

# **Designing Instagram Advertisement Content: What Design Elements Influence Customer Attitude and Purchase Behavior?**

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## **ABSTRACT**

Technology advancement has changed shopping activities from offline to online (O2O). Businesses must take advantage of digital technology to market their products by creating attractive visual advertising to acquire their consumers. This study empirically investigates purchase behavior and evaluation of Instagram content ads from the visual elements of advertising (color, product image, design, and typography). A total of 496 online consumers participated in the survey. The findings further show that, except for color, all visual elements of advertising directly affect consumer attitude. Our results also confirm that actual purchases are formed by attitudes and purchase intentions. Theoretically, this study furthers the literature on consumer behavior, social media advertisement, and digital marketing. Moreover, it provides practical insights into designing attractive advertisement content on Instagram, which benefits marketers and content/graphic designers.

**Keywords:** Advertising elements, Social media advertising, Instagram, Consumer attitudes, Purchase intention, Actual purchase, COVID-19

## **INTRODUCTION**

Since COVID-19 was announced as a global pandemic by the World Health Organization (WHO), technological developments have increased due to people spending more time at home and doing virtual activities as required by the government in many countries to reduce the spread of COVID-19 infections (Eger et al., 2021).

In developing countries such as Indonesia, virtual activities have changed consumer shopping behavior from offline to online (O2O) (Dahiya et al., 2020). This is indicated by the fact that 71% of Indonesians shop online during the pandemic (BPS, 2020), and consumers plan to continue their online shopping even if the pandemic is over (Dahiya et al., 2020). Online shopping indicates that the market has shifted (Cruz-Cárdenas et al., 2021). The condition becomes a challenge for businesses in facing high competition in attracting online consumers due to the use of technology less intensively (Cruz-Cárdenas et al., 2021). Therefore, a study of attracting consumers' attention to purchase company products through advertisements on online platforms is essential to understand businesses competing in the era of disruption. In particular, consumers nowadays are bombarded with varied online advertisements (Arora & Agarwal, 2020).

Social media has become a popular online platform, and Indonesia has ranked third among countries with high social media users worldwide (Statista, 2021). Social media has become part of businesses' marketing strategies, as many companies have taken advantage of this platform to advertise because of its benefits (Nasir et al., 2021; Ramadhanty & Belgiawan, 2019). Studies in social media advertising have been intensively carried out and generally found that creating attractive advertisements may foster consumers' positive emotions and motivate consumers to buy the advertised products (Alalwan, 2018). However, although the previous study found that creating attractive advertising is crucial for consumer emotion, the discussion on advertising design effectiveness is unclear (Wu et al., 2016). It is because the previous studies tend to focus on examining how the value of advertising in social media, such as informativeness, credibility, and entertainment, affects consumer evaluations of the ads (Arora & Agarwal, 2020; C.-W. Chen et al., 2021; Latif & Calicioglu, 2020; Lee et al., 2016). Rarely have there been studies examining the most critical visual elements in advertising (such as color, design, and typography) that highly influence consumers' evaluations of advertisements on social media and have implications for their purchase behavior. These elements are key factors in shaping the value of advertising. However, Ahmed (2020) found that the visual elements of social media advertising have impacted consumer purchase decisions. Nonetheless, the analysis does not depict the impact of visual advertising elements on consumer attitudes, intentions, and actual purchases. Furthermore, Ahmed's (2020) study still does not explicitly state which social media accounts for the findings.

Therefore, based on these considerations, this study tries to answer two essential questions. First, what is the most influential advertising element on Instagram that increases positive consumer attitudes? Social media Instagram is among the popular social media with businesses (Greenhouse, 2019). Second, do consumers' attitudes

influence their purchase intention of the product being promoted and implicate actual consumer purchasing? Understanding how to create interactive advertisements on social media, Instagram, in the face of this pandemic is vitally important to help marketers, content designers, and businesses find out what elements the consumers pay the most attention to in attracting them to purchase. In addition, this study intends to contribute to the analysis of social media advertising and consumer behavior literature in situations where shopping behavior is dramatically shifting online.

This study structure is as follows: the next session presented a literature review regarding social media marketing and advertising, advertising elements, attitude, and behavior decision, followed by the development of the conceptual model. We then discuss methodology regarding data collection and measurement. Finally, we discuss the analysis result, discussion, contribution to the theoretical and practical, and future research directions.

## **THEORETICAL BACKGROUND**

### **Social Media Marketing and Advertising**

According to Felix et al. (2017), social media marketing is defined as "an interdisciplinary and cross-functional concept that uses social media (often in combination with other communications channels) to achieve organizational goals by creating value for stakeholders." Marketing in social media has implications for the company, such as building relationships with customers, communities, and other stakeholders. The opportunity is also related to the effective communication channel when companies deliver information so that their receivers (particularly consumers) get value from it (Felix et al., 2017). Social media has changed many marketing practices, especially in using it as a medium to advertise company brands (Nasir et al., 2021). Businesses' intensive use of social media shows the flexibility of marketing communications through social media advertising due to the targeted audience in cost-effective ways (Arora & Agarwal, 2020; Nasir et al., 2021).

