

Analysis of Factors Affecting Attitudes Toward Brands and Attitudes Toward Instagram Ads, and Their Effects on Behavioral Intention on Social Media Instagram

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Abstract— With the development of technology to information systems, the ease of accessing particular content has lead consumers to use online-based digital media. In recent years, social media has become increasingly prevalent as a business and communication means. Since its first launch, Instagram has become one of the fastest growing social networks, this is what makes Instagram an effective marketing means for companies. This study aimed to determine attitude and analyze the factors that can influence the attitude of Instagram users towards Instagram ads marketing communication activities. Moreover, this study also aimed to determine the effect of attitude towards the brand and attitude towards Instagram ads may affect behavioral intention.

Manuscript type — Research Article

Research purposes — To determine attitude and analyze the factors that can influence the attitude of Instagram users towards Instagram ads marketing communication activities. Moreover, this study also aimed to determine the effect of attitude towards the brand and attitude towards Instagram ads may affect behavioral intention.

Design/methodology/approach — An online survey has been conducted to 230 Instagram social media users. The model has been tested using structural equation modeling technique.

Research Finding — Based on the results of this study, it is known that both brand attitude and attitude towards Instagram ads have a significant positive effect between the two, and that brand attitude and attitude towards Instagram ads have a significant positive effect on behavioral intention. And for model 2 after the brand attitude is removed, based on the results obtained it is known that Ad Perception, Ad Credibility, Information, Irritation, and Mood have a significant influence on attitude toward the ads on social media instagram.

Keywords — Advertising, Instagram, Instagram ads, Attitude toward brand, Attitude toward the ads, Behavioral intention.

1 INTRODUCTION

The evolution of the global era where technology, facilities and infrastructure as well as the rapidly developing information systems, has changed the traditional and customary fashion used in marketing. Along with the development of technology to information systems, the ease of accessing particular content has lead consumers to use online-based digital media. McKinsey Indonesia (Unlocking Indonesia's digital opportunity, 2016) stated that the average time spent by Indonesian people in using the internet through mobile phones is 3.5 hours per day, and the time spent on social media is amounted to 2.9 hours per day, in which 78% of internet users utilize it to conduct online transactions.

In recent years, social media has become increasingly prevalent as a business and communication means. Businessmen are beginning to realize the importance of social media as a way to engage with consumers at a more personal level, whereas companies are able to apply marketing techniques and create brand image. Instagram is one of the considerable amount of existing social media platforms. Instagram itself is basically one of the various social media, which

2015, Instagram released its latest feature, where users can promote a product or service. With this new feature, Instagram users can freely create any content that they want to promote on Instagram.

This remarkable growth has transformed the marketing system today. All content on Instagram is a form of photos and videos. 52% of individual are convinced by a product when they watch the video, and the fact indicated that the possibility of buying a product after the buyer watch the video has increased to as much as 74% (Wally & Koshy, 2014). 86% of the high-end brands owns Instagram accounts, this increased from the initial figure of 71% at this time last year, and this is what makes Instagram an effective marketing tool for companies (Simply Measured, 2014).

A number of 72% of Instagram social media users report that purchasing decisions are made based on something they see when browsing in the application (Emelyanova, 2017). Apart from all the conveniences and benefits offered from Instagram ads, Instagram ads are similar to any other advertising media, particularly online advertising media. In advertising a product or service, a negative attitude may arise if the

consumer considers advertisement as an excessive and intrusive material. Therefore the marketers should understand and notice that consumer attitudes towards an object may affect the attitude of the consumer towards other objects that are related to it, and if the consumer has a positive attitude towards advertising, a positive attitude towards the product (and vice versa) may be generated. This should be a concern for marketers in determining the advertising media used specifically for social media marketing and to include it as part of the company's integrated marketing communication.

