

Online Purchase Intentions on Instagram Social Media: Mediation of Advertising Attitude, Advertising Clicks, and Product Evaluation

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ABSTRACT

The rapid growth of social media users in Indonesia has prompted researchers to identify factors that impact consumer purchase intentions through advertising click activities, such as informativeness, entertainment, irritation, emotional appeal, credibility, and privacy concerns mediated by advertising attitude. This research examines how informativeness, entertainment, emotional appeal, and privacy concerns simultaneously influence attitudes toward advertising and purchase intentions. This study employed a quantitative approach through an online survey with a sample of 321 respondents residing in major cities in Indonesia. This study applied purposive sampling with individual criteria as Instagram users were exposed to ads within the last month, and the data were analyzed through structural equation modeling. The results of this study show that advertising attitude fully mediates informativeness, entertainment, emotional appeal, and credibility toward advertising clicks, which drive purchase intentions. Meanwhile, irritation and privacy concerns have a negative impact on advertising attitudes. This research proved that Incentives have a direct influence on purchase intention. Suggestions for future researchers need to consider the classification of ad product or service categories so that advertisers can better understand consumer behavior and provide ad impression effectiveness according to the target audience.

Keywords:

Advertising click, advertising value model, purchase intention, social media

ABSTRAK

Pesatnya pertumbuhan pengguna media sosial di Indonesia mendorong peneliti untuk mengidentifikasi faktor-faktor yang berdampak terhadap niat beli konsumen melalui aktivitas klik iklan, seperti: informativeness, entertainment, irritation, emotional appeal, credibility, dan privacy concerns yang dimediasi oleh advertising attitude. Penelitian ini bertujuan mengkaji bagaimana factor informativeness, entertainment, emotional appeal, dan privacy concerns secara bersamaan memengaruhi sikap terhadap iklan dan niat beli. Penelitian ini menggunakan pendekatan kuantitatif melalui survei online dengan jumlah sampel 321 responden yang berdomisili di kota-kota besar di Indonesia. Penelitian ini mengaplikasikan purposive sampling dengan kriteria individu pengguna media sosial Instagram dan pernah terpapar iklan dalam kurun waktu satu bulan terakhir, dan data di analisis melalui structural equation modelling. Hasil dari penelitian ini menunjukkan bahwa advertising attitude memediasi penuh informativeness, entertainment, emotional appeal, dan credibility terhadap advertising clicks yang berperan sebagai pendorong intensi pembelian. Sedangkan, irritation dan privacy concerns berpengaruh negatif terhadap advertising attitude. Penelitian ini membuktikan bahwa Incentive memiliki pengaruh langsung terhadap purchase intention. Saran penelitian berikutnya, perlu mempertimbangkan klasifikasi kategori produk atau jasa yang diiklankan, agar pengiklan lebih memahami perilaku konsumen dan dapat memberikan efektivitas tayangan iklan yang sesuai dengan target audience.

Kata Kunci:

Advertising click, advertising value model, media sosial, niat pembelian

INTRODUCTION

In today's digital era, the Internet and social media have become the most dominant advertising platforms, surpassing traditional advertising media (Mahmoud, 2014). According to Alalwan (2018), the advantage of social media lies in its ability to facilitate two-way communication between companies and customers, allowing companies to convey more information while interacting with customers. Currently, social media is at the core of brand marketing, with as many as 73% of marketers believing that their efforts on social media have been effective in driving business (Mohsin, 2022). Mustafi & Hosain (2020) emphasize the importance of good information in the purchasing process, as customers need information that can be accessed through effective advertising to make purchase decisions.

In line with the points mentioned above, this research focuses on social media users' behavior in clicking on ads and evaluating products as further steps to create purchase intention. Clicking on ads on social media refers to users' behavior of clicking on ads after viewing them (Zhang & Mao, 2016). Previous research has shown that high engagement with display ads can effectively attract users' attention to click on them (Mao & Zhang, 2017). In fact, the act of clicking on ads is considered a measure of the success of online advertising, being more accountable than mere ad exposure. Globally, as many as 16.1% of internet users interact with a brand through ad-clicking activities on social media in promoted or sponsored formats, whether images or videos (We Are Social & Hootsuite, 2022).

