
| RESEARCH ARTICLE

A Study on Utilizing Social Media Advertising through “Instagram Aesthetics” to Drive Purchase Intention

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| ABSTRACT

Due to various factors, the number of start-up firms is constantly increasing. Social media is vital for promoting businesses, especially in this age. It helps companies to improve communication efficiency, foster creativity, and provide helpful information, among other things. Social media advertising is known for its low costs; hence it enables start-ups to launch various promotions that increase purchase intent. This study aims to know if several advertising factors, including uniqueness, clarity, and interactivity, influence a customer's purchase intention and understand a significant relationship between these. Thus, a survey will be used through Google Forms to gather data. Indeed, online businesses continuously grow, especially as this becomes the source of income for some, unleashes one's passion towards businesses, provides more accessibility and convenience, and many more reasons, particularly during the pandemic. Using creative materials in digital marketing would help enterprises raise their brand awareness, increase overall sales, and expand businesses. Instagram Aesthetics significantly affects the purchase intention of consumers. The uniqueness of these outputs is the most important since it portrays not just originality but be able to gain a competitive advantage in the market, which reflects the operation of the business. However, it is also essential to have interactivity and clarity. The study would be important mainly for business owners, specifically those who operate solely on Instagram, to understand how creativity in advertising would help them market their business online. Moreover, this would be a powerful aid in attracting their target market and potential customers through their artistic visuals.

| KEYWORDS

Aesthetics, Instagram, Instagram Aesthetics, Purchase Intention, Social Media, Social Media Advertising, Competitive Advantage, Uniqueness, Interactivity, Clarity

| ARTICLE DOI: [10.32996/jbms.2022.4.1.20](https://doi.org/10.32996/jbms.2022.4.1.20)

1. Introduction

The number of start-up businesses is continuously growing due to various reasons. According to Salesforce (2019), over 90% of the business population represents small- and medium-sized businesses, also known as SMEs. Marketing tools are the common factor why these businesses are expanding since it is vital in promoting the products or services. Integrated Marketing Communications (IMCs) is the ultimate strategy and approach that companies and organizations have been using to create a unified brand message and meet the peak interest of every consumer. During the 1980s, many companies realized the need for more strategic integration of their promotional tools. These firms began moving toward the process of integrated marketing communications (IMC), which involves coordinating the various promotional elements and other marketing activities that communicate with a firm's customers. As marketers embraced the concept of integrated marketing communications, they began asking their ad agencies to coordinate the use of a variety of promotional tools rather than relying primarily on media advertising. Several companies also began to look beyond traditional advertising agencies and use other promotional specialists to develop and implement various components of their promotional plans. During the 1990s, IMCs emerged, and mass communications, which relay information to large segments of the population through television, radio, and other media—dominated marketing.

In addition to this, one of the marketing tools used today is using social media platforms. The digital world has continuously been evolving due to having new technologies. Social Media, particularly in this generation, is a powerful tool in promoting businesses. It helps businesses, provides efficiency in communication, enhances creativity skills, provides information, etc. Social Media advertising, being cost-effective, aids start-ups to create different kinds of promotions that help in boosting purchase intention.

It is proven and tested that having aesthetic designs in social media and other IMC platforms would surely lure customers into the business. Not only does good design help attract attention to marketing materials and activities, but it can also enhance the quality of the message that a company wants to relay.

1.1 Research Objectives

The aim of this study is the following:

1. To examine the social media advertising factors that affect the product purchase intention, such as the a.) uniqueness, b.) clarity, and c.) interactivity
2. To understand if there is a significant relationship among the various social media advertising factors in Instagram

They incorporated visual aesthetics as a critical factor influencing consumers' attitudes and behavior in their websites. However, its actual effects on consumers' purchase intentions remain largely unknown, so this research is done. Unlike previous studies, this research aims to know how visual aesthetics increase brand awareness on social media, specifically Instagram SMEs, and focus on how it affects purchase intentions towards SMEs when IMC and social media advertising are being utilized. Moreover, how the aesthetics design aspect of the brand image may affect the overall purchase intention.

2. Related Literature

Today, small and medium-sized enterprises (SMEs) play an essential role in the economic development of both developing and developed countries. The success of these SMEs is a variable of establishing long-term relationships with customers and creating exceptional value for them, which translates into customer loyalty (Seyyedamiri, Karimi, Khosravi, & Ghamkhar 2020). On the other hand, marketing activities will allow us to understand our customers better and generate leads for the products and services.

SMEs and other small-scale start-ups commonly have low brand awareness, which is why IMCs are a big help to them. It is considered low brand awareness because SMEs usually do not have enough tools on what advertisements to use to gain customer cognizance. A similar idea is conveyed by Reyes-Mercado and Barajas-Portas (2020). It stated that decisions concerning the adoption and use of digital advertising platforms have critical impacts for SMEs, given their low brand awareness.

