

The Influence of Advertising Creativity, Credibility, Lack of Irritation, Informativeness, And Entertainment on Consumer Attitudes Towards Brand on Gojek Advertising

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Abstract

This study examines the role of advertising creativity, credibility, lack of irritation, informativeness, and entertainment on consumer attitude toward the brand on Gojek X Ariel NOAH #CepetanGoSendInstant on YouTube. This research was conducted using a quantitative approach with a survey method. The data was obtained through an online survey using Google Forms to 256 respondents who are YouTube social media users in Indonesia with a minimum age of 18 years and have seen the Gojek advertisement "#CepetanGoSendInstant by Ariel NOAH x GoSend" on YouTube. This research uses Structural Equation Model (SEM) analysis technique with Partial Least Square (PLS) approach. Measured variables are advertising creativity (24 indicators), credibility (3 indicators), lack of irritation (3 indicators), informativeness (2 indicators), entertainment (3 indicators), attitude toward the advertisement (3 indicators), and attitude toward the brand (3 indicators). The results showed that advertising creativity and entertainment had a significant effect on attitude toward the advertisement, while credibility, lack of irritation, and informativeness had no significant effect on attitude toward the advertisement. The results of the study also found that the attitude toward the advertisement had a significant effect on the attitude toward the brand.

Keywords: Advertising creativity, Perceived advertising value, Attitude toward the advertisement, Attitude toward the brand, PLS-SEM.

JEL Classification: M30, M31, M37

1. Introduction

In recent years, social media has become an integral part of daily life, alongside the continuous growth of the internet. The We Are Social and Hootsuite survey on Digital 2022: Indonesia stated that as of January 2022, approximately 73.7% of the Indonesian population was using the internet, with an average usage of 8 hours and 36 minutes per day (Kemp, 2022). In this context, online shopping activities through e-commerce have become popular in Indonesia. The value of e-commerce in Indonesia reached \$59 billion in 2022 and is projected to reach \$95 billion by 2025 (Annur, 2022).

The increased demand for online shopping has also triggered the growth of logistics services, especially in fast delivery, such as instant delivery. The demand for instant delivery has rapidly increased during the COVID-19 pandemic as consumers want to receive their purchased items quickly (SurveySensum, 2022). Gojek is one of the largest logistics companies in Indonesia that provides instant and same-day delivery services through GoSend.

Furthermore, the We Are Social and Hootsuite survey on Digital 2022: Indonesia also showed a 12.6% increase in the number of social media users in Indonesia compared to the previous year, with 191.4 million active users (Kemp, 2022). There has been a shift in marketing strategies from traditional media to digital media, with marketers turning to mobile advertising as a promotional tool (Belch & Belch, 2018). Mobile advertising expenditures have even surpassed TV advertising expenditures in some countries (eMarketer, 2018). Social media platforms such as Instagram, YouTube, Facebook, and TikTok are utilized by marketers to promote products and services.

However, the increasing number of advertisements displayed on social media also has negative effects, such as information overload. This makes it difficult for consumers to filter and handle information, leading them to avoid or ignore ads (Belanche et al., 2020). Consumers experience advertising blindness, where they become selective and reluctant to receive ads (Chinchanachokchai & de Gregorio, 2020).

To overcome this, creative advertisements that provide added value to consumers can influence consumer attitudes and actions. Creative ads that have elements of divergence and relevance can capture consumer attention and shape positive attitudes toward the ads (Smith et al., 2007). Additionally, the value of ads consisting of informativeness, entertainment, lack of irritation, and credibility can also influence consumer attitudes toward ads (Brackett & Carr, 2001; Ducoffe, 1996).

This study aims to investigate the influence of advertising creativity, credibility, lack of irritation, informativeness, and entertainment in the Gojek "#CepetanGoSendInstant by GoSend x Ariel Noah" ad on consumer attitudes toward the ad and the brand. This ad was chosen because it won an award at the YouTube Works Awards 2022 and has garnered over 6.5 million views. By understanding the influence of creative ads and the value of ads, this research is expected to provide insights into how ads can influence consumer attitudes and build a strong relationship between consumers and the brand.

