THE EFFECT OF INSTAGRAM ADS ON CONSUMERS' PURCHASE INTENTIONS TOWARDS ELECTRONIC HOME APPLIANCES

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DECLARATION OF ORIGINALITY

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ABSTRACT

The Effect of Instagram Ads on Consumers'

Purchase Intentions towards Electronic Home Appliances

The main aim of this study is to investigate the effect of informative paid brand-led Instagram advertisements on consumers' purchase intentions towards electronic home appliances . Although there are studies examining the effect of informative advertisements on purchase intention in the literature, studies on consumer's involvement with the message, perceived usefulness of an advertisement and personalization are limited. This study investigates the effects of these constructs on purchase intention in the context of paid brand-led advertisement on Instagram. An online survey was conducted with a sample size of 172. Quantitative data analyses, namely, simple linear regression, ANOVA, and independent samples t-test were utilized. According to the results of the study, perceived usefulness, message involvement, and personalization are important factors that positively affect purchase intention in the context of informative paid brand-led advertisement on Instagram. This study intends to contribute to academic literature and business practices by elaborating on the analyses results and recommending both theoretical and managerial implications.

ÖZET

Instagram Reklamlarının Tüketicinin Elektronik Ev Eşyaları Satın Alma Niyeti Üzerindeki Etkisi

Bu araştırmanın temel amacı, Instagram'da yer alan marka tarafından yönetilen, bütçeli, bilgi içerikli reklamların tüketicinin elektronik eşyaları satın alma niyeti üzerindeki etkisini ölçmektir. Literatürde bilgi içerikli reklamların satın alma niyeti üzerindeki etkisini inceleyen çalışmalar olmasına rağmen, tüketicinin mesaja katılımı, reklamın algılanan faydası ve kişiselleştirilmesi üzerindeki çalışmalar kısıtlıdır. Bu araştırma belirtilen noktaların satın alma üzerindeki etkisini Instagram'da yer alan marka tarafından yönetilen bütçeli reklamlar üzerinden araştırmaktadır. Örneklem büyüklüğü 172 olan bir çevrimiçi anket uygulanmıştır. Nicel veri analiz yöntemleri olarak Lineer Regresyon, ANOVA ve T-test kullanılmıştır. Çalışmanın sonucuna göre; reklamın algılanan faydası, tüketicinin mesaja katılımı ve kişiselleştirilme, bilgi içerikli Instagram reklamlarının satın alma niyetini üzerindeki etkisini pozitif yönde etkileyen önemli faktörlerdir. Araştırma, data analizi sonuçlarını yorumlayarak ve hem teorik hem yönetimsel uygulanabilir sonuçlar önererek, akademik literatüre ve pratikteki uygulamalara katkı sağlamayı amaçlamaktadır.

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CHAPTER 1

INTRODUCTION

"Advertising as we know it is new in its aspects, but its ideas and its objects are as old as the human race (Presbrey, 2000)." The earliest forms of advertisements can be traced back to ancient civilizations. Symbols, cave paintings, and artifacts are discovered in ancient, sunken cities of Romans, Egyptians, and Greeks. In Pompeii ruins, there are graffiti examples on the walls of houses. The discovery of movable type and reaching out to mass mediums through print advertising changed the history of the advertising industry (Tungate, 2007). With the emergence of electronic mediums, advertising climbed the ladders and expanded in marketing materials, such as animations and videos, and touchpoints, such as TV and digital platforms, to reach consumers (Sampson, 2017; Buchwitz, 2018). With the evaluation of digital platforms, social media marketing became popular. Social media marketing benefits from touchpoints and channels to create value for consumers (Tuten & Solomon, 2015). In recent years, consumers have been using social media to gather information for making purchase decisions.

Instagram, which emerged in 2010, provides various information to platform users. The user number reached 25,000 during its launch. It has over 2 billion monthly users (Britannica, 2023).

There are 71.38 million internet users, 95.4% mobile device penetration, and 62.55 million social media users in Turkey (We Are Social, 2023). On monthly basis, 21 hours and 24 minutes were spent on Instagram per person (We Are Social,

2023). These indicate that the majority of consumers spend time on online platforms. Therefore, online platforms allow firms to reach out to consumers.

Firms actively use Instagram tools such as brand-led advertisements, brand pages, and sponsored content (Evans et al., 2017). Brands can share product related information with the help of paid brand-led advertisements. Advertisement content on Instagram varies; firms can customize their content while improving their audience interaction (Shanahan et al., 2019). Since contents can display information regarding product specifications and features, they are considered as a form of informative advertisement (Hsee et al., 2009). Effectiveness of informativeness has been researched by many scholars in the literature (Resnik, 1977) and it has been found to contribute to advertising value (Ducoffe, 1996).

From a consumer point of view, advertisement is an essential tool because it informs consumers about goods and services. According to the consumer decision-making process, consumers may encounter advertisements during different stages, for example, while needing a specific product or investigating information about a product. Advertisements allow consumers to learn brand-specific characteristics (Luarn et al., 2015).

Different types of products require other decision processes. For search goods, consumers evaluate the product before purchase, and advertisement provides necessary details to consumers, aiding their decision-making process (Kotler & Keller, 2012). Consumers are able to learn characteristics of a product through the information in the advertisement (Resnik & Stern,1977).

Electronic home appliances are classified among search goods and are defined as electric, electromechanical, or gas-powered devices that save time and labor (Britannica,2023). Electronic home appliances have three major categories:

Small appliances (e.g. juicers, coffee grinders, electric kettles and etc.), white goods (e.g. ovens, refrigerators, washing machines, air conditioners and etc.), and consumer electronics (e.g. TV sets, digital cameras, phones, computers and etc.) (Consumer Reports, 2014; Collins Dictionary, 2023).

The total home appliances market reached a value of 720 billion USD (Statista,2023). For this market, purchase decisions are usually made before the moment of purchase since it is a complex buying behavior and consumers want to be fully informed about the specifications of the product before the purchase (Percy & Rossiter, 1992).

In the light of these findings, paid brand-led advertisements on Instagram are yet to be discovered. Thus, it is crucial to analyze the impact of informative advertising on the decision-making process. Literature states that informativeness positively affects purchase intention (Hussain et al., 2023). However, there are other factors that may also support the decision-making process for consumers. Personalization, message involvement, and perceived usefulness may directly or indirectly affect purchase intention. Johar (1995) states that consumers tend to receive advertisement messages based on their level of involvement, whereas Rauniar et al. (2014) state that consumers have different preferences and they use social media based on their choices. They are motivated to fulfill their demands. As an outcome, they will be more receptive to the personalized content that they are exposed to in the social media.

This study will investigate the effectiveness of paid-brand-led advertisements on Instagram by considering informativeness, personalization, message involvement, and perceived usefulness in the context of electronic home appliances.

CHAPTER 2

LITERATURE REVIEW

2.1 Instagram advertisements

Advertising has many definitions in literature. Advertising is paid content that triggers purchase decisions by displaying information about products and services (McCarthy & Perreault , 1997). According to the American Marketing Association (AMA), nonpersonal communication that includes informative and persuasive ideas about goods and services is advertising.

Social platforms are online environments where people with similar interests share their thoughts, comments, and ideas (Weber, 2007). Nowadays, firms utilize social media to communicate their brand messages. Instagram is an online environment where users can upload and share content. Instagram is ranked in the top five largest social media platforms. Informative posts are the top three most liked posts and preferred by 41% of consumers (Statista, 2023).

Firms use paid-brand-led advertisements on Instagram. The parent company of Instagram, Meta, states that showing advertisements on Instagram increases consumers' purchase intention toward the product displayed in the advertisement (Instagram Business, 2023). Firms can inspire their target audience with the help of Instagram advertisements. It is possible to educate the consumers by giving information about goods or services in the advertisement. As consumers also value informative content on Instagram, it is a beneficial way to create engagement with consumers. Instagram advertisements can be in the form of static images, moving images, videos and can be generated by either users or firms (Instagram Business,

2023). Instagram advertisements may appear in users' feeds and pages in different placements. These placements are feed, story, video, and reels. In addition to the call-to-action button, text can also be added to the content (Hootsuite, 2023).

Instagram allows firms to reach young and highly engaged audiences (Carah & Shaul, 2016). In some cases, firms are unable to deliver their message to consumers. The intrusiveness of advertisements may irritate consumers and in that case consumers may choose to avoid the advertising content altogether (Wojdynski & Evans, 2015).

Informative advertisements help reducing search costs and increasing consumers' willingness to pay (Simbanegavi, 2009). Generally, studies discuss advertising value and its effectiveness in terms of informativeness, entertainment, and interactivity (Ducoffe, 1996; Gaber, 2019). Limited number of studies consider personalization, message involvement, and perceived usefulness in analyzing the effectiveness of informative advertising.

Social platforms are online applications and users can share unique content in these platforms. User and Gratifications Theory (UGT) states that some motivations lead to the consumption of specific media channels (Blumler & Katz, 1974). People utilize social platforms to acquire information (Ko et al., 2005). Informative advertising can be used to launch a product, explain how a product works, describe new features of an existing product, give an update about the price change, and correct false impressions about a product. Informative advertisements include price, quality, performance, component, availability, unique components, special offers, packaging, warranties, and safety (Resnik & Stern, 1977).

In terms of buying behaviors, consumers tend to utilize online platforms due to convenience. Ha et. al (2010) state that online shopping offers advantageous tools

to consumers so they become motivated to make purchases online. As supported with UGT, consumers tend to spend time in social media and they are motivated via various factors. Since Instagram is one of the most common social media platforms, it's potential to reach consumers through paid brand-led advertisements and convey product related messages is an area to be investigated.

2.2 Informativeness

Informativeness in advertising refers to brand information and is classified as brand and product-related qualities such as name, performance, and attributes. Information can be cognitive, emotional, visual, or auditory (MacInnis & Jaworski, 1989). Informativeness is a dimension of advertising value (Ducoffe, 1996).

The informativeness of advertisement includes various dimensions. For advertisements, Marquez (1977) defines information as the technical properties of the goods and Resnik (1977) focuses on specific product characteristics, such as quantitative and qualitative properties. From the information in advertisement, brand-specific characteristics can be acquired by consumers (Luran et al., 2015).

The product category is one of the factors that determines the level of persuasiveness or informativeness of an advertisement. Advertisement of cheap and non-technical products like non-durable goods are believed to be more persuasive and has lower levels of information. On the contrary, advertisement of products like electronic home appliances, since they are expensive and more technical, is less persuasive and has higher levels of information (Marquez, 1977). In the context of electronic home appliances, informativeness of advertisement is essential.

Purchase decision of consumers when buying electronic home appliances can be considered as complex buying behavior (Kotler & Keller, 2012). Complex buying

behavior requires high involvement of consumers and informative contents are important for this type of buying behavior. When there are significant differences between alternative brands and the product to be purchased is not cheap, complex buying behavior occurs. Based on ELM (Elaboration Likelihood Model), consumers with high involvement analyze informative advertisement cognitively and their behaviors are better predictors of consumer purchase decisions (Petty et al., 1983).

Every consumer receives information from advertisement based on visual stimuli, auditory stimuli or both and the degree of stimulus effectiveness impacts the consumer purchase decision process (Resnik, 1977). By benefiting from informative advertisements, consumers can make convenient purchase decisions (Hussain et al., 2023).

According to UGT, one of the motivations of spending time in social media is learning information, as well as interacting with other people (Rubin, 1983). Consumers can seek information, check links, and look for the stuff according to their preferences while making purchase decisions. As the media channels evolve and habits change, new motivations like modality, interactivity and navigability have emerged for social media (Sundar et al., 2013). Navigability allows users to move unrestrictedly from one page to another so they are able to search informative contents more easily. Considering the fact that informativeness is an essential part of the advertisement in social media (Gaber., 2019), it can be said that social media advertising is a tool for sharing product related information with consumers.

Firms can use informative advertising in order to lead the consumer decision process (Rotzoll & Haefner, 1990). They can grab consumers' attention by showing the functionalities of their products via online advertising (Abbasi et al., 2021).

Brands can differentiate themselves from their competitors by using informative advertisements. They can increase commercial recall, comprehension, and persuasion by providing information (Stewart & Koslow, 1989).