The use of internet technology has become a common practice in the workplace. The internet-enabled communication media helps organizations conduct business works at any place during any time of the day (Ainin, Parveen, Moghavemi, & Jaafar 2015). Furthermore, according to the study of Meske and Stieglitz (2013), SMEs use social media technologies to communicate with their customers and support internal communication and collaboration.

Other than those, the success of companies depends on the creativity, skills, and knowledge of several people ideating, designing, and producing media products and services (Malmelin & Virta 2020). However, companies should also focus on understanding the significance of various resources, including creativity, and how these can be better utilized and further developed to be strategic resources.

2.1.1 The emergence of Marketing Communications

Development and advancement in technology and the emergence of smartphones correspond to the existence and popularity of social media as platforms for advertising such as Facebook ads, YouTube intromercials, etc. Given that Facebook is considered SMEs the leading social media marketing platform, these ads are often paired with the features of social contexts (e.g., 'like') that can generate normative perceptions, as stated by Lee & Kim in 2019. As previously mentioned, social media platforms are an essential marketing tool for building brands, especially about building brand awareness and excitement (Andrew Mason, Kevin Mason, & Narcum, 2021). Today, new integrated marketing communications (IMCs) have vastly expanded to firms and consumers. As each digital platform offers users a unique experience, this experience carries over to the advertisements placed on that platform (Voorveld, 2018). This expansion has improved and made the life of marketers easier since there have been a lot of developments to advertise a product primarily through digital marketing.

2.1.2 Social Media Marketing

Social media marketing is defined as "a form of online advertising that uses the cultural context of social context, including social networks, virtual worlds, social news sites, and social opinion-sharing sites to meet branding and communication objectives"

(Tuten, 2008 cited in Ismail, 2017). Furthermore, social media marketing activities are a subset of online marketing activities that fulfill traditional Web-based promotion strategies.

A study by Ebrahim (2019) stated that social media has significantly changed marketing practices. Most companies invest in technology to enhance their social media presence. Social media is now considered an integral part of the marketing strategies that develop brand performance and customer relationship marketing that positively influence customer loyalty, resulting in more sales and profit. Ismail (2017) agreed that it is vital for strategic marketing to understand how social media marketing activities influence brand loyalty. He was able to confirm later on in his study that perceived social media marketing activities are indeed a key driver of brand loyalty.

In addition, it was mentioned by Jain (2016) in his study that social media plays a part in consumers' pre-purchase and post-purchase behavior. Moreover, consumers may also use digital platforms to quickly check their luxury purchases with their social circles in developing countries. Thorough research must be done internally and externally to geographic areas sharing photos and videos on social media. Furthermore, the findings revealed that customers are more likely to buy from a shop that offers a digital experience that makes transactions easier. Hence, the emergence of a wide array of digital communication channels further improved a marketer's capability to reach and communicate with their target market (Keller, 2016).

2.1.3 Brand image

According to Seyyedamiri et al. (2020), who cited Keller (1993), brand image is about the consumer perception of a brand reflected by brand associations in a customer's mind. It is an integral part of a brand that enables customers to differentiate brands from competitors. Both researchers believed it is essential to create a positive brand image for marketing activities to develop strong links between brand associations.

One of the customer's preferences in choosing a product is the validity of a brand (Seyyedamiri et al., 2020). There is a positive relationship between the company's performance and its credibility. Improved company's standing and validity are regularly converted into an expanded portion of the overall industry, increasing the company's value. In the study conducted by Seyyedamiri et al. (2020), it has been confirmed that brand image has a significant positive effect on customer satisfaction and loyalty.

2.1.4 Brand loyalty

One of the many factors contributing to the complexity of customer loyalty is the interaction between different variables such as advertising which is implemented in a variety of ways, including word-of-mouth, customer satisfaction & dissatisfaction, number of customers who decided to leave the system as well as the number of the newly subscribed, etc. (Seyyedamiri et al., 2020).

2.1.5 Visual Aesthetic

Kusumasondjaja (2019) mentioned that visual aesthetics are the *pictorial attractiveness* that conveys "a clear and unique image or pleasing appearance of an image or object." It involves balancing several design elements such as color, shape, form, texture, etc. Individuals make personal decisions about aesthetics and harmonious color combinations (Kita, 2016). Furthermore, Kusumasondjaja (2019) cited Baker, Amer, & Diab (2019), who stated that brands SMEsost content on Instagram using expressive aesthetics generated more responses and significant engagement than classical aesthetics. Thus, it suggests that Instagram users prefer creative content since graphic aesthetics make the posts enticing, drawing customers' attention to the content.