Based on the model from MacKenzie & Lutz, 1989 and Ducoffe, 1996, which is used as a reference by the author in conducting this research, the identified factors that may affect attitude towards brands and attitude towards Instagram ads is the behavioral intentions from users of Instagram social media. In this research, the limitation and focus on this research is the use of Instagram ads features on Instagram social media, which are used as the advertising media. Whereas, the previous studies merely focused on 1 print media and advertisement as a whole.

Based on the description on the introduction part, the purpose of this research was to determine attitude and analyze the factors that may affect the attitude of Instagram users towards Instagram ads marketing communication activities. Moreover, this research also aimed to determine whether the effect of attitude towards brand as well as attitude towards Instagram ads may affect behavioral intention.

2 LITERATURE REVIEW

Previous studies has discussed attitudes towards ads and attitude toward advertising and were limited to traditional media, whereas this study combines attitude toward ads, attitude toward advertising adjusted to the cognitive response model with the final variable in the form of behavioral intention on Instagram social media. Instagram ads have an algorithm that allows advertisers on Instagram to determine the target of their ads appropriately, therefore by observing the behavioral intention of Instagram social media users, the behavior of the users and the effectiveness of the ads may be identified.

Ad Perception

Customers' perception regarding the attractiveness of advertisement is an important component of attitude towards brands (Ruiz, 2004). Customers' perceptions of advertisement are affected by their individual profiles. Hence, the expected hypotheses are as follows:

- H1: Perception towards Instagram Ads (Ad Perception) has a significant, positive effect on Brand attitude.
- H2: Perception on Instagram Ads (Ad Perception) has a significant, positive effect towards how an individual respond to Instagram ads (Attitude towards the Ads).

Abdul Azeem and Zia ul Haq (2012) found that credibility can lead to positive consumer attitudes toward advertisement. Tsang, Ho, and Liang (2004) approved that credibility may affect consumers' attitude towards advertisement. Cues in advertisements determine the quality of advertising messages, which affect brand attitudes (Jaworski & MacInnis, 1989). One of the factors in determining consumers' attitude towards advertisement or brands that may affect information processing is the credibility of advertisement. Hence, the expected hypotheses are as follows:

- H3: Ad Credibility has a significant positive effect towards Brand attitude.
- H4: Ad Credibility has a significant positive effect towards how individual respond to Instagram social media ads (Attitude towards the Ads).

Entertainment

Entertainment has been identified as a factor that contributes to attitude towards advertisement (Wang et al, 2002). Based on the results of research conducted, it was found that entertainment is the key driver of attitude towards brand even though irritation also has a significant effect on attitude towards the brand. Hence, the expected hypotheses are as follows:

- H5: The level of entertainment or aesthetic value of Instagram Ads (Entertainment) has a significant positive effect towards Brand attitude.
- H6: The level of entertainment or aesthetic value of Instagram Ads (Entertainment) has a significant positive effect on how individual respond to Instagram ads (Attitude towards the Ads).

Informativeness

Previous research also proved that consumers who have a positive attitude towards advertisement tend to be more involved in the advertisement and spend more time responding to information related to the advertisement (Mehta, 2000). Advertisement can provide beneficial and crucial information for consumers, which may then ultimately affect their attitude (Kola & Akinyele, 2010). They will start searching for further information about products and services, which ultimately leads to their behavioral intentions. Hence, the expected hypotheses are as follows:

- H7: The relevance of information from Instagram Ads (Informativeness) has a significant positive effect towards Brand attitude.
- H8: The relevance of information from Instagram Ads (Informativeness) has a significant positive effect on how individual respond to Instagram ads (Attitude towards the Ads).

Irritation

Irritation has become a significant issue in advertisement. James and Kover (1992) indicated that there is a negative rela-

relationship between irritation and attitudes toward advertisement. There are indications that ad irritation is negatively related to brand attitude. Based on the findings of previous research, it is expected that ad irritation may have a significant negative effect on brand attitudes. Hence, the expected hypotheses are as follows:

- H9: The acceptance level of Instagram Ads activities (Irritation) has a significant negative effect towards the Brand attitude.
- H10: The acceptance level of Instagram Ads activities (Irritation) has a significant negative effect on how individual responds to Instagram ads (Attitude towards the Ads).

