

The Effect of Perceived Advertising Value of Instagram Ads on Purchase Intentions through Consumer Affective Response



Edy Panca Wibowo¹, Indrawati²

^{1,2} School of Economics and Business, Telkom University, Bandung, Indonesia

ABSTRACT: The marketing landscape has shifted from traditional methods to digital approaches. In the digital era, the popularity of social media as a marketing tool has increased alongside the growing awareness of its potential as a marketing platform. Accordingly, Instagram Ads have been widely used in education as a marketing communications tool. However, the use of Instagram Ads as a promotional channel in higher education has not been able to increase the number of prospective students. To increase the number of prospective students and understand the factors that can influence the purchase intention of prospective students through Instagram Ads, it is necessary to know the key factors that can increase the purchase intention so that better and more effective marketing strategies can be formulated. This research aims to determine the influence of Instagram Ads with the variables of Credibility, Irritation, Informativeness, and Entertainment on Purchase Intentions through Affective Customer Engagement, Positive Online Word of Mouth (WOM) and Intentions Interactions.

The method used in this research is quantitative. The types of data needed in the research are primary and secondary data collected using a questionnaire via Google Form which was distributed to 428 Instagram users who had seen or received Instagram Ads content from one of the private Universities in Bandung. The sampling was carried out using a non-probability sampling method, purposive sampling type. The data analysis technique uses SEM – PLS (Partial Least Square) processed using Smart PLS software.

The results of the research show that Affective Customer Engagement has a significant effect on Positive e-WOM and Intentions Interactions. Positive e-WOM and Intentions Interactions have a significant effect on driving Purchase Intentions. An Indirect influence on Purchase Intentions is also found in a structural model. If ranked, the most influential are Affective Customer Engagement, Entertainment and Informativeness. Meanwhile, Credibility and Irritation did not affect significantly

Suggestions for Instagram ad promotion to focus more on the main factor - Affective customer engagement- that influences the purchasing intentions of potential new students. Besides, it is expected to be able to provide entertainment and more informative content because the research results show how entertainment and informativeness will have an indirect effect on propelling enrolment. Apart from that, building interactions with prospective new students is also necessary considering that Intentions Interactions also affect enrolment decisions. For future research, it is recommended to consider adding other factors that can increase purchase intentions and it is hoped that we can use the current model for further research on other social media platforms.

KEYWORDS: Instagram Ads, Digital Marketing, Social Media Marketing, Perceived Advertising Value

INTRODUCTION

Technological developments have grown rapidly. With this development of technology, all aspects of human life have also experienced changes. The digital revolution has increased along with the demand for automation and digital solutions in promotion. This technology wave has transformed the marketing landscape. Marketing has changed and transformed following technological developments in its time. Traditional marketing started branching out into a new form, namely digital by utilizing internet connectivity.

The internet has revolutionized marketing, transforming traditional methods into a dynamic digital landscape. This new era, born during Marketing 4.0, leverages the power of the internet to forge deeper connections and engagement with target audiences, ultimately influencing their buying decisions. Communication patterns in digital marketing enable new forms of interaction and models for exchanging information. By using digital marketing, a marketer can connect directly and build direct interactions with consumers (interactive).

In the same decade, the popularity of social media continues to increase and has the potential (even already) to become one

The Effect of Perceived Advertising Value of Instagram Ads on Purchase Intentions Through Consumer Affective Response

of the main marketing communications mixes. According to Clow et al. (2018), social media marketing was developed for at least two main reasons, namely; to build engagement with customers and to increase the awareness of potential customers. Social media marketing encourages interactive communication with customers by building engagement that ultimately increases the purchasing drives or sales (Chaffey et al., 2016). With the development of technology and the increasing potential of social media, it is much clearer that social media marketing is a crucial part of the digital marketing landscape.

Changes have also occurred in the advertising or advertising landscape. Advertising has been transformed into digital (digital advertising) by utilizing digital media, especially the one that is powered by the internet. One digital advertising that has become the main advertising channel is social media advertising. Social media advertising has now become one of the main advertising channels that allows interactive dialogue with consumers in a more personal space. Social media advertising enables us to target consumers based on demographics, psychographics and specific interest groups quickly and in real time.

Today's marketing landscape is flooded with social media marketing such as Facebook, Instagram, TikTok, Twitter, Pinterest and many others. The character of Instagram makes it one of the social media that is widely used as a marketing communication platform. Among them, Instagram stands out due to its unique focus on visual content. This aligns perfectly with human psychology, as we are naturally drawn to images and videos. According to a 2023 datareportal.com report, in Indonesia, Instagram boasts immense popularity with 18.2% of active social media users choosing it as their platform of choice which is equal to 41.9 % of all age categories internet users. Recognizing this potential, businesses significantly invest in Instagram to create diverse and engaging promotional campaigns. Instagram social media with its visual characteristics is a business opportunity to offer a variety of promotional styles for businesses.