As stated by Farace (2019), who quoted Pollard (2017), the visual placement of products in an advertisement poses a crucial element in catching the attention of their target market. Hence, the need to identify how consumers perceive graphic patterns in ads. Moreover, he mentioned that visual representations of objects influence the ability of consumers to stimulate product use mentally, and this mental stimulation affects their evaluations of both the advertisement and its content. In a study conducted by Schnurr (2017), he argued that consumers value product aesthetics more than product functionalities if a certain degree of functionality is reached. In addition, Hong (2018) mentioned how visual aesthetics create a halo effect and enhance a product's quality and symbolic meaning. His study revealed that combining visual aesthetic and semantic information results in a more positive evaluation from the customer's perspective — proving Farace, 2019 claims that an ad with a matching headline and visual pattern will generate a favorable customer evaluation. Developing a digital advertisement that highlights congruity gives a sense of relatability and relevance to the ad post (Zhang, 2016).

2.1.6 Advertising

According to Kumar and Gupta (2016), as cited in Chen, He, Hu, & Kim (2020), advertising can *move markets and minds, products, and perceptions*. Thus, *interests, intrigue, entices, entertain, and create lifestyles*. It is a vital tool to build brand awareness and customer relationships, generate sales, etc. It is crucial to have the proper budget for advertising since some marketing communications are costly such as billboards, television commercials, etc.

Small businesses face budgeting enough advertising dollars to compete effectively in the marketplace (Cole et al., 2017). Without concrete data to support the benefits of advertising, small businesses often see advertising as a cost rather than an investment to generate future revenue. This is especially true for smaller companies, those generating an income below \$100,000 (Cole et al., 2017). Hence, having a budget allotted for businesses' advertising and marketing is essential to be financially stable and avoid bankruptcy. As mentioned, e-mail marketing was the most widely used by small businesses in digital marketing strategies. However, there was no significant relationship between satisfaction with e-mail marketing and attitude toward advertising. (Cole et al., 2017).

Furthermore, a strategy mentioned by Trifts and Aghakhani (2018) is the use of product placements. Product placements can be seen in different forms, whether auditory or visual; it is another marketing strategy used to expose the products in films, commercials, and other programs. To be effective, the personalized product placement must accurately represent consumers' valid brand preferences (Trifts and Aghakhani, 2018).

The importance of creativity ineffective advertising has received considerable scholarly attention and is now a widely recognized subject. Using creativity in advertising positively influences several advertising variables such as attitude toward advertising, brand attitude, and purchase intention (Rothenberg & Hausman, 1997, as cited in Seyyedamiri et al., 2020). Since there is a positive effect of creative advertising on consumer responses wherein *novelty, meaningfulness, and connectedness* have been found to develop perceptions of creativity and increase recall and liking to the customers (Ang, Lee, Leong, (2007) cited in West, Koslow, Kilgour, (2019)). This, in turn, brings an increase in revenue, expanded market share, and higher profitability for the company later on.

2.1.7 Consumer Engagement and Consumer Interest

A study was made by Srivastava and Dorsch (2019) about using the emotions or feelings of consumers to attract them. It is mentioned that brand recall is high in both emotional and humor ads. Still, the purchase intention is high in the dynamic advertisement in eastern culture compared to Western culture. Customers who are low involvement with the product have less willingness to search for information regarding an item or service. Srivastava and Dorsch (2019) added that participation matters for a wide variety of consumer behaviors. The orientation is that brand engagement is positive, and specific cognitive, emotional, and behavioral activity levels are heightened through engagement (Cornwell, 2019). Emotional advertisement will work better for low-involved products. Being knowledgeable about consumer behaviors would affect the performance and decisions in creating promotional tools. Not only does it attract consumers, but it also helps these enterprises gain more brand awareness in the market.

2.1.8 Successful implementation of IMCs

Given that there are different ways to promote a product or service, many marketers are showing off their creativity using these IMCs. However, some marketing advertisements were not successful enough to meet the goals of the company. Concerning Display ads on the internet, they state that ad avoidance is a central behavioral pattern of users (Domchowski, 2016). According to Cole, DeNardin, and Clow (2017), small firms often feel pressure to copy the strategies of large brands but may lack the expertise and skill needed to make digital and social media marketing strategies successful. A significant way is to focus on the consumers, and this has been said by Keller (2016) to be able to effectively manage the marketing communications function in this modern communication environment, marketers must first understand how consumers make brand and product decisions and the different effects that various communications might have on consumers. Thus, marketers and their practitioners must be knowledgeable enough to identify which marketing communications are appropriate. Reyes-Mercado and Barajas-Portas (2020) added that it enables SME managers to understand their perceptions and act in a way that maximizes benefits from using digital advertising platforms.

