



The Effect on the Information Quality of Mobile Advertising on Brand Attitudes and Purchase Intention in Instagram

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ABSTRACT

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In this study, social media Instagram is an application to share the photos and video that is currently widely used for culinary business purposes accessible in the mobile channel. This study aims to determine the effect on the information quality of mobile advertising on brand attitudes and purchase intention. Media research used a third party, namely the culinary @wenaktok in displaying advertising information of a food product because the third party has a better effect in advertising rather than a corporate account. The approach used in this study is the quantitative approach. Type sampling technique of non-probability sampling in this study was convenience sampling. Respondents in this study were 152 respondents who are users of Instagram. Analysis technique used in this study is Partial Least Squares (PLS). This study has shown that the information quality of mobile advertising has a significant influence on ads attitudes, brand attitude, and purchase intention. The ads attitude has a significant influence on purchase intentions and brand attitudes. The brand attitude has an influence on consumers' purchasing intentions. The conclusion was that the information quality of mobile advertising in @wenaktok account has a significant influence on the ads attitudes, brand attitudes, and purchase intentions of consumers in food products advertised on social media Instagram through culinary account. So that @wenaktok culinary accounts has information quality mobile advertising that is good to used to advertise in Instagram.

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INTRODUCTION

Instagram is a free application for sharing photos, videos and social networking services that allow users to take photos, videos and share them to various social networking services, including Instagram itself (Frommer, 2010). Instagram is a social networking application that can be accessed via smartphones, personal computers, or tablets connected to the internet but this application is more specialized as a mobile application (mobile device) because users can capture and share photos and videos directly with their followers (Instagram, 2015).

Instagram growth around the world is increasing, one of which is Indonesia, a country that has a high Instagram user growth. Many users utilize Instagram for inspiration as well as things they like such as searching for products and services and this is an opportunity for businesses to conduct business activities such as marketing their products or services via Instagram one of which is a food business. Instagram is an application that connects to the Internet that advertise on Instagram can be called with mobile advertising (Saadeghvaziri & Hosseini, 2011). Mobile advertising is a form of marketing, advertising or sales promotion activities aimed at consumers and carried out through mobile devices (Mobile Marketing Association, 2003).

Culinary entrepreneurs want their business to be successful and the brand is known by many people. So they pay third parties to advertise their products because one of the company's strategy to introduce their brand is pay third parties to upload photos and captions (information provided by an account) that have been requested by the company (Kotler & Keller, 2014). Some researchers argue that online product recommendations from independent websites / third parties are more influential than websites that are less independent / from companies (Alba et al, 1997; Lynch & Ariely, 2000). One of the third parties who share food product information is @wenaktok* culinary account.

This account shares photos and captions from food products that he gets from the culinary business owner for the purpose of being advertised. Messages on Instagram are divided into categories of textual elements from visual and image and

video elements (Lavoie, 2015) where these elements are part of mobile advertising. In order for the information on the ad to be quality, this account has a way of displaying visual and textual elements because the quality of information in the advertisement is determined by how @wenaktok presents information as interesting and as good as possible and this reflects the quality of the product (Wang and Strong, 1996).

When consumers see the information shared by @wenaktok's account, they will be very dependent on the images and information about the products in the ad, which motivates consumers to see and read more. An ad that shows a good image (visual) will have a significant effect where the image will help consumers connect with the product (Wahid & Ahmed, 2011). It means that consumers will be interested in Instagram with an attractive photo, if they are interested in the product photos so they will read further the caption. Therefore the product information submitted by the third party must be interesting. So it can be concluded that visual and textual elements are part of the quality of mobile advertising.

But the problem is whether the quality of information on mobile advertising shared by @wenaktok can affect consumers' attitudes and purchase intentions. Many consumers give a positive response, like and comment, on ad, but does it create an attitude of interested or not interested in the ad and brand attitudes. Therefore this study aims to investigate whether the quality of information on mobile advertising on Instagram through third parties has effectively influenced the attitudes of consumers so that it affects the purchase intention of consumers.