As a promotional tool, Instagram provides advertising features that can be used for promotion. In general, Instagram itself has at least five advertising features such as feed ads, carousel ads, stories ads, collection ads, and explore ads which can be in the form of photo ads or video ads. Instagram Ads look similar to normal posts but are always labeled sponsored to indicate that they are advertisements. These ads appear in user feeds and stories explored in the same format as organic content from other Instagram accounts. Instagram Ads contain images, videos, carousels (multiple images), or collections (dynamic product galleries). These ads also have more features such as links, CTA (call to action) buttons, and product tags. By Instagram Ads content, companies can spark deeper connections with consumers on social media. These ads act as bridges, fostering more interactions between brands and individual customers, as well as fostering connections between customers themselves. Businesses of all kinds, from profit-driven ventures to non-profit organizations, utilize Instagram Ads to raise awareness and expand their reach. These ads act as powerful marketing triggers, subtly influencing consumers to convert into paying customers.

There has been a lot of research on Instagram social media advertising. However, most research only investigates how perceived advertising value shapes consumer attitudes towards advertising (Arli, 2017; Arora et al., 2019; Gaber et al., 2019; Ballester et al., 2021). Acknowledging the attitude aspect towards advertising alone is certainly not enough to measure advertising effectiveness performance. To truly assess the success of the advertising, measuring the impact of perceived value delivered through Instagram Ads on buying decisions is crucial as one of the main instruments in predicting sales. Instagram Ads as marketing stimuli carry a value that is offered, captured and internalized by consumers. As Dwinanda et al. (2022) pointed out, advertising functions as a stimulus, aiming to grab attention, foster positive attitudes, and ultimately spark the desire to purchase. Consumers carry out the process of internalizing the advertising value of Instagram Ads that they receive through a group of psychological processes. Perceived advertising value then influences the affective aspect of consumers by engaging with advertising value. The consumer's affective process leads to affective engagement which then encourages the consumer's response to take further action. This series of psychological processes results in the decision-making process and the final purchasing decision. Within this framework, this research was conducted to measure to what extent the perceived advertising value of Instagram Ads influences consumer behavior through their internal responses, in this case, by their responses to affective elements (Affective Customer Engagement) which in turn encourage Positive E-WOM actions or responses. Interactions Intentions, and Purchase Intentions. Therefore, it can reveal whether the display of Instagram advertising influences consumers or not, and whether it works effectively or not.

The Effect of Perceived Advertising Value of Instagram Ads on Purchase Intentions Through Consumer Affective Response