2. Literature Review and Hypothesis Development

Marketing

Marketing is a core activity of a company that involves the dissemination of information, product distribution, and building good relationships with consumers. According to Boyd et al. (2000), marketing is a social process that enables exchanges with others to strengthen relationships. According to the AMA, marketing is an organizational function that encompasses creating, communicating, and delivering value to customers, as well as managing mutually beneficial relationships (Kotler and Keller, 2016). Marketing communication integrates various communication mix elements, including advertising, sales promotion, events, public relations, online marketing, mobile marketing, direct sales, and personal selling. With a good understanding, companies can achieve long-term success through effective marketing (Belch and Belch, 2018).

Sosial Media

Social media has evolved into a primary marketing communication tool for businesses. Social media advertising has become an integral part of company's marketing strategies (Belch and Belch, 2018). Social media marketing involves utilizing social media platforms to create, deliver, and exchange value with consumers (Tuten and Solomon, 2017). By leveraging these digital channels, companies can build relevant, personal, and effective relationships with consumers and enhance marketing expenditure efficiency (Satyo, 2009).

Advertising Creativity

Creativity in advertising refers to the ability to generate effective surprise through original and relevant messages (Mercanti-guérin, 2008). Divergence and relevance are two important characteristics of advertising creativity. Divergence refers to the uniqueness and distinctiveness of the ad, while relevance is related to the importance of the ad to the consumer (Smith et al., 2007). Research by Smith et al. (2007) and Yang and Smith (2009) demonstrates that creative ads with high levels of divergence and relevance can influence consumers' responses and positive attitudes towards the ad. Therefore, creativity in advertising plays a crucial role in stimulating positive consumer responses.

Perceived Advertising Value

Advertising value in advertising refers to the overall assessment individuals make of what is received and given in the context of an ad (Sharma et al., 2021). Perceived advertising value is the subjective evaluation of the utility or worth of an ad for consumers (Ducoffe, 1995). There are several key elements of advertising value, including informativeness, irritation, entertainment (Ducoffe, 1996), and credibility (Brackett & Carr, 2001). This study measures each dimension and their influence on consumers' attitudes towards the ad and brand.

Credibility

Advertising credibility encompasses the perceived belief, expertise, and reliability conveyed through advertising messages (Billore et al., 2020). It involves consumers' trust in marketers and the advertised content. The truthfulness of ads and the level of trust can influence how consumers perceive the ad's credibility (Lin & Bautista, 2020). If an ad is deemed untrustworthy, consumers may avoid, disregard, or even pay no attention to the ad's message (Yang et al., 2013). Advertising credibility can also influence consumers' attitudes and behaviors (Jin & Villegas, 2007).

Lack of Irritation

Irritation is defined as the offensive, unpleasant, and disruptive feelings caused by advertisements (Arora & Agarwal, 2019; Kim, 2019), leading to negative attitudes towards the ads (Martins et al., 2019). On the other hand, lack of irritation refers to the absence or minimal frustration or negative emotional reactions experienced by individuals when exposed to advertising messages or campaigns (Gaber et al., 2019). Lack of irritation indicates that individuals do not find the ads disruptive or annoying, and they are more likely to be receptive to the advertising content.

Informativeness

Informativeness is an important characteristic in social media advertising, referring to the ability of an advertisement to provide useful information to consumers (Ducoffe, 1996). The information conveyed in an advertisement can influence consumers' attitudes and perceptions towards the advertised product or service (Lee et al., 2017). Consumers view information as a positive aspect of advertising, particularly when they can learn about new products, product benefits, or product comparisons (Shavitt et al., 1998). Informativeness plays a significant role in influencing consumer responses and purchase decisions.

Entertainment

Entertainment in advertising refers to consumers' perception of the enjoyment, positive feelings, and pleasurable aspects presented by an advertisement (Ducoffe, 1995). Consumers tend to favor entertaining content on social media because it provides natural enjoyment (Ducoffe, 1996). The use of humor in advertising can effectively capture consumers' attention (Keshtgary and Khajehpour, 2011). Entertainment plays a significant role in advertising as a factor that influences consumers' attitudes towards the advertisement. The ability of an advertisement to entertain also contributes to building an emotional connection between the brand message and consumers (Wang and Sun, 2010). In the social media environment, entertainment is generated by the advertisement's ability to fulfill consumers' needs for diversion, release, and emotional enjoyment (Muntiga et al., 2011). Consumers use social media as a source of entertainment, relaxation, and pleasure (Dao et al., 2014).