2.3 Message involvement

In the literature, involvement has been classified based on the consumer's interest in product type, advertisement, and behavior (Day et al., 1995). Zaickowsky (1994) defines involvement as the relevancy of a product, advertisement message, or purchase situation for a consumer. Dholakia (2001) refers to involvement as the variable that shows the degree of interest triggered by the product and a person's attachment to a specific product type. In the advertisement context, Krugman (1996) signifies that involvement can be defined as the relationship between the advertisement and the consumer, consciously evoked by the interests and needs.

Message involvement can be affected by both internal and external factors. These factors can be classified as personal, situational, object-related and stimulus-driven. Personal factors can be regarded as needs, interests and values of the consumer; whereas situational factors can be purchase actions and occasions. The source and the content of communication can be considered as object-related factors. It is important to note that communication contents also affect the stimulus-driven factors (Zaichkowsky, 1994; MacInnis & Jaworski, 1989). Consumer involvement can be considered as a continuum in which there are several contributors as stated above.

Consumers draw inferences from advertisement messages depending on their level of message involvement (Johar,1995). The relationship between advertisement and consumer is induced via messages and other perceptual cues. Involvement with

the message affects attitude formation towards the brand (Laczniak & Muehling, 1993). Different sources of media can trigger different levels of involvement. For instance, television can trigger low involvement, whereas print can trigger high involvement (Solomon, 2018). Consumer involvement is more crucial on Instagram (Yahia et al., 2018).

Advertisement message involvement drives message processing (Laczniak & Muehling, 1993) and during the message exposure, high message involvement stimulates the process (Petty et al., 1993; Laczniak & Muehling, 1993). A greater level of message processing is achieved by greater attention to the advertisement, which is driven by messages and contextual cues that are perceived as relevant by the consumers (Wang, 2006). The message processing is driven by three components: intensity, direction, and persistence levels of the message involvement (Laczniak & Muehling, 1993). The message content and contextual cues affect the direction, which leads to the engagement and intensity of advertisement processing (Wang, 2006). According to the ELM, high-involvement processing is conducted via central route when the informativeness of a content is high. Consumers seek information for goods that are high in search quality.

Electronic home appliances can be considered as goods with high search quality rather than experience and credence quality (Zeithaml et al., 2018). Relevancy of a product category and knowledge that drive product involvement can stimulate message involvement (Laczniak & Muehling, 1993). The intrinsic sources of product relevancy and message involvement are correlated (Celsi & Olson, 1988). Different buying behaviors can occur depending on the product category and involvement level. Thus it can be said that consumers' involvement with the message is high for electronic home appliances. Also, the buying behavior of these products

can be considered as complex due to significant differences between brands (Solomon, 2018). Firms can benefit from the components which drive message processing and use several strategies to increase message involvement: Using novel and prominent stimuli, increasing engagement in the advertisement and applying the hedonic needs of consumers . First, consumers need more motivation and are eager to consider alternatives. Then, at the flow stage, they become genuinely involved with the advertisement (Solomon, 2018).

2.4 Personalization

Personalization is defined as the relevancy of the advertising messages to the consumers based on the context and content (Xu, 2006). People have different choices and priorities. Personalization is generating advertisements that consider the different habits and choices of consumers. Consumers tend to pay more attention to advertisements when they perceive them personally relevant (Li, 2016).

In social media, personalized advertisements can be delivered to consumers and firms can utilize these personalized advertisements to demonstrate their qualities different than that of competitors' (Martin & Todorov, 2010). Since consumers have different needs, firms can deliver advertisements based on differences in consumers' needs. It is important to deliver the right message to consumers. Firms can also demonstrate unique products to consumers by customizing their advertisements according to consumers' preferences. This is a way of increasing advertisement effectiveness (Shanahan et al., 2019). Firms can improve their strategies by creating personalized campaigns.

Congruence theory explains why personalization is effective (Dodoo & Wen, 2019). According to the theory, consumers focus more on relevant messages and are

more prone to take action when the message is similar to their personality and characteristics. Hence, they are more eager to form positive attitude towards advertisement (Hong & Zinkhan, 1995). Therefore, it is important to form advertisement messages according to consumers' unique preferences. Eventually, when people think the messages are consistent with their attitudes and actions, their perception of the messages becomes more relevant (Heckler & Childers, 1992). Personalization can increase advertisement effectiveness when it is perceived as congruent (Bleier & Eisenbeiss, 2015).

2.5 Perceived usefulness

Perceived usefulness refers to the idea that utilizing a particular system will make contribution to a job performance (Davis, 1989). Technology Acceptance Model (TAM) emphasizes that, consumers utilize technology as a way of information transformation if it benefits them (Lee et al., 2019). When consumers believe they perceive the benefit of using a technology, they are more likely to use it (Huang et al., 2016). Through cost-benefit analysis, consumers evaluate the service that they take (Wright, 1975). In the context of advertisement, consumers exhibit higher levels of engagement if they believe that the advertisement is beneficial (Gefen et al., 2003).

Interactive communication, such as information flow and content generation, takes place in social media (Wang et al., 2015). Consumers benefit from social media platforms because they satisfy their needs (Rauniar et al., 2014).

Consumers evaluate their needs before making a purchase decision and search for product-specific characteristics, including competitors' offers (Dahl, 2018). According to the AIDA (Awareness, Interest, Desire, Action) framework,

desiring to acquire a product starts with being aware of and then being interested in the product (Kotler & Keller, 2012). Firms can benefit from exchanging information with consumers through social media advertisements in terms of gaining value for the organization itself (Tuten & Solomon, 2017).

Social media advertising is a tool that facilitates the purchase process by providing digital marketing solutions. Social media advertising contributes to exchanging goods and services because consumers can acquire information about products and brand-specific characteristics according to their needs. Social media advertising generates efficiency by enabling convenient consumer search methods (Lin & Kim, 2016). They even contribute to the consumer marketing funnel by providing product price-related information. Jansen and Schuster (2011) indicate that consumers acquire abstract information about the product category at the beginning of the marketing funnel. In contrast, the ones who are at the end of the funnel need to learn product-specific information as they are close to making a purchase decision.

2.6 Purchase intention

Purchase decision is the sign of planning to make a purchase. According to Kim and Ko (2012), the purchase decision can be driven by the consumers' interest in buying a product.

Consumer decision-making process comprises several stages (Engel & Blackwell, 1982). The journey starts from identifying a problem, then looking for information, analyzing other options, finally making the purchase. Consumers change their minds considering past learnings and external stimulus during making purchase decisions (Schiffman & Kanuk, 2010). Purchase decision can be driven by emotion or reasoning (Bosnjak et al., 2005).

Advertisements may lead to purchase starting from the awareness phase. Means-End Theory suggests that an advertisement should contain a message or meaning that will lead the consumers to a desired end-state (Kotler & Keller, 2012). More specifically, Clow and Baack (2018) state that the message should be enough to create awareness and be able to turn it into purchase decision.

Advertisements provide information about products. Electronic home appliances are considered as search goods and consumers' involvement with the messages of this product category is high (Petty & Cacioppo, 1983). The purchase decision of electronic home appliances is a result of complex buying behavior (Percy & Rossiter, 1992). Moreover, purchase decision can be altered by the price of the products. Considering the fact that these products are expensive (Percy & Rossiter, 1992), price consciousness is an important factor in buying behavior of electronic home appliances (Konuk, 2015). Performance expectancy and utilitarian motivation have an effect on consumers' perception related to social media advertisements (Alalwan, 2018). Utilitarian shopping motivation focuses on whether the purchase satisfies the needs of the consumer (Babin et al. 1994). Electronic home appliances can appeal to consumers' utilitarian shopping value (Kotler & Keller, 2012).

Marketing communications through social media channels influence purchase intention (Kim & Ko, 2012). Consumers' interaction through social media leads to stronger purchase intention (Hutter et al., 2013). Higher perceived advertisement value will positively affect brands and lead to purchase intention (Ducoffe, 1996). For the context of online purchases, purchase decision is given by emotional factors, more specifically by affective involvement (Bosnjak et al., 2005).

Putrevu and Lord (1994) suggest that firms can use several strategies to influence purchase intention. Authors state that firms can use different advertising

types to reach consumers considering their involvement levels with the message. An important point to focus on is maximizing the effectiveness of that message content. Social media is an effective platform to enhance purchase intention for firms (Kim & Ko, 2012). Hanaysha (2022) indicates that social media advertising features (informativeness, entertainment and relevancy) positively affect brand engagement and thus, enhance purchase intention.

CHAPTER 3

HYPOTHESES DEVELOPMENT

Informativeness is the message content of an advertisement that delivers helpful and resourceful information regarding the advertised product. It is stated that the advertising value of an advertisement is determined by the information that it contains, and the level of effectiveness is defined by the information it has (Ducoffe, 1996). In mobile advertising, informativeness affects perceived usefulness (Zhang & Xiong, 2012). Information in the advertisements affects consumer engagement with the advertising content, and consumers' attitudes are shaped through the level of informativeness, as supported by the UGT (Wright et al., 2018). Since value is an antecedent of attitude toward advertising, informativeness can also trigger attitude formation (Gaber, 2019). Consumer attitudes are formed through advertisement characteristics such as precision and perceived usefulness (Bauer et al., 2005). In social platforms, AIDA theory states that interest in an advertisement is mainly formed by product-related information (Kotler & Keller, 2012). Petty et al. (1983) indicates that informative contents are assessed through a central route which is led by cognitive thinking. Consumers put considerable effort when they are highly involved in the product, and their attitudes and intentions are shaped accordingly (Brown & Stayman, 1992). The consumer may fully receive the information presented in the advertisement. According to TAM, when the information received by the consumer is accepted, it affects perceived usefulness, which in turn triggers attitude and intentions (Wang & Li, 2022). In receiving information from a website, informativeness affects perceived usefulness (Parikh et al., 2021).

Thus, our first hypothesis is:

H1: Informativeness has a positive effect on the perceived usefulness of paid brand-led advertisements on Instagram.

In the literature, perceived usefulness is affected by involvement. According to the TAM, personal intention, beliefs and way of acting contribute to the decision of accepting or rejecting information (Davis, 1989). Different levels of message involvement alter advertisement effectiveness. With low involvement, the effectiveness drops due to low attention. On the contrary, high involvement generates greater attention (Petty et al., 1983; Celsi & Olson, 1988). When there is low involvement, consumers do not comprehend the message entirely. On the contrary, when they are highly involved, advertisements become more relevant, and consumers elaborate on the product more based on the message that they see (Petty et al., 1983). The more involved consumer has the higher ability to focus more intensely on the advertisement message such as texts and understand the benefits of the product more. As the involvement decreases, consumers choose to evaluate the messages more straightforwardly and effortlessly, such as exploring only other consumer reviews and evaluation stars (De Pelsmacker & Kolomiiets, 2018). As per the findings of social adaptation theory, message effectiveness rises with the adaptability of the information presented in the message (Kahle & Homer, 1985). High processing ability has an impact of making positively framed messages more effective. As positive affirmations about a product increase, consumers will adopt the information more easily (Shiv et al., 2004). Convincing a consumer to make a purchase was analyzed considering different angles of attitude formation toward a brand or product through cognitive and peripheral ways, user experience with the brand, and the affective factors that drive consumers' thinking. Therefore, message

involvement and perceived usefulness are positively related to informative advertisements. Thus, our second hypothesis is:

H2: Message involvement has a positive effect on the perceived usefulness of paid brand-led advertisements on Instagram.

Personalized advertisements and the perceived usefulness of those advertisements have been discussed in the literature. In terms of user experience, both personalized advertisements and perceived usefulness were found to be effective. The degree of benefit from personalization is higher in the young population, aged between 18 and 23 (Al Qudah et al., 2020). As personalized advertisements are becoming more relevant and useful to consumers with matching interests and behaviors, the purchase intention of the targeted audience increases (Reena & Udita, 2020). The literature states that perceived usefulness and pleasure affect consumer behavior (Lim et al., 2016). On top of this knowledge, Al-wifi (2016) investigated the attitude of switching between different cell phone brands via the fMRI technique based on TAM. The results confirmed that when switching between two high-technology products, the attitude toward a product changes due to the higher perceived usefulness of the product. Perceived usefulness of the product can be increased by promoting information about product capabilities. The cognitive processing of the brand is enhanced with the increase in involvement (Petty et al., 1983). Consumers have more willingness to use the information in the advertisement when they are more interested in the product that is being advertised (Kalyanaraman & Sundar, 2006). As the accuracy of personalization increases, the consumers' advertisement avoidance decreases since they accept the advertising by considering it more valuable and attractive (Li & Huang, 2016). When the message presented in the

advertisement is tailored according to consumers' preferences, they are more eager to benefit from it (Kalyanaraman & Sundar, 2006). Thus, our third hypothesis is:

H3: Personalization has a positive effect on the perceived usefulness of paid brand-led advertisements on Instagram.