Furthermore, the outcome depends on how a company uses sales promotions— for example, how much and how often (Thaichon and Quach, 2016). Knowing how these sales promotions are used, it would be easier for marketers to save time, effort, and money for the company. A critical and scrutinized decision-making process must be done to distinguish what promotional tools must be applied to attract consumers' attention and meet the business goals.

There are different ways how to implement marketing communications successfully. To be informative enough to launch these promotional tools, thorough research must be done internally and externally. Valos, Maplestone, Plonsky, and Ewing (2017) stated that successful implementation of IMC is considered a function of organizational culture, demanding the flexible characteristics of an adhocracy. An article by Keller (2016) supported this statement stating that marketers need a keen understanding of how consumers seek information, consume media, make product and brand decisions, and, more generally, live their lives. The same thought was conveyed in the article of Thompkins (2019), and it was mentioned that online advertising could also benefit significantly from advances in neuroscience and the decreasing costs of physiological and neuroscience instruments to gain deeper insight into consumers' reactions. Furthermore, Keller (2016) also stated that even though the marketing communication

environment evolved throughout the years, there is still a need to expand the current conceptual framework of marketing communications.

Advertising formats continue to emerge with the new technology, and marketers need to be updated about the geographic area’s trends, news about the community, and other life events. y Thompkins (2019) said that the discipline needs to recognize the need for online advertising to develop stronger roots by advancing unifying theories that are not easily swayed by trendy developments. Due to the fast-changing field of online advertising, there is a great need to improve approaches and results. There must be enough discipline in creating advertisements that can be useful for the long term to do this. In addition, Keller (2016) emphasized the need to unleash the potential power of digital and traditional communication to generate both long-term and short-term sales.

2.2 Theoretical Framework

The emergence of social media vastly contributes to social commerce as it is closely linked with e-commerce activities (Aljukhadar, Bériault Poirier, & Senecal 2020). Even though social media does not necessarily involve financial transactions, it enables one’s business model supported by social media that can facilitate advertisement, purchase, and sale of various products and services. Accordingly, social commerce refers to the trade activities that include transactions but are not limited to, as it plays a role at different levels of a consumer’s buying process. Generally, to qualify as a social commerce platform, it must unite social and business functions. Moreover, social commerce encompasses forums, communities, and other grouping techniques that permit the viewing and sharing of product references, criticisms, and suggestions.

Building on utility theory, Fishburn (1970), cited in Aljukhadar et al. (2020), suggests that customers should derive value from social media utilization to keep on visiting them. Furthermore, it proposes three distinct values, namely, *aesthetic, social, and learning*. To help illustrate this, the researchers have utilized the Stimulus-Organism-Response (S-O-R) Paradigm (Figure 1) used by Aljukhadar et al. (2020). This framework diverges in that it allows for parallel processing and assessment of the different values. For example, social expression has interceded the connection between customer characteristics and social media utilization. It theorizes that most resulting st-order or inner responses are necessary for forming the second-order or outer reactions.