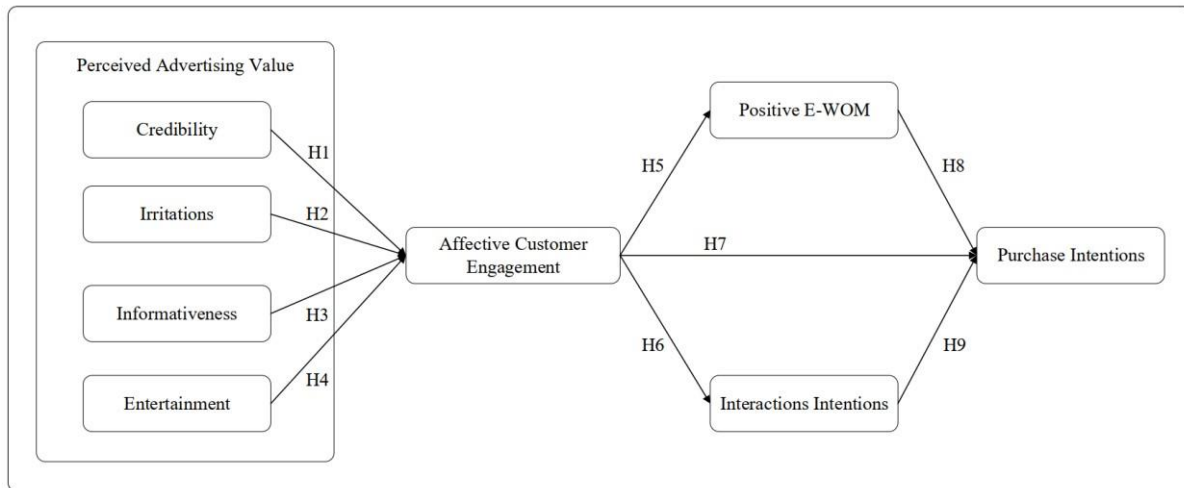


Figure 1. Conceptual Framework

METHODOLOGY

This research is quantitative. Quantitative research is part of a series of systematic investigations of problem phenomena by collecting data to be measured and processed using statistical mathematical or computational techniques. According to the type of its purpose, this research is descriptive research to describe the characteristics or functions of a variable or several variables through a causal approach (causal research). The purpose of causal research is to test the nature of the relationship between variables whether positive or negative and to find out which variable is the cause and which variable is the effect (Indrawati, 2015). The causal approach is used to describe the cause of a problem, to find out the relationship between variables, and to find out the influence and relationship between independent variables and dependent variables. With this approach, this research is supported by a data collection mechanism to test hypotheses or answer questions concerning research problems.

Primary data was collected by distributing a questionnaire to Instagram users. The target respondents were Instagram users who had seen or received Instagram ads. Meanwhile, the questionnaire was created using the Google Forms platform and distributed to respondents consisting of students, university students, and the general public. The questionnaire was distributed through announcements on the student portal, through school networks, through networks on WhatsApp groups, and WhatsApp blasts to several data received from advertising activities on Instagram. Based on the target audience and the method of distributing the questionnaire, 647 respondents were obtained. From 647 respondents, screening was then carried out to find the respondent data that best matched the research object. Based on the data screening that has been carried out, a total of 428 respondents were obtained who met the criteria that the respondents were social media users, had Instagram accounts, and had seen or received Instagram ads.

The questionnaire data was then measured using a 5-point Likert scale measurement. The collected data, after being tabulated according to the Likert scale calculation, was then analyzed quantitatively using the Partial Least Square – Structural Equation Modeling (PLS-SEM) approach with the help of the SmartPLS application. In the analysis using PLS-SEM, two measurement stages are carried out, namely the outer model and inner model measurement. The outer model measurement aims to show the relationship between each indicator and its latent variable. Testing the outer model in PLS-SEM can be done in various ways and stages such as Convergent Validity (outer loading value > 0.7 and AVE > 0.5), Discriminant Validity (HTMT), Composite Reliability (> 0.7), Cronbach's Alpha (> 0.7). Meanwhile, the inner model test aims to explain the influence of the independent latent variable on the dependent latent variable. The inner model test can be done in several ways such as testing R-Square, QSquare and testing the path coefficient (β value, p-value and t-statistic, the t-statistic value used for α 5% is 1.64 and the p-value value < 0.05).

RESULT AND DISCUSSION

Convergent Validity Test Results

An item is said to have convergent validity if the loading factor value is > 0.5 and a loading factor value > 0.7 indicates that the item has good convergent validity (Indrawati, 2015). Convergent validity can also be measured by calculating the AVE (Average Variance Extraction) value. A variable has good convergent validity if the AVE value > 0.5 (Indrawati, 2015).

The Effect of Perceived Advertising Value of Instagram Ads on Purchase Intentions Through Consumer Affective Response

Table 1. Convergent Validity Test Result

Variable and Indicator	Indicator	Outer Loading	AVE	Note
	statements	Value		
Perceived Advertising Value (Credibility)	CRE1	0,813	0,686	Valid
	CRE2	0,824		Valid
	CRE3	0,846		Valid
	IRR1	0,896		Valid
Perceived Advertising Value (Irritations)			0,790	
	IRR2	0,863		Valid
	IRR3	0,908		Valid
Perceived Advertising Value (Informativeness)	INF1	0,836	0,717	Valid
	INF2	0,895		Valid
	INF3	0,806		Valid
	ENT1	0,911		Valid
	ENT2	0,908		Valid
Perceived Advertising Value (Entertainment)			0,810	
	ENT3	0,939		Valid
	ENT4	0,840		Valid
	ACE1	0,907		Valid
Affective Customer Engagement	ACE2	0,935	0,829	Valid
	ACE3	0,908		Valid
	ACE4	0,891		Valid
	PEW1	0,827		Valid
Positife e-WOM	PEW2	0,890	0,766	Valid
	PEW3	0,901		Valid
	PEW4	0,882		Valid
Interaction Intentions	INT1	0,924	0,860	Valid
	INT2	0,945		Valid
	INT3	0,913		Valid
	PUR1	0,941		Valid
Purchase Intentions	PUR2	0,968	0,899	Valid
	PUR3	0,966		Valid
	PUR4	0,918		Valid

HTMT (Heterotrait-Monotrait Ratio) Test Result

HTMT (Heterotrait-Monotrait Ratio) is a recommended alternative method for assessing discriminant validity. To ensure that a construct has discriminant validity, it must have an HTMT value of less than 0.9. Based on the HTMT calculation in Table 2, it can be stated that all constructs have discriminant validity. In other words, all constructs are valid based on discriminant validity measurement.