It is essential for people that the advertisements they are exposed to are helpful. When the advertisement is useful, consumers focus more on it (Shareef et al., 2017). Digital environments are essential for product launches because people generally become aware of a new product through advertisements and websites. Social media creates an environment to communicate with consumers. For example, people can be influenced to follow influencers and interact with others through unique and original contents (Casalo et al., 2020). Likewise, people can be influenced to make purchase decision through social media contents (Kim & Ko, 2012). When consumers utilize social media platforms and see advertisements, they generate positive attitude toward a brand or product. A better attitude toward an advertisement leads to stronger purchase intention (Hutter et al., 2013). The increase in positive attitude toward advertisement and purchase intention are driven by the increase in perceived usefulness (Lin & Kim, 2016). Consumers tend to think more positively about the brand when the advertisement value is high. Hence, the purchase intention towards the product increases (Mehrabian & Russel, 1974). Besides the regular communication between the brand and the consumer, branded social media campaigns offer new touchpoints for brands to reach out to consumers. New opportunities in reaching out to consumers have an influencing power that can improve the brand image. While online consumers spend time on advertising content, firms have the chance to collect consumer reviews and change their strategies based on the feedback (Ashley & Tuten, 2015). The model generated by

Clow and Baack (2018) state that purchase decision process for consumers starts with the awareness stage and ends with the purchase stage. The advertisement's message should be capable of making the consumer decide to buy the product. More specifically, if the message is enough to create perceived usefulness, it can influence the purchase intention according to the Means-Ends Theory. Thus, our fourth hypothesis is:

H4: Perceived usefulness of paid brand-led advertisements on Instagram has a positive effect on purchase intention.

Consumers have unique needs, values, and interests. These factors affect the level of consumers' involvement between the consumer and the social media advertisement. The more they think the advertisement matches their needs, the more they are involved (Yang, 2012). Online purchase intention was found to be driven by affective involvement. Generally, involvement influences online shopping behaviors (Bosnjak et al., 2007). Kim et al. (2007) argue that the attitude of online consumers toward a brand and their behavioral intentions are shaped based on their involvement levels. Informativeness of the advertisement is beneficial if the message influences the consumer's purchase decision (Jiang et al., 2010). Messages in a social media advertisement can be positioned in different ways. Messages can be persuasive enough to trigger interaction between the consumer and the advertisement, so they are processed through the central route and results in elaborative activities. On the contrary, messages may not be able to create engagement between the consumer and the advertisement, which results in processing the message in a peripheral route. When the processing is made through a central route, the involvement becomes high, and the message is potent enough to generate attention to the information presented in the content. It can be concluded that stronger persuasion leads to higher brand

attitudes and purchase intention (Dahl, 2018). In high involvement situations, information about the brand or product becomes more critical, and consumers tend to search for the information (Schlosser, 2003). The commitment-involvement theory states that involvement levels of platforms influence consumers' tendency to make a purchase (Im & Ha, 2011). Thus, our fifth hypothesis is:

H5: Message involvement of paid brand-led advertisement on Instagram has a positive effect on purchase intention.

One of the significant ways of increasing purchase intention is the utilization of social media marketing towards target audience (Toor et al., 2017). There are various ways to increase purchase intention through social media. Via personalization, purchase intention can be directly increased (Reena & Udita, 2020). Consumers spend time on social media and their preferences can be detected by algorithms. According to these preferences, the messages can be personalized in various ways such as history-based, location-based etc. (Al Qudah et al., 2020). When consumers see messages similar to their needs and preferences, they perceive the message and their purchase intention increases (Setyani et al., 2019). According to Stimulus-organism-response (S-O-R) model, consumers tend to purchase more when they see personalized messages. It is important to note that personalized messages are contributors of perceived usefulness, which also increase the purchase intention (Serrano-Malebrán & Arenas-Gaitán, 2021). Personalization in advertisements is useful for consumers by contributing to decision making process with the help of relevant information. Personalization generates attention to advertisements and reduces the need of avoiding it. This further leads to purchase intention (Jung & Heo, 2021). Social media is an important contributor of increasing engagement, and as the engagement of the consumer increases, the level of purchase

intention rises (Toor et al., 2017). Hanaysha (2022) states that brand engagement can be influenced by the relevancy of the message that is being displayed. Firms catch consumers in different touchpoints according to their media plans. Branded digital media advertising enables firms to connect with the consumer in different ways with personalized messages. This strategy significantly increases consumer and brand relationships (Ahsley & Tuten, 2015). For example, personalized advertising positively affects mobile commerce, increasing the purchase intention for clothing (Serrano-Malebrán & Arenas-Gaitán, 2021). Thus, our sixth hypothesis is:

H6: Personalization of paid brand-led advertisements on Instagram has a positive effect on purchase intention.

People at younger ages may want to purchase more labeled products (Madahi & Sukati, 2012). Age affects technology usage and the individual's online behavior. Young people may adopt the technology in a faster and easier way. Compared to older ones, they are more prone to online purchases (Schiffman & Kanuk, 2003; Kwon & Noh, 2010). Mature consumers preferred conventional shopping over online purchases (Trocchia & Janda, 2000). Different age groups can react differently to acquiring information on social media platforms (Lee & Oh, 2021). Like technology adoption, social media adoption varies between ages and genders (Arshad & Akram, 2018). Mobile applications gather the attention of younger generations. Mobile advertisement can be detected by the younger generations (Kaasinen, 2003). Online shopping is affected by age (Bigne et al., 2005). However, nowadays, older people use electronic devices more. Therefore, exploring the differences between age groups in informative advertisements is crucial. Thus, our seventh hypothesis is:

H7: There is a significant difference in purchase intention between the 18-24 and 45-55 age groups.

Economic changes in the society differentiate male and female roles and their perception of advertising (Zotos & Tsichla, 2014). Males prefer to use the Internet for leisure and functional purposes; on the other hand, females prefer to use the Internet to initiate dialogues between friends and for social interaction (Weiser, 2000). Gender can influence attitudes toward web advertisements (Brackett & Carr,2001). Gender differences affect buying behavior because each genders accepts information differently (Chang, 2007). Power and performance are the most important factors for men, while women prefer enjoyment and interpersonal harmony (Meyers-Levy,1988). Females and males can interpret stimuli differently (Shao et al., 2004). Females' attitudes toward shopping are more favorable than males' (Cha,2011). Gender significantly affects online purchase intention (Davis et al.,2014). Thus, our eighth hypothesis is:

H8: There is a significant difference between females and males in purchase intention.

Table 1. List of Hypotheses

Hypotheses	
H1	Informativeness has a positive effect on perceived usefulness of paid brand-led advertisements on Instagram
H2	Message involvement has a positive effect on perceived usefulness of paid brand-led advertisements on Instagram.
H3	Personalization has a positive effect on perceived usefulness of paid brand-led advertisements on Instagram.
H4	Perceived usefulness of paid brand-led advertisements on Instagram has a positive effect on purchase intention.
H5	Message involvement of paid brand-led advertisement on Instagram has a positive effect on purchase intention.
H6	Personalization of paid brand-led advertisements on Instagram has a positive effect on purchase intention.
H7	There is a significant difference between the age groups 18-24 and 45-55 in purchase intention.
H8	There is a significant difference between females and males in purchase intention.

CHAPTER 4

METHODOLOGY

Simple linear regression was carried out for H1 to H6. Two continuous variables were required for simple linear regression, and this condition was satisfied. ANOVA was used for analyzing different age groups (H7). Age is a categorical independent variable with five categories in this study. Hence, independent samples t-test was used to compare the purchase intention of gender groups (H8). Gender is a categorical independent variable with two categories.

4.1 Measures

Adapted scales from literature are utilized to measure constructs in this study. No item is needed to be deleted since factor analysis does not indicate any problem. Reliability and factor analyses were conducted via SPSS; the findings are shown below. All scales are measured by a seven-item Likert scale (1=strongly disagree, 7=strongly agree). For each scale, reliabilities are checked via Cronbach's alpha value.

4.1.1 Informativeness

The three-item scale was originally developed by DuCoffe (1996). The original article used it to measure informativeness, with Cronbach's alpha of 0.82. Many articles in the literature used the informativeness scale to emphasize advertising value. In the context of social media advertising, Aktan et al. (2016) stated that the scale reliability is 0.88. Another study was carried out by Arora and Agarwal (2019)

in the same context, reported Cronbach's Alpha of 0.83. The scale was used to measure informativeness, which contributes to social media advertising value. This study used a three-item scale to assess the informativeness of paid brand-led advertisements on Instagram. Reliability and factor analyses yield the following results (α= 0.84, M= 4.57, STD= 4.05). According to factor analysis, no item was needed to be deleted.

4.1.2 Message involvement

The three-item scale can be traced to Shiv et al. (2004), with Cronbach's alpha of 0.87. It was used to analyze consumers' involvement with message in the context of positively and negatively framed messages. As the processing opportunity levels rise, positively framed messages become more effective than the ones that are negatively framed. The scale was later used in articles that focused on message framing. Meyers-Levy and Maheswaran (2004) used the scale with a Cronbach's alpha value of 0.91. The study argues that in highly risky situations with high (low) personal relevance, negative (positive) framing is more likely to occur. However, positive framing in low-risk situations is more likely to occur regardless of personal relevance. Many articles measure message involvement with personal relevancy, interest, and involvement. In the social media context, Grau and Folse (2007) used a similar scale to measure message involvement with Cronbach's alpha of 0.94. This study used a scale to measure message involvement when consumers are exposed to paid brand-led advertisements on Instagram. According to reliability analysis, the following values are derived (α=0.89, M= 4.26, STD= 4.24). No item was needed to be deleted, according to factor analysis.

4.1.3 Personalization

The five-item scale was originally used by Srinivasan et al. (2002) with a Cronbach's alpha value of 0.80. The scale was originally used for measuring customization in online retailers. Customization is defined as the generation of online content according to the customers' preferences (Srinivasan et al., 2002). The scale was used in many articles regarding personalized advertisements. Tran et al. (2021) found Cronbach's alpha value to be 0.90. In this research, the following values were derived (α=0.91, M=3.91, STD=7.10). No item was needed to be deleted.

4.1.4 Perceived usefulness

The four-item scale of perceived usefulness can be traced back to Koufaris (2002). The scale's reliability was tested, and Cronbach's alpha value was determined to be 0.93, which signifies a highly reliable scale. The scale was primarily used in articles that emphasize TAM. Ha et al. (2010) used the scale to measure advertisement customization in the social media context. In this study, perceived usefulness of informative paid brand-led advertisements on Instagram is measured by this scale. In this study, scale reliability analysis is as follows (α= 0.94, M=4.47, STD=6.11). No item was needed to be deleted.

4.1.5 Purchase intention

In the literature, there are various scales for measuring purchase intention. Putrevu and Lord (1994) developed a three-item scale, with highly reliable Cronbach's alpha values to measure purchase intention. Coyle and Thorson (2001) adapted this scale to the context of online marketing websites and reported high reliability with Cronbach's alpha value of 0.75. Lin (2018) used an adapted, three-item scale for

purchase intention in the context of digital advertisements and reported a Cronbach's alpha value of 0.89 and 0.93 for various products. In this study, the scale's reliability is as follows (α=0.89, M=3.90, STD=4.29). No item was needed to be deleted according to factor analysis.

