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ABSTRACT



Instagram has become a popular platform for consumers and marketers. Using the stimulus-organism-response theory, this study compared lifestyle and brand influencer types of Instagram advertisements to determine the impact on attention, attitude, and purchase intention for Gen Z Instagram users. The moderating role of gender and personality was also considered. Using MANOVA & Regression analysis, we found that males and extroverts had higher attention and attitude toward advertisements. No gender differences were found for brand influencer advertisements. The case for segmentation by personality over gender was more compelling. The findings of this study can help develop effective Instagram marketing campaigns.

KEYWORDS

Instagram; social media; digital marketing; lifestyle advertising; brand influencer marketing

Introduction

The widespread popularity and growth of the Instagram social media network have caught the attention of social media marketers who have recognized the influence that this platform has on creating brand awareness, selling products and services, and engaging with consumers. Since 2010, when it was first launched, Instagram has grown rapidly and attracted top brands and businesses because of one billion monthly active users and 500 million daily active users (Auxier & Anderson, 2021). Over 90% of Instagram users reported that they follow a business account. According to Statista (2021), the two major age groups on Instagram are Generation Y (also called Gen Y or Millennials), who range in age from 25 to 40 years and make up 31.4% of Instagram users, and Generation Z (Gen Z) who range in age from 18 to 24 years and make up 25.7% of users. According to Meola (2022), Gen Z is expected to become the largest generation of consumers in the world, comprising almost one-third of the world's population, and they are growing in size and influence. As such, Gen Z digital natives are a rich source of engagement for marketing messages. The estimated

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social network advertising revenue of Instagram in the US in 2019 was \$9.4 billion, and it grew to \$18.16 billion in 2021. Females account for 57.9% of Instagram users (Statista, 2021). As can be seen from these statistics, Instagram offers small and large businesses the opportunity to reach young consumers and showcase personalized content in a variety of areas and niches, which have the potential to become viral for a global audience. According to Arora and Sanni (2019), there is a need for research on how marketing messages can be used to drive purchase intention based on segmentation, which guided the intent of this study.

Instagram and other social networks such as Facebook, Pinterest, and Snapchat, have become effective platforms for marketing and advertising products and services by using the social commerce paradigm that uses hyper-targeting based on user profiles (Wang et al., 2019). Characteristics of social commerce include the ability of users on social media platforms to discover, discuss, and purchase products as a unified experience that takes place within the platform (Esmaili & Hashemi G, 2019). The ability of Instagram to engage users, help them communicate, and share content are critical elements of social commerce that have made Instagram an attractive platform for marketers. Since marketing messages are most effective if tailored to the unique characteristics of each social media platform (Curty & Zhang, 2013; Huang, 2018), there are many different types of promotions used on Instagram. Some examples of marketing promotions on Instagram are paid advertisements available in various formats such as images, stories, videos, carousels, and albums. A common type of promotion is lifestyle marketing, where brands connect with consumers on a conversational (relationship-based) rather than transactional (product features) basis by tapping into the emotions and aspirations of consumers (Sathish & Rajamohan, 2012). It has previously been shown that user values and personality traits affect interaction with advertisements, such as video sharing, based on affinity between self-image and advertised product (Choi, 2020; O'Connor et al., 2022). Additional research is needed to evaluate attitude and attention to advertising in the context of different variables that may impact media consumption and consumer behavior (Duff & Lutchyn, 2017; Santoso et al., 2020).

In recent years, brand influencer marketing has become popular for small and large businesses eager to connect with a younger demographic. Influencer marketing uses personalities with an established presence and many followers on Instagram to promote products. According to Haenlein et al. (2020), although influencer marketing was a \$10 billion industry in 2020, many marketing managers do not have a grasp on how to promote products best using brand influencers on social media platforms. Recognizing and identifying factors such as user demographics, engagement,

culture, and personality can shape how products and brands should be marketed (Felix et al., 2017; Finne & Grönroos, 2009; Vorhies, 1998). Although there has been some research on the role of brand influencers to influence consumer purchase behavior (Fakhreddin & Foroudi, 2021), there is a need for further research on how specific user segments would respond to different types of marketing communication on a social media network such as Instagram. The purpose of this study was to investigate whether lifestyle marketing and brand influencers used in Instagram advertisements for Generation Z users have an impact on attention to advertising (online engagement) and attitude toward advertisements (empathy/interest/information/relatedness), which in turn may impact purchase intention for products marketed on Instagram.

Previous studies have investigated elements that motivate users to share brand content, help the content go viral, and drive behavioral engagement on social media (Araujo et al., 2015; Berger & Milkman, 2012; Hamilton et al., 2016; Tafesse & Wien, 2018). The role of social media advertisements in forming and shaping attention and attitude toward a brand has also been previously researched (Ahmad et al., 2019; Eid et al., 2020; Sun et al., 2022). Since there is a paucity of literature on the relationship between advertisement types and their effect on purchase intention, specifically for Gen Z users on Instagram, which has been one of the fastest-growing social networks for younger demographics, we wanted to investigate these effects by using stimulus-response conditions. The constructs chosen in this study, when taken together, become more relevant for marketing managers since Instagram is one of the most widely used platforms by Gen Z consumers. Instagram is experiencing the highest growth among other social media networks for users of younger demographics (Statista, 2021). In this study, we addressed the following research questions:

RQ1: Is the type of advertising on Instagram (such as lifestyle advertising and brand influencer advertising) associated with attention to the advertisement and attitude toward the advertisement for Instagram Gen Z users?

RQ2: Is purchase intention for a product advertised on Instagram associated with attention to advertisement and attitude toward advertisement?

RQ3: Are personality traits and gender associated with attention to advertisement, attitude toward advertisement, and purchase intention toward a product on Instagram?

The results of this study can provide marketing managers with a better understanding of the effects of different types of advertising on Instagram that can potentially increase product sales.

This paper contributes to the existing literature in two ways. First, there is a gap in the literature (de Oliveira Santini et al., 2020; Schreiner et al., 2021) related to which stimuli affect consumer emotions to trigger a

response related to purchase intention on social media platforms. The study contributes to theoretical understanding by extending other studies (Dabbous et al., 2020) in determining how factors related to interaction with social media, such as attention and attitude toward advertisement in this study, can impact purchase intention based on the type of stimulus provided and because of experience from the stimulus that will elicit a response. This study extends the understanding of how underlying psychological or demographic dynamics may influence behavioral intention. The changing role of social media platforms can expand existing knowledge by examining conditions under which marketing constructs are influenced as a result of different stimuli (Ric & Benazić, 2022). The study also contributes to practical applications by providing information about constructs that can impact purchase intention on Instagram, such as what elements of advertisement most appeals to certain demographic of users of different gender and personality types, how consumers perceive advertisements, and which type of advertisements would resonate based on content, information, interest, empathy, connection, and relatedness (Ahmad et al., 2019; Arora & Sanni, 2019; Felix et al., 2017). Two main categories of manipulations were used in the study: Lifestyle marketing advertisements and Brand Influencer-based advertising. Results of this study can provide empirical evidence on the significance of factors such as marketing to Gen Z consumers on social media, gender marketing, personality on social media, and types of Instagram advertising that may affect purchase intention. Second, this study examines the combined influence of these factors using quantitative techniques. The paper is organized as follows. We first provide a review of literature, theoretical foundation, and justification for the constructs that were included and investigated in this study. The sampling and research methodology are described next, followed by data analysis. The paper concludes with a discussion on academic, theoretical, and managerial implications, along with limitations of the study and future research direction.

Review of literature and research model development

Instagram and other social media networks allow for hypertargeting of marketing messages which is possible because of the large amounts of data collected by social networks from its users. The Facebook/Instagram advertising manager platform, which serves as a common universal dashboard where ads are created, allows marketers to generate ads on the fly to be presented in the feed of Instagram users based on the user profile. The profile of any user typically contains information related to buyer profiles, including demographics, psychographics, sociographics, interests, values, and buying behavior. Using these user personas, it is possible to do market

segmentation of users based on their interaction with the brand (Andrews et al., 2016). It has also been shown there are cognitive and behavioral differences between males and females on social media. These differences in social media site usage behavior were explored by Lim et al. (2017), and it was found that gender has a significant effect on usage behavior because of the level of involvement in social media for browsing and purchase intention. Females showed higher satisfaction with social media sites as compared to males. Rialti et al. (2017) studied gender differences in brand loyalty intention on the Facebook social media platform and found that there were differences among gender, based on engagement and trust. Male consumers developed a stronger brand loyalty intention than females, but for brands with a higher trust factor, female consumers had higher loyalty intention. The study used a broad age range, but since social media platforms allow for hyper-targeting based on user profiles, a study that provides more granular information related to segmentation of users on a specific social network, such as Instagram, could be more beneficial to marketers. Although there has been research on other large social media platforms such as Facebook (Wiese et al., 2020), there has been limited research on which types of advertisements are most effective on Instagram, and more specifically, for Gen Z users of Instagram. There is even less research on how segmentation based on gender and personality of users on Instagram can make different types of advertisements more effective by eliciting a response based on the type of stimuli presented to the user, such as lifestyle versus brand influencer advertising videos used in this study.