Table 2. Discriminant Validity – HTMT (Heterotrait-Monotrait Ratio) Test Result

	ACE	CRE	ENT	INF	INT	IRR	PEW	PUR
ACE								
CRE	0.673							
ENT	0.845	0.742						
INF	0.739	0.896	0.781					
INT	0.695	0.468	0.622	0.507				
IRR	0.494	0.643	0.598	0.657	0.350			
PEW	0.743	0.623	0.716	0.634	0.757	0.463		
PUR	0.453	0.321	0.372	0.302	0.564	0.165	0.512	

The Effect of Perceived Advertising Value of Instagram Ads on Purchase Intentions Through Consumer Affective Response

Reliability Test Results

In addition to being valid, each research item must also be reliable. Calculating reliability can be done by calculating the composite reliability value and Cronbach's alpha value. Each variable is said to have a fairly good level of reliability if it has a composite reliability value and Cronbach's alpha > 0.70 (Indrawati, 2015). This is indicated by the composite reliability and Cronbach's alpha values of all variables being > 0.70 . Thus, it can be said that the variables used in this study have met the reliability criteria.

Table 3. Reliability Test Results

Variabel	Cronbach's Alpha	rho_A	Composite Reliability	Notes
Perceived Advertising Value (Credibility)	0.775	0.788	0.867	Reliabel
Perceived Advertising Value (Irritations)	0.867	0.872	0.919	Reliabel
Perceived Advertising Value (Informativeness)	0.802	0.813	0.884	Reliabel
Perceived Advertising Value (Entertainment)	0.921	0.923	0.945	Reliabel
Affective Customer Engagement	0.931	0.932	0.951	Reliabel
Positif e-WOM	0.898	0.899	0.929	Reliabel
Interaction Intentions	0.918	0.918	0.948	Reliabel
Purchase Intentions	0.963	0.967	0.973	Reliabel

R-Square and Q-Square Test Result

The R-squared value is used to evaluate and test the extent to which the variation in the independent variable changes the dependent variable. In other words, to measure the extent to which the independent variable affects the dependent variable. R-Square is categorized into the following intervals: strong if greater than 0.67 (> 0.67), moderate if the value obtained is between 0.67 and 0.33 ($0.67 > > 0.33$), and weak if the value obtained is between 0.33 and 0.19 ($0.33 > > 0.19$) (Ghozali, 2014).

Table 4. R-Square dan Q-Square Test Results

	R-Square	R Square Adjusted	Q ² (=1-SSE/SSO)
Affective Customer Engagement	0.640	0.636	0.524
Interactions Intentions	0.413	0.412	0.353
Positive E-WOM	0.462	0.461	0.351
Purchase Intentions=	0.310	0.306	0.272

Hypothesis Testing Results

Subsequently, the path coefficient between constructs is measured to see the significance and strength of that relationship and also to test the hypothesis. Hypothesis testing can be measured by looking at the significance value of t-statistic $> t$ -table (table is 1.64) and/or the p-value < 0.05 at a significance level of 5%, then the hypothesis is stated to be supported or accepted. Conversely, if the t-statistic value is < 1.64 and/or the p-value is > 0.05 , then the hypothesis is not supported or rejected.

Table 5. Hypothesis Testing Findings

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Credibility -> Affective Customer Engagement	0.072	0.071	0.052	1.379	0.084
Informativeness -> Affective Customer Engagement	0.184	0.182	0.058	3.161	0.001
Entertainment -> Affective Customer Engagement	0.631	0.634	0.062	10.186	0.000
Irritations -> Affective Customer Engagement	-0.032	-0.030	0.045	0.707	0.240

The Effect of Perceived Advertising Value of Instagram Ads on Purchase Intentions Through Consumer Affective Response

Affective Interactions	Customer Intentions	Engagement ->	0.643	0.644	0.032	20.313	0.000
Affective Positive	Customer E-WOM	Engagement ->	0.680	0.680	0.031	21.636	0.000
Affective Purchase	Customer Intentions	Engagement ->	0.078	0.076	0.066	1.187	0.118
Positive Interactions	E-WOM -> Purchase Intentions		0.177	0.180	0.072	2.468	0.007
Interactions Intentions	Intentions -> Purchase Intentions		0.360	0.362	0.062	5.810	0.000

