

The effectiveness of advertising strategy: The impact of informative and entertainment value on consumer trusts and subsequent engagement

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Abstract

This research investigates how advertising values affect customer trust and thus engagement on social media. We dissect the values and trust into two types respectively: informative value and entertainment value; and cognitive trust and emotional trust. In the theoretical framework, we suggested that both trusts would significantly affect social media engagement. With a 2x2 experimental setting on specific levels of information and entertainment values in an Instagram post, we conducted a questionnaire survey to compare the differences of engagement level among the four posts. We also revealed that people with a certain personality, income level and expense pattern have a significant effect on social media engagement.

Keywords: Social networking, Instagram, Advertising, Brand image, Brand Engagement

Introduction

In recent years, while browsing social networking sites become an everyday routine of netizens, Instagram with its capability to accommodate video, photo, text, IGTV and IG story, is growing its popularity in Hong Kong. Instagram is not only used to express and share an individual's own experiences and feelings, but also as a channel for businesses to build brand image and stimulate spending. According to Simon (2020) in January 2020, Instagram is the fourth most-used social media platform in Hong Kong with a 60% usage rate among internet users aged 16-64. That is, advertisements on Instagram can reach 2.32 million people in Hong Kong and have the highest reach and impression. Moreover, over 80% of Instagram users search product information and make purchase decisions (Facebook for Business, 2019). Since Instagram has so many followers, it is also a viable platform for companies to promote their new products and services. Thus, Instagram has become one of the most favorable social media for corporate marketing in recent years.

With reference to Instagram for Business (2019), 90% of users followed at least one business account. Besides, more than 60% of the users said that Instagram enables interaction with brands and 50% of the users are keener in a brand after they have watched Instagram advertisement of that brand. Based on these statistics, business account function is useful for the brand to promote their business, the effectiveness of the business account and the advertisement strategy is valid. Due to the rise of building a business profile on Instagram, many large-scale brands followed the trend and pulled their marketing budget into Instagram advertisements. Some cosmetics brands, such as Maybelline New York, Urban Decay, Huda Beauty and Kylie Cosmetics, have spent 60%, 67%, 78% and 82% of their marketing budget on Instagram (Koetsier, 2019).

Ducoffe (1996) suggested that advertising value mainly consists of two dimensions: informativeness and entertainment, which deliver the awareness of functional features and emotional engagement of a product to audience. A survey conducted by Facebook in 2019 has demonstrated the importance of the informativeness and the entertainment level of an advertisement. 76% of the respondents said that they perceived the brands on Instagram as entertaining, while 87% stated that they made a move after viewing the product information, such as following the brand account, searching for more information or directly making a purchase. These findings show that the audience has given a high level of attention to the content in terms of information and entertainment.

In terms of advertising strategies, consumer engagement is a criterion in examining the promotional effectiveness. While the involved activities include but not only liking, commenting, and sharing to show the consumers' preference and attitudes towards the product, businesses should evaluate the advertising strategies by reviewing these social media interactions for trust building. This study is to evaluate the impacts of Instagram contents on consumer trust, and thus further engagement with a company. The following research questions are covered in this study.

1. To what extent do the advertising values of social media content affect consumer trust?
2. How do consumer trusts impose influence on engagement activities?

Theoretical framework and hypotheses

Oliveira and Fernandes. (2020) validated the three dimensions in customer brand engagement suggested by Hollebeek et al. (2014), including cognitive, affection and activation. In the context of social media, Dessart et al. (2015) divided the customer brand engagement into three sub-dimensions (Table 1). Based on this framework, we intend to link advertising strategies in terms of information and entertainment value with audience’s engagement behaviour.