Although an in-depth evaluation and investigation of all factors that have made Instagram successful is beyond the scope of any single research study, a framework was developed based on constructs that have been identified as important and widely cited in extant literature. The theoretical lens of this study was drawn from the Stimulus-Organism-Response (S-O-R) theory, which was first proposed by Woodworth (as cited in Mehrabian & Russell, 1974), and was an extension of the earlier Stimulus-Response model. The S-O-R theory stated for a stimulus that is provided in an environment, a response is triggered based on the internal behavior or feelings of an organism (person or user). The organism provides a mediating function to shape the response, which is the result of an internal evaluation of different cues in the environment. Since the time it was first introduced, the S-O-R framework has been widely applied in marketing areas such as online shopping (Kawaf & Tagg, 2012; Peng & Kim, 2014), consumer behavior (Slama & Tashchian, 1987; Gatautis et al., 2016), involvement (Arora, 1982), and tourism marketing (Nanu et al., 2020). This study adds to the current body of knowledge by identifying a popular social media network (Instagram) and using it as a context for the S-O-R model. It also

identifies a particular generation of users (Gen Z) showing the highest rate of growth on the platform and empirically validated the response to stimuli for two different manipulations of the stimuli in the S-O-R model. The study also considers other dimensions such as personality and gender added to the S-O-R model that may influence purchase intention. The results of this study will add to marketers' further understanding of the dynamics of attention and attitudes on the Instagram social media network based on different stimuli. For this study, Instagram was the *environment*; the two different types of advertisements that were provided as *stimuli* were lifestyle marketing and brand influencer advertising, attention and attitude toward advertisements were *experiences*, and purchase intention was the measured *response* in the context of gender and personality which were used as moderating variables.

The research model is first shown in Figure 1, and then the constructs listed in the model are explicated in the context of previous research. Following the presentation of the literature review related to the constructs, we present the hypothesis that emerged from the review.

Gender marketing

Social media platforms have provided an opportunity for marketers to offer personalized advertisements which can be customized based on user preferences or gender differences (Tsichla et al., 2016). Targeted advertisements appeal to users since it is most relevant to their needs which could cause the message to be shared with other connected users on the network. Wolin (2003) found that marketers can benefit from communicating to appropriate target markets based on gender. Additional benefits can be

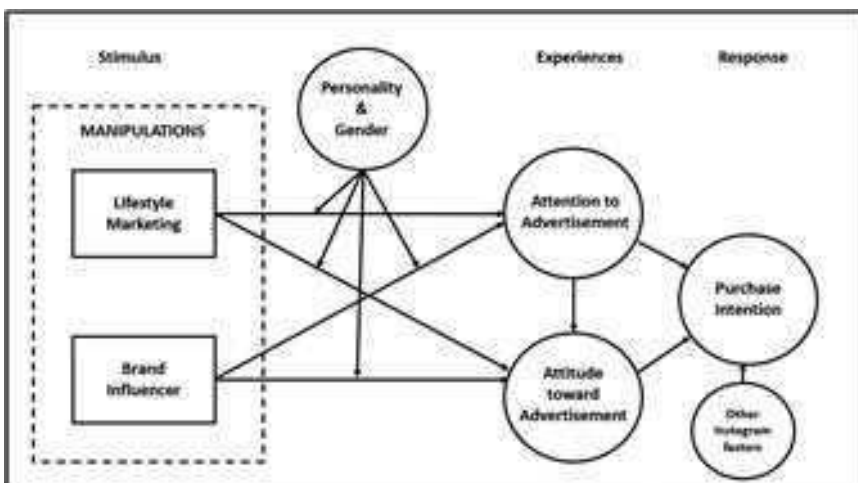


Figure 1. Research model.

obtained if advertisements targeted toward females are designed differently as compared to male-oriented advertisements. It was also observed in the same study that females need to be exposed to more advertisements than males to reach the same desired behavior. Further, competitive-oriented visuals (such as the advertisement used in this study that portrays lifestyle marketing) elicited a less effective advertisement response as compared to the same advertisement shown to males (Friedmann & Lowengart, 2019). There have been other studies related to gender segmentation. Lokithasan et al. (2019) noted that males and females respond differently to advertisements according to their specific needs or social roles, and targeted advertisements can cause social media messaging to be perceived to be highly relevant to the consumer. Drake (2017) observed that females who were shown empowering messages in advertisements exhibited a higher positive attitude toward the advertisement and a higher purchase intention toward the brand. It was also found that emotional narratives used in advertisements targeted to females evoked affective states (e.g., excitement) and increased behavioral responses such as purchasing behavior. Lokithasan et al. (2019) stated that gender norms could impact preferences for which social media is used. They provided examples of how brand influencers communicate with their followers on social media platforms. To target the female audience more effectively, influencers established a rapport and engaged with the users. For products targeted toward male users, influencers used a more direct approach by highlighting information about product features and showing how the product can provide a solution to a problem. Based on these research findings, we wanted to investigate the advertising response to different types of advertisements used on the Instagram social network. Since males and females respond differently to advertising, advertising tailored to specific needs or social roles can affect social media advertising effectiveness. Studies using the S-O-R framework have demonstrated a difference in the transmission of effects of marketing and social media stimuli based on the platform characteristics (Wang et al., 2019).

To customize advertisements based on gender, female shoppers prefer to engage with content that has detailed information and sharing of this content is also more for females than males (Papyrina, 2015). This finding is relevant to our study because Instagram provides visually appealing content in the form of images, music, and video, which, along with call-to-action text, can increase purchase intention. Janavi et al. (2021) studied the effect of social media on online purchase behavior and the moderating role of media type, gender, and age. Regarding gender, it was found that gender did not have a moderating effect on purchase behavior for the various social media networks used in the study. However, research on other social

media platforms such as Pinterest (Sethna et al., 2021) has found that females have a higher purchase intention than males for products advertised on Pinterest. For the Facebook social network, Tran (2017) found that females paid more attention to advertisements that were considered more relevant to their lifestyle, but other factors (such as ad credibility and skepticism) could also influence attention to Facebook advertisements. Due to the similarity of Instagram platform characteristics with Facebook, it is likely that females would pay more attention to advertisements than male users. Since this study also included personality types (introverts/extroverts) of Instagram users, we also found previous studies that have shown an interaction between gender and various personality traits on social media use (Azucar et al., 2018; Marino et al., 2016). We wanted to extend these studies to determine if there is an association between advertising receptiveness and purchase intention based on gender and personality traits on Instagram.

According to Statista (2021), women accounted for 57.9 percent of Instagram users in the United States. This number is not unusual because other social media platforms like Facebook, Pinterest, and Snapchat also have a more significant female following. As more marketers adopt social media platforms for promotion and advertising, for maximum marketing efficacy, it is necessary to understand user preference and gender differences to target the interests of users that resonate most with that category of user audience. More research is needed to understand how gender differences may affect engagement and attitude toward advertising and promotion on Instagram. Gender differences and their role in affecting purchase intention (also a construct in this study) have been studied by marketing researchers such as Bettany et al. (2010), Kraft and Weber (2012), and Sreen et al. (2018). Further research is needed to investigate the role of gender marketing on Instagram in combination with other variables that affect purchase intention.

User personality on social media

The Instagram advertising platform has extensive data from individual profiles, including demographic information and psychographic preferences. By using this information, advertisers can personalize the depth of advertisement, which refers to how closely an advertisement matches consumers' interests, as well the breadth of advertising, which refers to how completely these interests are reflected (Bleier and Eisenbeiss, 2015). For this study, other than generation and gender, the two demographic variables, we also selected personality type as a psychographic moderating factor for investigating interaction with advertisement and purchase intention.

It is widely believed that personality is shaped by biological and environmental influences, and studies have shown that personality does play a role in user communication and interaction on social media platforms (Kern et al., 2019). Marketing researchers have looked at how consumer personality can affect shopping behavior and receptiveness to advertisements due to response to certain stimuli presented in an advertisement, which has also been validated using the S-O-R framework (Jani & Han, 2015). For advertisements containing video, Choi (2020) found that sharing content on social media was positively impacted by extraversion since individuals with this personality trait are more inclined to value social interaction. Souiden et al. (2017) investigated the moderating role of personality on consumer attitudes toward online advertising. Regarding the specific personality trait of extraversion, it was found that extroverts are open to new experiences and seek excitement. They also have a positive effect on attitude toward online advertising.