From Table 5, it can be seen that three direct influence relationships have a t-statistic value < 1.64 and/or a p-value > 0.05 , in other words, the three relationships have an insignificant effect and are rejected. These three relationships are, first, Credibility $>$ Affective Customer Engagement which has a t-statistic value of 1.379 where the value is < 1.64 and the p-value is 0.084 where the value is > 0.05 . This can be interpreted that the credibility variable does not have a significant effect on effective customer engagement. Thus, hypothesis **H1: Perceived advertising value (Credibility) has a positive and significant effect on Affective Customer Engagement cannot be accepted or rejected**

Secondly, Irritations \rightarrow Affective Customer Engagement has a t-statistic value of 0.707, which is < 1.64 , and a p-value of 0.240, which is > 0.05 . This means that the irritations variable does not have a significant effect on the effective customer engagement variable. Thus, hypothesis **H2: Perceived advertising value (Irritations) has a positive and significant effect on Affective Customer Engagement cannot be accepted or rejected.**

Thirdly, Affective Customer Engagement \rightarrow Purchase Intentions has a t-statistic value of 1.187, which is < 1.64 , and a p-value of 0.118, which is > 0.05 . This means that the effective customer engagement variable does not have a significant effect on the purchase intentions variable. Thus, hypothesis **H7: Affective Customer Engagement has a positive and significant effect on Purchase Intentions cannot be accepted or rejected.**

Six other influential relationships are well accepted because they have a t-statistic value > 1.64 and/or a p-value < 0.05 . These six connections are as follows: first, Informativeness \rightarrow Affective Customer Engagement with a t-statistic value of 3.161 and a p-value of 0.001. This means that the Informativeness variable has a significant effect on the Affective Customer Engagement variable. Thus, **H3 hypothesis: Perceived advertising value (Informativeness) has a positive and significant impact on Affective Customer Engagement can be accepted.**

Secondly, Entertainment \rightarrow Affective Customer Engagement with a t-statistic value of 10,186 and p-value of 0,000. This can be interpreted as the Entertainment variable with a significant influence on the Affective Customer Engagement variable. Thus, hypothesis **H4: Perceived advertising value (Entertainment) which has a positive and significant influence on Affective Customer Engagement can be accepted.**

Thirdly, Affective Customer Engagement \rightarrow Positive E-WOM with a t-statistic value of 21,636 and p-value of 0,000. This can be interpreted as the Affective Customer Engagement variable which has a significant influence on the Positive E-WOM variable. Thus, hypothesis **H5: Affective Customer Engagement which has a positive and significant influence on Positive eWOM can be accepted.**

Fourth, Affective Customer Engagement \rightarrow Interactions Intentions with a t-statistic value of 20.313 and p-value of 0.000. This can be interpreted as the Affective Customer Engagement variable has a significant influence on the Interactions Intentions variable. Thus, hypothesis **H6: Affective Customer Engagement which has a positive and significant influence on Interaction Intentions can be accepted.**

Fifth, Positive E-WOM \rightarrow Purchase Intentions with a t-statistic value of 2.468 and p-value of 0.007. This can be interpreted as the Positive E-WOM variable has a significant influence on the Purchase Intentions variable. Thus, hypothesis **H8: Positive EWOM has a positive and significant influence on Purchase Intentions can be accepted.**

Sixth, Interactions Intentions \rightarrow Purchase Intentions with a t-statistic value of 5,810 and p-value of 0,000. This can be interpreted that the Interactions Intentions variable has a significant influence on the Purchase Intentions variable. Thus, hypothesis **H9: Interaction Intentions which have a significant influence on Purchase Intentions can be accepted.**

The Effect of Perceived Advertising Value of Instagram Ads on Purchase Intentions Through Consumer Affective Response