Meanwhile, advertising value is used as a crucial criterion by individuals in evaluating an ad's effectiveness, enabling marketers to develop more effective advertising strategies (Chen *et al.*, 2022). Informativeness, for example, is considered a process where consumers recognize that the content of an ad contains informative material about the advertised product/service (Lee *et al.*, 2017). Additionally, customers' perception of informativeness is an important factor that motivates them to exhibit a positive attitude toward the ad (Nguyen *et al.*, 2022). Other factors, such as entertainment, have also positively influenced consumer purchase intentions (Chen *et al.*, 2022; Nguyen *et al.*, 2022). Entertainment can be defined as ads that amuse users, enhancing a positive attitude toward the brand in the ad (Logan *et al.*, 2012). Entertainment in advertising is a significant factor in influencing consumer attitudes towards brands. Advertisers utilize entertainment to enhance the effectiveness of their messages and create positive associations with their brands (Nguyen–Viet *et al.*, 2022). Conversely, irritation with ad displays negatively impacts the attitude toward the ad, as consumers tend to be less persuaded by ads they perceive as overly intrusive, offensive, or manipulative (Chen *et al.*, 2022).

The research continues with the antecedent constructs of advertising attitude, namely emotional appeal, and credibility, to explore social media users' attitudes toward ad effectiveness and to delve deeper into how consumers' attitudes towards social media ads can be influenced by emotional aspects and the credibility of the ad (Chen *et al.*, 2022). Emotional appeal is an effective factor in advertising, as a well-crafted ad appeal can enhance consumers' impressions of the product (Aslam *et al.*, 2016). This perception impacts consumers' trust in the advertisement and the advertiser, affecting belief in the reliability and trustworthiness of the information presented in the ad (Adzani, 2023).

Moreover, the credibility of advertising is crucial not only for consumer perception but also for significantly impacting advertising effectiveness. Research indicates that the credibility of an ad directly affects its effectiveness, with more credible ads being perceived as having higher value (Sembiring & Fahlevi, 2023). Based on research from Chen *et al.* (2022) showed that attitudes toward ads influence their willingness to purchase and serve as a factor for consumers to click on ads. Clicking on ads is used to measure an individual's behavioral response after viewing the ad (Zhang & Mao, 2016). After clicking on the ad, consumers will evaluate the brand and product before ultimately deciding on their purchase intention (Zhang & Mao, 2016; Chen *et al.*, 2022). The effectiveness of monetary incentives in advertising is also evident in the perceived utility and attraction to the monetary benefits of advertising (Salem *et al.*, 2018; Alalwan, 2018). Consumers are likely to participate in programs offered by advertisers, with incentives such as discounts, coupons, sweepstakes, and prizes considered to impact their intention to accept mobile advertising (Varnali *et al.*, 2012; Chen *et al.*, 2022).

Finally, in this study, the researcher adds the construct of privacy concern, as suggested by Chen *et al.* (2022), as an antecedent of advertising attitude. Various studies support this idea. For example, Kim (2021) explores the impact of privacy concerns on consumer behavior, emphasizing the substantial influence of privacy on consumer decision-making processes. However, privacy concerns are a key driver of customer trust in using social media to purchase products online (Alzaidi & Agag, 2022).

Recent research has shown that social media advertising not only serves as an informational tool but also as a means of interaction that enhances customer engagement. This study further examines how variables such as informativeness, entertainment, and emotional appeal influence consumer attitudes toward ads and, ultimately, their purchase intentions. Meanwhile, the impact of negative factors such as irritation and privacy concerns on attitudes and purchase intentions has not been extensively explored, indicating a need for more in-depth research in this context (Chen *et al.*, 2022; Lee *et al.*, 2017; Nguyen *et al.*, 2022). Furthermore, this study refers to the advertising value model, which includes informativeness, entertainment, irritation, emotional appeal, credibility, and privacy concern as antecedents of advertising attitude and advertising clicks. These elements drive consumers to explore products through evaluation and incentives, directly influencing their purchase intentions.