Mood

Spears, N., & Singh, S. N. (2004) stated that feelings (or moods) serves as antecedents towards remaining variables (Attitude towards advertising, attitude towards brands, and intention to buy) in this model. Feelings are affective responses to communication messages received, not as message quality, but as the recipient's affective status when exposed to the message. Hence, the expected hypotheses are as follows:

- H11: The level of change in moods from Instagram Ads has a significant positive effect towards Brand attitude.
- H12: The level of change in mood from Instagram Ads has a significant positive effect on how individual respond to Instagram ads (Attitude towards the Ads).

Brand attitude & Attitude towards the Ads

Consumers' attitude toward advertisement are the best indicators to determine consumer behavior intentions (Wang et al., 2009). Furthermore, attitude towards advertisement have been debated to simultaneously and directly affecting brand attitudes and buying intentions (Mackenzie et al., 1986). Hence, the expected hypotheses are as follows:

- H13: Attitude variable towards brand (Brand attitude) has a significant positive effect towards Instagram ads (Attitude towards the Ads).
- H14: Attitude variable towards Instagram ads (Attitude towards the Ads) has a significant positive effect towards the brand attitude variable.

Behavioral Intentions

Zemore and Ajzen (2014) stated that attitude is one of the significant predictors of intention. Substantial amount of studies in the previous literature indicated that attitudes are strong predictors of behavioral intention. Hence, the expected hypotheses are as follows:

- H15: Attitude variable towards brand (Brand attitude) has a significant positive effect towards Behavioral Intentions.

- H16: Attitude variables towards Instagram ads (Attitude towards the Ads) have a significant positive effect on Behavioral Intentions.

3 RESEARCH METHODS

This research used a quantitative approach by distributing online-based questionnaires. This research used descriptive research methods that aimed to describe a characteristic from a group of Instagram social media users. The population in this research are the entire people who own and use Instagram social media. Whereas the sample in this research are several owners and users of Instagram social media who are aware of the advertisements contained on the social media. Furthermore, the data is processed by using structural equation models (SEM). The result of processing the model will indicate the relationship between the variables present in the advertisement stimulus towards brand attitude, attitude towards the ad, and behavioral intention.

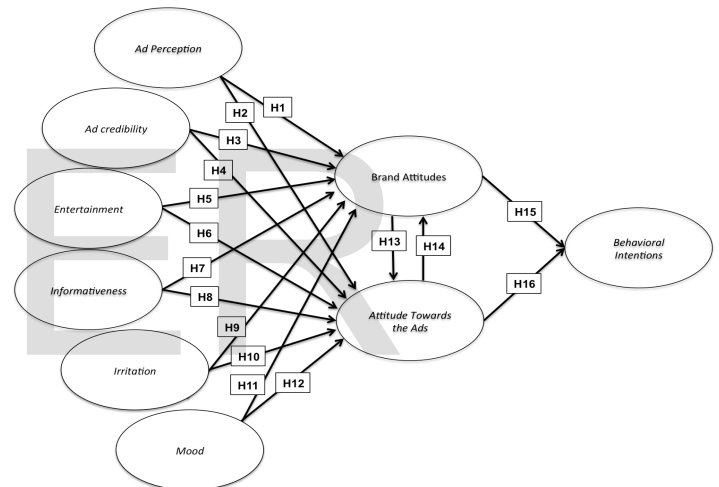


Figure 1. Research Model (Model 1)

The variable indicators in this research are obtained from various literature. The rating scale used in this research are Likert scale and differential semantic scale. Likert scale is a rating scale that requires respondents to indicate the level of agreement or disagreement. On the Likert scale number 1 (one) is expressed as the 'strongly disagree' statements, and number 6 (six) is expressed as 'strongly agree' statements (Bruner & Hensel, 1996).

