or hearing an advertisement can help marketers assume how the individual is receiving or reacting to the advertisement being viewed. Thus, marketers can observe whether the ads are accepted by target audience. This approach can link the response to advertising on attitude toward both advertising and brand and purchase intentions.

Ad exposure has no direct effect on products or messages when they appear and are seen by the target audience. However, there are affective reactions that can show the consumer's attitude toward advertising. Execution of an advertisement can generate positive or negative thoughts in consumers' minds. It is important to understand these thoughts because it can show the consumers' attitude toward the advertising and toward the brand. Both of these are important and very useful for marketers. This is due to attitude toward both the advertising and the brand as a measuring tool to see how effectively the ads are displayed. An affective reaction from the consumer can affect the achievement of the effectiveness of advertising, which can then be a boost to the emergence of purchasing intentions from consumers of a brand.

H9. Attitude toward the brand advertising in Instagram has a positive effect on attitude toward the advertising

H10. Attitude toward the advertising from Instagram ads has a positive effect on purchase intention

H11. Attitude toward the brand from Instagram ads has a positive effect on purchase intention

Therefore, the research model for this study is as shown in Figure 1.

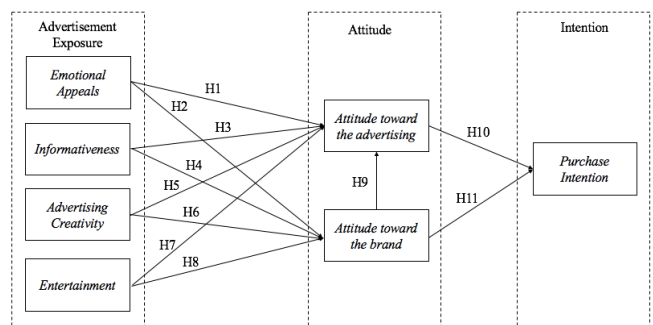


Fig. 1. Research Model

IV. RESEARCH METHODOLOGY

This study uses quantitative approach using structural equation modeling (SEM) to analyze the effect of advertising exposure dimensions (emotional appeals, informativeness, advertising creativity, and entertainment) on attitude and purchase intention of Instagram users in Indonesia. A self-administered questionnaire is used to gather primary data, which contain the modified version of advertising exposure of an advertisement based on literature review. There are 14 questionnaire items on the advertising exposure [10][48][5], 7 items on the attitude [5], and four items on the purchase intention [5]. The study population is the Instagram users in Indonesia, while the sample focuses on Instagram users of the aged 16 to 35 years. The selection of the population is reliable due to the data of the leading active Instagram users are within the age range.

The research model is developed using the main variables that evaluate the effectiveness of the exposure of the ad, which are emotional appeals, informativeness, advertising creativity, entertainment, attitude toward the advertising, attitude toward the brand, and purchase intention. The definition of each variables are describe in Table I.

TABLE I. OPERATIONAL DEFINITION

Variables	Definition	Measures
Emotional appeals [49][50]	Emotional appeals are any form of feelings and emotions whether it is positive such as joy, love, proud or negative such as fear and guilt [26].	Likert Scale 1–6
Informativeness [48][51]	Informativeness of an advertisement is the ability of an ad to inform consumers regarding the alternative product [34]	Likert Scale 1–6
Advertising creativity [52]	An advertisement has the creativity aspect when it is different, original, unique, and unusual which shown in the elements of the advertisement [36].	Likert Scale 1–6
Entertainment [39][53]	The entertainment aspects of an advertisement indicate the ability of the advertisement to entertain, give enjoyment, and pleasure to the audience (Lee & Choi, 2005)	Likert Scale 1–6
Attitude toward the advertising [54]	Attitude toward the advertising is one of many form where individuals give response, whether it is positive or negative, to an advertisement given as the stimulus and this could happen when individuals are expose to the advertisement [42]	Likert Scale 1–6
Attitude toward the brand [55]	Attitude toward the brand is the whole evaluation of customers or consumers toward the brand [43]. The positive attitude of a brand could be gathered from the perceived quality, customer value, and customer satisfaction. [45].	Likert Scale 1–6
Purchase intention [56]	The purchase intention could happen based on the attribute or characteristic of a brand being considered [41].	Likert Scale 1–6

V. RESULT AND DISCUSSION

The study measures are first examined for validity and reliability. The validity of the measures is confirmed when the value of Kaiser–Mayer Olkin exceeds 0.5, Bartlett’s Test

of Sphericity is less than 0.05, and component matrix value is more than 0.5 [57]. The reliability of the measures is confirmed if the value of Cronbach’s alpha is more than 0.6 [57]. According to the result of validity and reliability tests, all the measures used to examine the exposure of advertisement and its effect on attitude toward brand, attitude toward advertising, and purchase intention are confirmed to be valid and reliable. The validity and reliability test of this study is shown Table II.