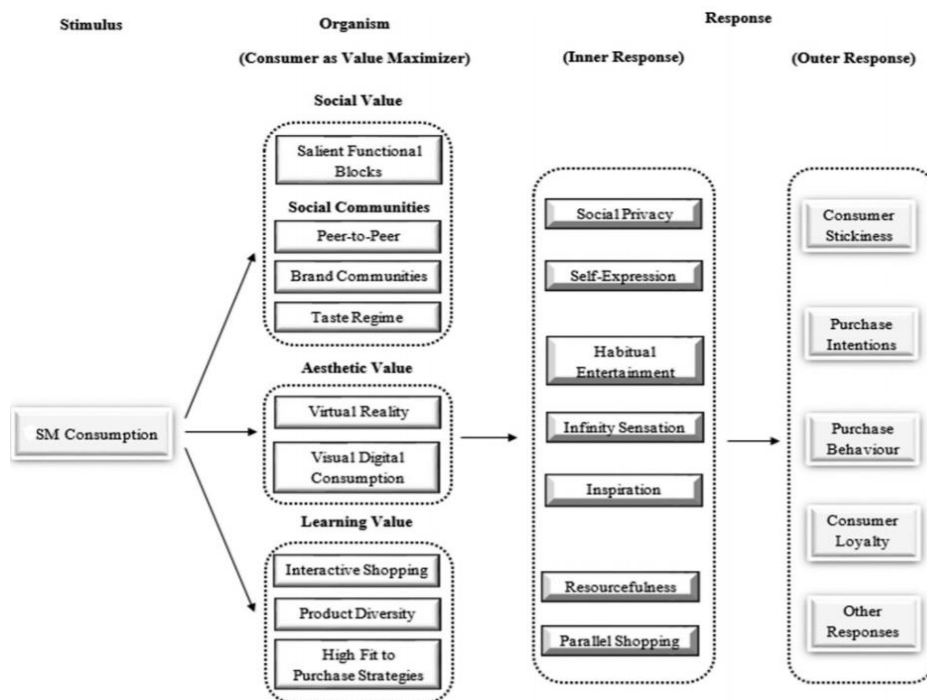


Figure 1. Stimulus-Organism-Response Paradigm

Since S-O-R is one of the most influential models aiming to explain the physical environment or stimuli in the framework of behavior, most of the work adopting S-O-R specified that environmental stimuli lead to affective and cognitive internal states, resulting in countless behaviors. The results of this study by Aljukhadar et al. (2020) showed how the power of social media imagery on a purchase decision influenced the final decision-making, which was prominent for numerous interviewees. Hence, becoming

a relevant discourse to our study since it shows how consumers take advantage of social media to conserve a group of values, including the aesthetic, social, and learning value that includes the responses (i.e., purchase intentions, consumer loyalty, purchase behavior, etc.) that were created from the stimulus.

To reiterate, a study conducted by Seyyedamiri et al. (2020) has confirmed that brand image significantly affects customer satisfaction and loyalty. Researchers such as Singh and Sideshmukh (2000) cited in Thaichon and Quach (2016) have also stated that the focus on consumer relationship marketing research has moved from customer satisfaction to customer loyalty.

Companies have widely used marketing communications to reach their target market. A framework (Figure 2) proposed by Thaichon and Quach (2016) attempted to help companies utilize marketing communications more effectively and efficiently. In addition to this, the study suggested that by working on their marketing communications, in particular advertising and promotions, companies will be able to create brand awareness, personality, and image, which influence customer expectation; Thus, increasing customers' satisfaction and loyalty. In short, brand personality, brand image, and brand awareness are created either by the direct company communication mix or indirect contact with consumers and help consumers form perceptions about the brand, hence giving rise to consumer expectation. With these theories and suggested frameworks from previous studies, we were able to deduce ideologies and approaches that will be beneficial to answer the objective of our research and create our conceptual framework.

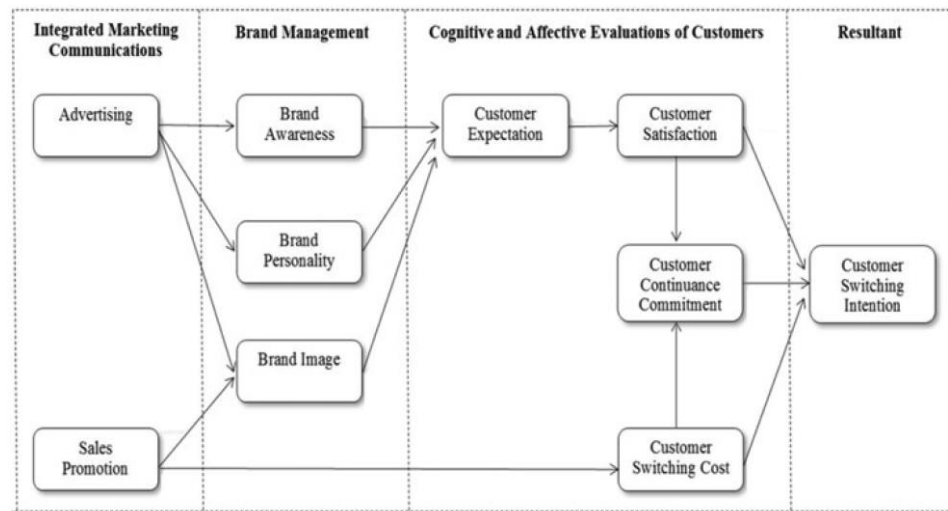


Figure 2. Conceptual model by Thaichon & Quach

2.3 Hypotheses of the Study

Hypothesis 1 - The various social media advertising factors (uniqueness, clarity, and interactivity) significantly influence purchase intention.

The researchers could develop this first hypothesis since they want to determine if aesthetics influence consumers' need to purchase a product or service. Consumers' purchase intentions are excellent indicators of effective and successful advertising; that is why the researchers would like to find out whether visual aesthetics on these advertisements help boost purchase intentions, leading to sales generation. This would prove whether aesthetics in marketing communications of a product or service is a helpful tool in promoting products or services. Moreover, by identifying the relationship between aesthetics and sales of an SME, we can determine whether businesses should invest in maintaining an aesthetically pleasing feed by hiring social media managers.

Hypothesis 2 - There is a significant relationship among social media advertising factors (uniqueness, clarity, and interactivity)

The last hypothesis aims to discover whether these factors affect each other in promoting a product or service on Instagram. It would further find whether the factors help build brand awareness and help the business itself. Since advertising is an essential tool in a company, it would help locate whether these three factors are vital in its marketing and advertising.