Alhabash et al. (2017) defined social media advertising as "any piece of online content designed with a persuasive intent and/or distributed via a social media platform that enables internet users to access, share, engage with, add to, and co-create." The use of advertising through social media to attract target audiences evolved along with technology development (Ahmed et al., 2019). This is due to the fast advancement of internet technology, leading people to be active on digital platforms, and relying on traditional mass media will not suffice to reach the target audience (Arora & Agarwal, 2020). Social media advertising has beneficial for a company as it can impact consumers psychologically, such as consumer attitude and implication to click the ad

(C.-W. Chen et al., 2021), perception and motivation to buy impulsively (Nasir et al., 2021), and intention to purchase a product/service being promoted (Lin et al., 2020).

### **Visual Element in Advertisement**

Advertising is an integral part of commercial activities and a tool in carrying out businesses to acquire the attention of potential consumers and recall for existing consumers to buy a product (Estrada-Jiménez et al., 2017). Generally, advertising is a tool to build a business's brand image. Advertising is an investment made by an identifiable source of communication designed as a call to the receiver to take action at a specific time (Richards & Curran, 2002). Ahmed et al. (2019) explain that visual elements of advertising play a vital role in creating consumer attention and are essential to how consumers interact with online advertisements. When an advertisement is made creatively, it can enhance the receiver's motivation, ability, and opportunity to process the information from the ad (Ashley & Tuten, 2015). The visual element of advertisement is not limited to text or color. Still, other factors make the product "beautiful" visually, and the consumer who sees the content will enjoy it (Jiang, 2019). Ahmed et al. (2019) divide advertisement visual elements into three factors: appeal, color, and text. Meanwhile, previous studies classify the visual elements of ads into typography, design, color, images, effect (Ahmed, 2020), sensory, functional, symbolic (Haase et al., 2018), animation, and format (Kuisma et al., 2010).

Ahmed (2020), in his study, found that the visual element of advertising on social media, namely color, image, design, and typography, has significantly impacted consumer behavior. According to Singh (2006), color is defined as "the light carried on wavelengths absorbed by the eyes that the brain converts into colors that we see." The light can be decomposed into a spectrum of six different colors, such as red, orange, yellow, green, blue, and purple (Singh, 2006). He also argues that about 62-90 percent of people make up their minds about initial interaction with a product dominantly assessed based on color. Moreover, Ahmed (2020) defines images on ads as the language of the contemporary era with the benefit of quickly communicating, persuading, and attracting recipients to understand the basic subject of advertising. The visual image will trigger consumer emotions and cognitive aspects (Lee et al., 2016). Another element is font or typography, which is the element to communicate the product information using the appropriate word, which is not for beauty, primarily to make a quick and clear understanding of the information in the ad (Ahmed, 2020).

The last is content design, a combination of various attention-grabbing tools in advertisements, such as color, shapes, images, font type, font size, and dynamic techniques (Shaouf et al., 2016). The advertisement design plays a role in enhancing

consumer first impressions and effectively forms the overall perception of the beholder. Haase et al. (2018) also found that the design element in advertising powerfully and effectively influences the five human senses.

### **Consumer Attitude and Purchase Behavior**

In behavioral theory, such as the theory of planned behavior, Ajzen (1991) explains that individual intention to the behavior is predominantly predicted by attitude, subjective norm, and perceived behavior control. Ajzen (1991) defines attitude as the degree to which an individual evaluates the behavior in question to be favorable or unfavorable. Besides, he describes behavioral intention as the degree an individual is motivated to perform a behavior which indicates how hard an individual is willing to try and how much effort they give to perform the behavior. Investigating consumer behavioral intention to purchase a certain product is essential to predict their actual behavior (X. Chen et al., 2021). This is supported by previous research that stated that examining online purchase intention is a determinant of knowing consumer behavior in the online environment (Pascual-Miguel et al., 2015; Peña-García et al., 2020; Ramdani et al., 2022).

### **Hypothesis Development**

#### ***Advertising Elements on Consumer Attitudes***

Zhou et al. (2021) found that image type significantly affects consumer attitude through its imagery elaboration. Specifically, the hedonic product with an abstract image likely motivated the consumer to form a positive attitude. Besides, a concrete image is more effective for the utilitarian product type. Other research by Aydınoglu and Cian (2014) conducted an experimental study to understand how consumers' self-esteem levels affect the responses to the picture type. Their research found that consumers with low self-esteem have more attitudes toward ads when the ads depict the product rather than the person. This is contrary to the high self-esteem consumer, who enhances his/her attitude toward ads by describing a person. Additional research in advertising elements was the color in ads content influencing consumer attitude toward ads. A study from Pilelienė and Grigaliūnaitė (2017) revealed that the ads with a color temperature that is 'warm' have more statistically significant attitudes toward ads and implicated positive consumer purchase intention rather than its 'cool' color temperature.

Moreover, Singh (2006) argued that color forms consumer attitudes and generates positive or negative evaluations.

In advertising elements of visual design, which consist of color, font style, and shape, Shaouf et al. (2016) found that attractive advertising visual design impacts positive consumer responses. Their study results explain that the more attractive the advertisement design, the more consumers pay attention, developing consumers' positive attitudes toward ads. Similar to Kusumasondjaja and Tjiptono's (2019) work, visual ads on Instagram consist of various elements and appear complexly found to generate a more favorable response than a visually simple one. In addition, Haase et al. (2018) conducted an experimental study on content ads comparing an ad with text only and a combination ad with text and picture. Their study found that combining pictures and text is essential to optimize the effectiveness of product advertisements. The combination of product pictures and text efficiently communicates product information and significantly impacts consumer decision-making (Haase et al., 2018).