Since personality plays a role in social media use, marketers can use data about personality traits to study consumer behavior and use personality targeting to increase the effectiveness of promotional campaigns. Specific to social media use, Golbeck et al. (2011) observed marketers can use social media to influence personalized messaging and presentation. Extraversion was associated with high Facebook use and communication, commenting, and sharing information with other users in the network (Seidman, 2013). In the same study, it was found that introverted individuals do use Facebook but may not comment as much on other users' Facebook pages. However, there were contrasting results regarding the comparison of personality traits in different social media platforms. Hughes et al. (2012) noted that the preference for a social media platform use (Facebook and Twitter were used in the study) is dependent on the personality trait of the user. Facebook users were found to be extroverts and gregarious, while Twitter users were less sociable and were drawn toward Twitter for seeking cognitive stimulation. Since the study showed that personality impacts choice and use of a particular type of social media platform, we wanted to investigate the effects of advertising on the Instagram network.

Previous research has found that users can better identify a product promotion if it is congruent with their traits and self-concepts formed as a result of personality type (Pilarska, 2018). For advertisements to be considered effective, marketers encourage users to share advertising messages. Social media algorithms propagate highly shared content to more users with similar interests. Hughes et al. (2012), and Souiden et al. (2017) call for new studies investigating the role of personality in explaining consumer attitudes toward advertising on different media and platforms. This study specifically considered the personality traits of Gen Z Instagram users.

Since Instagram is similar to Facebook in providing users on both platforms the opportunity to connect with users as well as brands, share images and videos, post comments, and use tags, it is likely that Instagram would also attract extroverted users who would pay more attention to content such as brand advertisements, interact more with content and brand influencers, as compared to users with introverted personality traits. Results related to personality traits could then be used to design relevant social media marketing campaigns. The interaction of gender and personality could provide additional insights on how types of advertising could affect online engagement (attention) and attitude toward advertisements displayed within Instagram.

Generation Z's use of instagram

Instagram has become a popular platform for all age groups because it offers an attractive user interface that is intuitive and easy to navigate. According to Auxier and Anderson (2021), 71% of the Gen Z population are active users of Instagram, which is accessed several times a day from mobile devices to watch short-form content, including images, posts, and videos. Gen Z users express themselves by liking, commenting, and sharing content that they find interesting. It has been observed that Gen Z users have different media consumption patterns and are skeptical of traditional advertising. Haenlein et al. (2020) stated that Generation Z users have different media consumption patterns than previous generations because Gen Z users are more comfortable using digital devices to access music, news, and media. Kastenholtz (2021) also noted that GenZ prefers using social commerce in contrast to e-commerce, which is favored by millennials. Therefore, marketing to Gen Z users on Instagram requires additional insights on strategies that can be best used in marketing campaigns to develop brand awareness and engage users with a community that recognizes the value of products being marketed using different types of advertising on Instagram.

Instagram advertising

The Instagram advertising platform resides within the Facebook Ads Manager as this single resource allows marketers to select multiple placements and audiences across Instagram and Facebook. Instagram encourages content sharing among users and promotes content that has been shared by many users. Sophisticated algorithms on social media networks can track content that was shared by users and provide a personalized shopping experience for users (Cotter, 2019). The information shown in personalized

marketing messages on social media can attract users' attention to the advertisement. This personalization helps users evaluate the usefulness of the message in terms of meeting their needs which may include learning more about the product function, utility, design, quality, and esthetics (Wang et al., 2019). Since different types of advertising can be used to target users (or generation of users), social media campaigns can be most effective if marketers have access to the demographics and profiles of users so targeted advertisements can be designed for the brands' social media audience for which it is most aligned. Instagram uses posts, reels, and stories to show content to users who can access the platform on smartphones, laptops, or desktop computers. The primary goal of Instagram advertising is to boost engagement with content by having users interact with posts, including actions such as liking and sharing the posts. Higher engagement with a post causes the Instagram algorithm to show the post to more users with similar characteristics. Companies can also create sponsored ads that are displayed to any Instagram user that fits a particular profile selected by the advertiser. There are different types of sponsored ads such as photos, videos, carousel ads (slideshow), and Instagram stories. Instagram offers unique tools to businesses interested in running a paid promotion. Data such as demographics, including age, gender, location, and other attributes can be used to gain insights and build a target audience profile. This would help the advertiser build an effective targeted marketing campaign. Wang et al. (2019) noted that marketing campaigns can be affected by presenting different designs of marketing messages. In this study, we used the theoretical lens of the S-O-R framework and proposed that different types of stimuli (such as lifestyle marketing and brand influencer videos) will provide different cues to result in a response that could drive purchase intention.

Lifestyle marketing

Lifestyle is defined as activities, attitudes, interests, and opinions of consumers and is used as a conduit to connect consumers in targeted lifestyle groups to the product (Sathish & Rajamohan, 2012). Lifestyle marketing focuses on brands connecting with consumers on a conversational (relationship-based) rather than transactional (product features) basis by tapping into the emotions and aspirations of consumers. For example, Duric and Potočnik Topler, (2021) describe how sustainability is used in the hospitality industry to promote environmentally conscious guests. Perhaps the most well-known example of how to effectively use lifestyle marketing for driving sales is that of JUUL, the electronic cigarette and vaping device. JUUL was heavily marketed on social media platforms such as Twitter, Instagram, and YouTube and used imagery that associated JUUL with being cool, having fun, relaxation, freedom, and sex appeal. Looking

through a dataset of JUUL-related promotional material, Czaplicki et al. (2020) found an extensive association of JUUL with lifestyle, social norms, acceptability-related messages, as well as the use of JUUL during social activities, events, and association of JUUL with cultural or social identity.

The main goal of lifestyle marketing is to blend the product into the existing way of life or the potential aspirations of the target audience. Personalized lifestyle marketing may, in addition, use other factors such as personality to extend its relevance to a target audience. Lifestyle-focused content displays an external stimulus to spur new ideas into consumers, thereby evoking a learning process about new connections between the self and the external stimulus (Matz et al., 2017). Emrich et al. (2019) extended the use of lifestyle marketing by adding personalization in experimental scenarios. They found that personalized lifestyle marketing broadens consumers' consideration sets which helps consumers grow their product interest beyond their initial preference. An advertiser trying to promote multiple products on Instagram would benefit from personalized lifestyle marketing because the platform offers the choice of multiple attributes when targeting advertisements to Instagram users. By using psychographic segmentation, the marketing campaign would align the product with the target market's lifestyle characteristics and create a deeper sense of connection with the consumer by showing activities, interests, and behaviors that consumers would consider as part of their daily lives. Poon (2014) observed that lifestyle marketing not only serves practical benefits by showing the product but communicates the underlying symbolism behind making choices that are inherent or meaningful to the consumer. In the lifestyle advertisement used in this study, examples of choices that are important to Gen Z consumers were emphasized in the advertisement.

Brand influencer marketing

In contrast to lifestyle marketing, the other type of advertisement in this study featured a video clip of a brand influencer showing the product. A *brand influencer* is an individual who leverages their social media prowess to authentically engage and connect audiences and brands (Fakhreddin & Foroudi, 2021). In brand influencer marketing, the influencer partners with a brand to create sponsored content. By showcasing relevant and informative content to their audience, brand influencers have amassed a vast following of loyal users and have built trust among their followers. Celebrity endorsements have been used for a long time in traditional marketing because companies have seen that this type of promotion can cut through the clutter of commercials and gain consumers' attention (Jagre et al., 2001). In contrast to the previously mentioned concept of lifestyle marketing, where the main focus is to connect emotions and aspirations by showcasing

activities and interests that evoke a desire to use the product, the influencers act as intermediaries for brand promotion in brand influencer marketing to help strengthen online brand engagement. Kolo and Haumer (2018) reported that influencers have four times the engagement compared to traditional brand advertising because influencers increase content performance and content characteristics such as providing information, visibility, awareness, and visual identity consistent with the brand promotion. Influencers deliver the message by using an engaging conversational style supplemented by rich media content. Uzunoglu and Kip (2014) noted that influencers, by using their status as trusted experts encourage word of mouth communication shared and amplified by users to promote the brand.

Instagram has become a successful platform for brand influencers to showcase content and sell products on behalf of small and large businesses. According to Statista (2021), influencer marketing has increased from \$1.7 billion in 2016 to \$13.8 billion in 2021. Haenlein et al. (2020) state that business-to-consumer marketing on social media in recent years has come to rely heavily on brand influencers as one of the most common types of promotion. Companies in industries such as beauty, travel, food, beverage, and fashion are increasingly using brand influencers for their social media marketing campaigns because of the enormous reach of influencers who can attract audiences of a specific generation (Vinerean et al., 2013; Lou & Yuan, 2019). Although the use of brand influencers is becoming widespread on Instagram, there is not much research in identifying which category of products would be most suited and effective for advertising using brand influencers for marketing. Additional research is also needed to determine if brand influencers can impact attention and attitude toward advertising on Instagram.

Attention to advertising

Marwick (2015) recommended that brand messages on social media need to be crafted to be delivered in congruence with individual values and preferences. Some of these factors (discussed earlier) relate to common demographic and psychographic variables across the target audience. Researchers have noted that there can be several factors that influence consumer attention, engagement, and involvement (Pansari & Kumar, 2017). Advertisement effectiveness has been shown to be a function of consumer and platform characteristics, design, and implementation of the marketing message (Lambrecht & Tucker, 2013; Van Doorn & Hoekstra, 2013). For an advertisement to be considered effective, it needs to capture customers' attention and be credible in educating them about products or services,

which will lead to purchase intention and subsequently influence users to buy the product.