The problem identifications that will be discussed in this study is set as follows:

1. Is the quality of mobile advertising information has a positive effect toward the attitude of advertising?
2. Is the quality of mobile advertising information has a positive effect toward the attitude of the brand?
3. Is the quality of mobile advertising information has a positive effect toward the purchase intention of consumers?

4. Is the attitude on the advertisement has a positive effect toward the purchase intention of the consumer?
5. Is the attitude on the advertisement has a positive effect toward the attitude of the brand?
6. Is the attitude on the brand has a positive effect toward the purchase intention of the consumer?

LITERATURE REVIEW

Quality of Mobile Advertising Information

Mobile advertising is a form of marketing, advertising or sales promotion activities aimed at consumers and carried out through mobile devices (Mobile Marketing Association, 2003). While quality information on mobile advertising allows consumers to assess valuable aspects of a product / service and help marketers to convey something unique, innovative, and added value from the product / service to consumers (Chiu, Hsieh, & Kao 2005)

The results of Saadeghvaziri and Hosseini's (2011) study state that the 6 factors of the effectiveness of mobile advertising in influencing consumer's attitude, there are:

1. *Personalization* : Personalizing mobile advertising makes marketers reach their potential customers in an individual way so as to improve customer relationships (Robins, 2003). Mobile advertising personalization refers to sending advertising messages to mobile devices, based on user demographics (eg revenue), user preferences (eg preferred products), context (eg location and user activities) and content (eg brands) factors (Xu, 2006).

2. *Irritation* : Advertising has a major influence on people's attitudes toward advertising (Shavitt et al. 1998). When advertisements use techniques that are annoying, hurtful, insulting, or too manipulative, consumers tend to see them as undesirable influences and disturbing (Ducoffe 1996).

Mobile advertising must uses language that is understood by the target market. On the other hand, mobile advertising messages must be short and to the point (Scharl et al., 2005). Therefore nonirritating information has a positive influence on consumer attitudes.

3. *Credibility* : Advertising credibility is an important predictor of attitudes towards advertising. Advertising credibility is "consumer perceptions of

the truth and trust of general advertising" (Mackenzie dan Lutz, 1989). Whereas corporate credibility is defined as "how far consumers believe that a company can design and deliver products and services that fulfill customer needs and desires" and has been known to have a direct positive effect on attitudes toward advertising, brands, and purchase intentions (Choi dan Rifon, 2002).

4. *Informativeness* : One of advertising goals is to inform the audience about new products or new features from existing products, as well as make consumers aware of changes in product prices (KotlerdanKeller, 2006). Entertainment and content (advertising) are important predictors from the advertisementvalue and are very important for the Web advertising effectiveness (Ducoffe, 1996). Then the informativeness of the advertisement is very related to the attitude towards the advertisement when it is diverted through traditional media (Ducoffe, 1995).

5. *Entertainment* : People's feelings when enjoying an ad have the biggest role for their attitude (Shavitt et al., 1998). So it takes a short message and funny, and it will capture consumer's attention (Kalakota dan Robinson, 2002).

6. *Monetary Benefit* : It is possible to create value for mobile advertising. Many people are interested in obtaining some monetary benefits from direct marketing programs (Milne dan Gordon, 1993).

Attitudes on Advertising

Attitudes on advertising are defined as the tendency to respond in a pleasant or unpleasant way to certain advertising stimuli during certain situations (Biehal, Stephens & Curio, 1992). Advertising is one of the influences on purchasing decisions, while the attitude towards advertising is the result of the perception of likes or dislikes of advertising.

Attitudes on Brand

According to the American Marketing Association, the brand is defined as the name, term, sign, symbol or design or combination of all, which is intended to identify goods or sales services or groups of sellers to differentiate them from competitors' goods or services. (Kotler & Keller, 2007). One crucial factor that makes a successful advertisement is an attitude towards the brand (Janben, 2011). Attitudes toward brands are defined

as the recipient's mental statement that is positive or negative, good or not good, likes-dislikes, quality-not qualified for a product (Assael, 2004).

Purchase Intention

Purchase intention is a person's situation before action that can be used for predicting the behavior or action (Ajzen & Fishbein, 2005). Meanwhile, according to Kotler (1998) consumer behavior determines purchase intention.