2.3 Conceptual Framework

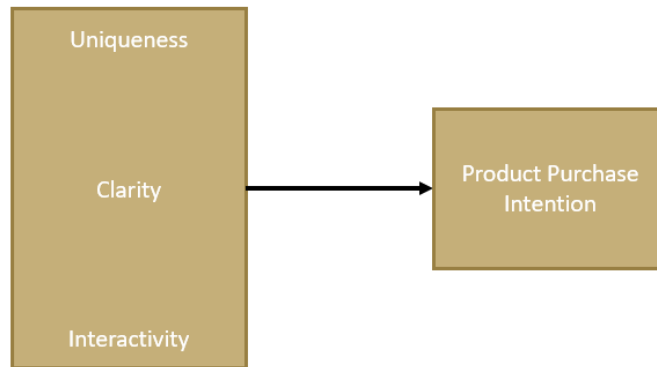


Figure 3. Conceptual Framework

Because of accessibility, mobility, and even affordability, communication and information shifted from traditional mass communication to digital means. This situation is the same for offering and selling products and services. Because of the advances in Information Communication Technology (ICT), a new form of marketing has developed through social media advertising.

Marketing practitioners place brand content on social networking sites (SNSs) different from traditional advertising, which is a common way to reach out to consumers. Social media are characterized by ubiquitous, proactive, publicly visible, and real-time social networks (Hennig-Thurau et al., 2010); thus, marketing activities must also correspond to such descriptions. It is said that advertising in social media can increase product purchases through persuasive messages and diffuse brand information through network connections (Huang et al., 2013). However, social media advertising poses the same problems as traditional marketing efforts, specifically if marketers fail to stimulate consumers' interest and involvement with the advertisements or worse, if consumers perceive that it has to be relevant to them. This is prevalent in small and medium-sized businesses and newly formed companies that primarily utilize social media advertising because of its reach and affordability. Still, actual results may be varied depending on the consumers' attitude toward the advertisement.

Consumer attitudes towards these kinds of promotions are a highly relevant factor in determining their effectiveness. As seen in the framework, advertising on Instagram of SMEs and Small-Scale Start-Ups would be the main tool. The study would focus on the features of brands as stimuli and independent variables, particularly: uniqueness, clarity, and interactivity. This will be the affective and cognitive involvement with the brand content and attitude. At the same time, the response will depend on the stimulus as consumers' intentions whether to purchase or share the content to their connections, which in both cases represent positive reactions that will lead to sales.

3. Methodology

3.1 Research Design

Using integrated marketing communication in social media initiatives is the modern tactic brands use. At the same time, to elicit interest and enhance their visibility to their target market. This quantitative research is correlational research that aims to determine a relationship between social media advertising factors (uniqueness, clarity, and interactivity) and purchase intention and brand content. Specifically, this will focus on only one platform commonly known for sharing opinions about products or services by publishing audio-visual or textual reviews of various advertisements online — Instagram. First, the researchers will be using non-probability sampling, particularly convenience sampling, since it would be easier for the researchers to get participants because of the Covid-19 restrictions, limiting the study. The researchers will gather data using Google Forms with the relevant survey questionnaire and will be distributed and accessed online. Questions will all be close-ended for a more accessible collection of the answers. Second, with the collected data, the researchers will introduce a statistical model by a hired statistician to predict and understand the participants' engagement in Prybutok's online shopping answered media advertisements to the brand it promotes. Finally, quantifying the impact of advertising content on Instagram on brand sales for SMEs and new businesses will be applied. The results from this validation will show that the method used can be genetically applied to other social media platforms and across all SMEs and start-up businesses. This study can be employed in turning social media advertising into a feedback mechanism to improve brand perception in the minds of their target market.

3.2 Subjects and Study Sites

The locality of this study that the researchers chose is Greater Metro Manila. This zone includes Metro Manila and the neighboring provinces of Bulacan, Cavite, Laguna, and Rizal. These regions are the center of the economy and have exerted significant effort on commerce & technology. Moreover, the population for this research is customers on Instagram ages 18-28, both male and female. To gather the respondents, the researchers will be using a non-probability sampling method — quota sampling.