Rahimnia and Hassanzadeh (2013) found that marketing stimuli such as informativeness and image appeal attract receivers' attention and result in further action on internal responses, which may impact attitude and purchase intention. An advertisement that can deliver a clear and compelling message that emphasizes what is most important to the target market will capture the audience's attention much better than factors the consumer does not feel as important based on their preference. Mann and Ghuman (2018) reported that there are two routes by which brand associations can influence consumers' purchase intention. First, by affecting their cognitive responses, and second, by influencing their affective responses toward the company, which can improve attitude toward the marketing message. The cognitive responses are associated with message content, effectiveness, and relatedness that hold the viewer's attention. In a study that focused on celebrity worship (which is analogous to the use of Instagram brand influencers in this study), Singh and Banerjee (2019) noted that consumers paid attention to messages from celebrities which resulted in a significant positive relationship with attitude toward the advertisement, as well as purchase intention (which was also used in this study). For advertisements that provide entertainment, advertising value, and emotional appeal in video format (such as lifestyle and brand influencer advertising in this study), Aslam et al. (2021) found that by holding the attention of a viewer, the type of message in advertisement can significantly contribute to the creation of a positive attitude toward the advertisement.

Although previous studies have investigated attention and attitude on other platforms (Arli, 2017; Celebi, 2015), there is a paucity of research that specifically investigates the relationship of attention toward attitude for different types of Instagram advertisements, such as the use of lifestyle marketing and brand influencer advertising. Based on the trends and popularity of brand influencer advertising on Instagram (Cotter, 2019), it appears that this type of advertising may have a higher impact on attention, attitude, and purchase intention than the more conventional lifestyle advertising. We examined these hypothesized relationships to investigate if attention is positively associated with attitude toward Instagram advertisements and if a particular type of advertising on Instagram may impact attitude and attention.

For social media advertisements to be effective, marketers need to pay attention not only to the content of the marketing message but also to the media or technology that is used to communicate the message (Wang et al., 2019). There are many social media platforms (e.g., Facebook, Instagram, Tiktok). Each platform has its unique culture, style, interaction, and metric expectations for an advertisement to be considered successful.

Haenlein et al. (2020) noted that the format in which the content is delivered plays an essential role in marketing on social media. Instagram offers an opportunity to shape the visual rhetoric of a marketing message, so the product is perceived as valuable and useful. Focusing on the content and design suitable for Instagram and the role of brand influencers (Jiménez-Castillo & Sánchez-Fernández, 2019) will contribute to the success of social media marketing campaigns designed specifically to take into account Instagram features that hold the attention of users.

Attitude toward advertisement

Thorson et al. (1992) stated that any advertisement must first catch and hold attention for people to comprehend and remember its contents. The next step in the process can lead to attitudinal impact, and finally to conation (personal motivation for intention). Attitude toward advertisement has been shown to affect online behavioral advertising (Cole et al., 2017). Affective responses relate to attitude toward the advertisement as a result of message empathy, interest, and relatedness can put the viewer in a frame of mind to be receptive to the marketing message. Swani et al. (2013) concluded that emotional and sentimental content in marketing messages are particularly effective when developing a social media strategy. This may be because of users' different personalities, lifestyles, interests, opinions, and values that other individuals of the same generation may share. When an online advertisement is displayed on the screen, these common consumer characteristics can form an attitude (Arli, 2017) toward the advertisement and brand that can impact persuasion (Ham, 2017), brand attitude (Bellman et al., 2013), and trust toward the advertiser (Bleier & Eisenbeiss, 2015). In contrast, Varnali (2021) found that inaccurate targeting reflects poorly on the attitude toward the ad and the advertised brand. This inaccurate targeting, in turn, may have a negative effect on overall advertisement effectiveness.

Advertisements on social media platforms have been successful because social media encourages communication among users, and it is perceived as personal, reliable, authentic, and less intrusive as compared to traditional marketing, where brands control the messaging (Martínez-López et al., 2020). Instagram allows businesses to showcase promotional content such as videos and images in users' feeds. Using different types of content (such as promotions and brand influencers), the marketing messages displayed to users foster attitudinal and behavioral responses about the brand (Giles & Edwards, 2018). Previous studies have used attitude toward the advertisement as proxy measures for advertising effectiveness and purchase intention (Aguirre et al., 2015; Ozcelik & Varnali, 2019). Another study conducted by Bellman et al. (2013) found that advertisement relevance and

attitude matter more for low-involvement products (such as the water bottle brand used in this study) because these types of products have a shorter pre-purchase search process. The effect of attitude and attention toward advertisements has not been previously researched for Instagram advertisements presented to Gen Z users. Since attitude and attention toward advertisements can vary based on user profiles that include psychographic information available to marketers, it is important to investigate the relationship between attitude and attention, which may impact purchase intention for users on Instagram.

Based on the above discussion, we propose the following hypotheses:

H1: Brand influencer advertising will have a higher impact than lifestyle marketing, for (i) attention to advertising, and (ii) attitude toward advertisements, across personality and gender of Gen Z Instagram users.

H2a: Gen Z female Instagram users will have (i) higher attention to the advertisements, and (ii) higher attitude toward advertisements, as compared to Gen Z male Instagram users.

H2b: Extroverted Gen Z Instagram users will have (i) higher attention to advertisements, and (ii) higher attitude toward advertisements, as compared to introverted Gen Z Instagram users.

H3: Attention to advertisements positively affects attitude toward the advertisements for lifestyle and brand influencer advertisements.

Purchase intention of gen Z consumers

Instagram provides a platform that is a visual medium to share high-quality images and videos and provide comments and responses on posts to encourage sharing of information. Within its user interface, Instagram offers marketers an opportunity to showcase their content by using posts, reels, stories, or brand influencers to promote the product (Alalwan, 2018). The posts create a brand community that provides information about products and an opportunity to purchase the product. Intention to purchase is affected by many factors, which have been explored by researchers from several disciplines, including psychology, behavioral science, and economics, where researchers identified more than 80 variables as antecedents to purchase intention (Chang et al., 2005). Studies have found that attention to advertisements positively impacts purchase intention (Mayrhofer et al., 2020). Purchase intention is higher for brands when consumers can recall the ad, but it was also found that the effect of purchase intention may be potentially mediated by other advertising outcomes such as aided recall and attitude toward the advertisement (Goodrich, 2011). Convenience, variety of products, consumers' attitudes toward online shopping, and social interaction with other users creates a positive attitude toward shopping online

and increase subsequent purchasing behavior (Allred et al., 2006; Hutter et al., 2013). This is consistent with the shift from product-oriented marketing to consumer-oriented marketing due to developments in information technology.

New environments allow advertisements to be developed using creative concepts to hold the viewer's attention and change attitudes to create a passion for purchasing the advertised product (Wijaya, 2015). The Instagram platform allows businesses to create different forms of advertisements by using interactive graphics and videos as well as featuring brand influencers that keep the users' attention. This makes Instagram an ideal platform for marketers to showcase their products and promote brand engagement. The reverence toward influencers can hold consumers' attention and influence the trustworthiness and believability of marketing messages that can affect buyers' purchase intention. However, the degree of impact of influencers on different media and platforms needs to be investigated further (Singh & Banerjee, 2019).

Typical characteristics of Gen Z consumers include constant use of smartphones, activity on social media, and participation in online discourse. Gen Z consumers have been aware of social networks and mobile devices from a young age. They are comfortable accessing and assessing data across various social networks to make informed decisions (Priporas et al., 2017). Gen Z members value individual expression, mobilize themselves for causes, avoid big brand labels, and are pragmatic decision-makers (Francis & Hoefel, 2018). These characteristics influence how Gen Z users of social media consume content and form relationships with brands. Marketers looking to target Gen Z consumers should recognize that this generation seeks consumption as an expression of individual identity and ethical concern (Francis & Hoefel, 2018). Gutfreund (2016) noted that Gen Z users are savvy consumers and prefer advertising from real people who are not "airbrushed to perfection." They expect companies to use individualized messaging based on shopping preferences. Instagram and other social media platforms can play a pivotal role in helping consumers make purchase decisions. There is a need to understand better how different types of marketing promotion can increase purchase intention. Based on the above information, we propose:

H4: For both types of advertisements (lifestyle and brand influencer), taken together and individually, attention toward the advertisement and attitude to the advertisement positively affects purchase intention for Gen Z Instagram users. Further, attitude toward advertisements is expected to have a stronger effect on purchase intention than attention to the advertisement.

As a result of using Instagram, there may be other factors besides gender and personality that affect purchase intention. Our final hypothesis proposes:

H5: A combination of Instagram user behaviors can be investigated for Gen Z Instagram users to significantly predict purchase intention.