Main Dimension	Sub-Dimension
Cognitive Processing (Cognitive dimension)	Attention and absorption
Affection (Emotional dimension)	Enthusiasm and enjoyment
Activation (Behavioural dimension)	Sharing, learning and endorsing

Table 1. Dimensions of Customer Brand Engagement

Ng (2013) explained the hedonic value and utilitarian value of a product, which are related to the degree of enjoyment provided and the utility provided to users respectively. Specifically, hedonic value refers to the emotional needs, previous studies had shown that the users’ attitude is positive if a product can satisfy the needs of users in terms of enjoyment and fun (Anderson, Knight, Pookulangara, and Josiam, 2014). Utilitarian value refers to the motivations of achieving specific goals using the content of a post for obtaining information of a product before making a purchase decision (Kim, Sun and Kim, 2013).

Users’ trust in social media is deemed as an important indicator of the following action taken by users. By enhancing the level of trust of social media users, marketers may increase the social engagement and potential purchase intention of the users. In the study of Astuti and Putri (2018), the effects of Instagram posts on user’s trust and purchase intention are investigated. As trust is a complex emotion, Ziegler and Golbeck (2007) suggested to dissect trust into two types: cognitive trust and emotional trust. Emotional trust is defined as the personality cues as well as sensory connections, while cognitive trust refers to solid connections. Various researchers had studied the relationship between social media and trust (Paliszkievicz and Koohang, 2016; Astuti and Putri, 2018), however, the relationship between advertising strategies in terms of information and entertainment value, and consumers’ trust in terms of cognitive trust and emotional trust have not been the focus of previous research. Figure 1 highlights our theoretical framework in this study.

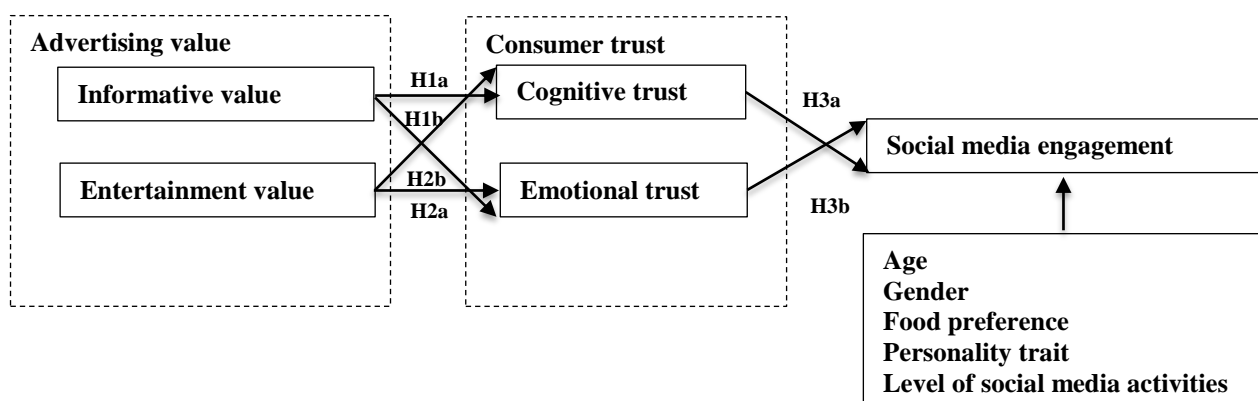


Figure 1. Theoretical Framework

Informative value and Entertainment value

Informative value of an advertisement refers to the capability of the advertisement to provide information related to a product which can attract an audience to purchase the product (Ducoffe, 1996). In general, marketers intend to share information about the products in their Instagram posts (Gao and Koufaris, 2006). For the entertainment value of an advertisement, it refers to the extent of enjoyment when an audience flicks through an advertisement, which is lively and laughable (Ducoffe, 1996). McQuail (1983) stated that entertainment value of an advertisement can give escapism, enjoyment, and emotional release to the audience. Entertaining posts can evoke the interest of users and enhance the persuasion level (Teixeira, et al., 2014). When a funny content is positively perceived, a positive impact on the value of the product maybe imposed.