Table 1 Item Questionnaire Questions

Variable	Questions	Source
<i>Ad Perception</i> (AP)	I have the perception that ads through Instagram ads are Interesting / Not Interesting	Mackenzie & Lutz, R.J, 1989; Elliot & Speck, 1998
	I have a perception that ads through Instagram ads are Enjoyable / Not Enjoyable	
	I have the perception that Instagram ads are Informative / Not Informative	
<i>Ad Credibility</i> (AC)	I have the perception that Instagram ads are Believable / Not Believable	
	I feel that ads on Instagram ads have credibility	Mackenzie & Lutz, R.J, 1989; Brackett et al & Carr, 2001
<i>Entertainment</i> (E)	I feel that ads on Instagram ads are Trustworthy	
	I feel that ads on Instagram ads can be trusted	
	I feel that ads on Instagram are Entertaining ads	Mackenzie & Lutz, R.J, 1989; Ducoffe, 1996
<i>Informative</i> (In)	I feel that ads on Instagram are Enjoyable ads	
	I feel that ads on Instagram are Pleasing ads	
	I feel that ads through Instagram ads are Good Source	Ducoffe, 1996; Brackett & Carr, 2001
<i>Irritation</i> (Ir)	I feel that ads through Instagram ads provide product information that is relevant for me	
	I feel that ads through Instagram ads provide the right information when needed	
	I feel that ads through Instagram ads are ridiculous	Ducoffe, 1996; Brackett & Carr, 2001
<i>Mood</i> (M)	I feel that ads through Instagram ads are Annoying	
	I feel that ads through Instagram ads is an irritating matter	
	Happy / Unhappy feeling arises after seeing ads on Instagram ads	Mackenzie & Lutz, R.J, 1989; Olney, Holbrook & Batra, 1991
	Pleased / Annoyed feeling arises after seeing ads on Instagram ads	
	Relaxed / Bored feeling arises after seeing ads on Instagram ads	
	Satisfied / Unsatisfied feeling after seeing ads on Instagram ads	
	Content / Melancholic feeling arises after seeing ads on Instagram ads	
	Hopeful / Despairing feeling arises after seeing ads on Instagram ads	
	Stimulated / Relaxed feeling arises after seeing ads on Instagram ads	
	Frenzied / Sluggish feeling arises after seeing ads on Instagram ads	
	Wide awake / Sleepy feeling arises after seeing ads on Instagram ads	
<i>Brand Attitudes</i> (BA)	Excited / Calm feeling arises after seeing ads on Instagram ads	
	Jittery / Dull feeling arises after seeing ads on Instagram ads	
<i>Attitude Towards the Ads</i> (Aad)	Aroused / Unaroused feeling arise after seeing ads on Instagram ads	
	I feel that the brands of the products advertised are Bad / Good brands of products	Chiu et al., 2012
	I'm Attracted / Not Attracted to the brand of the product being advertised	
<i>Behavioral Intentions</i> (BI)	I like / dislike the brand of the product being advertised	
	Overall, I like / dislike Instagram ads	Holbrook & Batra, 1987
	I feel a Favorable / Unfavorable reaction to Instagram ads	
<i>Behavioral Intentions</i> (BI)	I feel positive / negative about Instagram ads	
	Overall, I have a Bad / Good opinion on Instagram ads	
	I will look for information related to ads that appear on Instagram ads	Zerihani et al, 1996; Boateng & Abednego, 2015.
	I will say good things about the products / services advertised by Instagram ads to other people	
	I will repurchase products / services advertised by Instagram ads in the future	
	I will recommend products / services advertised by Instagram ads to other people	
	I will report the ad in the option on Instagram ads, if I experience a problem with the product / service advertised	
	I will complain to other parties, if I experience a problem with the product / service advertised	

The researcher used purposive sampling technique in which sampling has been determined by Non-Probability Sampling, with a minimum of 190 respondents. The minimum number of respondents obtained from the calculation of the total attributes or indicators listed in the questionnaire multiplied by five (Malhotra, 2010). The sample size will be obtained through the distribution of online questionnaires and shared with self-administered questionnaires, where the respondents are not assisted by the researcher in completing the questionnaire.