Research methodology

In the literature review, it was shown that while previous studies exist on different types of social media advertising, there is a need for further research to investigate the impact of other factors that would impact the role of advertising for a target audience, and which may impact purchase intention because of different types of stimuli that have been presented on the Instagram platform. In this study, Gen Z participants were placed in either of the two groups: those that watched the brand influencer advertising and participants who watched the lifestyle advertising. We measured variables of interest by using the instrument that captured information about attention, attitude, and purchase intention. In this section, we provide a summary of the demographic breakdown of the data and describe the method used to collect the data.

Demographic information

The goal of this study was to compare the use of lifestyle and brand influencer advertising within Instagram and investigate the impact of the type of advertising on attention and attitude toward advertisement. Although researchers have provided recommendations that sample size may be determined by using ten responses per indicator (Nunnally & Bernstein, 1994), we used a more stringent criterion for determining sample size by using 95% confidence level, standard deviation of 0.5, and $\pm 1\%$ margin of error (Krejcie & Morgan, 1970; Westland, 2010). Using these parameters, the lower bound on sample size was calculated to be 385 cases, based on indicator variables using a statistical power of 0.80. We pilot tested the survey with students after approval was granted by the Institutional Research Board for the University.

Informed consent, introduction, and screener questions were used for all survey participants. The survey was then administered anonymously to respondents in the United States by using the Amazon Mechanical TurkTM (MTurk) service and made available to registered workers of MTurk. Porter et al. (2019) reported that MTurk is a popular data collection service widely used in management and marketing research for behavioral experiments and surveys. Based on extensive research, Aguinis et al. (2021) found that MTurk has widespread use among researchers because it offers a large and diverse participant pool, ease of access, speed of data collection, reasonable cost, and flexibility regarding research design choice (p. 2). Redmiles et al. (2019) concluded that the quality of data collected using MTurk was not significantly different from field research using other participants. MTurk

responses provide generalizable research results for external validity. To combat identified associated validity threats, we followed recommendations to mitigate MTurk inattention, self-misrepresentation, self-selection bias, non-naivete, and desirability bias. Since the context of this study was the Instagram social network that MTurk workers were familiar with, we were able to successfully collect the data using the MTurk service over three months. Following data screening and cleanup, our final sample size was 414 Gen Z Instagram users for the study, all located in the United States. Respondents who did not fall in the Gen Z age range (18-24 years) and respondents who did not use Instagram were screened out from the study (hence Table 1 shows 100% Instagram users). The average age of Gen Z respondents who participated in this study was 22.53 years. The average time to complete the survey was fifteen minutes. The constructs were subjected to analysis to draw conclusions that can provide additional insights on attention and attitude toward different forms of advertisements which can impact purchase intention on Instagram for Gen Z users.

The demographic profile and Instagram use of respondents are shown in Table 1.

Research context and data collection

For the purpose of this study, the product that was chosen was the Elev8 bottled water. The selection of this gender-neutral, utilitarian product was

Table 1. Demographic and behavioral information.

Measure	Items	n	%
Gender:	Male	186	44.9
	Female	228	55.1
Use of social media:	Instagram	414	100.0
	Facebook	373	90.1
	Snapchat	303	73.2
	TikTok	253	61.1
	LinkedIn	226	54.6
	Pinterest	199	48.1
Instagram use:	Less than 6 months	26	6.3
	6 months – 1 year	121	29.2
	More than 1 year	267	64.5
Frequency of Instagram use:	Less than once a week	23	5.6
	Once a week	55	13.3
	2-3 times a week	86	20.8
	4-5 times a week	70	16.9
	> 6 times a week	180	43.5
Average session time on Instagram:	Less than 30 minutes	113	27.3
	30-60 minutes	132	31.9
	1 - 2 hours	105	25.4
	2-3 hours	39	9.4
	More than 3 hours	25	6.0

made since water consumption has universal appeal for all genders of Gen Z users. The two different types of advertising featuring the product and seen by participants in this study included lifestyle marketing and advertising featuring a brand influencer. Product features and attributes of the flavor-infused water and hashtags were mentioned in both video clips. Erz et al. (2018) report that it is standard practice to include hashtags in Instagram posts which increases the visibility of content. It has also been found that using at least one hashtag in a post increases reach by 12.6% on average (Osman, 2018). For the videos shown in this study, some of the common hashtags used in both the video advertisements were *#instagood*, *#foodie*, *#lifestyle*, *#inspiration*, *#fitness*, *#motivation*, and *#healthy*. The lifestyle video clip was one minute and three seconds in duration. It showed Gen Z individuals (males and females) drinking from the water bottle with the label clearly visible. Lifestyle activities such as jogging and skating are shown in the video. The clip zoomed to the bottle label that showed the product was free of additives and chemicals. The background was an outdoor setting with music playing in the background. The clips closed with an 'Order now' button, which was the call to action.

The other video clip was 45 seconds long and showcased a female brand influencer with approximately 44,000 followers and high engagement for the post, which was visible to the user. Tags shown behind influencer said, "Meet ELEV8 Water" "The World's Greatest Water" "And My Personal Water!" hashtags were clearly visible beside the video. At the start of the clip, the brand influencer takes a sip from the water bottle, starts speaking, and the tags change to highlight that the water is "FREE from all chemical additives like chlorine, sodium bicarbonate, fluoride and many more." The influencer then continues to talk about how consuming this water is personally beneficial to her. The two video clips gave the same message, but the delivery approach of the marketing message was different, with the lifestyle video focusing on activities, and the influencer video focusing on a personal recommendation from the brand influencer. The study investigated responses to these two different types of stimuli.

Instrument and measures

There were four scales for latent constructs used in the study. Indicator items for attention to the advertisement (engagement), attitude to the advertisement (empathy, interest, connection), and purchase intention, were adapted from previous research. The attention to advertisement indicator items measured recall, lifestyle identification, attention, informative content, and engagement. The nine indicator items were adapted from Escalas et al. (2004), Geissler et al. (2006), Chang (2007), and Logan

(2017). The nine-item scale for attitude to advertisement captured feelings, relatedness, perceived usefulness, consideration set, connectiveness, lifestyle, trust, and values. Items in this scale were affective in nature and asked if the user could relate the advertisement to the lifestyle, if the user felt an emotional connection with the advertisement, if the advertisement was relevant to everyday life and lifestyle, and if the advertisement aligned with the users' value system. Previous research from Chu et al. (2013), Celebi (2015), Cole et al. (2017), and Wagner et al. (2017) were used to phrase the items and make these relevant to the Instagram platform. For the purchase intention construct, five indicator items were modified from research conducted by Wright and MacRae (2007), Lusk et al. (2007), Allred et al. (2006), Ling et al. (2010), Dai et al. (2014), Chen and Chen (2020). Items included statements that asked about Instagram advertisement influencing purchase intention, the likelihood of purchase shown on Instagram, the relevance of products, interest in purchasing browsed items on Instagram, and willingness to purchase on the Instagram platform.

There are different scales for measuring the personality of users. One commonly used scale is the Five-Factor Model, which classifies personality categories to include Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism (Azoulay & Kapferer, 2003; Trapnell & Wiggins, 1990; Wiggins & Broughton, 1991). Although this is a popular scale that has been validated across different cultures and regions, the categories defined in this scale are not captured in the profiles of users on the Instagram advertising platform for generating advertisements. As a result, for this study, we sought a personality scale that could be used by advertisers as part of the criteria offered on the Instagram advertising platform. The scale that met this criterion for the purpose of this study was the abbreviated version of the popular Eysenck Personality questionnaire (EPQR) developed by Francis et al. (1992). The EPQR-A scale used in this study had twelve statements about introversion and extraversion which were answered by respondents. The trait scores were dimensional, and participants were classified as extroverts or introverts based on the median split score on the scale. Almanasreh et al. (2019) recommended using experts to evaluate instrument items and rank the items based on their relevance to the content domain. In this study, the authors, with their academic and practitioner experience in the area of social media and digital marketing, and a graduate student served as experts to review the questionnaire as relevant before it was administered to participants. No changes were made to the standardized questionnaire. Reliability of the EPQR-A scale used in the study was calculated to be 0.70 which met the accepted value of scale reliability (Nunnally & Bernstein, 1994). The EPQR-A instrument is shown in [Appendix A](#).

Data analysis and findings

As part of Exploratory Factor Analysis, Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was calculated and found to be 0.97. A value greater than 0.7 is considered the minimum requirement for obtaining distinct and reliable factors (Kline, 2013). Also, Bartlett's test of sphericity was found to be significant ($p < .001$), which shows a relationship between variables. As recommended by Podsakoff et al. (2012), we next investigated the possibility of common method bias by using a marker variable and Harmon's single factor test, which uses exploratory factor analysis to examine the unrotated factor solution for the constructs. The total variance extracted by the single factor was 34.97% which is less than the recommended threshold of 50%. We found that common method bias was not an issue for the instrument used in this study. Factor loadings of indicator items that were found to be less than 0.70 were removed from the scale as recommended by Chin et al. (2008). Reliability analysis of scales showed each construct exceeded the recommended Cronbach alpha reliability coefficient (α) of 0.70 (Nunnally & Bernstein, 1994). The measurement model met recommended minimum parameters (Ford et al., 1986) for all constructs, which shows good internal consistency and reliability for the constructs in this study.