In line with the points mentioned, this research focuses on delving into social media users' behavior in clicking on ads and evaluating products as subsequent steps to create purchase intention. This study aims to fill the gap in this area by examining how factors such as informativeness, entertainment, emotional appeal, and privacy concerns simultaneously influence attitudes toward ads and purchase intentions. Clicking on ads on social media refers to users' behavior of clicking on ads after viewing them, which is an important indicator of engagement and ad effectiveness (Zhang & Mao, 2016). This research employs structural equation modeling (SEM) to assess the strength of empirical relationships within the proposed model. This study also contributes to marketers and can be used for social media advertising. Marketers can use the proposed research model in this study to perform

marketing activities to capture attention and understand online consumer behavior, as social media has a unique user-to-user ecosystem.

RESEARCH METHOD

This study employs a quantitative method to examine the influence of advertising value on advertising attitude and advertising clicks as predictors of purchase intention in Instagram social media advertisements. Using a single cross-sectional design, the research collected data at a single point in time from a purposively selected sample of Instagram users who had been exposed to ads in the form of video ads on Stories or the feed in the past month. In this study, quantitative data were obtained through an online survey using Google Forms distributed on social media.

Before the main test, the researcher conducted a wording test on statement items in the research instrument. Respondents were asked to provide feedback and suggestions for each statement if any were difficult to understand or ambiguous. This stage involved five respondents to evaluate the questionnaire's word choice and language structure. Before proceeding to the main test, a pre-test was conducted involving 35 respondents. This phase aimed to measure the validity and reliability of the constructs to be examined in the study (Malhotra, 2016).

This testing was done to mitigate potential errors in the main test phase. Subsequently, the main test was conducted using a questionnaire with a clear structure, employing a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was distributed online for four weeks to respondents who had prior exposure to Instagram ads, including video ads on Stories or the feed. Upon completion of the survey, 358 respondents were successfully gathered. Data analysis for this study utilized Partial Least Squares Structural Equation Modeling (PLS-SEM), chosen for its ability to provide robust estimates for testing new research models, particularly those involving formative constructs.

RESULTS AND DISCUSSION

Characteristics of Respondents

Out of the total 358 respondents gathered in the main survey of this research, 321 respondents (89.6%) were deemed valid for this study. The demographic characteristics can be seen in Table 1.

Table 1. General Profile of Respondents

Category	Detail	Total (N=321)	Percentage (%)
Gender	Male	130	40.5
	Female	191	59.5
Age	18-25 years old	98	30.5
	26-35 years old	208	64.8
	36-45 years old	13	4.0
	46-55 years old	2	0.6
Education	High School	31	9.7
	Diploma (D1/D2/D3)	29	9.0
	Bachelor's	237	73.8
	Master's	24	7.5
Occupation	Student	36	11.2

Category	Detail	Total (N=321)	Percentage (%)
	Private Sector Employee	211	65.7
	Government employee	16	5.0
	Entrepreneur	52	16.2
	Others	6	1.9
	Daily Social Media Usage (Per Day)	0-1 hours	23
	1-2 hours	114	35.5
	2-3 hours	73	22.7
	More than three jam	111	34.6
Frequently Used Social Media	Instagram	231	72
	TikTok	41	12.8
	YouTube	16	5.0
	Facebook	8	2.5
	Twitter	25	7.8

Source: Authors' work (2023)

Analysis of Measurement Model

The measurement model is assessed through the reliability and construct validity presented by the researcher in Tables 2 and Table 3. Construct reliability is measured using composite reliability (CR) and Cronbach's Alpha, with values exceeding 0.7 (Hair *et al.*, 2017). Convergent validity is assessed using Average Variance Extracted (AVE) and Loading Factors, which should exceed 0.5 (Hair *et al.*, 2017).