The Influence of the Quality of Mobile Advertising Information on Attitudes of Advertising

Information was found to be positively related to attitudes on internet advertising (Ducoffe, 1996; Dutta-Bergman, 2006). This means that an advertisement that contains quality information will have an impact on consumer attitudes, one of which is the advertisement itself. In Instagram, quality information both visual and textual can positively influence consumers' attitudes on the advertisement.

The Influence of the Quality of Mobile Advertising Information on the Attitude of the Brand

Janben (2001) states that one of the crucial factors that make a successful advertisement is the attitude towards the brand (brand attitude). Advertising messages are considered to have an influence on consumer attitudes toward advertising such as a brand and purchase intention (Shimp, 1981). Therefore quality advertising information has an impact on the attitude of the brand

The Influence of Information Quality Mobile Advertising on Consumer Purchase Intentions

Consumers have a high purchase intention if the ad has interesting and entertaining characteristics (Shaouf, Lu, & Li, 2015). Some research suggests that online purchase intention which is defined as the desire of consumers to buy products online, can be influenced by web ads (Becerra & Korgaonkar, 2010). Quality information where visual (pictures) and textual (caption) displayed attract consumers so that it has a positive impact on purchase intentions.

The Influence of Attitudes on Advertising on Consumer Purchase Intentions

Advertising is a tool to attract the attention of consumers and provide information about products and services. Idris et al. (2009) states that the attractiveness of advertising media not only influences interest and satisfaction in advertising but creates an intention to buy products and services.

The Influence of Attitude on Advertising on the Attitude on the Brand

Many researchers demonstrate that attitudes toward advertising influence consumer attitudes toward advertising brands (Goldsmith et al., 2000; 2002; 2004; Lutz & Belch, 1986; Mitchell & Olson, 1981). So that advertising has an important role including advertising on mobile advertising on Instagram because through quality messages / information that are delivered to consumers have the power to achieve the goal of increasing awareness of products or services.

The Influence on Brand Attitude on Consumer Purchase Intentions

Ad effects can be positive or negative depending on who sees the ad. Consumer attitudes toward brands determine the evaluation of the attributes of a brand (Schiffman & Kanuk, 2000). The brand's attitude has a positive influence on purchase intention (Shimp, 1981). So, if the ads displayed are able to create a positive brand, consumers will be more positive and will lead to the purchase intention of the product.

Conceptual Framework and Research Hypothesis

The theoretical framework that will be developed are as follows

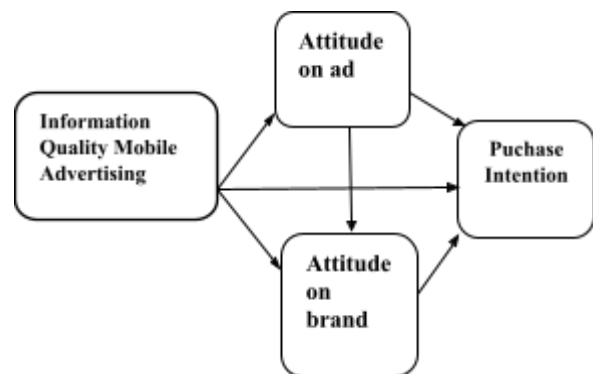


Figure 1. Conceptual Framework

H1 : The information quality of mobile advertising has a positive effect on the attitude of advertising

H2 : The Information quality of mobile advertising has a positive effect on the attitude of the brand

H3 : The Information quality of mobile advertising has a positive effect on consumers' purchase intentions

H4 : Attitudes on advertising has positive influence on consumer purchase intentions

H5 : Attitudes on advertising have a positive effect on the attitude of the brand

H6 : Attitudes on the brand have a positive effect on consumers' purchase intentions

METHOD

Information quality of Mobile Advertising

Messages displayed on Instagram are divided into categories of textual elements (from captions) and visual elements of images or videos (Lavoie, 2015). This variable indicator is taken from Saadeghvaziri & Hosseini (2011) as follows:

a. Personalization :