Attitude toward the Advertisement

Attitude in advertising refers to an individual's positive or negative evaluation of the advertisement, reflecting their feelings and tendencies towards the advertisement (MacKenzie and Lutz, 1989). Attitude towards the advertisement is influenced by factors such as credibility, entertainment, information, and perceived irritation (Aydin and Karamehmet, 2017; Tsang et al., 2004). The formation of attitude towards the advertisement is crucial as it can impact the effectiveness of advertising and consumer responses. Attitude towards the advertisement also acts as a mediator in the relationship between the advertisement and promotional success (MacKenzie and Lutz, 1989). In advertising strategies, creating a positive attitude towards the advertisement can help enhance consumer awareness and influence.

Attitude toward the Brand

The American Marketing Association (AMA) defines a brand as a name, symbol, or design used to identify products or services from one seller or group of sellers and differentiate them from competitors (Kotler and Keller, 2016). Attitude towards the brand refers to consumers' evaluations of the brand and can influence purchase intentions (Hutter, 2015). Research by

Kim and Kim (2021) indicates that attitude towards the advertisement has a direct relationship with attitude towards the brand, as found in the study on golf product advertisements.

Hypothesis Formation

Consumers' perception of advertising creativity plays a role in determining whether an advertisement is considered creative or not (White and Smith, 2001). Attitude toward the advertisement can be formed through cognitive and emotional processes, where elements within the advertisement can evoke emotions in consumers (Shimp, 1981). Creativity in advertising helps capture consumers' attention, and creative messages can generate a positive attitude toward the advertisement (Ang and Low, 2000). Consumers are more likely to accept advertisements they perceive as useful, and creative advertisements can serve as engaging and persuasive sources of information for consumers (Yang and Smith, 2009). Consumer involvement with creativity in advertisements is considered enjoyable, and advertisements that possess originality can enhance consumers' attitudes (Smith and Yang, 2004). The combination of originality and familiarity in advertisements can increase attention and ease of recall (Pieters et al., 2002).

H1: Advertising creativity has a positive effect on attitude toward the advertisement in the Gojek #CepetanGoSendInstant advertisement on YouTube.

Advertising credibility refers to consumers' trust in the advertisement and the advertiser, as well as their belief in the reliability and trustworthiness of the information presented in the advertisement (Martins et al., 2019). Credibility influences consumers' decision-making and their attitudes toward the advertisement. Consumers tend to avoid or ignore advertisements they perceive as lacking credibility (Sigurdsson et al., 2018). Research by Izquierdo-Yusta et al. (2015) demonstrates that consumers' trust in the advertiser and the perception of accurate and trustworthy advertising credibility positively impact consumers' acceptance of the advertisement. Therefore, a high level of perceived credibility associated with the value of the advertisement directly relates to consumers' attitudes toward the advertisement.

H2: Credibility has a positive effect on attitude toward the advertisement in the Gojek #CepetanGoSendInstant advertisement on YouTube.

Irritation in the context of advertising refers to conditions that disturb and annoy consumers (Ducoffe, 1996). Lack of irritation refers to the absence of annoyance or disturbance experienced by individuals when exposed to advertising messages or promotional content (Geuens and Pelsmacker, 2001). Attitude toward the advertisement reflects individuals' overall evaluation of the advertisement (MacKenzie and Lutz, 1989). Individuals who experience minimal irritation toward the advertisement allocate more attention to processing the advertisement content, leading to a more positive attitude and better understanding of the advertisement (Hudders et al., 2017). This suggests that when people receive non-irritating advertising messages, they are more receptive to the advertisement and develop a better attitude toward it.

H3: Lack of irritation has a positive effect on attitude toward the advertisement in the Gojek #CepetanGoSendInstant advertisement on YouTube.