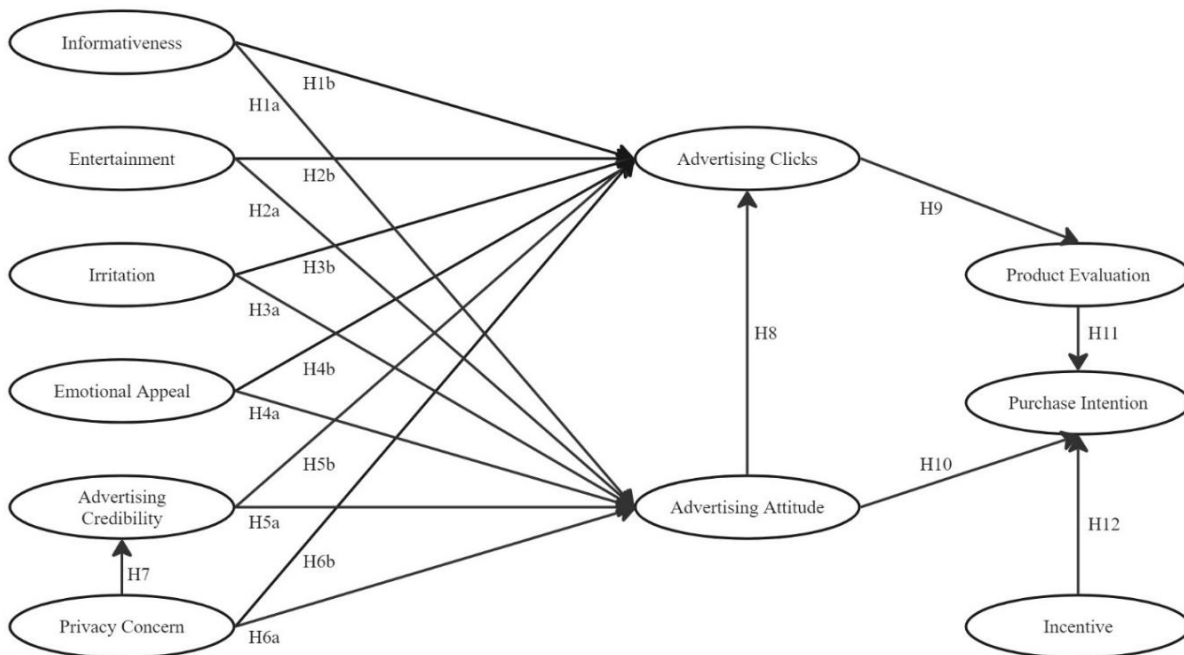


Figure 1. Research Model
Source: Authors' work (2023)

Furthermore, discriminant validity is evaluated using the heterotrait-monotrait (HTMT) ratio, where values should not exceed 0.9 to ensure discriminant validity between two reflective constructs (Hair *et al.*, 2017). The results of discriminant validity can be seen in Table 3.