- Ads on @wenaktok show information that is relevant to what users need
- Ads on @wenaktok display

information that is relevant to the user's culinary activities

- The food product information displayed by @wenaktok is relevant to the user's budget

b. Irritation :

- Ads on @Wenaktok shows short information or to the point
- ads on @Wenaktok shows information using language that can be understood well
- Ads Information on the @wenaktok helps users in obtaining culinary referencesc.

c. Credibility :

- Advertising information is delivered by a credible account
- This ad information is submitted by accounts that users know (popular)
- This ad information can be trusted.

d. Informativeness :

- This ad informs the product well
- This ad informs the price well
- This ad communicates the message clearly

e. Entertainment :

- This ad provides entertaining information
- This ad provides pleasant information

f. Monetary Benefit :

- This ad has interesting information about discounts
- This ad has attractive promotional information

Attitudes on Advertising

Adapting Law and Hsu's (2005) definition in this study the attitude to advertising is a condition where consumers see the message contained in it and respond to the message. According to Ducoffee (1996) and Bracket et al. (2001) several indicators based on theory are as follows:

- Consumers like clear ads
- Consumers like pleasant ads
- Consumers like ads that provide good product information
- Consumers like ads that are useful for their needs
- Consumers like ads that attract attention

Attitude on Brand

Adapting the definitions of Schiffman and Kanuk (2007: 232) in this study attitudes towards brands are the general tendency of consumers to evaluate brand positively or negatively. According to Schmit (1994) and Zhang et al (2001) several indicators based on theory are as follows:

- Consumers see a brand that has quality products
- Consumers are attracted to the brand displayed
- Consumers are happy with the brand displayed
- Brand displayed favored by consumers
- Consumers see the brand displayed good

Purchase Intention

Adapting the definition of Schiffman and Kanuk (2007: 238) in this study the purchase intention is the emergence of consumer intention to buy products advertised on Instagram. The indicators used to measure purchase intention taken from Bower and Landreth (2001) and Baker and Churchill (1977) are as follows:

- Most likely consumers will buy products advertised on Instagram
- Consumers are willing to buy the product advertised

- Consumers have the desire to buy the advertised product
- Konsumen ingin mencoba produk yang diiklankan
- Consumers want to buy the product advertised when they find it

The data collection tool used in this study was by distributing questionnaires to Instagram users who saw the @wenaktok culinary account that showed food product advertisements. The questionnaire will be given directly to the respondent, then the respondent is required to see one of the food product information in the @wenaktok culinary account. The respondents were asked to determine the level of approval for the report. Regardless of demographic attributes, all other steps are assessed through 5- point Likert-type scales ranging from "strongly agree" to "strongly disagree."

In determining who can be a respondent by using non-probability sampling method. The type of non-probability sampling technique in this study is convenience sampling. The population of this study is consumers who have Instagram social media accounts. The sample characteristics are 152 respondents who have Instagram and are aged 18-44 years because based on the data of many Instagram users aged 18-44 years (cnnindonesia.com, 2016). Respondents are 50% of men and 50% of women. The majority of respondents aged between 18-24 years were 68.4 percent, 63.2% were students. And 73.4% have monthly income below Rp. 5,000,000. Research hypothesis testing is done with the approach of Structural Equation Model (SEM) based Partial Least Square (PLS).

RESULT AND DISCUSSION

Validity Indicator

In the convergent validity indicator, the indicator of the information quality variable is x6 which is declared invalid and not statistically significant in measuring information quality variables because the loading value (λ) of the indicator is less than 0.50 with a T-Statistics value less than 1.96.

The second convergent validity result for information quality variables is declared valid and statistically significant in measuring information

quality variables. Because the loading value (λ) of all remaining indicators is x1, x2, x3, x4 and x5 more than 0.50 with a T-Statistics value of more than 1.96.

The third convergent validity result shows that there are 2 (two) indicators of attitude variables namely z1.2 and z2.4 which are declared invalid and not statistically significant in measuring attitude variables because the loading value (λ) of the indicator is less than 0, 50 with a T-Statistics value less than 1.96.