4.2 Sampling and data collection

An online English questionnaire was created via Google survey. The survey was distributed among university students and white-collar employees via convenience sampling method. In total, 248 people filled out the survey. According to Pallant (2016), a minimum sample size of 150 is needed to make meaningful data analysis at %95 confidence interval. In Turkey, there are 58.7 million Instagram users (Statista, 2023). Two respondents were not considered in the analysis since they were under the age of 18. After the screening question, which assesses respondents' capability to respond to our survey questions, it is found that 174 people said yes whereas 74 people said no. People who gave a negative response, did not process further in the survey after the screening question. Therefore, they are not included in the data analysis. Hence, data analysis was conducted with 172 data points. Data collection period was between March 14, 2023, and May 14, 2023 in Turkey. Participation in the survey was voluntary since no incentives were offered.

4.2.1 Sample characteristics

In the sample, out of 172 people, approximately 56% were male and 42% were female. Only two people preferred not to state their gender. The respondents between 25 and 34 comprise 66.9% of the sample. People who earn more than 45,000 TL per month constitute 42.4% of the sample. The respondents who stated that they spend 1-

2 hours daily on Instagram for watching any content make up 43.6% of the sample, whereas the ones who spend less than 1 hour daily constitute 32.6%. Only eight people stated that they spend more than 4 hours daily. In a typical year, 57% of the respondents shop for electronic home appliances 1 or 2 times yearly.

In the beginning of the survey, respondents to the survey were asked to think of a paid brand-led advertisement they encountered on Instagram while answering the survey questions. While doing that they are asked to consider a product under the electronic home appliance category and select one of the three categories: white goods, small appliances and consumer electronics. Nearly half (47.1%) of the consumers saw advertisements for consumer electronics such as TV sets, digital cameras, phones, and computers. Paid brand-led advertisements of small appliances, such as juicers, coffee grinders, and electric kettles, are the second category consumers (41.3%) have seen on Instagram. Details can be found in Appendix B.

4.3 Pre-test & questionnaire design

Survey was initially distributed to 12 participants and a pre-test was conducted. The participants were asked to give feedback about the questions' clarity, and conciseness. They also check whether the questions are easy to interpret or not. According to their recommendations, the description of the paid brand-led advertisements was altered for future respondents. Biased results were prevented by adding a clear definition of paid brand-led advertisements. Moreover, participants' suggestions were considered to finalize the questionnaire in a grammatically correct and comprehensible form. All adapted scale items can be found in Table 2, and the original English questionnaire can be found in Appendix A.

Table 2. The Adapted Scale Items

Construct	Items	Statements	Source
Informativeness	Info 1	Paid brand-led advertisement is a good source of product information.	(Ducoffe, 1996)
	Info 2	Paid brand-led advertisement supplies relevant product information.	
	Info 3	Paid brand-led advertisement provides timely information.	
Personalization	Pers 1	Paid brand-led advertisement of Brand X makes purchase recommendations that matches my needs.	(Srinivasan et al., 2002)
	Pers 2	Paid brand-led advertisement of Brand X makes purchase recommendations that enables me to order products that are tailor-made for me.	
	Pers 3	Paid brand-led advertisement of Brand X makes purchase recommendations that is tailored to my situation.	
	Pers 4	Paid brand-led advertisement of Brand X makes purchase recommendations that makes me feel that I am a unique customer.	
	Pers 5	I believe that paid brand-led advertisement of Brand X is customized to my needs.	
Perceived Usefulness	Use 1	Paid brand-led advertisement of Brand X can improve my shopping performance.	(Koufaris, 2002)
	Use 2	Paid brand - led advertisement of Brand X can improve my shopping productivity.	
	Use 3	Paid brand - led advertisement of Brand X can improve my shopping effectiveness.	
	Use 4	I find paid brand-led advertisement of Brand X useful.	
Message Involvement	Inv 1	The paid brand-led advertisement is interesting	(Shiv et al., 2004)
	Inv 2	The paid brand-led advertisement is involving	
	Inv 3	The paid brand - led advertisement is personally relevant	
Purchase Intention	Int1	It is very likely that I will buy the Brand X in the paid brand-led advertisement	(Putrevu & Lord, 1994)
	Int2	I will purchase the Brand X in the paid brand-led advertisement the next time I need that kind of product	
	Int3	I will definitely try Brand X in the paid brand-led advertisement	

CHAPTER 5

DATA ANALYSIS AND RESULTS

After data collection, survey results were examined in terms of errors and missing values. The clean data was entered into the IBM SPSS (version 29) , and the data was modified considering the open-ended questions, including the answer options "other". After the screening and cleaning process, dataset became more relevant for statistical interpretation.

5.1 Missing values and outliers

There were no missing values since the questions in the survey cannot be skipped. Data which has respondents under the age 18 was removed from the data set due to age criteria. After data removal, data set (n=172) became ready for analysis with no univariate and multivariate outlier presence. In terms of univariate analysis, zscores of each scale were found to be between -4 and +4 and boxplots also confirmed the absence of univariate outliers. In terms of multivariate analysis, Mahalanobis distances and p-values were calculated. Mahalanobis distances between -3 to +3 and p-values greater than 0.001 indicate that there were no multivariate outliers (Hair et al. 2019). Only one single data signaled to be an outlier by having Mahalanobis distance greater than 3 and p-value less than 0.001. However, removal of the data didn't make significant difference in the R^2 value of the regression analysis. As per the guidance of Hair et Al. (2019), the data point wasn't considered to be an outlier.

5.2 Factor analysis

For scales, factor analyses were conducted and assumption checks were made. Sample size was 172, which was more than 150. Correlations were greater than 0.3 in the correlation matrix. KMO (Kaiser – Meyer – Olkin) test indicate that KMO value was larger than 0.6, therefore assumption was satisfied. Hence, Bartlett's test of sphericity is significant with p value was less than 0.05. The relationship between variables was linear and there were no outliers. Items in the scale had one factor solution according to factor analysis. Explained variance ratio was greater than 0.60 (Hair et al., 2019). According to the findings, factor loadings exceed 0.3, so no item was needed to be deleted for all scales (Hair et al., 2019). All data regarding KMO and Bartlett's Test of Sphericity can be found in Appendix D and factor analysis summary table can be found in Appendix E.

5.3 Hypothesis testing

5.3.1 Regression analysis

Assumptions were checked according to Linear Regression Approach as guided by Pallant's 2016 SPSS guideline. No nonlinear relation was detected in scatter plots. Correlation between variables and the p-values were calculated via Pearson Correlation approach. All variables were found to be positively correlated with each other and p-values were smaller than 0.001, hence analysis was significant. Multicollinearity is investigated via tolerance and variation inflation factors (VIF) to check the correlation between multiple independent values. As determined by Kline (1988), threshold value was taken as five to decide the multicollinearity of a variable. Analysis results showed that all variables didn't exceed the value of five, hence no

multicollinearity is detected. Results of regression analyses can be found in the summary table in Appendix F.

The regression analysis carried out to understand how informativeness (independent variable) affect perceived usefulness (dependent variable) with 95% confidence interval. Significant result was found $F(1,170)=208.79$, $p < 0.001$) with $R^2= 0.551$. This means 55.1% of the variance in perceived usefulness was explained by informativeness. Results can be seen in Table 3.

Scattered plot in Figure 1 demonstrates linear relationship between informativeness and perceived usefulness. Findings demonstrate that informativeness of paid brand-led advertisements on Instagram has positive effect on perceived usefulness. Based on the following findings, hypothesis is supported.

Table 3. Results Summary for Hypothesis 1 (Informativeness to Perceived Usefulness)

Model Summary[b]				
Model	R	R square	Adjusted R square	Std. Error of the Estimate
1	0.742[a]	0.551	0.549	4.106
a. Predictors: (Constant), Info				
b. Dependent Variable: Use				

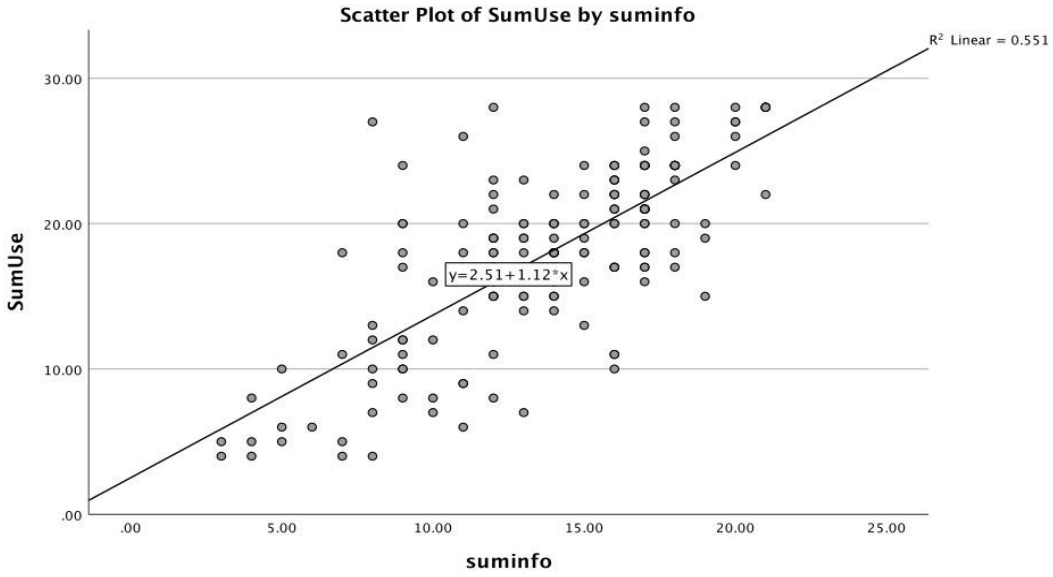

Figure 1. Scattered Linear Regression Plot. DV: Perceived Usefulness (Informativeness to Perceived Usefulness)

The link between message involvement (independent variable) and perceived usefulness (dependent variable) was investigated by Regression analysis with 95% confidence interval. Result was significant as $F(1,170)=138.23$ $p < 0.001$) with $R^2= 0.448$. Total variance of 44.8% in perceived usefulness was accounted by message involvement. Results can be seen in Table 4. Linear relationship between message involvement and perceived usefulness was found as it can be seen in the scattered plot in Figure 2. Results show that message involvement of paid brand-led advertisement on Instagram has positive effect on perceived usefulness. Based on the following findings, hypothesis is supported.

Table 4. Results Summary for Hypothesis 2 (Message Involvement to Perceived Usefulness)

Model Summary[b]				
Model	R	R square	Adjusted R square	Std. Error of the Estimate
2	0.670 [a]	0.448	0.445	4.552
a. Predictors: (Constant), Inv				
b. Dependent Variable: Use				

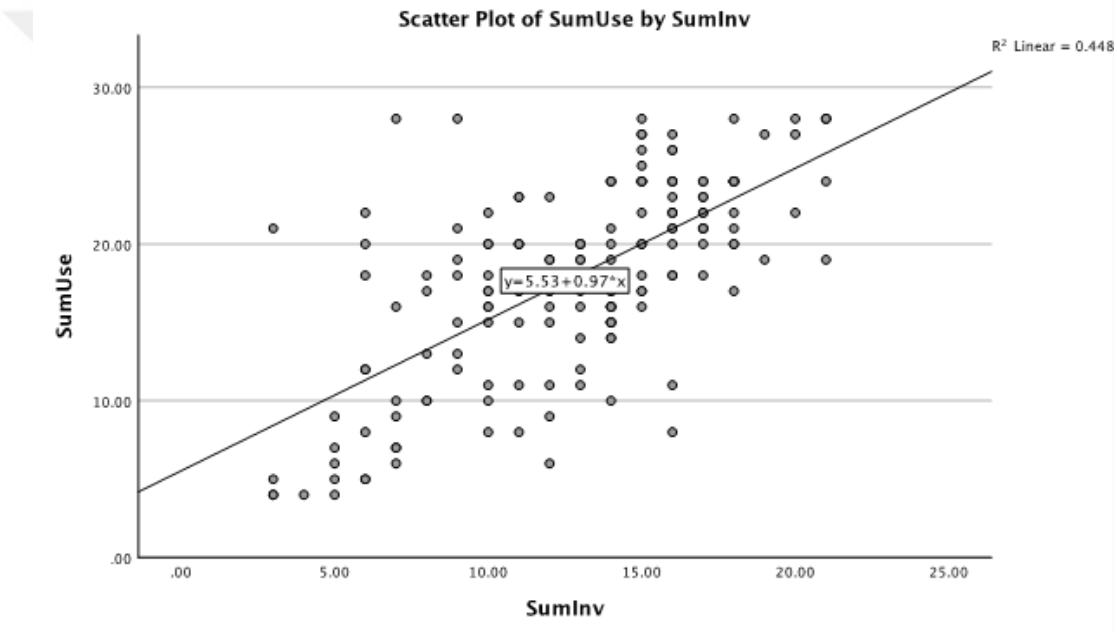

Figure 2. Scattered Linear Regression Plot. DV:Perceived Usefulness (Message Involvement to Perceived Usefulness)

The link between personalization (independent variable) and perceived usefulness (dependent variable) was investigated by regression analysis with 95% confidence interval. Result was significant as $F(1,170)=130.54$, $p < 0.001$) with $R^2= 0.434$. This means 43.4% of the variance in perceived usefulness was explained by personalization. Results can be seen in Table 5.