Table 2. Constructs with Items in Reliability and Validity Testing

Constructs	Outer Loading	AVE	Conbrach's Alpha	Composite Reliability
Informativeness (INF) (Adapted from Chen <i>et al.</i>, 2022)				
Relevance of Information	0.761			
Helpful Information	0.769			
Current Information	0.690			
New Product Information	0.688	0.517	0.844	0.882
Comfortable Information	0.711			
Accessible Information	0.646			
Providing Relevant Information	0.759			
Entertainment (ENT) (Adapted from Chen <i>et al.</i>, 2022)				
Enjoyable Ads	0.846			
Entertaining Ads	0.847			
Providing Interesting Information	0.829	0.690	0.909	0.930
Enjoyable	0.899			
Diversity in Ads for Comparison	0.782			
Enjoyable Personalization	0.774			
Privacy Concerns (PC) (Adapted from Chen <i>et al.</i>, 2023)				
Data Information	0.858			
Control over Personal Data	0.794			
Transparency in Data Management	0.875	0.679	0.881	0.913
Data Security and Assurance	0.789			
Access to Personal Data	0.822			
Irritation (IRR) (Adapted from Chen <i>et al.</i>, 2022)				
Ads can be intrusive	0.832			
Confusing ad information	0.804			
Ad information does not match the personal profile	0.707	0.655	0.867	0.904
Ads can be annoying	0.862			
Ads can consume user's time	0.833			
Emotional Appeal (APL) (Adapted from Chen <i>et al.</i>, 2022)				
Engaging ad visuals	0.792			
Interest in ad message	0.841			
Emotional appeal in ads	0.863	0.660	0.871	0.906
Enjoyable ad visuals	0.825			
Strong feelings toward ads	0.736			
Credibility (CRE) (Adapted from Chen <i>et al.</i>, 2022)				
Trust in ads	0.838			
Belief in ads	0.794			
Credible	0.875	0.679	0.881	0.913
Alternative purchases	0.789			
Providing customer service	0.822			
Advertising Attitude (ATT) (Adapted from Chen <i>et al.</i>, 2022)				
Advertising experience	0.846			
Liking ads	0.880			
Positive attitude towards ads	0.830	0.702	0.894	0.922
Providing solutions and ideas	0.815			
Time efficiency	0.816			
Advertising Clicks (CLK) (Adapted from Chen <i>et al.</i>, 2022)				
Frequent ad clicking	0.807			
Likely to click ads	0.827			
Making purchases from ad clicks	0.758	0.678	0.881	0.913
Obtaining product information from ad clicks	0.867			
Understanding products from ad-clicking	0.853			
Product Evaluation (PEV) (Adapted from Chen <i>et al.</i>, 2022); Lam & Mukherjee, 2005)				
Brand preference	0.875			
Positive evaluation	0.865	0.717	0.901	0.927
Providing a positive attitude	0.838			

Constructs	Outer Loading	AVE	Conbrach's Alpha	Composite Reliability
Meets expectations	0.820			
Very useful	0.835			
Incentive (INC) (Adapted from Chen <i>et al.</i> , 2022)				
Engagement in sweepstakes	0.770			
Ads containing coupons or vouchers	0.865			
Cost-free	0.780	0.698	0.891	0.920
Providing information about sweepstakes	0.864			
Rewards can provide satisfaction	0.891			
Purchase Intention (PIN) (Adapted from Chen <i>et al.</i> , 2022)				
Interest in purchasing after seeing an ad	0.860			
Likelihood to purchase after seeing an ad	0.793			
Readiness to purchase after seeing an ad	0.880			
Purchasing according to needs	0.654	0.659	0.895	0.920
Intention to purchase in the future	0.829			
Recommendation of the ad	0.834			

Source: Authors' work (2023)

Table 3. Result of Discriminant Validity Test

Item	ATT	CLK	CRE	APL	ENT	INC	INF	IRR	PC	PEV	PIN
ATT											
CLK	0.768										
CRE	0.869	0.731									
APL	0.774	0.655	0.710								
ENT	0.845	0.636	0.699	0.759							
INC	0.658	0.561	0.611	0.545	0.535						
INF	0.747	0.588	0.687	0.674	0.700	0.464					
IRR	0.602	0.478	0.429	0.467	0.541	0.243	0.444				
PC	0.175	0.147	0.118	0.124	0.118	0.143	0.102	0.281			
PEV	0.849	0.738	0.797	0.751	0.762	0.567	0.755	0.492	0.063		
PIN	0.861	0.809	0.789	0.722	0.747	0.702	0.652	0.544	0.205	0.772	

Source: Authors' work (2023)