3.3 Research Instrument

The instrument used was a researcher-made questionnaire to gather the appropriate data needed for the study. The questionnaire draft was drawn out based on relevant literature, researcher’s readings, and previous studies, most especially the survey instrument about the effect of product aesthetics information on website appeal in online shopping of Peng, Peak, Prybutok, & Xu (2017). The questionnaire has three (3) parts. Part I consists of the items that gather the respondents’ profiles and qualifications to answer the survey questionnaire. Part II of the research instrument has fifteen (15) questions about the effect of feed aesthetics based on the three (3) factors: a.) uniqueness, b.) clarity, and c.) interactivity that is measured using the Likert Scale. Lastly, part III is about the purchase intention of the respondents. After constructing the questionnaire, the results of the reliability test yielded to removing some questions as advised by the Statistician. The reliability statistics for the Uniqueness factor is Cronbach’s Alpha 0.746 with a total of three questions. For the Clarity factor, Cronbach’s Alpha is 0.805 with five items. Next is the Interactivity, which has a Cronbach’s Alpha of 0.712 with three questions, and lastly, the Purchase Intention with a Cronbach’s Alpha 0.848 that has four questions. Simply put, all Cronbach’s Alpha indicates acceptable to good reliability per factor.

3.4 Data Gathering Procedure

The researchers will be using a non-probability sampling method — quota sampling- to determine the number of people needed to complete the questionnaire for the study. They will then disseminate the Google form questionnaires virtually using different social media communication tools such as Facebook Messenger and Instagram Direct Messages. The first criterion would be that respondents must be Instagram users since this study focuses on this social media platform. Moreover, the questionnaires are to be answered by people ages 18-28 years old only. However, the respondents should be from Greater Metro Manila (Metro Manila, Rizal, Bulacan, Cavite, Laguna) since this study is limited to these areas only. Using a 5% margin of error, the researchers determined that they needed to coordinate with a total of 385 respondents to finish the study.

3.5 Mathematical or Statistical Treatment of Data

The statistical treatment of data for the profile part of the questionnaire of every respondent is the frequency distribution. Since the researchers used the Likert scale, the weighted mean and standard deviation will easier understand the quantitative research results. As mentioned, the study is a mix of regression and correlational research. Thus, Pearson correlation will be used with a 5% margin of error, assuming that there is a 95% confidence that there is a relationship between *Instagram* advertising factors (uniqueness, clarity, and interactivity) on Purchase intention and Brand engagement. Furthermore, the Regression analysis would help determine the strength of the relationship of the social media advertising factors.

4. Results

The respondents in this study were male (12.85%), female (84.58%), non-binary people (2.31%), and people who prefer not to say (0.26%). On top of that, most of the respondents are 21 years old (31.36%), followed by 20 years old (19.02.%) and 22 years old (17.99%). Furthermore, Instagram is one of the most used e-commerce websites with 385 users, followed by Shopee with 359 users, and Facebook Marketplace. As for the frequency of use, 44.47% answered that they always use Instagram, followed by 40.10% who often use said website. In addition, the majority of the respondents reside in Metro Manila (66.07%), Rizal (14.40%), Bulacan (8.74%), Cavite (7.46%), and Laguna (3.34%).

Table 1. Demographic Profile

Age	f	%		Residence	f	%
18	15	3.86%		Bulacan	34	8.74%
19	28	7.20%		Cavite	29	7.46%
20	74	19.02%		Laguna	13	3.34%
21	122	31.36%		Metro Manila	257	66.07%
22	70	17.99%		Rizal	56	14.40%

23	24	6.17%	Total	389	100.00%
24	12	3.08%			
25	17	4.37%	E-commerce websites used	f	
26	11	2.83%	Marketplace	280	
27	7	1.80%	Instagram	385	
28	9	2.31%	Shopee	359	
Total	389	100.00%	Lazada	270	
			Carousell	110	
Gender	f	%	Frequency of Instagram Usage	f	%
Female	329	84.58%	Always	173	44.47%
Male	50	12.85%	Often	156	40.10%
Non-binary	9	2.31%	Sometimes	45	11.57%
Prefer not to say	1	0.26%	Rarely	15	3.86%
Total	389	100.00%	Total	389	100.00%

Hypothesis 1: Do the following social media advertising factors affect the product purchase intention, such as a.) uniqueness, b.) clarity, and c.) interactivity?

Table 2. Regression Analysis Summary for Product Purchase Intention

Predictor	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	β		
(Constant)	.447	.349		1.279	.202
Uniqueness	.489	.063	.378	7.717	.000
Clarity	.198	.086	.112	2.304	.022
Interactivity	.160	.034	.217	4.780	.000

Dependent Variable: Purchase Intention

Note: (N = 389, p = 0.00)

Multiple regression was calculated to predict the product purchase intention using the various social media advertising factors such as uniqueness, clarity, and interactivity. A significant regression equation was found ($F(3, 385) = 57.417, p < 0.00$), with adjusted R^2 of 0.304. The respondents' predicted product purchase intention is equal to $0.447 + 0.489U + 0.198C + 0.160I$, where U is uniqueness, C is clarity, and I is interactivity. This means that the respondents' predicted product purchase intention increases by 0.489 for every one unit increase in uniqueness. Similarly, the respondents' predicted product purchase intention increases by 0.198 for every one unit increase in clarity and 0.160 for every one unit increase in interactivity. All three social media advertising factors were significant predictors of product purchase intention – with uniqueness having the most significant effect and clarity with the least significant effect on a consumer's purchase intention. Given that uniqueness falls under the umbrella of creativity, previous studies reinforce said results, for it has been proven that the more creative Instagram advertising is, the stronger the purchase intention will be (Darma and Wulandari 2020). In addition, social media content should not be tedious or boring in order to inspire consumers to interact with said online content (Aljukhadar et al., 2020).