To assess the convergent validity of the model, item loadings, composite reliability, and average variance extracted were calculated. For composite reliability, which is the indicator of the shared variance among the observed variables (Fornell & Larcker, 1981), the values met the minimum requirement of 0.7. For average variance extracted (AVE), which reflects the amount of variance of indicators in the latent construct, we found the values for all constructs exceeded 0.5, which is required per recommendations by Hair et al. (2013). The constructs of engagement, attitude, and purchase intention along with the indicator items and reliability coefficients of scale measures, are shown in Table 2. The table also shows a summary of factor analysis on the measurement model, including item loadings, internal consistency reliability (including Cronbach's alpha and composite reliability), and convergent validity using average variance extracted (AVE). Appendix A shows the EPQR-A scale used in the study.

When conducting analysis to check for discriminant validity, it was initially found that two constructs showed low discriminant validity. Voorhees et al. (2016) identified low discriminant validity issues to be usually related to high correlation between constructs. When the correlation between attention to advertisement and attitude toward advertisement constructs in this study was conducted, it was found the correlation coefficient was 0.927. Rönkkö and Cho (2022) observed that empirical procedures to test for discriminant vary widely. One of the recommendations provided by Farrell and Rudd (2009) to improve discriminant validity issues is to

combine correlated constructs into one measure. To test for discriminant validity issues, a new construct was formed that combined indicator items from attention toward advertisement and attitude toward advertisement (see Table 2a). Reliability coefficients of the combined construct (Attention & Attitude) taken together, and the purchase intention construct are listed in Table 2b.

Using the combined higher-order construct of Attention & Attitude, the discriminant validity of constructs was confirmed (Table 2c) by verifying the square root of AVE for each construct to be greater than the inter-construct correlation of other construct (Zaiř & Berteá, 2011).

Table 2a. Scale constructs, indicator items, and reliability coefficients.

Constructs/Indicators	Factor Loading	Cronbach alpha	CR	AVE
ATTENTION TO ADVERTISEMENT		0.923	0.923	0.668
EN1: I can recall the information presented in the advertisement	Deleted			
EN2: I was able to imagine using the advertised product	0.833			
EN3: The advertisement stimulated my imagination	0.798			
EN4: I thought about my own lifestyle when watching the advertisement	0.806			
EN5: The advertisement captured my attention	0.733			
EN6: I paid attention to the message in the advertisement	Deleted			
EN7: The advertisement provided good information about the product	Deleted			
EN8: The advertisement was of interest to me	0.883			
EN9: I was engaged with information in the advertisement	0.841			
ATTITUDE TOWARD ADVERTISEMENT		0.833	0.834	0.703
AT1: The advertisement makes me feel this is a good quality product	0.830			
AT2: I can relate to information in the advertisement	0.853			
AT3: The advertisement provided useful information	Deleted			
AT4: I would consider purchasing the product because of this advertisement	Deleted			
AT5: I feel a personal connection to this advertisement	0.878			
AT6: The advertisement represents my lifestyle	0.835			
AT7: I trust the message given in this advertisement	0.801			
AT8: The advertisement relates to my everyday life	0.821			
AT9: The advertisement represents my values	0.849			
PURCHASE INTENTION		0.838	0.836	0.645
PI1: Seeing Instagram advertisements helps me make product purchase decisions	0.927			
PI2: I am likely to buy products that I see mentioned on Instagram	0.828			
PI3: Instagram shows me products that I would be interested in purchasing	0.692			
PI4: Browsing on Instagram can influence my intention to purchase products shown to me	Deleted			
PI5: I am open to making a product purchase for products shown on Instagram	0.747			

Table 2b. Reliability coefficients.

	Cronbach alpha	CR	AVE
Attention&Attitude	0.962	0.962	0.686
Purchase Intention	0.838	0.836	0.645

Table 2c. Discriminant validity.

	Attention&Attitude	Purchase Intention
Attention&Attitude	0.828	
Purchase Intention	0.798	0.803

Results

For H1, a one-way multivariate analysis of variance (MANOVA) procedure was conducted with the video type (lifestyle or brand influencer) as the independent variable. Attention and attitude toward advertisements were dependent variables. Based on a recommendation by O'Brien and Kaiser (1985), the data were first subjected to assumption tests including linearity, normality, outliers, and homogeneity of variances, following which analysis was done. Box's M test value was used to check the equality of covariance matrices and was found to be not significant ($F=.968, p > .001$), which indicates equal covariance matrices between groups for conducting MANOVA. No significant main effects were found between independent groups that watched the lifestyle video and the group that watched the brand influencer video with regards to attention toward advertisement, and attitude toward advertisement (Pillai's Trace = .90, $F(1, 412) = .098, p > .001$). We tested for a three-way interaction between gender, personality, and ad type. No significant interaction effect was found, $F(3,410) = 1.76, p > .001$. Therefore, H1 was not supported.

For H2, before investigating differences between the two videos, gender differences were examined for both videos, lifestyle and brand influencer advertisements, taken together.

- a. Independent samples t-tests showed that there was a significant difference between the mean score for attention to the advertisements of males relative to females ($t(412) = 2.2, p < .05$). The mean score of females ($m = 3.38, sd = 1.00$) was significantly lower than the mean score of males ($m = 3.59, sd = .99$).
- b. For the attitude to both advertisements taken together, there was a significant difference between the mean score of males and females ($t(412) = 2.7, p < .05$). The mean score of females ($m = 3.26, sd = 1.03$) was significantly lower than the mean score of males ($m = 3.53, sd = 1.02$).

Then, gender differences between groups that watched the lifestyle marketing advertisement compared to groups that watched the brand influencer advertising were investigated. No gender differences were found for attention to the advertisements or attitude toward the advertisement for either video. Mean ratings for males and females showed no significant differences for all the independent sample t-tests conducted for each video.

H2b tested the effect of personality on attention to advertisements and attitude toward the advertisements. All the independent samples t-tests showed significant results—in every case, extroverts showed significantly higher scores than introverts, for both videos taken together and for each

video taken separately, for attention to the advertisements and for attitude toward the advertisements.

For the lifestyle and brand influencer advertisements taken together, the following results were observed:

- a. For the attention to both advertisements taken together, there was a significant difference between the mean scores for introverts and extroverts ($t(412) = 7.00, p < .001$). The mean score of extroverts ($m = 3.80, sd = .84$) was significantly higher than the mean score of introverts ($m = 3.15, sd = 1.05$).
- b. For the attitude to both advertisements taken together, there was a significant difference between the mean scores for introverts and extroverts ($t(412) = 6.94, p < .001$). The mean score of extroverts ($m = 3.71, sd = .89$) was significantly higher than the mean score of introverts ($m = 3.05, sd = 1.06$).

Personality differences between groups that watched the lifestyle marketing advertisement were then compared to the group that watched the brand influencer advertising.

Lifestyle ad only:

- a. Looking at the Lifestyle advertisement only, for the attention to the advertisement, there was a significant difference between the mean score of introverts and extroverts ($t(203) = 5.41, p < .001$). The mean score of extroverts ($m = 3.86, sd = .83$) was significantly higher than the mean score of introverts ($m = 3.13, sd = 1.06$).
- b. For the attitude toward advertisement with Lifestyle advertisement, there was a significant difference between the mean score of introverts and extroverts ($t(203) = 5.69, p = .001$). The mean score of extroverts ($m = 3.81, sd = .91$) was significantly higher than the mean score of introverts ($m = 3.00, sd = 1.09$).

Brand Influencer ad only:

- a. Looking at the brand influencer advertisement, for the attention to the advertisement, there was a significant difference between the mean score of introverts and extroverts ($t(207) = 4.46, p = .001$). The mean score of extroverts ($m = 3.75, sd = .85$) was significantly higher than the mean score of introverts ($m = 3.18, sd = 1.03$).
- b. For the attitude toward advertisement, there was a significant difference between the mean score of introverts and extroverts ($t(207) = 4.09, p < .05$). The mean score of extroverts ($m = 3.63, sd = .87$) was significantly higher than the mean score of introverts ($m = 3.10, sd = 1.03$).

Since there was a possibility of inflation of Type 1 error because of conducting individual t-tests, we also conducted a 2×2 MANCOVA for advertisement type and personality effect on attention and attitude toward the advertisement. For the interaction effect of personality, there was significant interaction found for the effect of videos watched on attention and attitude toward advertisement (Pillai's Trace = 0.110, $F(1, 410) = 25.325$, $p < .001$). When considering gender and personality interaction effects together, there was no combined interaction effect (Pillai's Trace = .012, $F(2, 405) = 2.465$, $p > .001$). The significance of personality traits on attention and attitude toward advertisement is discussed later. Based on the preceding analysis, H2b is supported.