The implication of the visual advertising elements study is supported by the recent study from Ahmed (2020) that incorporated the ad element. Ahmed's (2020) study discovered that visual elements of advertising (image, color, text, and design) influence consumer behavioral decisions to buy products offered by sellers on social media. Therefore, based on previous studies, the elements of an advertisement presented digitally have a significant effect on increasing consumer attitudes toward advertising. Thus, we hypothesize the following relationship:

*H1: There is a significant relationship between a) color, b) product image, c) design, and d) typography and positive consumer attitudes.*

### ***Consumer Attitudes on Behavior Response***

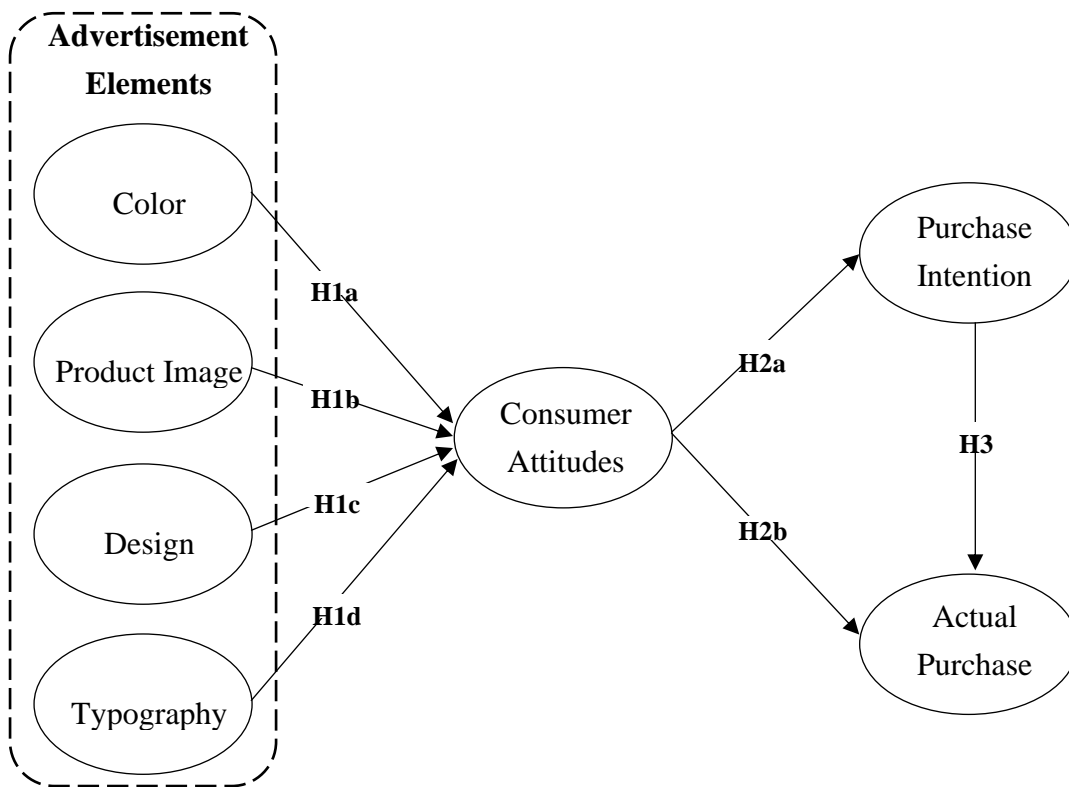
An intensive study related to the relationship between consumer attitudes on consumer purchase intention has been conducted by previous studies and found a significant relationship between these constructs (Arora & Agarwal, 2020; C.-W. Chen et al., 2021; Punjani & Kumar, 2021). Nizam et al. (2018) examined the implications of online advertising on consumer attitudes and their impact on actual behavior has been carried out in emerging markets. The study found that information generated from ads

formed consumer attitudes, thus increasing consumer purchase decisions toward the product or service being promoted. Consumer behavior intention and its actual decision have also been found to have a significant relationship (Lacoeuilhe et al., 2021). For example, X. Chen et al. (2021) explore buyer imitation of others' online behavior on social commerce purchase behavior. The result found that individual imitation (obtained from people's behavior on social media) has a significant relationship with their purchase intention, which affects actual consumer behavior to purchase in social commerce. Therefore, a high level of consumer attitude toward ads increases consumer intention to purchase a product or service and is implicated in actual consumer purchasing. Furthermore, the intention of the consumer to purchase a product is related to their actual decision to purchase its product. Based on this theoretical evidence, in our study, we hypothesize:

*H2: There is a significant relationship between consumer attitude toward ads and a) purchase intention; b) actual purchase behavior.*

*H3: There is a significant relationship between purchase intention and actual purchase behavior.*

In Figure 1, we presented a conceptual framework based on previous studies related to the relationship of advertising visual elements on attitude toward advertising and its implication on purchase behavior. The Ellipses represent latent variables, and the rectangle represents element factors of visual advertising. Moreover, the solid arrow represents the structure relationships.