Scattered plot in Figure 3 demonstrates linear relationship between personalization and perceived usefulness. Results show that personalization of paid brand-led advertisements on Instagram has a positive effect on perceived usefulness. Based on the following findings, hypothesis is supported.

Table 5. Results Summary for Hypothesis 3 (Personalization to Perceived Usefulness)

Model Summary[b]				
Model	R	R square	Adjusted R square	Std. Error of the Estimate
3	0.659 [a]	0.434	0.431	4.610
a. Predictors: (Constant), Pers				
b. Dependent Variable: Use				

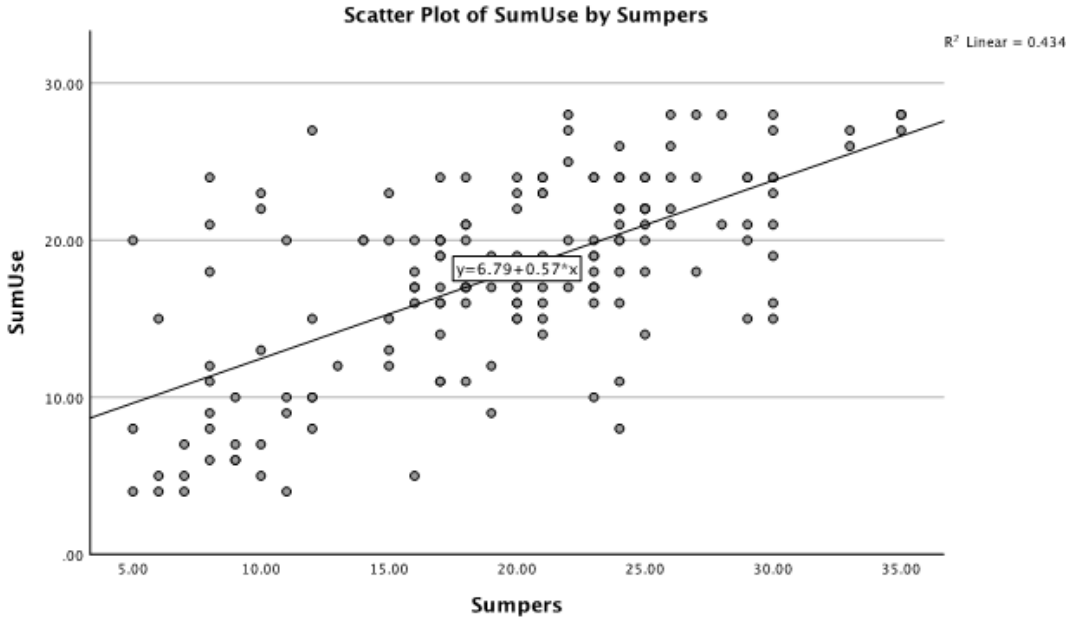

Figure 3: Scattered Linear Regression Plot. DV:Perceived Usefulness (Personalization to Perceived Usefulness)

The regression analysis between perceived usefulness (independent variable) and purchase intention (dependent variable) was conducted to understand the relationship between them. For 95% confidence interval, significant result was found $F(1,170)=121.88$ $p < 0.001$ and $R^2= 0.418$). Perceived usefulness was accountable for 41.8% of the variance in purchase intention. Results can be seen in Table 6. Scattered plot in Figure 4 demonstrates linear relationship between perceived usefulness and purchase intention. It can be concluded that perceived usefulness of paid brand-led advertisements on Instagram has positive effect on purchase intention. Based on the following findings, hypothesis is supported.

Table 6. Results Summary for Hypothesis 4 (Perceived Usefulness to Purchase Intention)

Model Summary[b]				
Model	R	R square	Adjusted R square	Std. Error of the Estimate
4	0.646 [a]	0.418	0.414	3.280
a. Predictors: (Constant), Use				
b. Dependent Variable: Int				

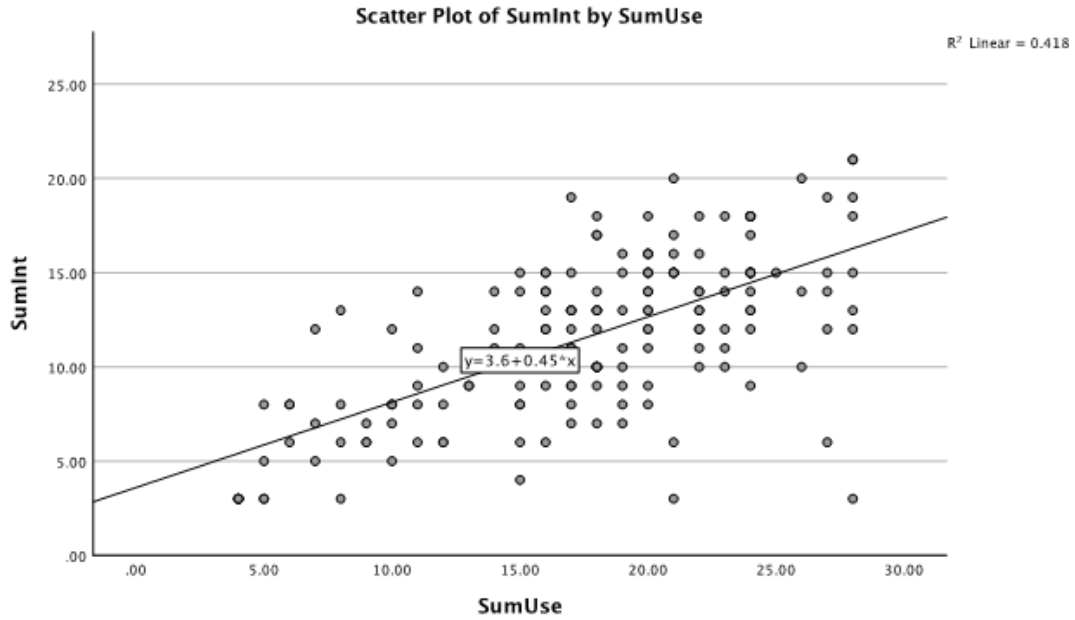

Figure 4. Scattered Linear Regression Plot. DV:Purchase Intention (Perceived Usefulness to Purchase Intention)

The regression analysis was carried out to understand the relation of purchase intention (dependent variable) with consumers' message involvement (independent variable) with 95% confidence interval. Significant result is found ($F(1,170)=132.43$ $p < 0.001$ and $R^2= 0.438$). Message involvement was accountable for 43.8% of the variance in purchase intention. Results can be seen in Table 7.

Linearity between message involvement and purchase intention was found as it can be seen in the scattered plot in Figure 5. It can be concluded that message involvement of paid brand-led advertisements on Instagram has positive effect on purchase intention. Based on the following findings, hypothesis is supported.

Table 7. Results Summary for Hypothesis 5 (Message Involvement to Purchase Intention)

Model Summary[b]				
Model	R	R square	Adjusted R square	Std. Error of the Estimate
5	0.662 [a]	0.438	0.435	3.222
a. Predictors: (Constant), Inv				
b. Dependent Variable: Int				

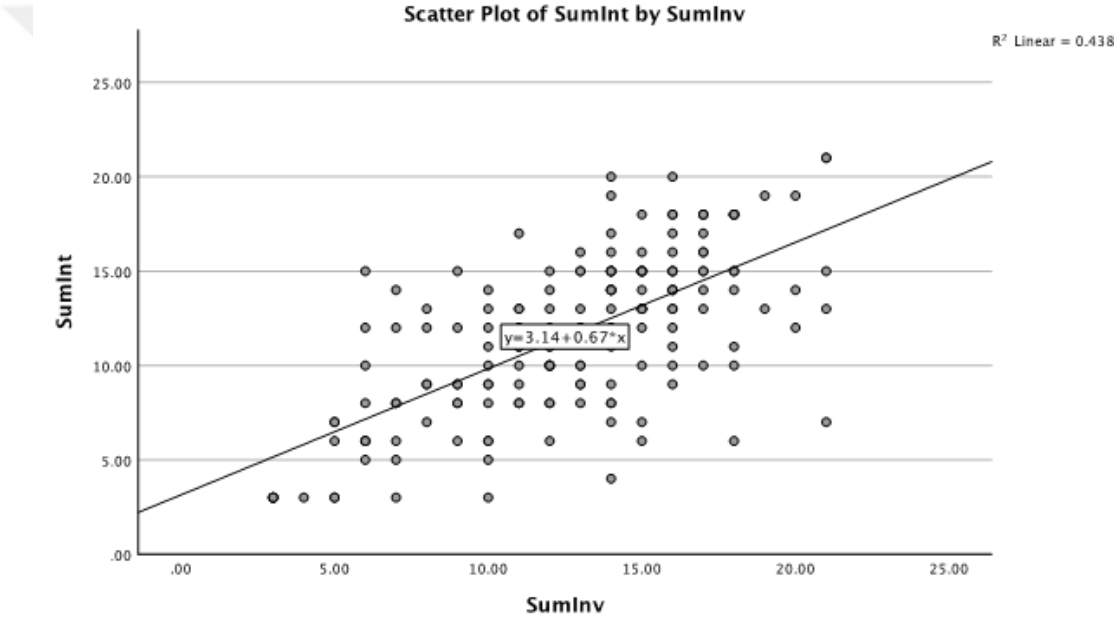

Figure 5. Scattered Linear Regression Plot. DV:Purchase Intention (Message Involvement to Purchase Intention)

The link between personalization (independent variable) and purchase intention (dependent variable) was investigated by regression analysis with 95% confidence interval. Result was found to be significant as $F(1,170)=124.252$, $p < 0.001$ with $R^2= 0.422$. It means 42.2% of the variance in purchase intention was explained by personalization. Results can be seen in Table 8.

Scattered plot in Figure 6 demonstrates linear relationship between personalization and purchase intention. Findings demonstrated that personalization of paid brand-led advertisements on Instagram has a positive effect on purchase intention. Based on the following findings, hypothesis is supported.