Emotional trust and Cognitive trust

Emotional trust (affective trust) and cognitive trust are two major types of trust. Ziegler and Golbeck (2007) stated that emotional trust is related to sensory connections such as safety and security, while cognitive trust connects to knowledge and experiences which can remove one's uncertainty. Concerning posts in social media, Choi and Lee (2017) found that cognitive trust is about one's feeling on whether the content of the posts shows useful knowledge of a product, which addresses their needs and preferences. Emotional trust builds on sense of security, safety and comfort in the content of the posts in social media.

As cognitive trust is knowledge-based, posts with higher informative value provide more information or professional knowledge of a product. Moreover, we also postulate that funny expressions with entertainment value can reduce the reliability and credibility of the posts, which may generate negative impact on cognitive trust. In relative sense, the influence of information value on cognitive trust would be higher than the entertainment value on cognitive trust. Hence, we predict the following hypotheses.

H1a: Informative value has a positive effect on cognitive trust.

H1b: Entertainment value has a negative effect on cognitive trust.

H1c: Informative value has more influence than entertainment value on cognitive trust.

Posts with creative and funny expressions may consider having more entertainment value. Since emotional trust is built on a personal feeling of comfort and care, the expression of content would affect the readers' emotional trust. When audiences have a positive attitude towards the entertaining content, they may have more emotional trust on the product. Moreover, we postulate that information value may also have negative impact on emotional trust. In essence, we assume the emotional trust is driven more by entertainment value than by information value.

H2a: Informative value has a negative effect on emotional trust.

H2b: Entertainment value has a positive effect on emotional trust.

H2c: Entertainment value has more influence than the informative value on emotional trust.

When there is more trust towards posts on Instagram, people tend to be more involved. For example, people just simply scroll the page down quickly and skip reading the contents if they do not believe in the sponsored advertisement and promotional posts by businesses, or feel bored by the flooded false information. On the contrary, people tend to spend more time to investigate the features of a product. They would read the posts in detail as well as are willing to give likes and comments to express their support. Thus, we predict the following hypotheses.

H3a: The higher the cognitive trust, the higher the engagement level on social media.

H3b: The higher the emotional trust, the higher the engagement level on social media.

As cognitive trust is developed based on the level of knowledge and information of the social media, the audiences tend to have more social media engagement e.g. share the post or follow the content creator. While cognitive trust is related to the audience's confidence on the competence and reliability of the information in a post (Moorman et al., 1992), emotional trust is related to the sense of security, safety, and comfort, which may not lead to intense social media engagement. Here we propose the following hypothesis.

H3c: Cognitive trust has more influence than emotional trust in social media engagement.

Control variables

Several factors that may potentially affect consumer trust and social media engagement are included as control variables. These factors are age, gender, and personality trait. In order to verify our theoretical framework, we made up an Instagram post of a snack food product. With that, the respondent's food preference is also considered as a control variable.

Methodology

In our study, all measurements are extracted from existing constructs from past literature. For informative value, we refer to the three items from Lou and Yuan (2019). For instance, one item as "I personally think the product in this Instagram post is functional". For measuring the entertainment value, three other items are also extracted from Lou and Yuan (2019), an example item as "I personally think the product in this Instagram post is enjoyable".

Cognitive trust refers to whether the audience can rely on the Instagram post for making a logical decision in a purchase. The post should address the needs and preferences of the audience, enable the audience to evaluate the product and indicate useful and relevant information of the product. For the measurement of cognitive trust, three items from Choi and Lee (2017) are adapted. One item is about whether the Instagram post can address the needs and

preferences for the consumer. Similar to cognitive trust, we adapt from Choi and Lee (2017) for measuring emotional trust, which accounts for the feeling of audience on the information of the Instagram post to be reliable and safe. An example item is about whether the information of the Instagram post can make consumer feel secure to rely on.

According to Hou (2017), five engagement activities for an Instagram post should be asked. They are namely: read, like, follow, comment, and share.