**Figure 1** *Research Model*

## RESEARCH METHODOLOGY

### Questionnaire Design

As presented in Table 2, measurements consist of 33 items from 4 constructs. The measurement items were adopted from previous studies with slight modifications. Advertisement elements (color, product image, font, and image) were taken from Ahmed (2020), attitude towards ads from Sharma et al. (2021), purchase intention was taken from Alalwan (2018) and Shaouf et al. (2016), and we developed the new scale of actual purchase. All measurements were measured using a seven-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree).

### Data collection and Sampling

The survey strategy was done by collecting the data using a structured administered questionnaire. The purposive sampling approach used regarding sample size in this paper is not well defined. Through distributing a survey on social media content posts, the criterion of the respondents are those who actively use Instagram, are



familiar with social media ads, and have purchased a product online after viewing the ads on Instagram, particularly during the COVID-19 pandemic. To attract respondents' intention to fill out the questionnaire, we offer incentives such as an e-wallet balance of about \$7 for some respondents (selected respondents using online voting) who completed the survey.

The survey was developed on Google Forms and administered for a month in the middle of 2021. The questionnaire is structured into two sections. Before, we first accompany the main section with a detailed text describing the details of the survey and the purpose of the survey, and we obtain volunteer consent to participate in the data collected. The first section contains the study's main measurement items, followed by section two, which is concerned with the socio-demographics to be used to create respondent profiles and characteristics.

This study contained exogenous and endogenous variables. Thus, structure equation modeling (SEM) through partial least squares is an appropriate tool and was done to analyze the data. Besides, Hair et al. (2019) state that PLS-SEM is preferred for research with complex models and non-normality distributed data. SmartPLS 3.3.3 was chosen to analyze the data for initial validity and reliability assessment. This initial analysis also verified convergent and discriminant validity. Then, a structure model was conducted to verify the hypothesis relationship.

## **RESULTS AND ANALYSIS**

### **Demographics**

In this study, 496 valid data points were chosen from 514 collected because they meet the sample criteria. According to Table 1, most respondents are female (70.6%), aged 23-27 years (30.6%). 75.4% of respondents are from Java, related to Java is the most densely populated island in Indonesia. Respondents are high for homeworkers/freelancers, with a percentage of 40.7%, and low for those who work as civil servants. The income distribution showed most respondents to be 1-5 million IDR (47.8%). Respondents were asked to describe their previous shopping experience using an online platform; about 52% of the answers were high for those who made an online purchase 0-7 days ago. In the last part of the questionnaire, we also asked respondents about the frequency of shopping online during the COVID-19 pandemic. Most of the

respondents answered three times per month, and the highest answer was shopping online every day and 20 times a month.

**Table 1** *Demographics*

Items	Respondents (n=514)	
	Frequency	Percent (%)
<b>Gender</b>		
Male	146	29.4
Female	350	70.6
<b>Age</b>		
18-22	143	28.8
23-27	152	30.6
28-32	86	17.3
33-37	62	12.5
38-42	28	5.6
43 and more	25	5.0
<b>Residence</b>		
Sumatera	65	13.1
Java	374	75.4
Kalimantan	17	3.4
Bali/Nusa Tenggara	17	3.4
Sulawesi	21	4.2
Papua/Maluku	2	0.4
<b>Occupation</b>		
Student	95	19.2
Civil Servant	5	1.0
Homeworker/Freelancer	202	40.7
Employee	95	19.2
Entrepreneur	32	6.5
Other	67	13.5

**Table 1** *Demographics (con.)*

Items	Respondents (n=514)	
	Frequency	Percent (%)
<b>Income (per month)</b>		
< 67 USD	211	42.5
67.01 - 335 USD	237	47.8
335.01 – 670 USD	40	8.1
> 670.01 USD	8	1.6

### Measurement Model

The initial analysis in the PLS-SEM was the measurement model. This analysis has validated the constructs by examining convergent and discriminant validity (Hair et al., 2019). Convergent validity was analyzed by calculation factor loadings, Cronbach's alpha, composite reliability (CR), and Average Variance Extracted (AVE). As shown in Table 2, factor loadings have values mostly greater than 0.707, except for CL3, PI4, DS1, and DS4, which are around 0.6. Thus, we removed inappropriate factor loading to the threshold. Cronbach's alpha and CR, whose values are more significant than the threshold of 0.7 and AVE values exceeding 0.5, support convergent validity (Hair et al., 2020).

The last analysis in the measurement model is to evaluate discriminant validity. This study used the Heterotrait-Monotrait (HTMT) ratio of correlations (Henseler et al., 2015) and the Fornell-Larcker Criterion. Since the HTMT value shown in Table 3 is below the threshold of 0.85, and the AVE square root values (in bold) exceeded the construct correlations more than the rest of the constructs in the model, the constructs in the model achieve discriminant validity. Therefore, based on the evaluation of the measurement model presented to meet the criteria, it is indicated that the proposed model is valid.