TABLE II. VALIDITY AND RELIABILITY TEST

No.	Variables	Variables Indicators	Kaiser – Mayer Olkin (KMO)	Bartlett’s Test of Sphericity	Component Matrix (factor loading)	Cronbach’s Alpha
1	Emotional appeal	1. EA1	0,700	0,000	0,886	0,871
		2. EA2			0,873	
		3. EA3			0,937	
2	Informativeness	1. INF1	0,806	0,000	0,823	0,888
		2. INF2			0,886	
		3. INF3			0,933	
		4. INF4			0,828	
3	Advertising creativity	1. AC1	0,710	0,000	0,893	0,907
		2. AC2			0,904	
		3. AC3			0,898	
		4. AC4			0,863	
4	Entertainment	1. ENT1	0,725	0,000	0,905	0,932
		2. ENT2			0,947	
		3. ENT3			0,962	
5	Attitude toward the advertising	1. AAD1	0,802	0,000	0,895	0,925
		2. AAD2			0,899	
		3. AAD3			0,923	
		4. AAD4			0,932	
6	Attitude toward the brand	1. AB1	0,730	0,000	0,869	0,853
		2. AB2			0,897	
		3. AB3			0,879	
7	Purchase intention	1. PI1	0,791	0,000	0,887	0,895
		2. PI2			0,914	
		3. PI3			0,888	
		4. PI4			0,799	

The respondents in this study vary in percentage as shown in Table III: male respondents were 29% while female respondents dominated the survey. This is indicated by 186 female respondents (71%) who were aged between 24 and 27 years (40%). With regard to education,

respondents with bachelor's degree dominate the survey (63%).

TABLE III. PROFILE OF RESPONDENTS GENDER, AGE, AND EDUCATION

	Percentage	Frequency
Gender		
Male	28%	74
Female	72%	186
Age		
16–19	10%	27
20–23	28%	72
24–27	40%	104
28–31	13%	34
32–35	9%	23
Education		
High School	31%	80
Bachelor	63%	163
Master	7%	17

Private company employees accounted for 37%, while students accounted for 36% of the total respondents. Respondents with monthly expenses of Rp1,000,000–Rp3,000,000 accounted for the largest percentage of 32% as shown in Table IV.

TABLE IV. PROFILE OF RESPONDENTS OCCUPATION AND MONTHLY SPENDING

	Percentage	Frequency
Occupation		
Private Company Employee	37%	96
Other	11%	29
Teacher/Professor	1%	3
Entrepreneur	5%	14
BUMN Employee	3%	8
Student	36%	93
Civil Servant	2%	6
Doctor	4%	11
Monthly Spending		
< Rp1.000.000	22%	56
Rp1.000.000–Rp3.000.000	32%	84
Rp3.000.000–Rp5.000.000	22%	57
Rp5.000.000–Rp7.000.000	11%	29
> Rp7.000.000	13%	34

Further data processing used SEM. Confirmatory Factor Analysis (CFA) was conducted to test the validity and reliability of variables used based on the measurement model

analysis. According to Hair et al. [58], the variable can be judged as valid if it has a standardized loading factor greater than or equal to 0.50. Furthermore, Hair et al. [59] state that the reliability of a variable has a construct reliability value greater than or equal to 0.7 and an extracted variance value greater than or equal to 0.5.