Instagram users with different personalities may have different attitudes towards the same advertisement, thus having different levels of engagement. Adapted from the Big Five personality traits by Gosling, Rentfrow and Swann (2003), 10 questions regarding self-image, starting with “I see myself as ...” are suggested. For instance, the respondent is asked “I see myself to be reserved and quiet” for the measurement of extraversion which is presented as a reverse code item.

In order to have proper control on respondents’ profile regarding the social media engagement, the respondents are asked to report their social media activity as follows. On average, approximately how many hours per day do you spend on Instagram? How frequently do you post pictures including posts, stories and IGTV? Approximately how long have you have your Instagram profile? These questions were referenced from Ross, Orr, Sisc, Arseneault, Simmering, and Orr (2009).

Data Collection

According to Hootsuite in 2021, Instagram’s potential advertising reach is 1.16 billion users (19%) who are aged 13



or above. Compared with the world average, USA have a reach of 43% to the local users which is much higher than the average. In Hong Kong, over half of the population are internet users and the penetration rate was 60% in 2020 (Datareportal, 2020). From a survey done by NapoleonCat in Oct 2020, the number of Instagram users was over 2,744,000. Hong Kong had the highest advertising reach with 35%, while Taiwan, Japan and South Korea had 34%, 26% and 28% respectively (Hootsuite, 2020). Since Instagram is getting more popular, these Instagram users in Hong Kong have become our target audience for the research. In the

Set 1 (High informative value, high entertainment value)

questionnaire, the respondents are presented with an Instagram post from one of the four scenario (high or low) informative value and (high or low) entertainment value as shown in Figure 2. Using quota sampling as the sampling method, our sample size is 400 people who are evenly divided into four scenarios, that is 100 respondents per set.



Set 2 (High informative value, low entertainment value)



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Set 3 (Low information value, high entertainment value)

Set 4 (Low information value, low entertainment value)

Figure 2: Four scenarios for experimental setting

In order to reach the sampling target and ensure the respondents are Instagram users, we sent our questionnaire to students in a renowned university in Hong Kong. The students are encouraged to post the link in their Instagram profile so that their followers are able to participate in the survey. Moreover, the students are also encouraged to send the link to their friends and relatives via various instant messaging means such as WhatsApp and WeChat. The respondents are being informed that their personal information will be stringently kept confidential.

	Frequency	%		Frequency	%
<i>Gender</i>			<i>Personal Monthly Income</i>		
Male	175	43.80%	\$0	84	21.00%
Female	225	56.20%	\$1-5,000	124	31.00%
<i>Age</i>			\$5,001-10,000	121	30.25%
18-21 years old	212	53.00%	\$10,001-15,000	51	12.75%
22-25 years old	183	45.75%	\$15,001-20,000	14	3.50%
26-29 years old	2	0.50%	\$20,001-25,000	5	1.30%
30-33 years old	3	0.75%	\$25,001-30,000	1	0.30%
34 or above	0	0.00%	Over\$30001	0	0.00%
<i>Education</i>			<i>Monthly Expenses</i>		
Junior High School	0	0.00%	Below \$2,000	117	29.30%
High School	14	3.50%	\$2,000-4,000	186	46.50%
Undergraduate	310	77.50%	\$4,001-6,000	58	14.50%
Degree	76	19.00%	\$6,001-8,000	25	6.30%
Postgraduate	0	0.00%	\$8,001-10,000	13	3.30%
<i>Occupation</i>			<i>Over \$10,000</i>		
Managers and Administrators	4	1.00%	Over \$10,000	1	0.30%
Professionals	10	2.50%	<i>Vegetarian</i>		
Associate Professionals	15	3.80%	Yes	11	2.75%
Clerical Support Workers	15	3.80%	No	389	97.25%
Service and Sales Workers	5	1.30%	<i>Vegan</i>		
Elementary Occupations	2	0.50%	Yes	0	0.00%
Unemployed	3	0.80%	No	400	100.00%
Homemaker	1	0.30%			
Student	338	84.50%			
Others	7	1.80%			

Table 2. Respondents' Profile

The demographic profile of the respondents is shown in Table 2 below. Majority of the respondents are female (56.2%). 53% of respondents are 18-21 years old and 45.75% of them are 22-25 years old. For education level, 77.5% of respondents are undergraduate students, and 19% are degree holders.