Hypothesis 2: Is there a significant relationship among the various social media advertising factors in Instagram?

Table 3. Mean, Standard Deviation, and Pearson Correlation matrix for social media advertising factors

	Mean	Std. Deviation	Uniqueness	Clarity	Interactivity
Uniqueness	4.29	.56452		0.463*	0.321*
Clarity	4.50	.41383	0.463*		0.301*
Interactivity	3.46	.98969	0.321*	0.301*	

* $p < 0.05$

Uniqueness and clarity were found to have significant moderate positive relationships ($r = 0.463$). While uniqueness and interactivity, as well as clarity and interactivity, have significantly low positive relationships ($r = 0.321$ and $r = 0.301$, respectively). Furthermore, the asterisks placed beside the numbers above signify that there is a significant relationship between each factor – with uniqueness and clarity having the most significant relationship amongst these three factors. The strength of the relationship of these factors can be interpreted as to how close the results are to the value 1, which is the highest possible value for the Pearson correlation coefficient, with -1 being the lowest value. Uniqueness and clarity go hand in hand, for a recent study shows that both differentiation (uniqueness) and meaningfulness (clarity) in advertising has a significant effect on brand image. Differentiation in such a way that social media content is new to the consumer's eyes and meaningfulness in such a way that headlines, images, or a copy are placed together to convey a clear message of the brand towards said consumers (Ghamkhar et al., 2020).

5. Interpretations and Discussion

The findings of this study provide several insights which address the concern regarding the social media advertising factors that affect the product purchase intention, such as the a.) uniqueness, b.) clarity and c.) interactivity. The findings indicate that the aforementioned factors were significant predictors of product purchase intention. Furthermore, uniqueness and clarity were found to have significantly moderate positive relationships, while uniqueness and interactivity, as well as clarity and interactivity, have significantly low positive relationships. The significant moderate positive relationship of uniqueness and clarity suggests that consumers may highly consider purchasing the products when businesses on Instagram provide distinctive, unique, comprehensive, and coherent content. While the significant low positive relationship of uniqueness and interactivity & clarity and interactivity with the lowest positive relationship among these factors may suggest that consumers do not necessarily focus on the combination of these two factors when considering to purchase on Instagram and SMEs on Instagram may try to combine other factors that would have more significance. Nonetheless, these factors alone may be considered as indicators of effective and successful social media marketing as they have been proven to have a significant effect on purchase intention. More importantly, this aids SMEs to focus on the use of these following factors through marketing communication as it is deemed helpful in promoting the products or services of an SME on Instagram. In addition, this study supports the idea that this type of marketing increases a positive attitude towards the brand, which influences a stronger purchase intention (Aji, Nadhila, and Sanny 2020).

6. Conclusion and Direction for Future Study

The study shows that the use of Aesthetics on online marketing, particularly on Instagram, significantly affects customers' purchase intention and decisions as it shows the creativity that catches the customers' attention. The use of social media platforms such as Facebook, Instagram, etc., to market a business, or offer and sell products, especially for those companies that operate solely online, requires a different promotional activity that challenges one's creativity. The uniqueness of these outputs is the most important since it depicts originality from those in-store businesses and amongst those that are also offering similar products or services online. With the increasing online competition, uniqueness should reflect the operation of the business, differentiation of the product or service being offered, and how it is beneficial to the intended market. It is also essential that the marketing activity and output have interactivity and clarity that will entail not only the customer's attention but also retention and purchase decision.

As the digital world continuously expands its reach from retail business, finance, banking, medical and healthcare, education, etc., people are becoming more tech-savvy and critical regarding things that are seen and offered online. The current pandemic due to Covid 19 infused additional interest and utilization of online platforms due to health concerns, and that includes marketing of small and medium-size and emerging businesses. Thus, to boost and grow their businesses online, having creative components specifically on their digital marketing is essential and should primarily depict uniqueness, clarity, and interactivity.

Funding: There was no external funding for this study from any government, commercial, or non-profit organization.

Conflict of Interest: The authors declare no conflict of interest.

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