Table 8. Results Summary for Hypothesis 6 (Personalization to Purchase Intention)

Model Summary[b]				
Model	R	R square	Adjusted R square	Std. Error of the Estimate
6	0.650 [a]	0.422	0.419	3.267
a. Predictors: (Constant), Pers				
b. Dependent Variable: Int				

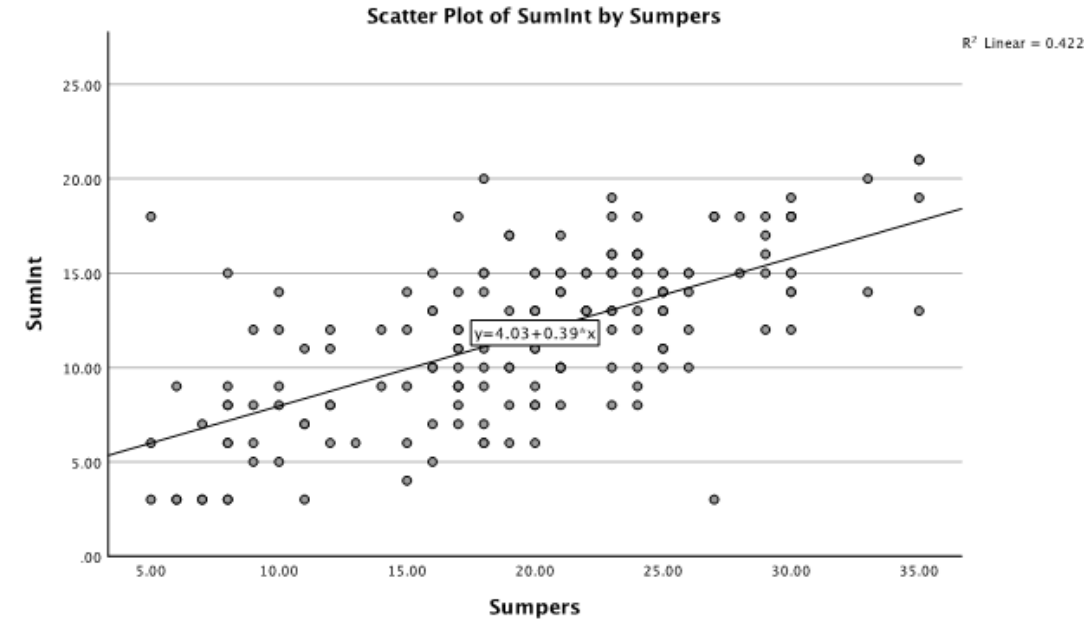

Figure 6. Scattered Linear Regression Plot. DV: Purchase Intention (Personalization to Purchase Intention)

5.3.2 ANOVA

The difference in purchase intention between age groups was investigated. Literature provides sufficient information about the purchase intention of different age groups. One-way ANOVA was conducted. First, pre-assumptions were checked. Data had normal distribution with skewness values in between -2 and +2 and Kurtosis values were in between -7 and +7 (Hair et al., 2019). Skewness and Kurtosis values can be seen in in Table 9. Hence parametric analysis can be conducted.

Table 9. Hypothesis 7 Skewness & Kurtosis

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Age	172	1.485	.185	2.178	.368
Valid N (listwise)	172				

Test of homogeneity of variances is conducted. Results in Table 10 indicate that Levene's significance value is greater than 0.05, thus assumption is not violated.

Table 10. ANOVA -Hypothesis 7 – Homogeneity of Variances (Purchase Intention of Different Age Groups)

Tests of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
SumInt	Based on Mean	0.408	4	167	0.803
	Based on Median	0.360	4	167	0.837
	Based on Median and with adjusted degrees of freedom	0.360	4	165.569	0.837
	Based on trimmed mean	0.404	4	167	0.805

In the test, the survey results were found to vary between different age groups. ANOVA significance value demonstrates that the analysis is significant ($p < 0.05$), as it can be seen in Table 11.

Table 11. ANOVA - Hypothesis 7 Summary Table (Purchase Intention of Different Age Groups)

ANOVA					
SumInt					
	Sum of Squares	Degrees of Freedom	Mean Square	F	Sig.
Between Groups	189.200	4	47.300	2.676	0.034
Within Groups	2951.468	167	17.673		
Total	3140.669	171			

There is difference between 18-24 and 45-55 age groups in purchase as derived by the analysis. It can be said that younger group show higher purchase intention since mean value is higher for them. Tukey's HSD test indicated that the level of purchase intention for the age group 18-24 (M= 14.82, SD= 3.95) is significantly different from the level of age group 45-55 (M= 9.00, SD= 3.63). Results can be seen in Table 12 and Table 13. Thus, it can be concluded that different age groups have different levels of purchase intention. The results supported the literature.

Table 12. ANOVA - Hypothesis 7 Descriptive Statistics (Purchase Intention of Different Age Groups)

Descriptives								
SumInt								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18-24	11	14.8182	3.94508	1.18949	12.1678	17.4685	9.00	21.00
25-34	115	11.6174	4.31355	.40224	10.8206	12.4142	3.00	21.00
35-44	27	11.8889	4.00320	.77042	10.3053	13.4725	6.00	18.00
45-55	11	9.0000	3.63318	1.09545	6.5592	11.4408	3.00	14.00
Above 55	8	11.5000	4.24264	1.50000	7.9531	15.0469	7.00	20.00
Total	172	11.6919	4.28561	.32677	11.0468	12.3369	3.00	21.00

Table 13. ANOVA - Hypothesis 7 Post Hoc Analysis (Purchase Intention of Different Age Groups)

Multiple Comparisons						
Dependent Variable: SumInt						
Tukey's HSD						
(I) age	(J) age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
18-24	25-34	3.20079	1.32679	.117	-.4582	6.8598
	35-44	2.92929	1.50375	.296	-1.2178	7.0763
	45-55	5.81818*	1.79258	.012	.8746	10.7618
	Above 55	3.31818	1.95342	.438	-2.0690	8.7054
25-34	18-24	-3.20079	1.32679	.117	-6.8598	.4582
	35-44	-.27150	.89903	.998	-2.7509	2.2079
	45-55	2.61739	1.32679	.284	-1.0416	6.2764
	Above 55	.11739	1.53716	1.000	-4.1218	4.3566
35-44	18-24	-2.92929	1.50375	.296	-7.0763	1.2178
	25-34	.27150	.89903	.998	-2.2079	2.7509
	45-55	2.88889	1.50375	.310	-1.2582	7.0359
	Above 55	.38889	1.69226	.999	-4.2781	5.0558
45-55	18-24	-5.81818*	1.79258	.012	-10.7618	-.8746
	25-34	-2.61739	1.32679	.284	-6.2764	1.0416
	35-44	-2.88889	1.50375	.310	-7.0359	1.2582
	Above 55	-2.50000	1.95342	.704	-7.8872	2.8872
Above 55	18-24	-3.31818	1.95342	.438	-8.7054	2.0690
	25-34	-.11739	1.53716	1.000	-4.3566	4.1218
	35-44	-.38889	1.69226	.999	-5.0558	4.2781
	45-55	2.50000	1.95342	.704	-2.8872	7.8872
*. The mean difference is significant at the 0.05 level.						

5.3.3 Independent samples t-test

First, pre-assumptions were checked. Data had normal distribution with skewness values in between -2 and +2 and Kurtosis values is in between -7 and +7 (Hair et al., 2019). Skewness and Kurtosis values can be seen in Table 14. Hence parametric analysis can be conducted.

Table 14. Hypothesis 8 Skewness & Kurtosis

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
gender	170	.288	.186	-1.940	.370
Valid N (listwise)	170				

Independent samples t-test was conducted to analyze purchase intention for different genders. Results can be seen in Table 15. People who prefer not to say their gender were excluded due to very small sample size of n=2. According to Levene's Test for equality of assumptions: significance (0.834) was greater than 0.05, therefore first line in the analysis output was used. Results can be seen in Table 16. Two-tailed significance (0.007) was smaller than 0.05, therefore female and male groups are significantly different from each other in terms of purchase intention. Equal variances assumed, t-value in the first-line can be taken. For females following results are obtained: Mean (12.42), SD(4,24). For males following results were obtained: Mean (10.63) , SD(4.15). Females and males are significantly different from each other in terms of purchase intention. Details can be seen in Table 17.

Table 15. Independent Samples T-test –Hypothesis 8 Group Statistics (Purchase Intention of Different Genders)

Group Statistics- Independent Sample T-test					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
SumInt	Female	97	12.4227	4.24224	0.43073
	Male	73	10.6301	4.14832	0.48552

Table 16. Independent Samples T-test –Hypothesis 8 Levene's Test for Equality of Variances (Purchase Intention of Different Genders)

		Levene's Test for Equality of Variances		t-test for Equality of Means			
						Significance	
		F	Sig.	t	df	One-Sided p	Two-Sided p
SumInt	Equal variances assumed	0.044	0.834	2.753	168	0.003	0.007
	Equal variances not assumed			2.762	156.996	0.003	0.006

Table 17. Independent Samples T-test Hypothesis 8 Summary– (Purchase Intention of Different Genders)

Independent Samples Test					
		t-test for Equality of Means			
				95% Confidence Interval of the Difference	
		Mean Difference	Std. Error Difference	Lower	Upper
SumInt	Equal variances assumed	1.79254	0.65112	0.50712	3.07797
	Equal variances not assumed	1.79254	0.64905	0.51055	3.07454

5.3.4 Additional tests for ANOVA and independent samples t-test

Additional tests are conducted to understand the effect of different age groups and genders on all constructs. Outputs can be seen in Appendix G, H and I. As a result of statistical analysis, following results were derived:

- There is a significant difference in means of perceived usefulness for age groups 18-24, 25-34, 45-55 (via One-Way ANOVA).
- There is a significant difference in means of personalization for age groups 18-24 & 45-55 (via One-Way ANOVA).
- There is a significant difference in means of informativeness for females and males (via independent samples t-test)

CHAPTER 6

DISCUSSION & CONCLUSION

6.1 Discussion

Advertising has been researched in the marketing literature for years (Kotler & Keller, 2012). Advertisements can be made in various touchpoints. Social media advertising has been on the rise since 2010. Since Instagram was released, different communication tools were created to reach consumers in the social media environment (Carah & Shaul, 2016). Instagram enables sharing the content quickly and creatively. Advertisement on Instagram triggers purchase intention (Kotler & Keller, 2012).

There are various contributors to the effectiveness of advertisements, such as informativeness, which directly or indirectly changes the buying behavior of consumers (Ducoffe, 1996).

According to TAM, when the information is useful, it further triggers attitudes and intentions (Davis, 1989). The literature has inadequate sources regarding the studies about paid-brand-led advertisements on Instagram. How companies advertise through social media is still a question which firms search for an answer (Knoll, 2016).

In the context of electronic home appliances, consumers tend to make purchase decisions before purchasing (Kotler & Keller, 2012). Hence, this study focuses on investigating consumer's purchase intention of electronic home appliances, considering the effectiveness of advertisements on Instagram.

Therefore, the first aim of this study is to contribute to the literature by investigating the effect of informative paid brand-led advertisements on purchase intention. Second, it aims to analyze the impact of perceived usefulness on purchase intention, considering its contributors as informativeness, personalization, and message involvement of the advertisement. Third, the impact of personalization and message involvement on purchase intention is explored. Fourth, how different gender and age groups respond to perceived usefulness, personalization, informativeness, and message involvement are explored.

All hypotheses are supported as can found in Appendix C. The outcomes of this study show that informativeness influences perceived usefulness. When the advertisement provides information about the goods then consumers tend to drive more resourceful information regarding the product being advertised (DuCoffe, 1996). According to further analysis, t-test results indicate a significant difference between females and males in finding an advertisement informative. Females tend to perceive advertisements as more informative.

Our regression analysis found that the strongest relationship is between informativeness and perceived usefulness. There is a significant difference between males and females in the level of informativeness. This can be attributed to the internet usage behavior. Females use social media to share and exchange information, whereas males use it for leisure activities (Weiser, 2000). Another critical point to note is that, in the context of electronic home appliances where the products are used for carrying out housework, compared to male respondents, female respondents realize the informative content advertisement more.

Results show that consumers tend to perceive more usefulness when the content that is being advertised is similar to their needs and interests (Reena & Udita,

2020). The study verifies that personalization affects perceived usefulness. However, the level at which a consumer thinks an informative advertisement is applicable varies between age groups. The age group 18-24 tends to realize perceived usefulness more than those aged 25-34 and 45-55. Perceiving an advertisement as useful can depend on consumers' level of knowledge regarding the product category. Consumers tend to evaluate an advertisement as useful if it satisfies their needs (Rauniar et al., 2014).

This study signifies that when the relevancy of the messages in the advertisement is high, consumers tend to perceive higher usefulness. With more relevant messages, consumers tend to elaborate more on the advertised product (Petty et al., 1983). The study confirms that message involvement affects perceived usefulness. Literature states that purchase intention increases when perceived usefulness is higher (Lin & Kim, 2016). The study confirms that advertisements regarding a product can change shopping attitudes. When people find the advertisement useful, purchase intention increases. According to the Means-End Theory, the higher perceived usefulness of an advertisement drives more purchase intention (Kotler & Keller, 2012). Hence, different studies applying TAM in social media found that the perceived usefulness of advertisements affects purchase intention (Lin, Kim 2016). The contribution of this study is taking perceived usefulness, message involvement, and personalization of the advertisements into consideration.

Results show that perceived usefulness, message involvement, and personalization positively affect purchase intention for informative advertising through paid brand-led advertisements on Instagram. All three regression analyses support a positive relationship between those constructs and purchase intention.