Table 2. Respondents' Profile

Instrument Validity and Reliability

For the validity and reliability of the measurement, factor analysis is used to test the convergent validity (Anderson and Gerbing, 1988). Accordingly, the factor loading of all the items should be greater than 0.7 and the average variance extracted (AVE) of variables need to be larger than the inter-correlated variance. In our study, the factor loadings are shown in Table 3. All factor loadings, except two (Delightful for measuring entertainment value and

Necessary for measuring informative value), are greater 0.7 in their absolute value. These two items with less than 0.7 in their absolute value are neglected in the measurement. Furthermore, the AVEs of the constructs, as shown in Table 4, are all greater than the variance due to measurement errors, which have confirmed the convergent validity of this study.

	1	2	3	4	5	6	7	8	9
Personality									
P_Q1						-0.92			
P_Q6						0.94			
P_Q2				0.945					
P_Q7				-0.94					
P_Q3					0.94				
P_Q8					-0.91				
P_Q4							0.86		
P_Q9							-0.87		
P_Q5			-0.96						
P_Q10			0.959						
Cognitive trust									
CT_Q1	0.9								
CT_Q2	0.94								
CT_Q3	0.92								
Emotional trust									
ET_Q1		0.9							
ET_Q2		0.91							
ET_Q3		0.9							
Entertainment value									
Interesting								0.86	
Exciting								0.88	
Enjoyable								0.81	
Delightful								0.605	
Thrilling								0.8	
Informative value									
Effective									0.732
Functional									0.81
Practical									0.9
Helpful									0.78
Necessary									0.641

Table 3. Factor Analysis for personality, cognitive trust, emotional trust, entertainment value and information

The correlation matrices shown in Table 4 are used to examine all potentially overlapping constructs. According to Fornell and Larcker (1981), the discriminant validity of the construct is secured when the AVE of the construct is larger than its squared inter-correlations with other constructs. In Table 4, all of the diagonal elements (the square root of AVE) are higher than the correlations between target constructs. The discriminant validity of all the constructs in this study is therefore deemed.

	AVE	1	2	3	4	5	6	7	8	9	10
1. Informative value	0.62	0.787									
2. Entertainment value	0.63	.664**	0.795								
3. Cognitive Trust	0.84	.443*	.155**	0.917							
4. Emotion Trust	0.82	.247**	.334**	.408**	0.906						
5. SM Engagement	N/A	.250**	.309**	.144**	0.043	N/A					
6. Extraversion	0.86	0.015	0.007	-0.009	0.016	0.097	0.926				
7. Agreeableness	0.89	-0.028	0.029	-0.073	-.192**	0.092	.181**	0.944			
8. Conscientiousness	0.87	-0.035	0.063	.107*	.221**	0	0.074	-.366**	0.931		
9. Emotional Stability	0.76	-0.02	-0.067	-.130**	-.166**	0.059	-.182**	0.017	-0.02	.87	
10. Openness	0.93	-.129**	-0.09	-.106*	-.105*	-0.02	.102*	-0.049	0.007	0.07	0.96

** . Correlation is significant at the 0.01 level (2-tailed)
* . Correlation is significant at the 0.05 level (2-tailed)

Table 4. Correlation Matrix

To examine the reliability of the measurement, Cronbach's alpha is adopted to check the internal consistency. Referring to Table 5, the Cronbach's alpha of the four independent variables are ranged from 0.700 to 0.932, all of them higher than or equal to 0.7. Thus, the measurements are considered reliable.