Structural Model Analysis

The researcher tested the research model using the bootstrapping procedure in SmartPLS. As illustrated in Figure 2 and Table 4, informativeness ($\beta = 0.136$; $t = 3.485$), entertainment ($\beta = 0.296$; $t = 5.956$), irritation attitude ($\beta = -0.136$; $t = 4.211$), emotional appeal ($\beta = 0.110$; $t = 2.431$), and advertising credibility ($\beta = 0.379$; $t = 7.998$) influence advertisements. Thus, hypotheses H_{1a}, H_{2a}, H_{3a}, H_{4a}, and H_{5a} are all supported. However, in this study, informativeness ($\beta = 0.032$; $t = 0.403$), entertainment ($\beta = 0.022$; $t = 0.299$), irritation ($\beta = -0.067$; $t = 1.114$), emotional appeal ($\beta = 0.142$; $t = 1.908$), and privacy concerns ($\beta = -0.024$; $t = 0.493$) were found to be insignificant in influencing advertising clicks. Therefore, hypotheses H_{1b}, H_{2b}, H_{3b}, H_{4b}, and H_{6b} are rejected. Nevertheless, advertising credibility significantly impacts advertising clicks ($\beta = 0.256$; $t = 2.884$), and privacy concerns significantly influence advertising credibility ($\beta = -0.122$; $t = 2.109$). Hence, hypotheses H_{5b} and H₇ are supported. As expected, advertising clicks significantly positively impact product evaluation ($\beta = 0.659$; $t = 16.237$), thereby supporting H₉. Additionally, advertising attitude ($\beta = 0.462$; $t = 7.613$), product evaluation ($\beta = 0.210$; $t = 3.330$), and incentive ($\beta = 0.255$; $t = 5.007$) positively influence significantly. Thus, hypotheses H₁₀, H₁₁, and H₁₂ are all supported.

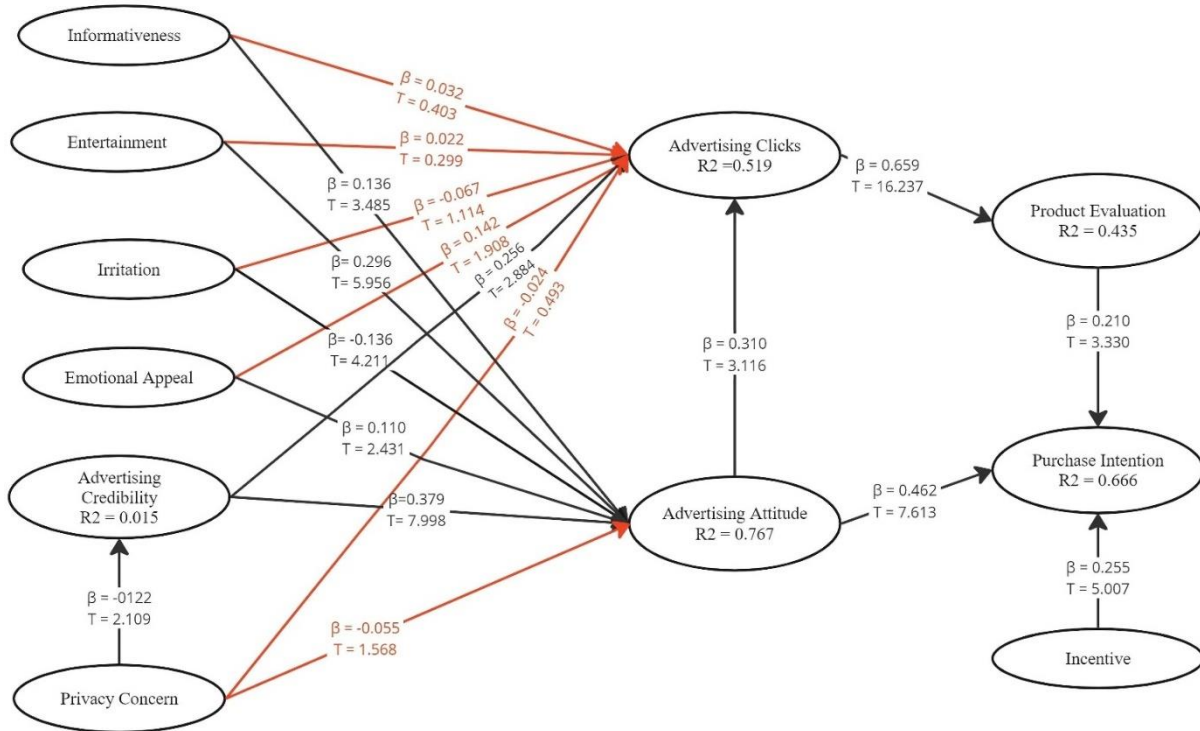


Figure 2. Hypothesis Testing Results

Source: Authors' work (2023)