**Table 2** *Questionnaire Design*

Construct	Variables	Research Items	Factor Loading
Color	CL1	Color is the most important factor in Advertising	0.766
	CL2	Color helps me remember the advertised product	0.810
	CL3	The use of certain colors has a major role in my behavior	Removed
	CL4	Color gives an attractive impression of the advertised product	0.829

**Table 2** *Questionnaire Design (con.)*

<b>Construct</b>	<b>Variables</b>	<b>Research Items</b>	<b>Factor Loading</b>
Color	CL5	Color combinations in advertising content are the best to communicate the message	0.805
	CL6	Colors aroused my interest in the advertised content	0.840
Product Image	PI1	Product image helps me make decisions faster	0.791
	PI2	I am more affected by the product image	0.702
	PI3	Product image helps to remember advertising	0.798
	PI4	Product images with dramatic concepts (affecting emotions) are more effective.	Removed
Font	FN1	Get information by writing first	0.824
	FN2	Typography in the ad content attracts my attention.	0.847
	FN3	Formal fonts, compare to other font types, help me understand the content of the message	0.773
Design	DS1	I tend to be attracted to simple ad designs	Removed
	DS2	Innovative ideas ad design attracts my attention	0.826
	DS3	Creative ideas ad design attracts my attention	0.824
	DS4	The ad design featuring animation attract my attention	Removed
	DS5	Attractive advertising design arouses my desire for the product	0.792
Consumer Attitudes	AT1	Overall, I rate ads on Instagram positively	0.785
	AT2	Overall, I consider ads on Instagram as a good thing	0.861
	AT3	Overall, I like ads on Instagram	0.857
	AT4	Overall, I regard ads on Instagram as an essential thing for businesses	0.793
	AT5	Overall, reading ads on Instagram is important to me.	0.843
	AT6	Overall, ads on Instagram are interesting to me.	0.848
Purchase Intention	BI1	After viewing an advertisement, I became interested in making purchases of the product.	0.840
	BI2	After viewing an advertisement, I became willing to make purchases of the product.	0.859
	BI3	After viewing an advertisement, I desire to purchase the product being promoted.	0.851

Table 2 *Questionnaire Design (con.)*

Construct	Variables	Research Items	Factor Loading
Purchase Intention	BI4	After viewing an advertisement, I will decide to purchase the product.	0.874
	BI5	After viewing an advertisement, I plan to purchase the product being promoted.	0.853
Actual Purchase	AP1	After viewing an advertisement, I purchase the products through the marketplace (i.e., Shopee, Tokopedia, Blibli, Lazada)	0.806
	AP2	After viewing an advertisement, I purchase the products directly link provided on seller account (via shared link on Instagram bio)	0.870
	AP3	After viewing an advertisement, I purchase the products through the official website	0.904
	AP4	After viewing an advertisement, I purchase the products through direct messages on Instagram or WhatsApp	0.877

Table 3 *Reliability and Discriminant validity using Heterotrait-Monotrait Ratio (HTMT)*

Constructs	CR	AVE	AP	AT	CL	DS	IP	PI	FN
AP	0.92	0.75							
AT	0.93	0.96	<b>0.458</b>						
CL	0.91	0.62	0.282	<b>0.523</b>					
DS	0.87	0.57	0.398	0.646	<b>0.665</b>				
IP	0.93	0.73	0.441	0.606	0.429	<b>0.533</b>			
PI	0.83	0.55	0.395	0.621	0.725	0.778	<b>0.584</b>		
FN	0.86	0.66	0.460	0.583	0.473	0.651	0.435	<b>0.713</b>	

Note. CR=Composite Reliability, AVE= Average Variance Extracted, CL = Color; DS = Design; FN = Font PI = Product Image; AT = Attitude; IP = Intention to Purchase; and AP = Actual Purchase.

**Table 4** Discriminant Validity according to Fornell-Larcker Criterion

Variables		1	2	3	4	5	6	7
1	Actual Purchase	<b>0.865</b>						
2	Attitude Toward Ads	0.413	<b>0.832</b>					
3	Color	0.248	0.469	<b>0.789</b>				
4	Design	0.336	0.564	0.574	<b>0.755</b>			
5	Intention To Purchase	0.397	0.554	0.384	0.469	<b>0.856</b>		
6	Picture	0.313	0.505	0.582	0.604	0.475	<b>0.739</b>	
7	Typography	0.377	0.485	0.383	0.512	0.363	0.526	<b>0.815</b>

### Structure Model

The structure model is employed to test the proposed model in this study. In this second analysis in the PLS-SEM, the result was obtained from the calculation test from the PLS algorithm, blindfolding, and bootstrapping procedure with 5000 subsamples. According to Hair et al. (2019), the structure model analyzes the path coefficient and their respective  $p$ -value,  $R^2$  of endogenous variable, effect size ( $f^2$ ), and predictive relevance ( $Q^2$ ). In this study, we first presented the result analysis of  $f^2$ ,  $R^2$ , and  $Q^2$ . The next is the estimated path coefficient ( $\beta$ ,  $p$ -value) to test the hypotheses.