Informativeness in advertising refers to the amount and quality of information conveyed in the advertisement content (Ducoffe, 1996). It involves the ability of the advertising message

to provide useful and satisfying information to consumers. The uses and gratification theory emphasizes the importance of informative content in social media advertising to influence consumers' attitudes (Gaber et al., 2019). Accurate and timely information can enhance consumers' preferences, positive attitudes, and purchase intentions (Sharma et al., 2022). Social media users tend to seek advertisements that provide valuable information (Ducoffe, 1996). The study by Taylor et al. (2011) also demonstrates a positive relationship between informativeness and consumers' attitude toward the advertisement in social media. Consumers desire informative advertisements to help them make satisfying product choices (Ducoffe, 1996). Therefore, advertisements that provide relevant and valuable information can influence consumers' attitudes.

H4: Informativeness has a positive effect on attitude toward the advertisement in the Gojek #CepetanGoSendInstant advertisement on YouTube.

Entertainment in advertising refers to the ability of the advertisement to satisfy consumers' aesthetic tastes and needs (Lin and Bautista, 2020). Entertaining advertisements can fulfill audience needs through diversion, aesthetic value, and emotional impact (Ducoffe, 1996). Previous studies have shown that entertaining advertisements have a positive effect on enhancing consumers' advertising experience (Gaber et al., 2019). The uses and gratification theory also indicates that social media users tend to seek enjoyable and entertaining content (Ducoffe, 1996). The use of humor in advertisements can attract consumers' attention (Keshtgary and Khajehpour, 2011). Consumers expect brand-related content that provides experiences and entertainment on social media. Entertaining advertisements can also capture consumers' attention and yield positive outcomes (Arora and Agarwal, 2019). Previous research has shown that the level of entertainment in advertisements can influence consumers' attitudes toward the advertisement (Taylor et al., 2011). The higher the level of entertainment in the advertisement, the more positive consumers' attitude toward it.

H5: Entertainment has a positive effect on attitude toward the advertisement in the Gojek #CepetanGoSendInstant advertisement on YouTube.

Attitude toward the brand refers to consumers' overall positive or negative evaluation of a brand. A positive attitude toward the brand can influence consumers' perceptions of product quality, brand value, and their willingness to choose the brand consistently (Lee et al., 2016). The positive relationship between attitude toward the advertisement and attitude toward the brand has been demonstrated in various advertising contexts, including television advertisements (Lee et al., 2016), website advertisements (Li et al., 2002), and mobile advertisements (Lee et al., 2017). Gaber et al. (2019) also found that a positive attitude toward the advertisement can effectively strengthen the consumer-brand relationship, particularly in the context of social media. Research by Kim and Kim (2021) also found a significant relationship between attitude toward the advertisement and attitude toward the brand in specific advertisements. Therefore, understanding consumers' attitudes is important for marketers as attitudes have a strong correlation with consumer behavior.

H6: Attitude toward the advertisement has a positive effect on attitude toward the brand in the Gojek #CepetanGoSendInstant advertisement on YouTube.