From these results, the researcher has tested the validity and reliability contained in the questionnaire questions. In testing the validity, researchers used factor analysis methods. Some of the parameters used are Kaiser Mayer Olkin (KMO) in which the KMO value must be greater than 0.5. Component matrix value must be greater than 0.5. Furthermore, reliability testing was carried out by looking at the value of Cronbach's

Alpha with a minimum value requirement of 0.7 (Malhotra, 2010).

Based on the two tests, it is found that each indicator variable as a whole has fulfilled the existing parameter requirements, except for M11, BI5 and BI6 with the component matrix value less than 0.6. Then, in the reliability test, the whole variable has fulfilled the existing parameter requirements for Cronbach's Alpha. Following the re-specification testing, which is conducted by removing M11, BI5 and BI6 variables, the results of the essay variable are valid and reliable to proceed to the next step, i.e., processing the data using the SEM method

4 RESULT AND DISCUSSION

This research used the SEM method using AMOS 22 software to validate the measurement model and test the existing hypotheses by using path analysis. In the validity test through CFA, the standardized loading factor (SLF) value is observed in a model with a cut-off value of ≥ 0.5 (Wijayanto, 2008). Variables that did not meet the requirements were eliminated from the research model. In addition, researchers has also tested the reliability by calculating the composite reliability (CR) value and the average variance extracted (AVE) value. Variables or indicators are said to be reliable if the value of $CR \geq 0.7$ and AVE value ≥ 0.5 (Malhotra, 2010). The measurement of the CFA model was carried out on 9 variables and the results of the tests indicated that ad perception and mood showed AVE values below the requirements. However, according to Fornell and Larcker (1981), the value of AVE below 0.5 is acceptable when the CR value is higher than 0.6, then the convergent validity of the construct is still adequate, therefore all variables are declared as valid and reliable. Accordingly, the existing models are tested for compliance with the fit model test (Goodness of Fit) and the overall model obtained can be considered to have a good value.

Next, the researchers conducted a structural model test on Amos to test the hypotheses and to observe the significant effect between these latent variables in the research model. From the output of existing structural models, there are several indicators that indicated a significant relationship between variables. These indicators include the p-value of *** or 0.001 and the CR (Critical Ratio) value, or expected t-value results indicated a number greater than 1.645. With 16 existing hypotheses, it has been found that 7 out of 16 hypotheses tested has a significant affect towards the dependent variable, whereas the other 9 hypotheses does not indicate the presence of effect or in other words, the existing data did not support the hypothesis proposed by the researcher

Table 2 Path Analysis Model 1

Hypotheses	SLF	Estimate	C.R.	P
H1	-0.142	-0.142	-1,544	0,123
H2	0.101	0.101	1,916	0,055
H3	0.151	0.151	1,584	0,113
H4	-0.055	-0.055	-1,046	0,295
H5	0.033	0.033	0,379	0,705
H6	-0.018	-0.018	-0,385	0,7
H7	-1.028	-1.028	-2,73	0,006
H8	0.579	0.579	2,74	0,006
H9	0.496	0.496	5,473	< 0,001
H10	-0.3	-0.3	-5,848	< 0,001
H11	-0.487	-0.487	-4,238	< 0,001
H12	0.334	0.334	4,881	< 0,001
H13	0.48	0.48	39,441	< 0,001
H14	1.75	1.75	39,441	< 0,001
H15	0.505	0.505	4,404	< 0,001
H16	0.353	0.353		< 0,001

Based on the results obtained, it is known that hypothesis 1 is rejected. This is because the perception towards advertisement does not affect the attitude of Instagram social media users on a brand. Moreover, it can also be caused by the assumption of users that the perception of advertisement as a whole cannot affect a person's attitude towards a brand.