Table 4. Results of Path Coefficient Test

Hipotesis	Path	B	t	Result
H _{1a}	INF → ATT	0.136	3.485	Supported
H _{1b}	INF → CLK	0.032	0.403	Rejected
H _{2a}	ENT → ATT	0.296	5.956	Supported
H _{2b}	ENT → CLK	0.022	0.299	Rejected
H _{3a}	IRR → ATT	-0.136	4.211	Supported
H _{3b}	IRR → CLK	-0.067	1.114	Rejected
H _{4a}	APL → ATT	0.110	2.431	Supported
H _{4b}	APL → CLK	0.142	1.908	Rejected
H _{5a}	CRE → ATT	0.379	7.998	Supported
H _{5b}	CRE → CLK	0.256	2.884	Supported
H _{6a}	PC → ATT	-0.055	1.568	Rejected
H _{6b}	PC → CLK	-0.024	0.493	Rejected
H ₇	PC → CRE	-0.122	2.109	Supported
H ₈	ATT → CLK	0.310	3.116	Supported
H ₉	CLK → PEV	0.659	16.237	Supported
H ₁₀	ATT → PIN	0.462	7.613	Supported
H ₁₁	PEV → PIN	0.210	3.330	Supported
H ₁₂	INC → PIN	0.255	5.007	Supported

Source: Authors' work (2023)

Discussion

This study determined how informativeness, entertainment, irritation, emotional appeal, advertising credibility, and privacy concerns influence consumers' responses to advertisements. Its goal was to motivate consumers to click on ads on Instagram social media, which ultimately lead to purchase intentions. Firstly, privacy concerns were added to the research model to explore further how consumers' attitudes toward social media ads are influenced by their worries about data information and

privacy breaches. Findings from this study align with previous research indicating that privacy concerns negatively influence users' attitudes toward ads on social media and also contribute to impacting ad credibility (Wang & Genç, 2019; Nguyen *et al.*, 2022; Rana & Arora, 2022).

Secondly, credibility has a significantly greater influence on advertising attitude compared to informativeness and irritation. This means that the credibility construct can effectively explain consumers' attitudes toward ads on Instagram. When consumers perceive ads as providing trustworthy, convincing, and accurate content, their positive attitude toward those ads and their likelihood to click on them increases. This finding is consistent with previous research, where consumers are more likely to be persuaded to purchase products when they receive quality and up-to-date information from social media ads (Aslam *et al.*, 2016; Chen *et al.*, 2022; Nguyen *et al.*, 2022).

Thirdly, entertainment is the second largest predictor that influences advertising attitude. This indicates that entertaining ads can satisfy consumer desires, thereby positively impacting consumer attitudes toward ads and their willingness to engage with them (Zhang & Mao, 2016; Chen *et al.*, 2022). This study is consistent with previous research where entertainment serves as a predictor of advertising attitude that can influence consumer purchase decisions (Chen *et al.*, 2022; Nguyen *et al.*, 2022; Rana & Arora, 2022). However, in this study, entertainment does not directly influence consumers to engage by clicking on ads, which contradicts previous research findings (Zhang & Mao, 2016; Chen *et al.*, 2022). This may suggest that consumers currently do not need the products or services being advertised and are more likely to bypass the ads without clicking on them.

Fourthly, informativeness and emotional appeal in Instagram social media ads significantly and positively influence advertising attitudes. The findings of this study are consistent with previous research where ads that provide clear information and highlight emotional aspects affecting consumers' feelings and moods tend to receive positive attitudes from consumers (Wang & Genç, 2019; Nguyen *et al.*, 2022; Rana & Arora, 2022). However, in this study, informativeness and emotional appeal do not directly influence ad-clicking activities, which differs from previous research (Chen *et al.*, 2022). This suggests that when consumers browse social media ads, even if they are interested in the product information, they may not intend to click on the ad until they have developed a positive attitude toward it (Chen *et al.*, 2022).