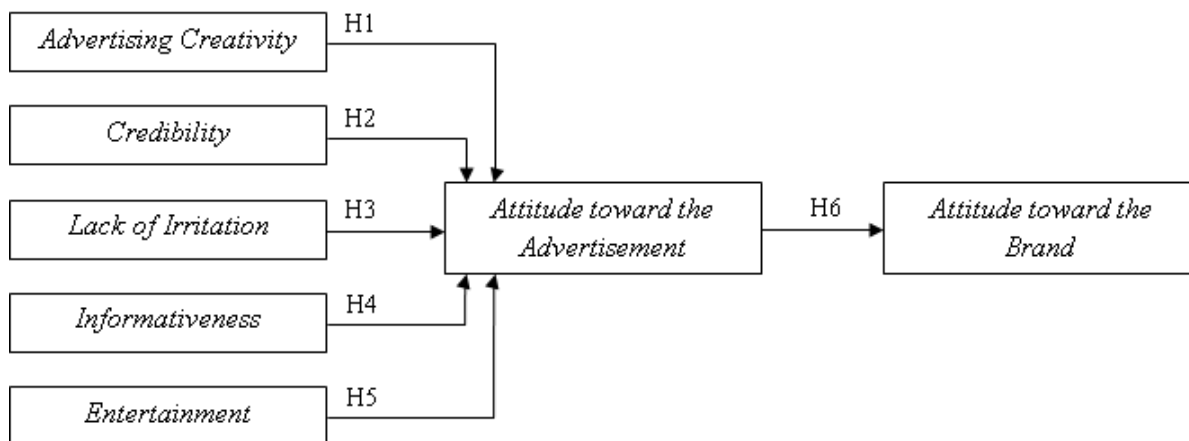


Figure 1. Research Framework

3. Data and Methodology

This study employs a quantitative approach, which is used to examine a specific population or sample by collecting data through research instruments and conducting statistical data analysis (Sugiyono, 2013). The survey method is used, in which questionnaires are distributed to a predetermined sample. The instrument used is a questionnaire designed to collect data from respondents. In this study, the questionnaire was distributed online using Google Forms to 265 respondents who are YouTube social media users in Indonesia, aged 18 years and above, have viewed the Gojek "#CepetanGoSendInstant by Ariel NOAH x GoSend" advertisement, and have seen advertisements for delivery services from brands other than GoSend. The collected data is processed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach.

4. Results

Respondent demographic profile

The data used in this study was collected through online questionnaire distribution, obtaining 265 respondents. Based on gender, the majority of respondents in this study were female, with 164 respondents (64.06%), while male respondents were 92 (35.94%). In terms of age, the majority of respondents in this study were in the 18-24 age group, with a total of 202 respondents (78.91%). In terms of occupation, the majority of respondents in this study consisted of 130 respondents (50.78%) who were students.

Table 1. Hypotheses Result Summary

	Relationship between Variables	Path Coefficients	T statistics	P values
H1	<i>Advertising Creativity → Attitude toward the Advertisement</i>	0,420	5,575	0,000***
H2	<i>Credibility → Attitude toward the Advertisement</i>	0,064	0,842	0,400
H3	<i>Lack of Irritation → Attitude toward the Advertisement</i>	0,071	1,410	0,159
H4	<i>Informativeness → Attitude toward the Advertisement</i>	0,139	1,788	0,074*
H5	<i>Entertainment → Attitude toward the Advertisement</i>	0,241	3,008	0,003***
H6	<i>Attitude toward the Advertisement → Attitude toward the Brand</i>	0,655	14,677	0,000***

Note: ***, **, * denote 1%, 5%, 10% significant level

5. Conclusion

Based on the hypothesis testing using PLS-SEM, it was found that advertising creativity has a significant positive effect on attitude toward the advertisement (original sample = 0.420; t-statistics = 6.081; p-values = 0.000), thus H1 is accepted. This can be attributed to the fact that the Gojek advertisement is creative and unique, unlike typical advertisements, which tend to leave an impression on consumers' minds. An ad with a unique idea provides a fresh touch that captures consumers' interest and shapes a positive attitude toward the advertisement (Ang et al., 2007; Smith et al., 2007). The findings of this study are consistent with previous research indicating that creative and unique advertisements have a positive influence on consumers' attitudes toward advertisements. The Gojek "#CepetanGoSendInstant by Ariel NOAH x GoSend" advertisement uses an engaging approach by depicting consumers' desire for fast delivery services. It packages a relevant and original story, setting it apart from other advertisements, which results in a positive impact on consumers' attitudes toward the advertisement. This finding aligns with previous research that also revealed the influence of advertising creativity on consumers' attitudes toward advertisements.

Credibility does not have a significant effect on attitude toward the advertisement (original sample = 0.064; t-statistics = 0.842; p-values = 0.400), thus H2 is rejected. Consumers' attitudes toward advertisements are not always influenced by the credibility of the advertisements (Sebastian and Pandowo, 2016), especially when consumers already have strong beliefs about the product and brand, or if the advertisement is not relevant to their needs and interests. The Gojek "#CepetanGoSendInstant by Ariel NOAH x GoSend" advertisement has been viewed over 6 million times, gaining extensive exposure through

electronic word-of-mouth (eWOM) on social media, which can have a greater influence than the credibility of the advertisement itself. In the information-rich and opinion-filled digital era, individuals may struggle to comprehensively evaluate the credibility of sources, thus credibility does not always impact attitudes toward advertisements.