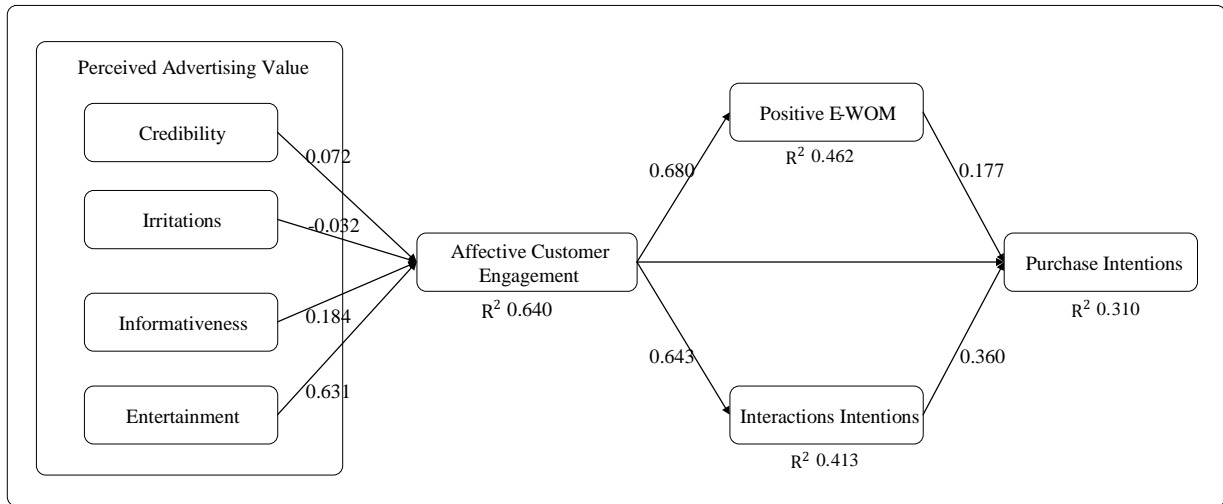


Figure 2. Path Diagram

DISCUSSION

Consumers find advertising most impactful when it is tailored to their interests and needs. Relevant advertising is advertising that has a higher value for consumers (Ducoffe, 1996). Ducoffe (1996) states that informativeness, entertainment, and irritation are antecedents to the advertising value and attitudes toward advertising. Brackett and Carr (2001) subsequently introduced credibility as the fourth antecedent to advertising value in the context of online advertising. Zeng et al. (2009) consider the informativeness characteristic of advertisements as one of the factors that add extra value to the ads. According to Arli (2017), in the context of advertising, entertainment, informativeness, irritation, and usefulness are four main attributes that influence how consumers perceive ads. Gaber et al. (2019) state that entertainment, informativeness, lack of irritation, and credibility are the key factors influencing consumers' attitudes (consumers perceived advertising value) toward Instagram ads. These four factors serve as the primary keys in shaping consumer perceptions, ultimately driving consumer attitudes and behaviors towards Instagram advertising.

However, in this study, only two variables were found to influence consumers' affective perceptions: informativeness and entertainment. Ad informativeness is considered a crucial predictor of its value and is highly important for advertising effectiveness (Arli, 2017). Consumers consistently seek informative ads that assist them in choosing the best product alternatives that result in maximum satisfaction. Informativeness has a positive impact on consumers' attitudes toward social media; consumers respond most favorably to ads perceived to offer informational value (Gaber et al., 2019).

One of the most crucial components of social media sites is entertainment. Entertainment has the strongest impact on consumers' attitudes toward a brand's social media (Arli, 2017). In the context of social media promotion, according to Denni Arli, entertainment should rightfully be a key feature of social media. According to the research by Gaber et al. (2019), entertainment is mentioned as a significant factor in shaping perceptions of innovative marketing forms. In the Instagram environment, the visual allure of captivating content can enhance entertainment, and this is what Instagram users seek (Mazzarolo et al., 2021). Entertainment serves as a vital source of user satisfaction on Instagram. Well-crafted and engaging publications with entertainment value can efficiently capture the attention of Instagram users and boost engagement.

Informativeness and entertainment have dominantly shaped Affective Customer Engagement, ultimately influencing consumer behavioral intentions. When users are emotionally committed to Instagram ads, they are more inclined to interact on the platform (Casalo et al., 2021). Affective Customer Engagement impacts consumer behavioral intentions (Ballester et al., 2021). Affective Customer Engagement enhances Positive E-WOM (Word of Mouth) and the intention to follow producer recommendations. Affective Customer Engagement in visually-based networks positively influences customer recommendation intentions and is associated with Positive E-WOM. Positive social media WOM increases consumer purchase intentions (Park et al., 2021). This implies that social media WOM is a crucial process in the customer journey, and its primary consequence is effectiveness in shaping consumer purchasing decisions. Direct E-WOM can alter preferences and customer behavioral intentions significantly, influencing repeat purchase intentions (Ballester et al., 2021). The reason behind this is that emotional dimensions have a positive effect on consumer behavioral intentions. Even in different terms, Mazzarolo et al. (2021) state that satisfaction guides further behavior, manifested in part through interactions. In this study, Interactions (Interaction Intentions) serve as a more dominant mediator in guiding emotionally engaged consumers toward Purchase Intentions.

The affective engagement constructed through perceived advertising value has successfully prompted consumer responses

The Effect of Perceived Advertising Value of Instagram Ads on Purchase Intentions Through Consumer Affective Response

to take further actions, namely Positive E-WOM and Interaction Intentions, ultimately leading to purchase intentions. In other words, perceptions of the advertising value of Instagram Ads, especially in the dimensions of Entertainment and Informativeness, have influenced Affective Customer Engagement, which in turn leads to Purchase Intentions through the mediation of Positive E-WOM and Interaction Intentions.