Based on the results obtained, it is known that hypothesis 2 is rejected. The results of this research are in contrast with the research conducted by MacKenzie & Lutz (1989), which stated that there is a significant positive effect between ad perceptions towards ad attitude. Based on the results of the research mentioned, the absence of an 'effect' can be caused by several matters such as the differences in perceptions of advertisements that exist in print media with electronic media such as Instagram ad. Furthermore, it can also be caused by users assuming that the overall perception of advertisement is different from the advertisements on Instagram social media.

Based on the results obtained, it is known that hypothesis 3 is rejected. The results in this research are similar to those conducted by MacKenzie & Lutz (1989). In the research, it was said that ad credibility had a weak positive relationship and did not significantly affect the brand attitude. This result may also occur due to the credibility of advertisement that may not generally affect a person's attitude towards a brand. Moreover, it is easy to post advertisements on the Instagram ads without verifying the seller or the goods sold, causing users to question the authenticity of the items sold, thus affecting the brand.

Based on the results obtained, it is known that hypothesis 4 is rejected. In a survey conducted by Nielsen in 2015, it was found that 74% of Indonesian consumers said that advertisement affected their tendencies to choose a brand. Generally, it

can be said that the credibility of advertisement are still high in Indonesia. Whereas several matters that make respondents respond to negative advertisements on Instagram social media can be caused by the easiness of posting the advertisement on Instagram without selection, therefore there might be several respondents who have experienced unpleasant impressions related to the ads on Instagram.

Based on the results obtained, it is known that hypothesis 5 is rejected. This is different from the research conducted by Marti-Parreño, et al (2013). In the research, it is known that Entertainment had a significant positive effect on Brand Attitude. This difference can be caused by Instagram ads which are not entirely shown in the form of videos, and Instagram ads are only limited to 15 seconds. McQuail (1983) said that the entertainment value of a media lies in its ability to fulfill the needs of the user to escape, to have a hedonistic pleasure, aesthetic pleasure as well as emotional discharge. Furthermore, users also assumed that the entertainment or aesthetic value of Instagram ads, cannot shape a person's attitude towards a brand.

Based on the results obtained, it is known that hypothesis 6 is rejected. In a research conducted by Le & Hien (2017), it is found that entertainment has no significant effect on Attitude towards the Ads. This can be caused by Instagram social media users who considered that the level of entertainment contained in Instagram ads is not a crucial matter, but the level of information, irritation, mood and brand itself may cause an effect.

Based on the results obtained, it is known that hypothesis 7 is rejected. For Instagram ads, the higher level of relevance of information from Instagram ads, the easier it will be for users to search for a brand that will impact users' attitude towards the brand. This can be because by the average amount of respondents who assumed that advertisements on Instagram social media are considered as something that cannot provide the right information needed, therefore this affect the perception of respondents who views that the brand does not advertise its products or services or the advertisement provided is not attractive.

Based on the results obtained, it is known that hypothesis 8 is accepted. In the research conducted by Le & Hien (2017), it is found that informativeness had a significant positive effect on Attitude towards the Ads. The research also stated that there is a significant positive value between Informativeness variable and Attitude towards the Ads. This is because the easiness of finding information on Instagram social media provides convenience for users, which then caused users to prefer Instagram more than any other social media and have a favorable opinion on the Instagram ads themselves.

Based on the results obtained, it is known that hypothesis 9 is rejected. This may occur due to a condition where the more irritating an advertisement is, the more aware the user will be of a product that has an impact on the feeling of curiosity towards the product.

Based on the results obtained, it is known that hypothesis 10 is accepted. This may occur because the more irritating an advertisement is, the more negative assumption by the user towards the advertisement, in consequence this may cause the negative attitude of user towards the advertisement.