For H3, a linear regression was done with Gen Z Instagram users' attention to the advertisement as the independent variable and attitude toward the advertisement as the dependent variable. The F statistic resulting from ANOVA indicates that there is a linear relationship between the independent and dependent variables ($F(1,412) = 2502.33$, $p < .001$), with an adjusted R^2 of .858.

For lifestyle advertisement only, Table 3a shows the F statistic from the ANOVA, which indicates that there is a linear relationship between the independent variable (attention) and dependent variable (attitude), ($F(1,203) = 1404.84$, $p < .001$), with an adjusted R^2 of .873.

Table 3b for the brand influencer advertisement only shows the F statistic from the ANOVA indicating that there is a linear relationship between the independent variable (attitude) and dependent variable (attention); ($F(1,207) = 1108.67$, $p < .001$), with an adjusted R^2 of .842.

Table 3. Regression analysis of both ads (Attention \rightarrow Attitude).

Variable	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	.060	.069		.863	.389
Attention	.956	.019	.927	50.023	<.001
Adj. R^2	.858				

Table 3a. Lifestyle video regression analysis (Attention \rightarrow Attitude).

Variable	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	-.045	.095		-.477	.634
Attention	.987	.026	.935	37.481	<.001
Adj. R^2	.873				

Table 3b. Brand influencer video regression analysis (Attention \rightarrow Attitude).

Variable	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	.175	.100		1.744	.083
Attention	.921	.028	.918	33.297	<.001
Adj. R^2	.842				

Based on the above analyses, H3 is supported for each video advertisement, and also for both advertisements taken together.

Multiple regression was conducted to investigate if purchase intention is based on predictor variables, attention to the advertisement, and attitude toward the advertisement (Table 4). The *F* statistic resulting from ANOVA indicates that there is a linear relationship between the independent and dependent variables ($F(2,411) = 710.98, p < .001$). The adjusted R square value was .775. This indicates that 77.5% of the variance in purchase intention was explained by the model. Although both predictor variables were significant, it was noted that attitude toward advertisement ($\beta = .47, p < .001$), was a stronger predictor of purchase intention as compared to attention to the advertisement ($\beta = .42, p < .001$).

The analysis for each of the two videos was then done separately. For the lifestyle video (Table 4a), the *F* statistic resulting from ANOVA indicates there is a linear relationship between the independent and dependent variables ($F(2,202) = 410.81, p < .001$). The adjusted R square value was .801. This indicates that 80.1% of the variance in purchase intention was explained by the model. Although both predictor variables were significant, it was noted that attitude toward advertisement ($\beta = .43, p < .001$), was a weaker predictor of purchase intention as compared to attention to the advertisement ($\beta = .48, p < .001$).

Table 4. Regression analysis (Attitude & Attention → Purchase intention).

Variable	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.
	B	Std. Error			
(Constant)	.544	.084		6.502	<.001
Attitude	.455	.060	.474	7.631	<.001
Attention	.419	.062	.423	6.814	<.001
Adj. R ²	.775				

Table 4a. Lifestyle video regression analysis (Attitude & Attention → Purchase intention).

Variable	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	.415	.116		3.573	<.001
Attitude	.424	.086	.434	4.936	<.001
Attention	.491	.091	.477	5.419	<.001
Adj. R ²	.801				

Table 4b. Brand influencer video regression analysis (Attitude & Attention → Purchase intention).

Variable	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.
	B	Std. Error			
(Constant)	.682	.121		5.631	<.001
Attitude	.467	.083	.496	5.596	<.001
Attention	.365	.084	.386	4.357	<.001
Adj. R ²	.743				

For the brand influencer video, the F statistic resulting from ANOVA indicates that there is a linear relationship between the independent and dependent variables ($F(2, 206) = 302.10, p < .001$). The adjusted R square value was .743. This indicates that 74.3% of the variance in purchase intention was explained by the model. Although both predictor variables were significant, it was noted that attitude toward advertisement ($\beta = .50, p < .001$), was a stronger predictor of purchase intention as compared to attention to the advertisement ($\beta = .39, p < .001$). This finding of the relative importance of attitude toward advertisement has implications (discussed later) for the content and messaging properties of the advertisement on Instagram for Gen Z users. Based on the analysis, H4 was supported for both advertisements taken together, and for the brand influencer advertisement. However, H4 was only partially supported for the lifestyle advertisement, in that both variables did significantly impact purchase intention, but attention to the advertisement was a stronger predictor of purchase intention than attitude toward the advertisement.

The survey completed by users in this study collected information on user behavior and interaction on Instagram. As part of the data collection process, information about usage patterns on Instagram was also collected from participants. Some specific examples of data collected included the use of other social networks, duration and frequency of Instagram use, previous interactions with advertisements, sharing of content, past purchases of products, brand awareness, and preference and recognition of brand influencers on Instagram.

For H5, these factors were included as predictor variables in the regression model. Using these data, we hypothesized that it is possible to identify significant behavioral factors of Instagram use that predict purchase intention. The predictive variable used in the model was the purchase intention score which was determined from responses based on the type of video seen by participants. Linear regression analysis showed two predictors that explained 26% of the variance ($R^2 = .26, F(2, 411) = 72.23, p < .001$). It was found that session time on Instagram predicted purchase intention ($\beta = .40, p < .001$), as did the duration of time an individual has been an Instagram user ($\beta = -.29, p < .001$). From [Table 5](#), it can be seen that the relative importance of how long a user is on Instagram (session time) is a stronger predictor of purchase intention as compared to how long the user has used the Instagram account. The negative sign for Instagram length of

Table 5. Purchase intention effects.

Variable	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.
	B	Std. Error			
(Constant)	3.925	.209		18.824	<.001
Instagram Session Time	.345	.037	.400	9.407	<.001
Instagram Length of Use	-.467	.069	-.286	-6.730	<.001
Adj. R ²	.256				

use is an indicator that more recent users of Instagram are more likely to have a higher intention to purchase. Therefore, H5 was supported.

Discussion and implications

In this paper, we tested which types and elements of advertising stimuli most appeal to different gender and personality types. This study also investigated Instagram usage and interactions that affect the purchase intention of a product advertised on Instagram. The effect of gender roles in purchasing behavior has previously been investigated in marketing research (Dennis & McCall, 2005; Kuruvilla et al., 2009). However, there is limited research on gender differences for marketing different types of products on specific social media platforms. In this study, we investigated the role of gender, based on different advertising stimuli for Gen Z users on Instagram. Previous research has investigated gender segmentation strategies for low-involvement products (Friedmann & Lowengart, 2019; Papyrina, 2015). In those studies, it was found that there are differences in response to advertisements based on gender. It was also reported that these differences occur based on the cognitive effort needed to process the advertisement.

For both videos taken together in this study, the results showed that the mean score of males for attention to the advertisement and attitude toward the advertisement was significantly higher than the mean score of females. However, no significant differences were found for each video taken separately. This implies that the type of advertisement on Instagram will not have an effect when seeking gender segmentation. Either lifestyle advertisement or brand influencer advertising can be used by marketers for the same effect which will result in higher attention and attitude toward the advertisements by male Gen Z Instagram users. This finding provides implications for marketers who intend to use, for example, lifestyle advertisements. Lifestyle ads include external stimuli that evoke motivation initiated by internal beliefs, and psychological and sociological constructs (Walters, 2006) to personify the brand through self-expression (Massara et al., 2019). As a result, when seeking higher engagement, lifestyle advertisements of different activities (such as sports images) can be shown more to males. This can be done based on user profiles and interests which are available in the Instagram user profile database. Marketers can generate a target audience for the ad by picking specific criteria (such as showing the lifestyle ad only to males who enjoy camping or sports). This would make the advertisement more effective as the messaging is optimized for the intended male audience. Our results are important because our finding adds to the research about gender segmentation, which other studies have not explicitly investigated for Gen Z Instagram users. In this study, we

found that based on gender, Gen Z users on Instagram exhibit different behavior for attention and attitude toward advertisements.

The other factor included in this study was the role of personality, which can be another screening criterion for displaying targeted advertisements to Instagram users. Compared to gender, the results of personality differences for segmentation were more interesting. We found that Instagram users with extroverted personalities showed a stronger preference relative to introverts for both videos taken together, and also individually for lifestyle advertisements and the brand influencer advertisements. Saima and Khan (2021) have called for marketers to use influencers in their social media communication strategy for generating engagement and value, which can lead to higher purchase intention. Also, Golbeck et al. (2011) recommended that marketers can use personality characteristics to influence personalized messaging and presentation. This study provided specific evidence of which type of personality is most receptive to different advertising stimuli presented on the Instagram network. Marketers can use these findings to develop lifestyle or brand influencer advertisements and present them only to a target audience that matches the personality type where the ads would be most effective.

