

## Influence Of Instagram Advertising On Millennial Purchase Intention

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### Abstract

*The study aims to analyze the factors that influence the effectiveness of advertising on Instagram and its impact on the buying interests of the Millennial Generation. The factors used are: Credibility, Value, Informative, Emotion, and Entertainment. The analysis was carried out using confirmatory factor analysis based on data collected through couisons adopted from previous research. Data was then analyzed using the SmartPLS statistical program. Significant influences were found on the credibility, informative, emotion, and social media advertising factors. The results of this research can be useful for entrepreneurs who will do advertising on Instagram and also be a reference for students who take digital marketing or consumer behavior courses.*

**Keyword:** *Entertaining, Social Media, Advertising.*

## 1. INTRODUCTION

Utilising technology to support marketing efforts in order to better understand customers by meeting their demands is known as digital marketing (Sukandi, 2023). Through networking and social media users, digital marketing offers a platform to promote advertising or companies, keep customers, and boost revenue. In other terms, digital marketing is also known as online marketing or website marketing. The benefit of using digital marketing is that it allows both consumers and sellers to interact with one another on a digital platform while also saving the seller money and time on traditional marketing efforts (Saepudin, 2023)

User-generated content can be created and shared through social media, which is an Internet-based application (Yusuf and Saepudin, 2023). Social media can house social and even academic information flows. Instagram is one of the social media platforms that is often used today.

The Millennial Generation is currently a generation that is particularly interested in utilising Instagram since this app gives those who want to express their emotions a place to do so. 2022) (Sugandi). Because Instagram is one of the social media apps that is currently keeping up with innovations in the rapidly expanding field of digital marketing, researchers in this study specifically focused on Instagram as a social media platform. And in the current generation, when the Millennial Generation is dominant, this may be a fantastic chance. (2023; Saepudin).

The researchers were motivated to conduct a study on the topic of factors influencing the effectiveness of Instagram advertising and its effect on the buying interest of the Millennial Generation at the University of Klabat based on factors like value, credibility, emotion, entertainment, and informative Instagram advertising in order to assist businesspeople or consumers. This study was the first of its kind to be conducted at Klabat University.

The definition of credibility given by Suryanto (2023) is a consumer's impression of brand trust. Customers will pay more attention to an advertisement if they think the idea being conveyed in it is credible (Yusuf dan Saepudin, 2023). On the other hand, when online advertising is less reliable or trustworthy, customers will avoid it. 2013 (Yang dkk). This will have a negative impact on the customer's intention to acquire the good or service promoted in the advertisement. User ranks and ad value are most positively impacted by credibility (Yusuf dan Saepudin, 2023).

H1: Social media advertising is significantly influenced by criteria of credibility  
Generous nial.

Advertising that contains a lot of emotions and Millennial Generation awareness can typically be effective (Saepudin dkk, 2023). Consumer good emotions are triggered by material that is full of happy endings, particularly stories about adoration, compassion, empathy, and sympathy, which are largely owned by the audience as a result of minor things like happiness awakening within them. Based on a range of information examined on social media platforms, emotional passion can also improve consumer behaviour (Prihadi & Surtiani, 2023).

Positive emotion-evoking advertisements are more likely to be shared than negative emotion-evoking advertisements. Additionally, Hartman et al. (2016) highlighted that a good emotional response to an advertisement can result in increased behaviour towards advertising, brands, and purchase inclinations (McQuitty, & Sautter

2011). Strong reactions and an increase in the virality of films can both be produced by using positive emotions. Therefore, it can be inferred that any emotion, whether happy or bad, that we experience within ourselves has the potential to influence our behaviour and reactions to advertisements that will ultimately cause or at least contribute to business operations.

H2: Emotional elements substantially affect social media advertising  
Millennial.

According to Sutaguna Dkk. (2023), entertainment is defined as the ability of the advertising or marketing process itself to provide pleasure and satisfaction in entertainment for the audience. The ability to display something pleasant so that the message in the advertisement can be delivered, as well as to evaluate the effectiveness of advertising, is an important

component of advertising. Warmth, comfort, and pleasure can all be found in watching entertainment. Consumers of vulnerable ages tend to assert that young consumers spend most of their time on apps that give them entertainment rather than on mobile apps that deliver communication or productivity. (Maulana dkk. 2023). Thus, a marketer must include or combine ads with entertainment areas that can grab the attention of someone watching them. Saputra dkk. (2023) mentions that the way people interact with content can show their attitude toward brands when the content has a positive impact on consumers or viewers. In addition, Yusuf and Saepudin (2023) revealed that the content value of an advertisement has a greater impact when associated with entertainment than with informational advertising. Ads that are less entertaining will also have a low chance of being shared or shared with others (Sutaguna & Yanto, 2022). A study conducted by Princess Dkk. (2020) revealed that entertainment has a greater influence than other factors in attracting the attention and interest of consumers. In order to attract an audience, a marketer must be able to create a funny and direct message at its core because consumers usually like ads that give them their own value, including ads that can give them an entertaining and clear message. The beneficial impact of entertainment on advertising will increase attention and consumer loyalty.

H3: The informative factor has a significant influence on the social media advertising of Generation Z.

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## 2. RESEARCH METHOD

The method of the study included 138 respondents, of whom 68.8% were women and 31.2% were men. Based on this gender-related demographic data, the largest group is women. Based on the author's observation that it is women who see ads on Instagram more often than men, And from the data of 138 respondents obtained, it can be seen that the number of respondents is monotonous by the age of 19–22, when they are what can be called Generation Z.

## 3. RESULT AND DISCUSSION

**Table 1. Validity and Realibility Result**

	Cronbach's Alpha	Composite Reliability	AVE
Credibility	0.852	0.901	0.696
Emotion	0.877	0.910	0.669
Entertainment	0.889	0.923	0.752
Informative	0.885	0.916	0.685
Purchase Intention(Minat Beli)	0.910	0.937	0.787
Social Media Advertising	0.892	0.914	0.570
Value	0.691	0.866	0.764

**Table 2. Struktural Model**

	P Values	Information
Credibility -> Social Media Advertising	0.000	Signifikan Emotion
-> Social Media Advertising	0.000	Signifikan Entertainment ->
Social Media Advertising	0.287	*Tidak Signifikan Informative ->
Social Media Advertising	0.000	Signifikan
Social Media Advertising -> Purchase Intention(Minat Beli)	0.000	Signifikan

The first hypothesis (H1) examined how social media advertising is affected by credibility. The test's findings revealed that the value of the credibility effect on social media advertising with a p-value of 0 is equal to zero. Similar to the findings of studies by (Kibtyah & Karnia 2021) & (Dwinda dkk, 2022), which found that credibility criteria do, in fact, have an impact on Instagram advertising. This demonstrates that the credibility factor has a big impact on social media marketing.

The second hypothesis (H2) examined how emotions might affect social media advertising. The test's findings demonstrated the importance of emotion's influence on social media advertising, with a p-value of 0.000 indicating that this impact is significant. The emotion component can have a favourable impact, according to a survey by (Araujo dkk, 2022). This important finding is the outcome of Millennials' perception that positive feelings include those evoked by advertising.

#### 4. CONCLUSION

After analysing the data and discussing the study, the researchers concluded that credibility, emotion, and information have significant influences on social media advertising, while value and entertainment have no significant influence over social media marketing, and social media ads themselves have significant effects on buying interests. As a suggestion for future researchers, add other factors, extend the research, or use another generation as a target population. To help entrepreneurs create advertisements that can attract attention and have an impact on purchasing interests.

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