	Overall Mean	Standard Dev.	Cronbach's α
1. Informative Value	4.68	1.06	0.85
2. Entertainment Value	4.29	1.08	0.893
3. Cognitive Trust	4.2	1.42	0.932
4. Emotion Trust	4.52	1.31	0.927
5. Extraversion	4.62	1.44	0.849
6. Agreeableness	4.07	1.46	0.928
7. Conscientiousness	4.04	1.47	0.888
8. Emotional Stability	4.35	1.04	0.7
9. Openness	3.92	1.51	0.924

Table 5: overall mean, standard deviation and cronbach's alpha of the constructs

Descriptive Analysis

Our experimental setting is designed with four scenarios at different levels of informative and entertainment values to better examine the impact on trusts and social media engagement. The ANOVA multiple comparisons show that the significant mean difference of informative value between questionnaire set 1 and sets (3 and 4), and between set 2 and sets (3 and 4). There is no significant mean difference of informative value between sets 1 and 2 and between sets 3 and 4, which matches the setting of the Instagram post in the questionnaire. In terms of entertainment value, there are significant mean differences between sets 1 and 3, and between sets 2 and 4 which matches the setting of Instagram posts in the questionnaire. These findings validate our experimental setting on informative and entertainment values in the Instagram posts in the four scenario.

According to the ANOVA statistics (see Table 6), the informative values in sets 1 and 2 (mean = 5.12; 5.03 respectively) are significantly higher than that of sets 3 and 4 (mean = 4.28; 4.31 respectively), showing that the respondents generally think the two Instagram posts (sets 1 and 2) are more informative. It validates our experimental settings that there is more factual information in the Instagram post of sets 1 and 2 when compared with sets 3 and 4 in terms of the ways to achieve a healthy diet and the nutritional value of the product. Besides, cognitive trusts, which refer to the customer's confidence or willingness to rely on one's competence and reliability (Moorman et al., 1992), are found significantly higher in the sets 1 and 2 (mean = 5.65; 5.26 respectively) than in sets 3 and 4 (mean = 2.94; 2.94 respectively). Thus, it is reasonable that the audience is willing to rely on the posts of sets 1 and 2 with reliable and factual information relating to the product.

	SET1		SET2	
	Mean	Standard Dev.	Mean	Standard Dev.
1. Informative Value	5.12	.689	5.03	.860
2. Entertainment Value	4.47	.967	4.23	1.08
3. Cognitive Trust	5.65	.485	5.26	.895
4. Emotion Trust	5.80	.495	4.07	.896
5. SM Engagement	1.02	.550	1.27	1.03
	SET3		SET4	
	Mean	Standard Dev.	Mean	Standard Dev.
1. Informative Value	4.28	1.00	4.31	1.29
2. Entertainment Value	4.60	.853	3.85	1.25
3. Cognitive Trust	2.94	.549	2.94	.600
4. Emotion Trust	5.32	.426	2.89	.542
5. SM Engagement	1.02	.402	.970	.481

Table 6. Descriptive Statistics

From our ANOVA testing, the mean scores of entertainment value in sets 1 and 3 (mean = 4.47; 4.60) are significantly higher than that of sets 2 and 4 (mean = 4.23; 3.85), which shows that the Instagram posts in sets 1 and 3 are more entertaining than that of sets 2 and 4. This findings confirm our experimental setting that some cartoon figures and comics are used to make the post in sets 1 and 3 more interesting and enjoyable. The emotional trust, which refers to the sense of security, safety and comfort in the content of social media (Choi and Lee, 2017), are also significantly higher in sets 1 and 3 (mean = 5.80; 5.32) than in sets 2 and 4 (mean = 4.07; 2.89). This indicates that people have a higher level of trust towards entertaining posts emotionally. Thus, it is reasonable to claim that the audiences have a higher emotional trust in sets 1 and 3 as they feel relax and comfortable to the posts.

With respect to the personality of the respondents, they tend to be extraverted (mean = 4.62) and emotional stable (mean = 4.35). It is because most of the respondents in the survey are university students, who are still enjoying university life and their leisure time. Also, most of the respondents are between the ages of 18-25 who are more energetic and enthusiastic. As a result, it is reasonable to claim that the respondents tend to be extroverted and emotionally stable.