Advertising creativity and advertising appeal are factors that have been shown to impact attitude and attention toward advertisements (Wulandari & Darma, 2020). Creativity within Instagram advertisements can be achieved by using different formats that are available within the Instagram ad portfolio platform. Examples of these are image ads, stories ads, video ads, carousel ads, and reels. With all these different options available to marketers, this research study validated the importance of maintaining the viewer's attention on the Instagram product advertisement, which will create a positive attitude toward the product shown on Instagram. Pikas and Sorrentino (2014) stated that social media platforms offer multifaced advertising ecosystems which require advertisers to choose carefully between different advertising campaigns. They also mention that innovative advertising formatting options on social media provide differential features for greater advertising effectiveness than other marketing channels. However, in the absence of a clear criterion, more research is needed to help provide guidance to make wise investment choices for advertising campaigns. This study provided guidance to marketers interested in Instagram as a potential channel for advertising products.

The findings of this study also showed that attitude toward advertisement and attention to advertisement play a significant role in affecting purchase intention. Attitude toward advertisement can be created with empathy, informativeness, interest, relatedness, and connection (Ashley & Tuten, 2015). Attitude can be affected by the content and design of messages. Instagram is a visual medium that relies on high-quality images and videos which appeal to the target audience. A positive attitude toward the

brand or product will cause social sharing of the advertisement because of the attention metric that Instagram algorithms consider when promoting posts. Attention toward advertisements is related to engagement with the message or visuals presented in the advertisement. Attention can be increased by incorporating a compelling message about unique features and product benefits that appeal to Gen Z users or by using brand influencers (Jiménez-Castillo & Sánchez-Fernández, 2019). Some of these characteristics and features that have been reported as favored by Gen Z include users being multitaskers, justice-minded, faster information processors, and change seekers (Gutfreund, 2016; Jacobsen & Barnes, 2020). A favorable attitude toward an advertisement is fundamental for users to consider a product for purchase (Belanche et al., 2019). If a marketer is able to create a favorable disposition in the viewer toward the ad, it will cause the consumer to be better engaged and attentive to the advertisement, making the message more effective. The effect and relationship of attitude and attention toward advertisements has not been previously researched for Instagram advertisements presented to Gen Z users. This study showed that both attitude and attention were significant determinants of purchase intention, with attitude being the stronger one when both types of ads (lifestyle and brand influencer) were considered together. This finding also held true for the brand influencer advertisement considered separately. However, for the lifestyle advertisement, while both variables did significantly impact purchase intention, attention to the advertisement was a stronger predictor of purchase intention than attitude toward the advertisement. Since attention to advertising for the lifestyle advertising video was identified as the more important factor, marketers should create content showing different lifestyles to engage Instagram users and cause the content to be shared, which will amplify the messaging. Engagement metrics such as interaction and comments on the post can also provide a deeper understanding of the degree of engagement by the users. The performance of advertisements that do well among users can be tracked using the Instagram ad platform for real-time feedback. Adjustments can be made accordingly by using different types of advertisements.

A significant finding of this study was related to types of advertising on Instagram. This study showed no direct effect between the different types of advertisement (lifestyle and brand influencer advertising) and purchase intention. This implies that lifestyle advertising that uses hyper-targeting within Instagram can work just as well as brand influencer advertising which has additional costs and complexities associated with it. Gretzel (2018) and Belanche et al. (2019) noted that creating a brand influencer marketing campaign involves many steps. These steps range from identifying and creating a team of influencers, building relationships, creating

contracts, setting budgets, determining alignment between influencer followers' and target audience for the product, developing metrics for calculating engagement, setting KPIs, monitoring sales and ad spends, attributing user-generated content to the influencers, and determining overall "return on influence" for the campaign. The COVID-19 pandemic has also affected influencer marketing differently. Social media platforms such as Instagram have gained users and increased social interaction due to limited outdoor activities. Companies have increased their online marketing budget on social networks. However, unemployment faced by many has resulted in a more minimalistic lifestyle. As a result, the idealistic and affluent lifestyle of influencers shown in advertisements may not hold interest or create a negative attitude toward the product or brand (Haenlein et al., 2020).

In comparison, lifestyle advertising is comparatively easier and less expensive to produce since the objective of the advertisement is to exemplify the lifestyle behind the product, which appeals to the target audience (Harvey, 2018). The lifestyle video used in this study showed the product using high-quality visuals and catchy music, hashtags, and action shots that painted a picture of aspiration for the prospective customer. This study sheds light on lifestyle advertising options available to marketers and cautions against the use of trends that may not provide added value based on the costs and effort incurred in creating the advertisement.

Another finding of this study was that the longer a user is on Instagram (session time), the stronger the predictor of purchase intention for the product. This finding implies that message design that keeps the user engaged with the content increases the chances of purchase intention. It was also found that the longer the user has had an Instagram account, the less is the likelihood of making a purchase. To display posts and advertisements in a users' feed, Instagram uses its algorithm to give preference to content that has shown higher engagement. Examples of higher engagement metrics are likes, shares, and content that has gone viral because users have found it interesting (Chwialkowska, 2019). Therefore, marketers who continue to engage users with the content could see a favorable response to the advertisements. Giles and Edwards (2018) encourage the use of different types of content to foster behavioral and attitudinal responses about the brand. The finding in this study is consistent with previous general research on advertisement effectiveness which has been shown to be a function of consumer and platform characteristics, design, and implementation of the marketing message (Todri et al., 2020). This study extended previous findings and added new information to how users interact with advertisements on Instagram.

Beyond managerial implications, the findings of this study also provide theoretical implications for understanding the S-O-R framework by

demonstrating the use of different advertising cues on a social media platform to generate responses based on existing characteristics such as personality and interaction of users on Instagram. Although previous studies have used the S-O-R framework to show the difference in marketing effects and social media based on gender (Wang et al., 2019), this study extended the S-O-R framework application to personality differences based on advertising stimuli on Instagram. This study confirmed within the context of social media the tenet of S-O-R theory that a response is triggered based on internal behavior or feelings of an organism (person or user). In this study, we identified personality factors that shaped a response that resulted from the internal evaluation of different cues (lifestyle marketing and brand influencer advertisements) in the Instagram environment. While previous research has identified the role of the retail environment (Sherman et al., 1997; Slama & Tashchian, 1987) as well as online shopping environment (Kim & Johnson, 2016; Peng & Kim, 2014) to influence consumer behavior, this study extended previous research to the online environment of Instagram social network and identified another construct that has relevance within the S-O-R framework.

While Instagram remains a popular platform for consumers and marketers, it has not been without controversy. Most of the criticism is centered on the use of algorithms to promote content that impacts younger (Gen Z) consumers, which was also the sample used in this study. Kang (2021) reported that in congressional hearings, lawmakers had expressed concern that Instagram has a "toxic effect" on teenagers by recommending posts and accounts that promote perfect body image and extreme dieting. As shown in this study, marketing messages, such as different types of advertisements on Instagram, are affected by attitude and attention constructs, making the message more (or less) effective. The results of this study showed which psychographic and behavioral segmentation can be used by marketers in advertisements to identify customer behavior and mindset that impacts purchase intention. Along with segmentation, hyper-targeting features available on Instagram's platform can be used by marketers to develop effective social media marketing campaigns. With increased competition among social media platforms to attract users and the short attention span of Gen Z users seeking to interact with as much content as possible, this study can help managers recognize the value-added potential of marketing campaigns and advertising on Instagram, which can increase return on investment.

Limitations and recommendations

This study examined only Gen Z users on Instagram. More research is needed to determine if specific platform characteristics (such as user interface) of social

media networks and the type of advertising used for promotion are more effective than other forms of advertising used. Studies could also investigate other types of marketing stimuli among other generations of consumers who use a different social network. Other comparative factors such as personality and gender of other generations that may affect brand awareness and purchase intention also need more research to help marketers identify success factors for marketing campaigns targeted to a specific segment based on attributes available in profiles that can generate personalized advertising. Future studies could replicate this study using the same constructs on other visual-centric social media platforms such as Pinterest, Facebook, and Tiktok to determine which platform provides the most return on investment for different types of marketing campaigns. The product selected for this study was utilitarian in nature. New studies could select other utilitarian products and even hedonic products, which will provide a basis for comparison for lifestyle marketing and the use of brand influencers to promote a product.

Disclosure statement

No potential conflict of interest was reported by the author(s).

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Appendix A

Table A1. Personality scale [EPQR-A].

1. Are you a talkative person?
 2. Are you rather lively?
 3. Do you enjoy meeting new people?
 4. Can you usually let yourself go and enjoy yourself at a lively party ?
 5. Do you usually take the initiative in making new friends?
 6. Can you easily get some life into a rather dull party?
 7. Do you tend to keep in the background on social occasions?*
 8. Do you like mixing with people?
 9. Do you like plenty of bustle and excitement around you?
 10. Are you mostly quiet when you are with other people?*
 11. Do other people think of you as being very lively?
 12. Can you get a party going?
-

*Reverse-coded items.

Reliability of scale, $\alpha = .70$.

Source: Francis et al. (1992).