Fifthly, advertising clicks positively influence product evaluation, which aligns with previous research indicating that product evaluation—liking or disliking a product—can influence the likelihood of purchasing it (Zhang & Mao, 2016; Chen *et al.*, 2022). In other words, in this study, consumers must go through the product evaluation stage after clicking on the ad before they ultimately decide to make a purchase.

Lastly, advertising attitude was found to be a significant predictor of purchase intention. This finding is consistent with previous research, where consumers recognize the value of products in ads, positively influencing their purchase decisions (Chen *et al.*, 2022; Nguyen *et al.*, 2022). Additionally, incentives play a significant role in enhancing purchase intention, as consumers tend to be more

interested in an ad if there are rewards such as discounts, vouchers, or sweepstakes. This aligns with prior studies where incentives increase consumer interest, leading them to decide to purchase the advertised products or services (Varnali *et al.*, 2012; Chen *et al.*, 2022).

Several implications can be applied by managers in marketing products or services through advertisements on Instagram and social media. First, the research findings show that informativeness, entertainment, and emotional appeal positively influence users' perceptions of advertisements on Instagram. Marketers must pay attention to aspects of brand or product information in advertisements, ensuring that the ads shown are relevant to the target audience. Additionally, they should consider entertainment elements that can be enjoyed by Instagram users, providing a pleasant, entertaining, and engaging impression for consumers. It's also important to consider emotional factors such as happiness, sadness, and joy, as emotional factors can persuade consumers to agree with the advertisements being shown.

Secondly, irritation, credibility, and privacy concerns all have a negative impact on shaping consumers' attitudes toward advertisements on Instagram social media. When presenting an advertisement, it's crucial to build a positive ad reputation with consumers to generate a favorable advertising attitude by avoiding disruptive mobile advertising formats (such as full-screen pop-ups). Additionally, marketers should ensure that customers understand all privacy policy options. Finally, incorporating incentives in advertising messages can effectively motivate consumers to open and read the messages, ultimately leading to product and service purchases.

CONCLUSION AND RECOMMENDATION

This study shows that advertising value plays a crucial role in advertising attitude, which directly influences users' likelihood to click on ads and forms their purchase intention. When Instagram users are exposed to ad displays, they develop a positive attitude that further encourages them to click on the ads and sparks their desire to purchase. Moreover, when customers encounter ads that are informative, entertaining, emotionally engaging, and trustworthy, they respond positively to these ad displays. Conversely, when users feel disturbed, irritated, and concerned about privacy issues, they respond negatively. User attitudes in this study impact the frequency of ad clicks and drive their purchasing interest.

The research findings indicate that users' privacy concerns significantly impact the credibility of ad displays. When users perceive their privacy being violated, they view the ads as less trustworthy, potentially reducing their likelihood of making purchases. From these results, it can be concluded that advertising value, comprising informativeness, entertainment, irritation, emotional appeal, advertising credibility, and privacy concerns, is fully mediated by advertising attitude before users click on ads (advertising clicks) and decide to make a purchase (purchase intention). Furthermore, when consumers have a positive attitude towards ad displays and decide to click on them, they engage in a more thorough product evaluation, which helps shape their purchasing decisions. Interestingly, the presence of

monetary incentives such as discounts, vouchers, and sweepstakes significantly enhances their purchase intentions.

This study was predominantly focused on the younger age group of 18-35 years, categorized as millennials. To achieve more representative and generalized results, it is recommended that future research expand the sample by collecting data from various age groups or generations. Additionally, the types of ads in this study were limited to video advertising, photo advertising, and display advertising on the Instagram social media platform. Future research could consider other social media platforms such as TikTok, YouTube, or even Google Advertising to understand the factors influencing the effectiveness of ad displays and how ad clicks directly impact online sales. The study did not focus on specific product or service categories advertised on Instagram. Future research could classify product or service categories to better understand consumer behavior within those categories. This could assist advertisers in enhancing the effectiveness of ad displays that are more targeted and aligned with the preferences and needs of their target audience.

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