Based on the results obtained, it is known that hypothesis 11 is rejected. This may occur because the user assumed that the mood of the user cannot explain the brand. Moreover, if a user feels he/she has a good mood, then the user tends to do what he likes therefore he/she may not focus on a particular brand.

Based on the results obtained, it is known that hypothesis 12 is accepted. This may occur due to the condition where the higher the mood of the user, the higher tendencies of the users to feel more content in looking at the existing ad.

Based on the results obtained, it is known that hypothesis 13 is accepted. This may occur because if a person has a favorable attitude towards a brand or being satisfied with a brand, hence it may also have a propitious impact on the attitude towards Instagram ad.

Based on the results obtained, it is known that hypothesis 14 is accepted. This may occur because if a person like or feeling satisfied towards an ad on Instagram, the advertisement may have a favorable impact towards one's attitude towards the brand on the ad.

Based on the results obtained, it is known that hypothesis 15 is accepted. This is consistent with the research regarding the effect of brand attitude towards behavioral intention carried out by Lee and Miyoung in 2017. This indicated that the attitude of an Instagram social media user towards a brand may affect the behavior carried out by the user, either by disseminating the information, commenting the good things, recommending the brand, or generating loyalty. If an individual has a favorable attitude towards a brand, then the person may also have good intentions on the brand.

Based on the results obtained, it is known that hypothesis 16 is accepted. This is in tune with the research conducted by Mehta (2000), which stated that consumers with attitude toward positive advertisements have a tendency to spend more time in finding information related to these advertisements, and have a higher probability of buying products or services offered.

In this further analysis, the researcher have analyzed the attitude toward the ads on behavioral intention from the same respondents. This further analysis is conducted by the researcher with the brand attitude or attitude toward the brand variable being eliminated because the researcher is apprehensive about the situation in which most respondents did not mention the brand name on the ad they remembered, therefore the researcher suspected the results of the questionnaire could not explain the brand attitude fairly. By eliminating the brand attitude variable, the researcher also removed the cognitive response model that was previously used.

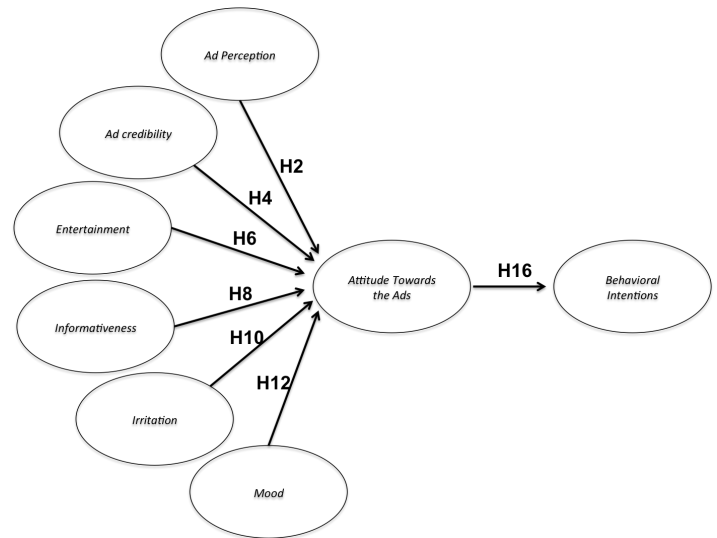


Figure 2. Further Analysis Model (Model 2)

By using same respondents and the same stages, model 2 indicated that the overall model can be considered to have a fairly good value. Hence, an analysis of causal correlation is carried out. The results of evaluating the suitability of the structural model with the adjusted research hypotheses based on model 2 are summarized in Table 3 below.