Cross Loadings

Table 1. Cross Loading

	Purchase Intention	Information Quality	Attitude towards Ads	Attitude towards Brand
x1	0.4931	0.7010	0.4925	0.4980
x2	0.2571	0.5309	0.3104	0.3096
x3	0.3535	0.6729	0.3360	0.4386
x4	0.3306	0.7024	0.3338	0.3458
x5	0.5829	0.6939	0.4819	0.5838
y1	0.7209	0.4967	0.4376	0.4772
y2	0.8356	0.5279	0.4952	0.4681
y3	0.7813	0.4696	0.4788	0.4734
y4	-0.6231	-0.4252	-0.3881	-0.3893
y5	0.6641	0.4170	0.3941	0.4172
z1.1	0.4097	0.4945	0.7624	0.3595
z1.3	0.4785	0.4399	0.7573	0.4701
z1.4	0.4988	0.4744	0.7839	0.5157
z2.1	0.3831	0.4809	0.3677	0.6770
z2.2	0.5466	0.6057	0.4874	0.8941
z2.3	0.6035	0.5698	0.5545	0.8574
z2.5	0.3268	0.4695	0.4074	0.6653

The table above explains that the results of cross loading of information quality variables, purchase intentions, attitudes on advertisements and attitudes

on brands with indicators are higher than correlation indicators with other variables.

Average Variance Extracted (AVE)

Value

Table 2. AVE Value

Variable	AVE
Purchase Intention	0.5315
Information Quality	0.4401
Attitude towards Ads	0.5897
Attitude towards Brand	0.6088

With the above results it can be concluded that the quality of information, purchase intentions, attitudes on advertising and attitudes on brands have good convergent validity values.

Reliability Construct

Table 3. Composite Reliability and Cronbachs Alpha

Variable	Composite Reliability	Cronbachs Alpha
Purchase Intention	0.7072	0.4514
Information Quality	0.7956	0.6872
Attitudes towards Ads	0.8117	0.6532
Attitudes towards Brand	0.8595	0.7796

Based on the results above it was concluded that information quality variables, purchase intentions, attitudes on advertisements and attitudes on brands had good reliability.

Hypothesis Testing

Table 4. Hypothesis Testing

	Original Sample (O)	Standard Error (STERR)	T Statistics (O/STERR)
Information Quality -> Purchase Intention	0.3158	0.0822	3.8420
Information Quality-> Attitudes towards Ads	0.6102	0.0614	9.9379
Information Quality -> Attitudes towards Brand	0.5172	0.0760	6.8054
Attitudes towards Ads-> Purchase Intention	0.2734	0.0782	3.4935
Attitudes towards Ads -> Attitudes towards Brand	0.2734	0.0820	3.3335
Attitudes towards Brand -> Purchase Intention	0.2352	0.0964	2.4398

The results above indicate that the quality of mobile advertising information has an influence on the attitude of the advertisement is higher than the direct effect between the attitude on the brand (0.5172) and purchase intention (0. 3158).

Discussion of Results

The influence of the quality of mobile advertising information on attitudes of advertising.

This is supported by the opinion of Ducoffe (1996) and Dutta-Bergman (2006) that information is found to be positively related to attitudes on internet advertising, which means an advertisement that contains quality information will have an impact on consumer attitudes one of which is in the form of advertising itself.

This study also proves that the indicators contained in the ad information displayed on the @wenaktok account can influence consumer attitudes on these advertisements because consumers in viewing an advertising information and will evaluate these indicators. Information indicators that are owned by @wenaktok account can be accepted by consumers where consumers who see the information, among others, assume that @wenaktok can communicate the message clearly, consumers get what consumers need, and consumers see the ads displayed interesting.

The influence of the quality of mobile advertising information on the attitude of the brand.

This study proves that the better the quality of information, the more positive attitude consumers perceive a brand. This is supported by Janben (2001) which is a crucial factor that makes a successful advertisement one of which is the attitude towards the brand (brand attitude). Therefore quality advertising information has an impact on the attitude of the brand.