Lack of irritation does not have a significant effect on attitude toward the advertisement (original sample = 0.071; t-statistics = 1.410; p-values = 0.159), thus H3 is rejected. This study aligns with the research by Lee et al. (2016), which found that lack of irritation does not have a significant influence on attitudes toward golf advertisements. The frequency of ad exposure can influence individuals' perceptions of it, and even advertisements considered non-irritating may lose their impact due to bias and ad saturation. In the context of social media, which is saturated with commercial advertisements, consumers become accustomed to ad exposure and no longer perceive it as bothersome. Consumers accept ad exposure as something unavoidable, therefore not forming specific attitudes toward the advertisement. Attitudes are subjective, and some respondents may be more tolerant or less easily disturbed, leading to the lack of irritation in advertisements not always influencing attitudes toward them (Wang, 2012).

Informativeness does not have a significant effect on attitude toward the advertisement (original sample = 0.139; t-statistics = 1.788; p-values = 0.074), thus H4 is rejected. This finding is consistent with the study by Butt et al. (2020), which stated that information does not have a significant influence on shaping consumers' attitudes toward advertisements. According to Lee and Johnson (2005), advertisements have purposes beyond conveying information, namely persuading and reminding consumers. Excessive exposure to advertisements can also lead to consumers experiencing information overload, which ultimately reduces attention and acceptance of the information conveyed. Although advertisements contain information, in the context of social media where consumers receive numerous ad exposures, the information may get mixed with other advertisements and reduce its impact on consumers' attitudes.

Entertainment has a significant effect on attitude toward the advertisement (original sample = 0.241; t-statistics = 3.008; p-values = 0.003), thus H5 is accepted. This finding is consistent with previous studies that have shown that entertainment significantly influences consumers' attitudes toward advertisements (Gaber et al., 2019; Taylor et al., 2011). Entertaining ads that are enjoyable tend to have a strong memorability and shape positive attitudes in consumers. Consumers tend to like entertaining content, so ads with a high level of entertainment can capture their attention and shape positive attitudes. The Gojek "#CepetanGoSendInstant by Ariel NOAH x GoSend" advertisement incorporates storytelling elements, popular songs, and humor such as wordplay, dad jokes, and trending memes. This connects entertainment with positive consumer attitudes. Previous research also supports this finding, indicating that the more entertaining the ad content, the more it influences positive consumer attitudes (Gaber et al., 2019).

Attitude toward the advertisement has a significant effect on attitude toward the brand (original sample = 0.655; t-statistics = 14.677; p-values = 0.000), thus H6 is accepted. This finding is consistent with previous research that shows that attitude toward the

advertisement influences attitude toward the brand (Gaber et al., 2019; Lee et al., 2017). Gardner (1985) found that advertisements liked by consumers can shape more positive attitudes toward the brand than disliked advertisements. Consumers' attitudes toward the advertisement and brand are closely related, and both are important factors in the effectiveness of advertisements. Advertisements that effectively convey interesting information about products or services can enhance consumers' liking for the brand. Attitudes toward the advertisement can also influence consumers' beliefs about brand quality, as liked advertisements tend to make consumers perceive the brand as having high quality.

Limitations

The findings of this study demonstrate that in the Gojek advertisement "#CepetanGoSendInstant by Ariel NOAH x GoSend", the variables of advertising creativity and entertainment have a significant positive influence on attitude toward the advertisement, and attitude toward the advertisement has a significant positive impact on attitude toward the brand. These results can be used by academics as a reference and reinforcement for theory. However, this study also found that credibility, lack of irritation, and informativeness do not have an influence on attitude toward the advertisement. This can be a new topic of discussion for academics in the field of marketing, particularly regarding the topic of perceived advertising value.

Based on the findings of this study, practitioners are advised to consider the use of advertising content that incorporates advertising creativity and entertainment to shape positive attitudes of consumers toward the advertisement and brand, thus maximizing the effectiveness of promotional activities. There are several implementation examples that marketers can consider, such as using attractive ad thumbnails, packaging ideas in an interesting and unique way, and maximizing the message and visuals in the first five seconds of the video. The use of creative and entertaining advertisements can enhance consumer attention and interest, leading to better reception of the intended message. Furthermore, positive attitudes toward the advertisement and brand can also impact sales levels (Sharma et al., 2021).

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