However, the relationship between message involvement and purchase intention is the strongest among three hypotheses. (Trivedi & Sama, 2019)

According to ELM, consumers process advertisements cognitively through the central route if message involvement is high (Petty et al., 1983). The central route predicts consumer purchase intention better (Petty et al., 1983). Further analyses shows that there is no significant relationship between females and males in terms of message involvement. On the contrary, the literature states that females and males process information in different routes (Shao et al., 2004). This can be explained by taking into account the product category that is being advertised. The differences in realizing the informativeness of paid brand-led advertisements on Instagram concerning electronic home appliances may lead to this result. Females are more favorable toward shopping than males (Cha, 2011), and males are more power-dominated (Myers-Levy, 1988).

Considering those factors, final hypotheses were formed to analyze levels of purchase intention for different genders and age groups. Unsurprisingly, females and 18-24 age groups have significantly different purchase intension from males and 45-55 age group, respectively. This can be attributed to differences in individuals' online behavior and in perceiving advertisements (Schiffman & Kanuk, 2003). Hence, social media adoption also varies by age (Arshad & Akram, 2018).

All hypotheses were supported, and significant positive relationships between variables were found. Due to differences in advertisement perception and social media usage, mean differences between groups are examined. The results indicate a significant difference between age groups for perceived usefulness and personalization constructs. Also, a significant difference has been found between genders for the informativeness construct.

According to this study, the informativeness of paid brand-led advertisements should be supported by personalized content, high amount of perceived usefulness, and high extend of message involvement for the consumer to drive purchase intention.

6.2 Limitations and Further Research

The scope of this study is limited with Instagram. Convenience sampling was employed for data collection in order to get rapid responses. Further studies can be conducted on other social media platforms (e.g., YouTube, TikTok, Twitter, etc.).

This study is restricted by Turkey. In further studies different samples from different countries can be used to see if the relationships still hold in other countries. This study was conducted only for the electronic home appliances category. Further studies can research different categories, such as high-tech, cosmetics, and luxury products. Product type affects consumers' online shopping behavior. Via online resources, consumers can make convenient shopping in terms of lower search costs compare to offline shopping. The study of Chiang and Dholokia (2003) states that high priced products can generate motivation to shop online more, compared to low priced ones, because they yield the opportunity of making a greater saving. In terms of electronic home appliances, the effect of price can be analyzed in the context of informative advertisements on Instagram. As the level of information provided in the advertisement increases, consumers' may be more eager to buy the product even if the price is higher than the alternative brands. Source credibility is an important dimension that influences the benefits of informativeness and thus can be researched (Mackiewicz & Yeats, 2014).

This study is limited by only stating paid brand-led advertisements on Instagram. The content type is not classified such as static or video formats. Also we only focus on informativeness of the advertisements. Further study can also take different advertisement dimensions such as entertainment and intrusiveness into account and increase the scope of informativeness to test which factors have more significant effects. Different content types can also be analyzed, such as video versus image or user versus firm-generated content.

Lastly, the scope of this research doesn't take frequency effect into consideration. Nowadays, setting an optimum advertisement frequency in social media is a hot topic for firms. Current literature states that increasing frequency may negatively affect brand preference (Tellis, 2008). In the context of informative advertising and products which require high involvement, such as electronic home appliances, effect of advertisement frequency can be investigated to understand its effectiveness on purchase intention. Further studies can investigate the effect of frequency of informative advertisements on purchase intention.

6.3 Implications

There is limited research in the literature in analyzing the effects of social media advertisements for different contexts and industries. This study analyzes how informative advertisements affect purchase intention by contributing to the advertising value framework by considering personalization, message involvement, and perceived usefulness in the context of paid brand-led advertisements on Instagram.

Consumer preferences are affected by both past experiences and external sources in purchase intention (Schiffman & Kanuk, 2010). Hence, nowadays, social

media is the most significant external resource consumers benefit from. This study tries to contribute to advertising and consumer marketing research by focusing on the impact of paid brand-led advertisements on consumers' purchase intentions by considering one of the largest market-electronic home appliances.

The research is useful for advertisers and firms for investigating informative advertisements. According to this study, when consumer find an informative advertisement more useful and personalized, their purchase intention is likely to increase. The level of message involvement is essential because higher message involvement contributes to purchase intention in a positive way. When consumers have higher message involvement, they analyze advertisement cognitively (Petty et al., 1983) and can recall and comprehend the information better (Steward & Koslow, 1989). Brands can position their advertisements as opposed to competitors by considering informativeness, degree of personalization, and message involvement. Thus, firms can differentiate their brands from competitors from the consumer's point of view.

There is limited research in the literature about paid brand-led advertisements on Instagram for electronic home appliances. This study indicates that marketers should focus more on personalized advertisement for higher perceived usefulness to increase the likelihood of purchase intention. In our modern world, where consumers are exposed to many advertisement messages each day, it is crucial to identify the factors which may affect consumers' purchase intentions.

APPENDIX A

QUESTIONNAIRE IN ENGLISH

This study is about paid brand-led Instagram advertisements in the electronic home appliances category You will be asked to answer 6 demographic questions, 1 purchase frequency question, 2 questions about Instagram usage habits, and 27 different statements. The aim of this study is to understand the perceived usefulness of Instagram advertisements. The survey will take approximately 10 minutes of your time.

Participation in the survey is voluntary and your responses will remain anonymous. Only the thesis researcher and project coordinator have access to the survey data for educational purposes. Data will not be shared by other parties. The answers given in the survey cannot be matched with the respondent since no personally identifiable data (ex: name, surname, mail address, ID number etc.) will be collected. The collected data can be used for further research. If you decide to participate in this survey, you may exit at any time without any penalty. Upon exit, the responses will not be saved. There are no known risks in participating in this survey. No payment or compensation will be given to participants.

If you have any questions about this research study, please contact researcher Semra Celin Sivrikaya and project coordinator Assist. Prof. Belgin Arısan. If you have any questions about your rights as a research participant, you may contact The Ethics Committee for Master and Ph.D. Theses in Social Sciences and (SOBETİK).

When you complete the survey, please don't forget to click to submit button at the end.

Thank you for your participation.

Paid brand-led advertisement is an advertisement in which a company itself advertises on Instagram. The advertisement will appear in feed, story, and reels sections and will have a sponsored disclosure. This type of advertisement is not endorsed by an influencer.

In a which a company itself advertises on Instagram.

Electronic home appliances include categories of white goods *(oven, refrigerator, washing machine, air conditioners etc.),* small appliances *(juicers, coffee grinders, electric kettles etc.),* and consumer electronics *(TV sets, digital cameras, phones, computers etc.)*

Have you ever watched paid brand-led Instagram advertisement of an electronic home appliances brand on Instagram? (Screening Question)

Yes_____ No____

How many hours in a typical day do you spend watching any content on Instagram?

Less than 1 hour	1- 2 hours	More than 2 – less than 4 hours	4 hours or more

How many times in a typical year do you shop for electronic home appliances?

Less than once	1 or 2 times	3 or 4 times	More than 4 times

Please indicate your level of agreement on the following statements thinking of 1 specific Electronic Home Appliances brand (Brand X) and any paid brand-led advertisement promoting Brand X that you watched on Instagram. While answering the questions, please consider "Brand X" and the specific category that it belongs to.

Please select the specific category that "Brand X" belongs to:

- *White goods (Oven, refrigerator, washing machine, air conditioners etc.)*
- *Small appliances (juicers, coffee grinders, electric kettles etc.)*
- *Consumer electronics (TV sets, digital cameras, phones, computers etc.)*
- *Other (please specify) _____*

Please indicate your level of agreement on the following statements about the paid brand-led advertisement that promotes "Brand X" that you watched on Instagram.	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Agree	Strongly Agree
	1	2	3	4	5	6	7
1.Paid brand-led advertisement of "Brand X" makes purchase recommendations that match my needs.							
2. Paid brand-led advertisement of "Brand X" enables me to order products that are tailor-made for me.							
3. The paid brand-led advertisement of "Brand X" is tailored to my situation.							
4. Paid brand-led advertisement of "Brand X" makes me feel that I am a unique customer.							
5. I believe that paid brand-led advertisement of "Brand X" is customized to my needs.							

Please indicate your level of agreement on the following statements about the paid brand-led advertisement that promotes “Brand X” that you watched on Instagram.	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Agree	Strongly Agree
6. Paid brand-led advertisement is a good source of product information.	1	2	3	4	5	6	7
7. Paid brand-led advertisement supplies relevant product information.							
8. Paid brand-led advertisement provides timely information.							

Please indicate your level of agreement on the following statements about the paid brand-led advertisement that promotes “Brand X” that you watched on Instagram.	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Agree	Strongly Agree
9. Watching the paid brand-led advertisement of “Brand X” can improve my shopping performance.	1	2	3	4	5	6	7
10. Watching the paid brand-led advertisement of “Brand X” can increase my shopping productivity.							
11. Watching paid brand-led advertisement of “Brand X” can increase my shopping effectiveness.							
12. I find paid brand-led advertisement of “Brand X” useful.							

Please indicate your level of agreement on the following statements about the paid brand-led advertisement that promotes “Brand X” that you watched on Instagram.	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Agree	Strongly Agree
13. The paid brand-led advertisement of Brand X is interesting.	1	2	3	4	5	6	7
14. The paid brand-led advertisement of Brand X is involving.							
15. The paid brand-led advertisement of Brand X is personally relevant.							

Please indicate your likelihood of purchasing the “Brand X” after you watched it in a paid brand-led advertisement on Instagram.	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Agree	Strongly Agree
16. It is very likely that I will buy the Brand X in the paid brand-led advertisement.	1	2	3	4	5	6	7
17. I will purchase the Brand X in the paid brand-led advertisement the next time I need a that kind of product							
18. I will definitely try The Brand X in the paid brand-led advertisement.							

19. Which of the following age groups do you belong to?

Under 18____ 18-24____ 25-34 ____ 35-44 ____ 45-55__ Above 55__

20. What is your gender? (open-ended)_____

21. What is your current education status?

Undergraduate Student___ Master's Student____ Ph.D. Student_____ Not a Student___

22. What is the highest degree of education that you have completed?

High school degree___ Bachelor's degree____ Master's degree____ Ph.D. Degree____

23. What is your current employment status?

Unemployed____ Full-time Employed___ Part-time Employed___ Other_____

24. What is your monthly household income?

< 8500 TL __ 8500-15000TL __ 15001-25000TL__ 25001- 35000 __ 35001-45000__ > 45000TL __

APPENDIX B

SAMPLE CHARACTERISTICS

(1/2)

	Variable	n	%
Gender	Male	97	56.4
	Female	73	42.4
	Prefer not to say	2	1.2
Age	18-24	11	6.4
	25-34	115	66.9
	35-44	27	15.7
	45-55	11	6.4
	Above 55	8	4.7
Education Status	Undergraduate Student	23	13.4
	Master's Student	24	14.0
	Ph.D Student	7	4.1
	Not a Student	118	68.6
Education Status2	High School Degree	5	2.9
	Bachelor's Degree	109	63.4
	Master's Degree	48	27.9
	Ph.D Degree	10	5.8
Employment Status	Unemployed	10	5.8
	Full-time Employed	145	84.3
	Part-time Employed	11	6.4
	Other	6	3.5
Income	Less than 8500 TL	4	2.3
	8500-15000 TL	11	6.4
	15001-25000 TL	27	15.7
	25001-35000 TL	31	18.0
	35001-45000TL	26	15.1
	More than 45000TL	73	42.4

n=172, 100%

APPENDIX B

SAMPLE CHARACTERISTICS

(2/2)

	Variable	n	%
Instagram Frequency	Less than 1 hour	56	32.6
	1-2 Hours	75	43.6
	More than 2 - less than 4 hours	33	19.2
	4 hours or more	8	4.7
Purchase Frequency	Less than once	35	20.3
	1 or 2 times	98	57.0
	3 or 4 times	26	15.1
	More than 4 times	13	7.6
Category	White Goods	17	9.9
	Small Appliances	71	41.3
	Consumer Electronics	81	47.1
	Others	3	1.7

n=172, 100%

APPENDIX C

HYPOTHESES STATUS

Hypothesis		Status
1	Informativeness has a positive effect on perceived usefulness of paid brand-led advertisements on Instagram.	Supported
2	Message involvement has a positive effect on perceived usefulness of paid brand-led advertisements on Instagram.	Supported
3	Personalization has a positive effect on perceived usefulness of paid brand-led advertisements on Instagram.	Supported
4	Perceived usefulness of paid brand-led advertisements on Instagram has a positive effect on purchase intention.	Supported
5	Message involvement of paid brand-led advertisement on Instagram has a positive effect on purchase intention.	Supported
6	Personalization of paid brand-led advertisements on Instagram has a positive effect on purchase intention.	Supported
7	There is a significant difference between the age groups 18-24 and 45-55 in purchase intention.	Supported
8	There is a significant difference between females and males in purchase intention.	Supported