This study also proves that the indicators contained in the ad information displayed on the @wenaktok account can influence the attitudes of consumers on the brand. Information indicators owned by @wenaktok account can be accepted by consumers where consumers who see the information assume that the brand of the product is quality, interested, happy, and good looking at a brand.

The influence of information quality mobile advertising on consumer purchase intentions.

This is supported by Shaouf, Lu, and Li (2015) which states that consumers have a high purchase intention if the ad has interesting and entertaining characteristics. Quality information where visual (photo) and textual (caption) displayed attractively by consumers this has a positive impact that raises purchase intention.

This research also proves that the indicators contained in the ad information displayed on the @wenaktok account can influence consumer attitudes on the ad. The @wenaktok account can convey food product information well, use the right language, short, and not confusing then the appearance of food photos that look attractive and tasteful.

The influence of attitudes on advertising on consumer purchase intentions.

This study proves that the more positive the attitude on advertising, the higher the purchase intention of consumers. This is supported by Idris et al. (2009) which states that magnetism from advertising media not only influences interest and satisfaction in advertising but creates intention to buy products and services.

This study proves that the more positive the attitude on advertising, the higher the purchase intention of consumers. This is supported by Idris et al. (2009) which states that interest in advertising is creating an intention to buy products and services.

The influence of attitudes on advertising on consumer purchase intentions.

This study proves that the more positive the attitude on advertising, the more positive the attitude towards the brand. According to this model, effective advertising will cause attention, then consumers will process information that includes central and peripheral, then foster a positive attitude towards the brand advertised and the preference for the ad, and ultimately generate buying interest (Mehta, 1999).

Based on these results also the attitude on the @wenaktok ad is able to provide attraction so that consumers have a positive attitude on the brand. Consumers will be interested, happy, and see the brand is a good brand.

The influence on brand attitude on consumer purchase intentions.

This result is in accordance with the results of Peyrot and Van Doren (1994) which states that

there is a positive relationship between attitudes toward brands and consumers' repurchase intention. This study shows that consumer attitudes arise as a response from consumers to the brand displayed on the ad on the @wenaktok account. Consumers who have a positive attitude towards a brand they like the brand.

Then based on the results of data processing if the respondent is increasingly positive about the brand, the consumer's purchase intention is higher. This is supported by Dharmmesta (1999), namely intentions related to attitudes and behavior. Likewise with Janben (2001) which states that the crucial factor that makes a successful advertisement one of them is the attitude towards the brand.

CONCLUSION AND SUGGESTIONS

Conclusions

- Improving the quality of information on mobile advertising has a significant positive impact on increasing attitudes on advertising.
- Improving the quality of information on mobile advertising has a significant positive impact on increasing the attitude towards brands.
- Improving the quality of information on mobile advertising has a significant positive impact on increasing consumer purchase intentions.
- Increased attitudes towards advertising have a significant positive impact on increasing purchase intentions.
- Increased attitudes towards advertising has a significant positive impact on increasing brand attitudes.
- Increasing attitudes towards brands has a significant positive impact on increasing purchase intention.

Suggestion

Suggestions for academics.

In science, this research can provide new insights for academics about new marketing tools in social media, namely through Instagram because this social media is still rarely studied. From the results of the study describe that there is a relationship of influence between the quality of mobile advertising information on attitudes on advertising, attitude to the brand, and purchase intention. So that the stronger the indicator that is on the quality of mobile advertising information can grow the desire to buy food products by consumers.

Suggestions for practitioners.

Quality information according to consumers there are indicators that must be fulfilled by culinary practitioners and practitioners can continue to market their food products through the @wenaktok culinary account because this account already has the indicators desired by consumers. Because consumers like the information needed, information must help consumers fulfill culinary references, then language that is easy to understand so that consumers are not confused about reading it, the information provided must be interesting such as good product photos and clear captions.

Suggestions for Further Research

In this study also only used 1 culinary account, namely @wenaktok as advertising media, whereas there are many other culinary accounts that have different information conveying characteristics. So that in subsequent studies can be carried out experiments between 1 culinary account with another culinary account.

*Now this account changes its name to @asliwenaktok

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