The primary metrics in the structure model were evaluated through effect size ( $f^2$ ), coefficient determinant ( $R^2$ ), and predictive relevance ( $Q^2$ ). According to Hair et al. (2019),  $f^2$  predicts the substantive impact of the exogenous construct on the endogenous construct if removed from the structure model. Besides,  $R^2$  determines the percentage level of the model that can explain observed values, whereas  $Q^2$  is to predict the accuracy of the model. The criteria  $f^2$  are 0.02, 0.15, and 0.35, respectively, to be the small, medium, and high effects of exogenous factors. Meanwhile, if the effect sizes are below 0.02, it can be interpreted as a not-to effect. Furthermore,  $Q^2$  should be above zero to be accepted (Hair et al., 2019). The analysis has found the  $f^2$  for the relation of color  $\rightarrow$  attitude = 0.019 (small); product image  $\rightarrow$  attitude = 0.015 (small); design  $\rightarrow$  attitude = 0.076 (high); font  $\rightarrow$  attitude = 0.049 (high); attitude toward advertising  $\rightarrow$  purchase intention = 0.444 (high); attitude toward advertising  $\rightarrow$  actual purchase = 0.068 (high); and purchase intention  $\rightarrow$  actual purchase = 0.052 (high). Regarding to

$R^2$  and  $Q^2$ , the finding indicated the model prediction with value of each endogenous shown to be more than zero, with the value for attitude toward advertising ( $R^2 = 0.397$ ,  $Q^2 = 0.272$ ), purchase intention ( $R^2 = 0.306$ ,  $Q^2 = 0.221$ ), and actual purchase ( $R^2 = 0.306$ ,  $Q^2 = 0.155$ ).

This paper applied a 95% confidence level to determine a significant relationship among constructs. Based on Table 5 (also illustrated in Figure 2), the first dimension of the advertising element, namely color, had no significant relationship to consumer attitudes (H1a:  $\beta=0.141$ ,  $p$ -value  $> 0.05$ ). Conversely, consumer attitudes had positive significance by advertising elements such as product image (H1b:  $\beta=0.135$ ,  $p$ -value  $\leq 0.05$ ), design (H1c:  $\beta=0.295$ ,  $p$ -value  $\leq 0.001$ ), and typography (H1d:  $\beta=0.209$ ,  $p$ -value  $\leq 0.001$ ). The next hypothesis concerning the relation of consumer attitude on individual behavior, the result implies attitude has a positive significance on purchase intention (H2:  $\beta=0.554$ ,  $p$ -value  $\leq 0.001$ ) and actual purchase (H3:  $\beta=0.279$ ,  $p$ -value  $\leq 0.001$ ). This result is similar to the relation of purchase intention to actual purchase (H4:  $\beta=0.242$ ,  $p$ -value  $\leq 0.001$ ) that was found positive and significant.

**Table 5** Hypothesis Testing

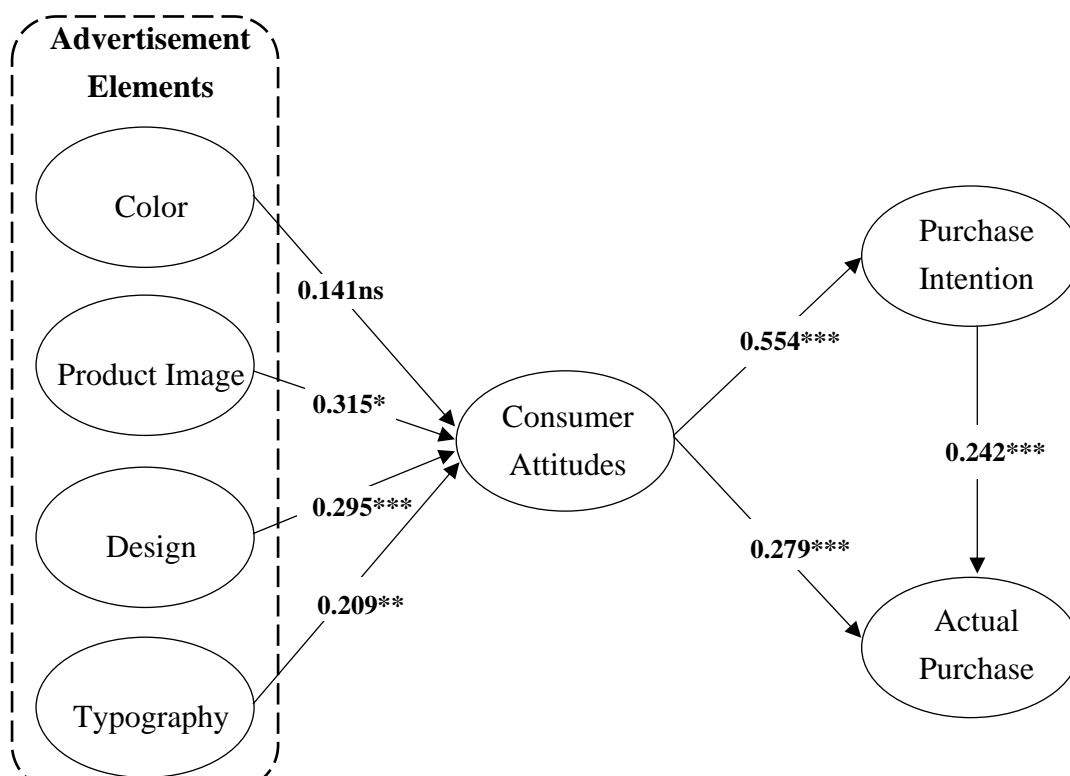
Hypothesis		$\beta$	t-stats	p-value	Result
H1a	Color $\rightarrow$ Consumer Attitudes	0.141	1.785	0.074	Not Supported
H1b	Product Image $\rightarrow$ Consumer Attitudes	0.135	2.175	0.030	Supported
H1c	Design $\rightarrow$ Consumer Attitudes	0.295	3.994	0.001	Supported
H1d	Font $\rightarrow$ Consumer Attitudes	0.209	3.343	0.001	Supported
H2	Attitude $\rightarrow$ Intention to Purchase	0.554	13.943	0.001	Supported
H3	Consumer Attitudes $\rightarrow$ Actual Purchase	0.279	5.334	0.001	Supported
H4	Intention to Purchase $\rightarrow$ Actual Purchase	0.242	4.457	0.001	Supported