Table 3 Path Analysis Model 2

Hypotheses	SLF	Estimate	C.R.	P
H2	0,352	0,178	3,21	0,001
H4	0,137	0,143	2,884	0,004
H6	-0,008	-0,01	-0,204	0,839
H8	0,129	0,174	3,468	< 0,001
H10	-0,278	-0,385	-7,292	< 0,001
H12	0,711	0,666	8,9	< 0,001
H16	0,739	0,762	9,28	< 0,001

Based on the results obtained from this further analysis, it is known that several data in this research have significant positive effects, i.e., ad perception, ad credibility, informativeness, and mood on how individual respond to Instagram social media ads (Attitude towards the Ads). Thus it can be said that hypotheses 2, 4, 8, 12 and 16 are accepted. Whereas the irritation variable indicated a significant negative effect on how individual respond to Instagram ads (Attitude towards the Ads). Thus it can be said that hypothesis 10 is accepted. The results of hypotheses 2 and 4 are in tune with previous studies conducted by MacKenzie & Lutz (1989) in which ad perception and ad credibility has a significant positive effect on ad attitude. Whereas hypothesis 12 are in line with the research of Spears & Singh (2004) who claimed that mood has a positive effect on attitudes toward advertisement. Whereas hypothesis 16 indicated that the better the users' attitude towards an advertisement, the better the behavioral intention will be. Whereas hypothesis 10 indicated a significant negative effect between irritations towards how individual respond to

Instagram ads (Attitude towards the Ads). This indicated that hypothesis 10 is accepted. Hypotheses 8 and 10 consistent with previous studies conducted by Metha (2000) and James & Kover (1992).

Whilst the effect on the level of entertainment or aesthetic value from Instagram Ads (Entertainment) does not have a significant positive effect on how individual respond to Instagram social media ads (Attitude towards the Ads). Thus it can be said that hypothesis 6 is rejected. These results can be caused due to the feature of Instagram ads which merely shows relatively short ads, therefore entertainment or aesthetic value is not considered as a noteworthy matter in advertising on Instagram social media.

5 CONCLUSION

Based on the results of this study, it is known that both brand attitude and attitude towards Instagram ads have a significant positive effect between the two, and that brand attitude and attitude towards Instagram ads have a significant positive effect on behavioral intention. And for model 2 after the brand attitude is removed, based on the results obtained it is known that Ad Perception, Ad Credibility, Information, Irritation, and Mood have a significant influence on attitude toward the ads on social media instagram.

MANAGERIAL IMPLICATIONS

Based on model 2, it can be seen that the most influential thing from an ad on the first ads Instagram is the mood, then irritation, ad perception, informativeness, and the last ad credibility. However, in advertising, it will be difficult if marketers want to build a good mood, because the mood between each user of social media is different. The level of acceptance or irritation as much as possible is made as small as possible, but this will be difficult to regulate by marketers because marketers tend to regulate more focused on the target consumer and the content of the ad. Likewise, the same as ad perception and ad credibility, the perception and credibility of Instagram ads are not regulated by one advertisement carried out by the marketer, but rather a number of advertisements that have been seen by the user which causes the perception to form. While credibility will also be formed not because of one ad that is felt by the user, but a number of ads that are on the instagram by the user. So the most important thing that can be controlled by marketers is informativeness. Informativeness can be in the form of relevance of product information with user interest and appropriate information when needed.

Instagram social media allows ads on social media (Instagram ads) to always be on the home and Instagram story display for each user who is targeted by the ad. Based on model 1, marketers need to pay attention to the level of information (informativeness) contained in the advertisement as well as the level of acceptance of the activity of Instagram ads (Irritation) in making an advertisement. The level of information that needs to be considered includes the level of relevance of product information and the right information when needed. As for the level of acceptance of the Instagram ads activity

(Irritation), advertisements are considered Insulting Intelligence, annoying and Irritating. Ads can be considered annoying and Irritating if the ad appears too often.

Instagram is social media with active users of more than 1 billion and continues to grow (Liputan 6, 2018). This social media has become a good marketing medium because it has a broad market throughout the world. The behavior of users of social media in addressing the advertisements on social media (Instagram ads) is good, so marketers only need to pay attention to how social media users evaluate or can consider the brand of the company.

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