TABLE V. STANDARDIZED LOADING FACTOR, CONSTRUCT RELIABILITY, AND VARIANCE EXTRACTED

	Std. Loading	Error	Std. Loading ²	CR	VE
EA1	0.65	0.58	0.4225	0.804	0.5815
EA2	0.74	0.45	0.5476		
EA3	0.88	0.22	0.7744		
Total	2.27	1.25	1.7445		
INF1	0.87	0.25	0.7569	0.874	0.6361
INF2	0.82	0.33	0.6724		
INF3	0.84	0.30	0.7056		
INF4	0.64	0.59	0.4096		
Total	3.17	1.47	2.5445		
AC1	0.86	0.26	0.7396	0.918	0.7368
AC2	0.82	0.32	0.6724		
AC3	0.92	0.16	0.8464		
AC4	0.83	0.32	0.6889		
Total	3.43	1.06	2.9473		
ENT1	0.87	0.24	0.7569	0.917	0.7867
ENT2	0.87	0.25	0.7569		
ENT3	0.92	0.15	0.8464		
Total	2.66	0.64	2.3602		
AAD1	0.87	0.24	0.7569	0.899	0.6916
AAD2	0.88	0.23	0.7744		
AAD3	0.75	0.44	0.5625		
AAD4	0.82	0.33	0.6724		
Total	3.32	1.24	2.7662		
AB1	0.81	0.34	0.6561	0.901	0.7531
AB2	0.92	0.15	0.8464		
AB3	0.87	0.24	0.7569		
Total	2.60	0.73	2.2594		
PI1	0.85	0.27	0.7225	0.862	0.6145
PI2	0.90	0.19	0.8100		
PI3	0.66	0.53	0.4356		
PI4	0.70	0.51	0.4900		
Total	3.11	1.50	2.4581		

According to Table V, the standard loading factor value greater than or equal to 0.5, construct reliability value greater than or equal to 0.7, and an extracted variance value greater than or equal to 0.5. Therefore, all measures used in this research are reliable.

TABLE VI. GOODNESS-OF-FIT TEST RESULT

Goodness-of-fit	Acceptable Value of Goodness-of-Fit	Result of Goodness-of-Fit	Notes
GFI	$GFI \geq 0.90$ is good fit	0.83	Poor fit
RMR	$RMR \leq 0.50$ is good fit	0.081	Good fit
RMSEA	$0.05 < RMSEA \leq 0.08$ is good fit	0.077	Good fit
ECVI	ECVI model approaching value ECVI saturated	ECVI Model 91.50 ECVI Saturated 2.51	Poor fit
TLI/NNFI	$NNFI \geq 0.90$ is good fit	0.98	Good fit
NFI	$NFI \geq 0.90$ is good fit	0.97	Good fit
AGFI	$AGFI \geq 0.90$ is good fit	0.79	Poor fit
RFI	$RFI \geq 0.90$ is good fit	0.97	Good fit
IFI	$IFI \geq 0.90$ is good fit	0.98	Good fit
CFI	$CFI \geq 0.90$ is good fit	0.98	Good fit

The goodness-of-fit test is used to test the measurement model of the study, which include the absolute-fit measures, incremental fit measures, and parsimonious fit measures [58][60]. According to Table VI, out of 10 goodness-of-fit standards, this study has seven good fitting results. Therefore, the hypothesis can be tested using the t-value of the research model formed.

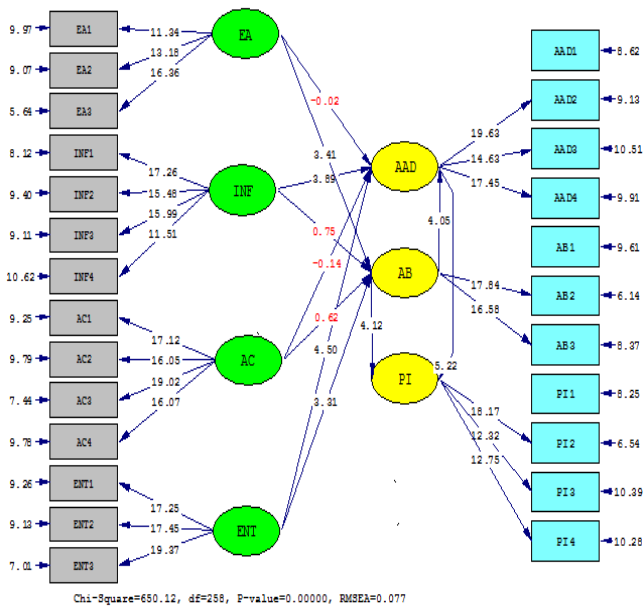


Fig. 2. Structural Model (T-Values)

Based on data processing, four hypotheses do not meet the absolute t-value above 1.645, hence the following are insignificant: the effect of emotional appeals on the attitude toward the advertising, the effect of informativeness on the attitude toward the brand, the effect of advertising creativity toward the attitude toward the advertising, and the effect of advertising creativity on the attitude toward the brand. Table VII further explains the hypothesis testing results.