## DISCUSSION AND IMPLICATIONS

According to the results, the relationship between advertising elements, namely color, and consumers' attitudes was insignificant, which indicates that the color in advertising content does not contribute to increasing consumer positive evaluation of the product being promoted on Instagram. The result contradicts the previous research regarding color in social media ads related to consumer behavior toward the advertised

product (Ahmed, 2020). Also, the result does not support the explanation by Hattwick et al. (1950) in Clarke and Honeycutt (2000) regarding color as an essential element in ads that shape consumer feelings and responses. However, the contribution of color in influencing consumer response is not highly significant as other elements (Ahmed, 2020). Based on these results, we argue that people who get stimulated by advertising when they browse social media are not interested in the color of the ad. Still, instead, they are attracted to the content provided in the ad— particularly the message and information provided by the advertisement. As long as the information is delivered effectively and the advertising content looks attractive, color does not help remember the ad, has no significant role in the evaluation, and does not arouse interest in the advertised content.

**Figure 2** PLS-SEM Structure Model



Note. \*\* $p \leq 0.05$ , \* $p \leq 0.01$ , \*\*\* $p \leq 0.001$

A prior study stated that images in ads are effective marketing communication to create consumer perception and evaluation (Haase et al., 2018). Our findings supported that images in visual content advertising significantly increase positive consumer attitudes. This result makes sense because images are the central view when customers interact with the advertising content. Images in ads provide information about the



product because they display a sensory dimension (product color, shape) or represent the product itself (e.g., classy design; Haase et al., 2018). Therefore, the more clearly a marketer, content designer, or business provides images in the ad content, the more positive consumer attitudes will be formed toward the product in the ad.

We have extended the studies dealing with the entertainment value of advertising by examining the design elements (the basis for creating entertaining ads) on customer evaluations. The result showed that consumers experienced a significantly more positive attitude overall when exposed to the attractive design ideas of the ad content posted on Instagram. The finding supported the previous study regarding design elements, ideas, and layout of the ad was strongly significant on consumer emotion and behavior (Ahmed, 2020; Haase et al., 2018; Jiang, 2019; Shaouf et al., 2016). Moreover, the result supports the finding that entertainment advertising will form consumer attitudes toward ads (Arora & Agarwal, 2020; C.-W. Chen et al., 2021; Lee et al., 2016). The design consists of all elements of visual content. The combination of elements in ads will arouse positive consumer feelings if made in a good way. The consumer intends to desire ads that have an innovative, creative idea and are attractive. When an ad for a product has a novel design, it will enhance the content being promoted and attract more positive consumer attitudes than other similar ads with a familiar design.

As the last dimension of advertising elements, typography has a positive and significant relationship with consumer attitudes. The finding is consistent with a previous study regarding typography as the second highly influential factor of ad elements on consumer emotion (see Ahmed, 2020). Also, a previous study found that font or text was an effective element in an ad because it provided an informational benefit to the product (Haase et al., 2018). Thus, this finding is supported by what was found previously. Regarding the role of typography in an ad, the informativeness of the advertising content is an essential factor in increasing consumer perception. This led to consumer attitudes toward the ad being posted (Arora & Agarwal, 2020; C.-W. Chen et al., 2021; Lee et al., 2016). In practical conditions, social media exploration by users is high-speed. When a business can provide easy informational access to the ads and effective informational communication through the best typography design, it will increase the amount of information provided by the company placed on consumer memory and influences consumer emotion and feeling toward the overall ad.

In the theory of planned behavior, attitude is the vital factor influencing individual behavior intention (Ajzen, 1991). In line with Ajzen's theory, a recent study found a significant direct relation between attitude toward advertising and consumer purchase intention (Lacoeuilhe et al., 2021; Lee et al., 2016). Based on statistical analysis, the current result supports the previous finding. Many companies created interesting ads in social media advertising to influence consumer emotion and evaluation (Kusumasondjaja & Tjiptono, 2019), expecting this impact companies' sales growth. Therefore, to promote consumer interest and desire to purchase a product being promoted, consumer attitude toward ads should be cultivated beforehand.

Lastly, our findings related to actual consumer behavior, such as purchasing a product through the marketplace, website, or direct message on social media, being influenced by consumer attitudes and purchase intention. The result is in line with the previous study on how the attitudes imply actual behavior (Nizam et al., 2018) and supports the theory of planned behavior related to behavior intention has a direct relation to behavioral action (Ajzen, 1991) and previous work recently (Lacoeuilhe et al., 2021). As shown in statistical findings, attitude is strongly influencing actual purchasing than purchase intention. Nizam et al. (2018) state that when consumers decide to purchase a product/service, the decision will be made based on the information and belief of the product being promoted, resulting from their overall evaluation. Moreover, when a consumer desires to purchase the product, their high intention will cultivate the actual purchase. Below is Table 6 the summarize of this study's finding.