APPENDIX D

KMO AND BARTLETT'S TEST OF SPHERICITY

	KMO Measure of Sampling Adequacy	Bartlett's Test of Sphericity		
		Approx. Chi-Square	Degrees of Freedom	Significance
Informativeness	0.684	231.413	3	<.001
Perceived Usefulness	0.862	629.94	6	<.001
Message Involvement	0.716	295.556	3	<.001
Personalization	0.869	596.499	10	<.001
Purchase Intention	0.750	295.803	3	<.001

APPENDIX E

FACTOR ANALYSIS SUMMARY

Construct	Item	Statements	Factor Loadings	Cronbach's Alpha	KMO	Variance (%)
Informativeness	Info 1	Paid brand-led advertisement good source of product information	0.812	0.84	0.684	76.131
	Info 2	Paid brand-led advertisement supplies relevant product information	0.915			
	Info 3	Paid brand-led advertisement timely information	0.887			
Personalization	Pers 1	Paid brand-led advertisement of Brand X makes purchase recommendations that matches my needs	0.873	0.91	0.869	74.194
	Pers 2	Paid brand-led advertisement of Brand X makes purchase recommendations that enables me to order products that are tailor-made for me	0.885			
	Pers 3	Paid brand-led advertisement of Brand X makes purchase recommendations that is tailored to my situation	0.892			
	Pers 4	Paid brand-led advertisement of Brand X makes purchase recommendations that makes me feel that I am a unique customer	0.755			
	Pers 5	I believe that paid brand-led advertisement of Brand X is customized to my needs	0.894			
Perceived Usefulness	Use 1	Paid brand-led advertisement of Brand X can improve my shopping performance	0.911	0.94	0.862	84.959
	Use 2	Paid brand - led advertisement of Brand X can improve my shopping productivity	0.941			
	Use 3	Paid brand - led advertisement of Brand X can improve my shopping effectiveness	0.941			
	Use 4	I find paid brand-led advertisement of Brand X useful	0.893			
Message Involvement	Inv 1	The paid brand-led advertisement is interesting	0.898	0.89	0.716	81.324
	Inv 2	The paid brand-led advertisement is involving	0.933			
	Inv 3	The paid brand - led advertisement is personally relevant	0.873			
Purchase Intention	Int1	It is very likely that I will buy the Brand X in the paid brand-led advertisement	0.906	0.89	0.750	82.271
	Int2	I will purchase the Brand X in the paid brand-led advertisement the next time I need that kind of product	0.902			
	Int3	I will definitely try Brand X in the paid brand led advertisement	0.912			

APPENDIX F

REGRESSION ANALYSIS

Model Summary[b]					
	Model	R	R square	Adjusted R square	Standard Error of Estimate
a.Predictors Info b.Dependent Variable Use	1	0.742[a]	0.551	0.549	4.106
a.Predictors Inv b.Dependent Variable Use	2	0.670[a]	0.448	0.445	4.552
a.Predictors Pers b.Dependent Variable Use	3	0.659[a]	0.434	0.431	4.610
a.Predictors Use b.Dependent Variable Int	4	0.646[a]	0.418	0.414	3.280
a.Predictors Inv b.Dependent Variable Int	5	0.662[a]	0.438	0.435	3.223
a.Predictors Pers b.Dependent Variable Int	6	0.650[a]	0.422	0.419	3.267

APPENDIX G

AGE & PERCEIVED USEFULNESS ANOVA(1/2)

Descriptives								
SumUse								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
					Lower Bound	Upper Bound		
18-24	11	23.2727	4.58456	1.38230	20.1928	26.3527	16.00	28.00
25-34	115	17.6522	6.18011	.57630	16.5105	18.7938	4.00	28.00
35-44	27	17.6667	5.35652	1.03086	15.5477	19.7856	6.00	27.00
45-55	11	16.0909	6.41022	1.93275	11.7845	20.3974	4.00	24.00
Above 55	8	16.6250	6.43512	2.27516	11.2451	22.0049	6.00	26.00
Total	172	17.8663	6.11102	.46596	16.9465	18.7861	4.00	28.00

ANOVA					
SumUse					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	374.872	4	93.718	2.604	0.038
Within Groups	6011.053	167	35.994		
Total	6385.924	171			

APPENDIX G

AGE & PERCEIVED USEFULNESS ANOVA(2/2)

Multiple Comparisons						
Dependent Variable: SumUse						
Tukey's HSD						
					95% Confidence Interval	
(I) age	(J) age	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
18-24	25-34	5.62055*	1.89346	.028	.3987	10.8424
	35-44	5.60606	2.14600	.073	-.3122	11.5243
	45-55	7.18182*	2.55821	.044	.1268	14.2369
	Above 55	6.64773	2.78774	.125	-1.0403	14.3358
25-34	18-24	-5.62055*	1.89346	.028	-10.8424	-.3987
	35-44	-.01449	1.28301	1.000	-3.5528	3.5238
	45-55	1.56126	1.89346	.923	-3.6606	6.7831
	Above 55	1.02717	2.19369	.990	-5.0226	7.0770
35-44	18-24	-5.60606	2.14600	.073	-11.5243	.3122
	25-34	.01449	1.28301	1.000	-3.5238	3.5528
	45-55	1.57576	2.14600	.948	-4.3425	7.4940
	Above 55	1.04167	2.41504	.993	-5.6186	7.7019
45-55	18-24	-7.18182*	2.55821	.044	-14.2369	-.1268
	25-34	-1.56126	1.89346	.923	-6.7831	3.6606
	35-44	-1.57576	2.14600	.948	-7.4940	4.3425
	Above 55	-.53409	2.78774	1.000	-8.2222	7.1540
Above 55	18-24	-6.64773	2.78774	.125	-14.3358	1.0403
	25-34	-1.02717	2.19369	.990	-7.0770	5.0226
	35-44	-1.04167	2.41504	.993	-7.7019	5.6186
	45-55	.53409	2.78774	1.000	-7.1540	8.2222
*. The mean difference is significant at the 0.05 level.						

APPENDIX H

AGE & PERSONALIZATION ANOVA(1/1)

Descriptives								
Sumpers								
					95% Confidence Interval for Mean			
	N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Min	Max
18-24	11	23.3636	7.97838	2.40557	18.0037	28.7236	8.00	35.00
25-34	115	19.6348	7.09501	.66161	18.3241	20.9454	5.00	35.00
35-44	27	20.0000	5.58845	1.07550	17.7893	22.2107	8.00	30.00
45-55	11	15.0000	7.41620	2.23607	10.0177	19.9823	6.00	26.00
Above 55	8	17.3750	8.07001	2.85318	10.6283	24.1217	8.00	33.00
Total	172	19.5291	7.10195	.54152	18.4601	20.5980	5.00	35.00

ANOVA					
Sumpers					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	431.773	4	107.943	2.200	.071
Within Groups	8193.081	167	49.060		
Total	8624.855	171			

APPENDIX H

AGE & PERSONALIZATION ANOVA(1/2)

Multiple Comparisons						
Dependent Variable: Sumpers						
Tukey's HSD						
(I) age	(J) age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
18-24	25-34	3.72885	2.21058	.445	-2.3675	9.8252
	35-44	3.36364	2.50541	.665	-3.5458	10.2731
	45-55	8.36364*	2.98665	.045	.1270	16.6002
	Above 55	5.98864	3.25462	.354	-2.9870	14.9643
25-34	18-24	-3.72885	2.21058	.445	-9.8252	2.3675
	35-44	-.36522	1.49789	.999	-4.4961	3.7657
	45-55	4.63478	2.21058	.226	-1.4616	10.7311
	Above 55	2.25978	2.56109	.903	-4.8032	9.3228
35-44	18-24	-3.36364	2.50541	.665	-10.2731	3.5458
	25-34	.36522	1.49789	.999	-3.7657	4.4961
	45-55	5.00000	2.50541	.273	-1.9094	11.9094
	Above 55	2.62500	2.81950	.884	-5.1507	10.4007
45-55	18-24	-8.36364*	2.98665	.045	-16.6002	-.1270
	25-34	-4.63478	2.21058	.226	-10.7311	1.4616
	35-44	-5.00000	2.50541	.273	-11.9094	1.9094
	Above 55	-2.37500	3.25462	.949	-11.3506	6.6006
Above 55	18-24	-5.98864	3.25462	.354	-14.9643	2.9870
	25-34	-2.25978	2.56109	.903	-9.3228	4.8032
	35-44	-2.62500	2.81950	.884	-10.4007	5.1507
	45-55	2.37500	3.25462	.949	-6.6006	11.3506
*. The mean difference is significant at the 0.05 level.						

APPENDIX I

GENDER & INFORMATIVENESS T-TEST

Group Statistics					
	gender	N	Mean	Std. Deviation	Std. Error Mean
suminfo	Female	97	14.3402	4.01271	.40743
	Male	73	12.8767	3.98241	.46611

Independent Samples Test							
		Levene's Test for Equality of Variances		t-test for Equality of Means			
						Significance	
		F	Sig.	t	df	One-Sided p	Two-Sided p
suminfo	Equal variances assumed	.015	.901	2.361	168	.010	.019
	Equal variances not assumed			2.364	155.830	.010	.019

Independent Samples Test					
		t-test for Equality of Means			
				95% Confidence Interval of the Difference	
		Mean Difference	Std. Error Difference	Lower	Upper
suminfo	Equal variances assumed	1.46349	.61974	.24001	2.68698
	Equal variances not assumed	1.46349	.61907	.24063	2.68635

APPENDIX J

ETHICS COMITEE APPROVAL

Evrak Tarih ve Sayısı: 19.01.2023-108718

T.C.
BOĞAZİÇİ ÜNİVERSİTESİ
SOSYAL VE BEŞERİ BİLİMLER YÜKSEK LİSANS VE DOKTORA TEZLERİ ETİK İNCELEME KOMİSYONU
TOPLANTI KARAR TUTANAĞI

Toplantı Sayısı	:	39
Toplantı Tarihi	:	18.01.2023
Toplantı Saati	:	16:00
Toplantı Yeri	:	Zoom Sanal Toplantı
Bulunanlar	:	Prof. Dr. Feyza Çorapçı, Dr. Öğr. Üyesi Ayşegül Metindoğan, Dr. Öğr. Üyesi Yasemin Sohtorik İlkmen
Bulunmayanlar	:	Dr. Öğr. Üyesi Harun Muratoğulları, Doç. Dr. Arhan S. Ertan, Doç. Dr. Senem Yıldız

Semra Celin Sivrikaya
İşletme

Sayın Araştırmacı,

"Instagram Reklamlarının Tüketicilerin Elektronik Ev Eşyası Satın Alma Niyetlerine Etkisi" başlıklı projeniz ile ilgili olarak yaptığınız SBB-EAK 2023/07 sayılı başvuru komisyonumuz tarafından 18 Ocak 2023 tarihli toplantıda incelenmiş ve uygun bulunmuştur.

Bu karar üyelerin toplantıya çevrimiçi olarak katılımı ve oy birliği ile alınmıştır. Onay mektubu üye ve raportör olarak Yasemin Sohtorik İlkmen tarafından toplantıya katılan bütün üyeler adına e-imzalanmıştır.

Saygılarımızla, bilgilerinizi rica ederiz.

Dr. Öğr. Üyesi Yasemin
SOHTORİK İLKMEN
Öğretim Üyesi

e-imzalıdır
Dr. Öğr. ÜyesiYasemin Sohtorik
İlkmen
Öğretim Üyesi
Raportör

SOBETİK 39 18.01.2023

Bu belge, güvenli elektronik imza ile imzalanmıştır.

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