TABLE VII. HYPOTHESIS TESTING RESULT

Hypothesis	T-Value	Significant	Estimate Value	Supported/Not supported
Emotional Appeals → Attitude toward the Advertising	-0.02	Insignificant	-0.00	Not supported
Emotional Appeals → Attitude toward the Brand	3.41	Significant	0.3	Supported
Informativeness → Attitude toward the Advertising	3.89	Significant	0.34	Supported
Informativeness → Attitude toward the Brand	0.75	Insignificant	0.09	Not Supported
Advertising Creativity → Attitude toward the Advertising	-0.14	Insignificant	-0.01	Not supported
Advertising Creativity → Attitude toward the Brand	0.62	Insignificant	0.08	Not Supported
Entertainment → Attitude toward the Advertising	4.50	Significant	0.44	Supported
Entertainment → Attitude toward the Brand	3.31	Significant	0.41	Supported
Attitude toward the Brand → Attitude toward the Advertising	4.05	Significant	0.25	Supported
Attitude toward the Advertising → Purchase Intention	5.22	Significant	0.48	Supported
Attitude toward the Brand → Purchase Intention	4.12	Significant	0.38	Supported

The most powerful impact between variables that measure ad exposure is that of entertainment and informativeness on attitude toward the advertising. In addition, compared to the influence of attitude toward the brand toward purchase intention, the attitude toward the advertising has a stronger influence on purchase intention. The insignificant relations between variable emotional appeals on the attitude toward the advertising can be a result of the use of emotion in consumer-dependent advertising in the purchase of a particular product or service[61]. In other words, not all types of emotion used in the ad will have the same effect on the audience and the consumer. Moreover, the insignificant relation between informativeness on the attitude toward the brand is a result of the insufficient information provided in the ads on Instagram. This is insufficient; therefore, potential customers should conduct further evaluation of the advertiser's product or brand on other platforms. Other insignificant relation between advertising creativity toward the attitude toward the advertising and

attitude toward the brand are a result of different perception creativity between advertisers or marketers and consumers [62].

VI. CONCLUSIONS AND MANAGERIAL IMPLICATION

Advertising exposures such as emotional appeals, informativeness, and entertainment play a significant role in influencing the attitude toward advertising and brand. Among the four advertising exposures variables, informativeness only affects the attitude toward the advertising, while the entertainment affects both. The most important feature of exposure to advertising is entertainment. As one of the reasons that users spend a long time on social media is to find entertainment, entertaining ads, and provide fun for the audience, it can form a positive attitude toward advertising and brand advertisers. However, advertising creativity does not affect consumer attitudes either on the advertisement or on the brand. This could happen due to different perceptions between the audience and the creative team behind the advertising.

Emotional appeals greatly influence the attitude toward the brand. Although the ads that appear on Instagram vary for each user, the emotional appeals of the ads on Instagram play an important role in shaping a positive attitude toward the brand. Emotional appeals advertising is an important aspect because it plays a major role in helping the audience and consumers in understanding and receiving advertising. Informativeness of advertising is also important to form a positive attitude toward the ad itself. Attitude toward a brand owned by consumers before seeing ads on Instagram also help in shaping a positive attitude toward the advertising. With regard to purchase intention arising from a positive attitude toward advertising and brand advertisers, attitude toward the advertising has a greater influence on bringing about the purchase intentions of consumers than the attitude toward the brand.

This study does not use any specific example of the advertising material, instead it uses the respondents' memory recall of the advertisement seen on Instagram. Therefore, future research can use advertising stimuli that do not have a brand effect to avoid influencing the perception of respondents to the advertising. In addition to stimulus, further research can also emphasize on certain types of products. Further research can add other variables such as privacy and seek relationships with perceived herd behavior and subjective norms toward attitude toward the advertising and the brand. The sample size can be increased for better results from data processing. In addition, the differences in the number of female and male respondents in this study can be used for subsequent research to use gender as a control variable to see their evaluation of the variables used.

Managerial implications of this study area are when creating advertisements for Instagram, companies need to pay attention to the emotional appeals, informativeness, and entertainment aspects of the ads. Moreover, the emotional appeals of an advertisement play an important role in building the attitude toward the brand. Companies can choose positive or negative emotions that consumers want to feel. However, the use of negative emotions in advertising needs to be done with caution, because when the company triggers negative emotions appearing in consumers' minds, the products offered should be able to provide solutions to

emerging emotions that can trigger consumers to buy and use products offered by the brand advertisers. Furthermore, companies should highlight entertainment aspects because it can increase the positive attitude toward the ads themselves and on the brand and preferred by consumers. This aspect is very important to achieve the effectiveness of the advertising to further affect the revenue and ROI of marketing activities undertaken by the company.

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