Therefore, before engaging in marketing through Instagram Ads, it is essential to consider factors that can influence consumer purchase-driving intentions to formulate an effective strategy to increase sales. The key is to implement a customer-oriented strategy by understanding customer needs and behaviors. In this study, it has been shown that Entertainment and Informativeness are variables that need attention in creating content or material for Instagram Ads. According to the findings of this research, Entertainment and Informativeness are the most influential variables in Instagram Ads for building Affective engagement with consumers. Informativeness and Entertainment are two main functions of advertising, each serving its purpose (Wei et al., 2021). Informativeness is most helpful for users in decision-making, while Entertainment satisfies basic needs such as attention diversion, emotional release, and escapism. Informativeness and Entertainment have been used as fundamental elements in investigating the value of ads, which subsequently influences attitudes or behaviors towards ads. Both elements play a crucial role in shaping favorable attitudes towards ads, fostering emotional connections with users, encouraging further interactions, and ultimately stimulating purchase intentions.

CONCLUSION

Instagram Ads as marketing stimuli or inputs have been able to build Affective Engagement with consumers. This Affective engagement is successfully achieved by creating positive emotional connections through entertaining and informative content. It motivates consumers to take action and act further, often driving them to consider a purchase. Therefore, to enhance the effectiveness of Instagram Ads, it is necessary to improve the informativeness and entertainment aspects or elements in Instagram ad posts. Additionally, the existence of engagement needs to be leveled up to more personal interactions with consumers. After this informative and entertaining Instagram content or posts have built effective customer Engagement, it is essential to actively manage incoming interactions. Responding to consumers will instill confidence in making purchases and can also build emotional connections with users to create stronger brand-customer relationships.

REFERENCES

- 1) Arli, Denni. (2017). Does Social Media Matter? Investigating the Effect of Social Media Features on Consumer Attitudes. *Journal of Promotion Management*, VOL. 23, No. 4, 521–539. <https://doi.org/10.1080/10496491.2017.1297974>
- 2) Arora, Taanika; Agarwal, Bhawna. (2019). Empirical Study on Perceived Value and Attitude of Millennials Towards Social Media
- 3) Advertising: A Structural Equation Modelling Approach. *Journals.sagepub.com* 23(1) 56–69. <https://doi.org/10.1177/0972262918821248>
- 4) Arya, M. P., & Kerti, Y. N. N. (2020). Advertising value of Instagram stories and the effect on millennial's attitude. *Russian Journal of Agricultural and Socio-Economic Sciences*, 3(99), 29-39. <https://doi.org/10.18551/rjoas.2020-03.04>
- 5) Ballester, Estefania; Ruiz, Carla; Rubio, Natalia. (2021). Engaging consumers through firm-generated content on Instagram; *Spanish Journal of Marketing - ESIC*, Vol. 25 No. 3, pp. 355-373. <https://doi.org/10.1108/SJME-11-2020-0189>
- 6) Belanche, Daniel; Cenjor, Isabel and Pérez-Rueda, Alfredo. (2019). Instagram Stories Versus Facebook Wall: An Advertising Effectiveness Analysis. *Spanish Journal of Marketing – ESIC*, Vol. 23 No. 1, pp. 69-94. <https://doi.org/10.1108/SJME-092018-0042>
- 7) Casalo, Luis V.; Flavian, Carlos; Sanchez, Sergio Ibanez. (2021). Be creative, my friend! Engaging Users on Instagram by Promoting Positive Emotions; *Journal of Business Research* 130, 416–425. <https://doi.org/10.1016/j.jbusres.2020.02.014>
- 8) Disastra, G. M., Hanifa, F. H., Wulandari, A., & Sastika, W. (2019). The influence of advertising value on advertising attitude and its impact on purchase intention. *Advances in Social Science, Education, and Humanities Research*, 307, 426-432. <https://doi.org/10.2991/sores-18.2019.98>
- 9) Dwinanda, Bayu; Syaripuddin, Fandi Andi; Hudaifi; Hendriana, Evelyn. (2022). Examining the Extended Advertising Value Model: A Case of TikTok Short Video Ads. *Mediterranean Journal of Social & Behavioral Research*, 6(2), 35-44. <https://doi.org/10.30935/mjosbr/11820>
- 10) Fatima, T., & Abbas, T. (2016). Impact of advertising beliefs and personalization on attitude towards advertising; Mediating role of advertising value. *International Journal of Business Management and Commerce*, 1(2), 10-19.
- 11) Feng, X., Fu, S., & Qin, J. (2016). Determinants of consumers' attitudes toward mobile advertising: The mediating roles of intrinsic and extrinsic motivations. *Computers in Human Behavior*, 63, 334-341.