**Table 6** *Summarize the Findings*

<b>Variable relationship</b>	<b>Findings</b>
Color on Consumer attitudes	The result shows that color in Instagram ads has no significant relationship with consumer attitude. This means that color in advertisement content does not contribute to consumer attitudes toward the product being promoted.
Product image on Consumer attitude	The product image has a significant relationship with consumer attitude. The more product image created to be attractive, the more consumer attitudes toward the product being promoted.
Design on consumer attitude	Design is shown to be significant in consumer attitudes. When designers create Instagram advertisement content

	that is more unique and attractive in its concept, consumer attitude toward the product being promoted will be high.
Font on consumer attitude	The influence of font on consumer attitude is significant. This result means that the consumer considers typography easy to understand because their first glance at an Instagram ad is the text on the ad.
Consumer attitude and purchase intention on actual purchase	Attitude and purchase intention can influence actual consumer purchases. When the ad elements are combined attractively, their intention to purchase will be high, impacting their decision to purchase the product promoted on Instagram ads.

### Theoretical Implications

This research makes several contributions to social media advertising and consumer behavior literature. First, while previous studies mainly focus on advertising value in indicating the effective marketing strategy to acquire more audience (Arora & Agarwal, 2020; C.-W. Chen et al., 2021; Latif & Calicioglu, 2020; Lee et al., 2016), this study revealed that elements in forming advertising value directly impacted consumer attitude. In addition, previous studies rarely researched the psychological response of content elements in advertising. This study can be considered pioneering research presenting advertising elements in social media content advertisement. As a result of the findings, we are adding to the literature on social media advertising design.

Second, this research provides a new light confirming the theory of planned behavior (TPB; Ajzen, 1991) related to the relationship between attitude and behavior from the perspective of social media advertising. This furthers a new insight into the behavioral theory and strengthens the previous finding related to the TPB framework. Third, while previous studies have considered consumer purchase intention as the response to advertising elements intensively (Lee et al., 2016), our study integrates consumers' actual purchasing to confirm their final behavior in the purchase decision-making process. Moreover, interestingly, we found that rather than purchase intention, attitude toward advertising is the most influential factor explaining consumer actual purchase behavior. Lastly, while the previous study in advertising content design mainly considered social media in general (Ahmed, 2020), this research provides explicit evidence from social media Instagram. Identifying specific social media in ads is vital due to the characteristics and segments of the platform being different.

### **Managerial Implications**

Based on the literature findings in this study, this research encourages marketers, content designers, or businesses to create attractive visual product advertisements for several reasons. First, this study suggests that determining advertising elements before creating visual advertising should be considered because its implication for positive consumer evaluation of the ads. Based on our result, design is the element that attracts the most attention of consumers, followed by typography and product image. The marketer is encouraged to create a creative, innovative, and attractive idea by combining three elements to be harmonic and informative because it will influence consumers' desire to pay more attention to the ad content. Marketers, content designers, or businesses can take advantage of visual content platforms such as Pinterest and Dribbble to get some ideas and inspiration to create attractive advertisement products. Also, we suggest utilizing a graphic design platform such as Canva to help design the ad content. The platform is advantageous since we can create an attractive content design without having design skills and provide lower costs than hiring a content design expert. Second, although we found color does not affect consumer attitude, consideration of color choice is still recommended. This is related to the previous finding that state color in ads implies consumer perception (Pilelienė & Grigaliūnaitė, 2017). Nevertheless, attention to color can be placed on the latter by prioritizing the design idea as the most important.

Finally, our result confirms that actual consumer purchase is influenced by attitude towards ad and their intention to purchase. Marketers are suggested to improve and maintain consumer reactions and evaluations of advertising content. Also, cultivate the intention to buy the product being promoted. It is recommended to consistently post well-designed ads and new ideas to create a pleasant page. On Instagram, the marketer could utilize Instagram Insights to know how much feedback, such as Like, Comments, Picture Save, Profile Visits, and Interactions, for every content post. For example, content with high reach can be used to reference the following content design. In addition, the marketer should have a posting schedule to avoid sending too many advertisement posts simultaneously to minimize negative consumer perception towards ads, which will affect their overall evaluation; and minimize spam post which is indicated by the platform.

## Limitations and Future Research Directions

This study has several limitations. First, the sample majority came from the female samples and only collected Indonesian data. Future research could ensure sample percentages are balanced and collect data across countries to reveal significant differences between cultures. Second, because color elements do not have a significant relationship with consumer attitudes, contrary to previous research that color influences consumer psychology (Pilelienė & Grigaliūnaitė, 2017), further research is encouraged to explore the role of this variable comprehensively. Third, this study collected online survey data due to the social distancing policy in response to the COVID-19 pandemic. Future research suggests conducting laboratory (Neuroscience/NeuroMarketing) or field experiments to validate the results of this study. Also, conducting experimental design as this approach will provide significant insight into studying social media ads. Fourth, as this paper examines social media advertising on Instagram, we recommend that future researchers conduct research on the importance of advertising elements in other popular social media such as YouTube, TikTok, Twitter, or Facebook.

Moreover, we suggest performing a comparative study of social media ad elements to know the consumers' behavior among these platforms. Lastly, this study uses cross-sectional data collection, which only describes the actual purchase behavior at a time. Due to advertising stimuli over time, longitudinal measures could be implemented to investigate the response to social media content ads.

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