The Effect of Perceived Advertising Value of Instagram Ads on Purchase Intentions Through Consumer Affective Response

- <https://doi.org/10.1016/j.chb.2016.05.024> Gaber, Hazem Rasheed; Wright, Len Tiu and Kooli, Kaouther. (2019). Consumer attitudes towards Instagram advertisements in Egypt: The role of the perceived advertising value and personalization. *Cogent Business & Management*, 6: 1618431. <https://doi.org/10.1080/23311975.2019.1618431>
- 12) Hasan, Shermeen; Qayyum; Abdul dan Zia, Mubashar Hassan. (2023). Social Media Marketing and Brand Authenticity: The Role of Value Co-Creation; *Management Research Review* Vol. 46 No. 6, pp. 870-892. <https://doi.org/10.1108/MRR-07-20210552>
 - 13) Indrawati; Yones, Prily Calista Putri; Muthaiyah, Saravanan. (2023). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*. Volume 28, Issue 2, June 2023, Pages 174184. <https://doi.org/10.1016/j.apmr.2022.07.007>
 - 14) Kim, Jiyoung, Leung, Xi Yu dan McKneely, Brittany. (2022). The Effects of Instagram Social Capital, Brand Identification and Brand Trust on Purchase Intention for Small Fashion Brands: The Generational Differences. *Journal of Fashion Marketing and Management: An International Journal* 1361-2026. <https://doi.org/10.1108/JFMM-05-2021-0126>
 - 15) Lee, Susanna S.; Chen, Huan; Lee, Yu-Hao. (2022). How Endorser-Product Congruity and Self-Expressiveness Affect Instagram Micro-Celebrities' Native Advertising Effectiveness. *Journal of Product & Brand Management* 31/1, 149–162. <https://doi.org/10.1108/JPBM-02-2020-2757>
 - 16) Onofrei, George; Filieri, Raffaele; Kennedy, Lorraine. (2022). Social media interactions, purchase intention, and behavioural engagement: The mediating role of source and content factors; *Journal of Business Research* 142, 100 – 112. <https://doi.org/10.1016/j.jbusres.2021.12.031>
 - 17) Mazzarolo, Aloisio Henrique; Mainardes, Emerson Wagner; Innocencio, Felipe Almeida. (2021). Antecedents and consequents of user satisfaction on Instagram. *Marketing Intelligence & Planning*, Vol. 39 No. 5, pp. 687-701. <http://dx.doi.org/10.1108/MIP-08-2020-0370>
 - 18) Park, Jungkun; Hyun, Hyowon; Thavisay, Toulany. (2021). A Study of Antecedents and Outcomes of Social Media WOM Towards Luxury Brand Purchase Intention. *Journal of Retailing and Consumer Services* 58, 102272. <https://doi.org/10.1016/j.jretconser.2020.102272>
 - 19) Pozharliev, Rumien; Rossi, Dario; and De Angelis, Matteo. (2022). Consumers' Self-Reported and Brain Responses to Advertising Post on Instagram: The Effect of Number of Followers and Argument Quality. *European Journal of Marketing*, Vol. 56 No. 3, pp. 922-948. <https://doi.org/10.1108/EJM-09-2020-0719>
 - 20) Saima, & Khan, M. A. (2020). Effect of social media influencer marketing on consumers' purchase intention and the mediating role of credibility. *Journal of Promotion Management*, 27(4), 503-523. <https://doi.org/10.1080/10496491.2020.1851847>
 - 21) Segijn, C. M., & van Ooijen, I. (2020). Differences in consumer knowledge and perceptions of personalized advertising: Comparing online behavioural advertising and synced advertising. *Journal of Marketing Communications*, 1-20. <https://doi.org/10.1080/13527266.2020.1857297>
 - 22) Shim, S. W., Lee, C., & Kim, D. (2013). The antecedents of attitude toward IPTV advertising: The role of interactivity and advertising value. *The Korean Journal of Advertising*, 2(1), 123-161. <https://doi.org/10.14377/japr.2013.3.30.123>
 - 23) Wei, Xiaolong; Ko, Ilsang, and Pearce, Alison. (2022). Does Perceived Advertising Value Alleviate Advertising Avoidance in Mobile Social Media? Exploring Its Moderated Mediation Effects. *Sustainability*, 14, 253. <https://doi.org/10.3390/su14010253>
 - 24) Yassin, Cherouk Amr. (2021). Understanding Consumer Digital Consumption Behavior in the Edge of Social Media Platforms. *Journal of Social Sciences*, 9, 394 – 416. <https://doi.org/10.4236/jss.2021.910028>



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.