Hypotheses testing

Our findings as shown in Figure 3 indicated that informative value has positive impact on cognitive trust ($\beta = .555^{***}$) but entertainment value has negatively impact on cognitive trust ($\beta = -.227^{***}$). In this regard, informative value has a more important influence than entertainment value on cognitive trust. Thus, H1a, 1b and 1c are supported. On the other hand, entertainment value has a significant positive impact on emotional trust ($\beta = .306^{***}$) and informative value does not have any effect on emotional trust. In this regard, entertainment value has a more significant influence than informative value on emotional trust. Hence, H2a and H2c, but not H2b, are supported. Moreover, cognitive trust has a positive impact on social media engagement with beta value equal to 0.110^{***} . However, it is surprisingly that the impact of emotional trust on social media engagement is not significant. As such, cognitive trust is more influential than emotional trust in terms of engagement. Hence, H3a and H3c are supported but H3b is rejected.

Apart from the main hypotheses, we also identified the effect from a few control variables. First, Age affects both cognitive trust ($\beta = -.172^{***}$) and emotional trust ($\beta = -.211^{***}$) with the same level of significance and relationship. This means the younger the respondents, the higher the cognitive trust and emotional trust. Second, there is a positive relationship between agreeableness and social media engagement ($\beta = .112^{***}$).

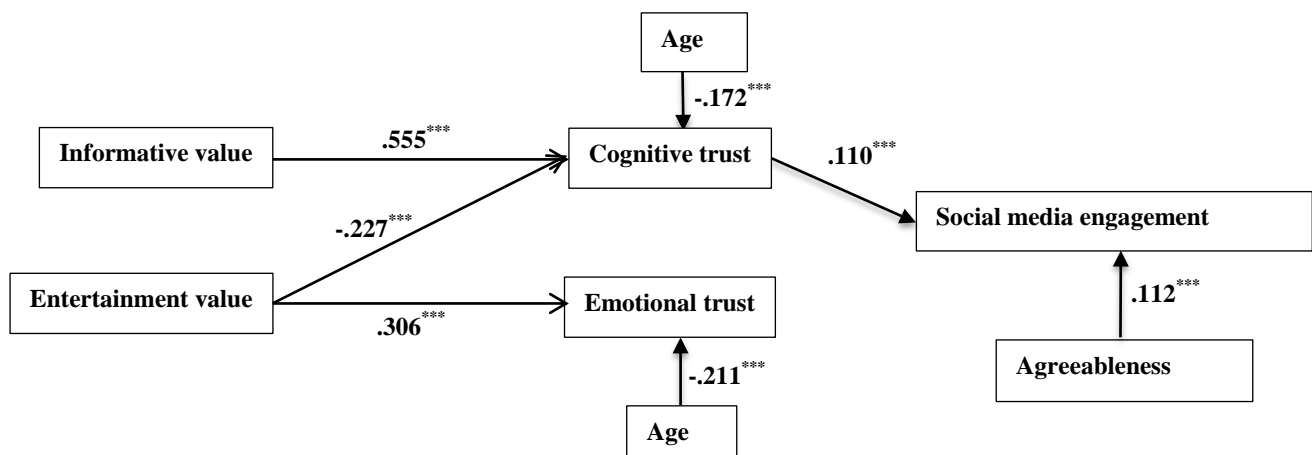


Figure 3. Empirical Results in the Social Media Engagement Model

Discussion

Our findings show that entertainment value of the Instagram posts is positively related to emotional trust and negatively related to cognitive trust. This is reasonable as to an extent, once people see an entertaining or hilarious post on Instagram, they may have a perception that it is not convincing at their first impression. These posts would also be deemed as incredible from a consumer's perspective. However, an entertaining post could bring the emotion of relaxation, joyful and caring, it is reasonable for the consumer to have greater emotional trust with an entertaining post. It could bring comfort and induce consumers' emotional trust (Johnson and Grayson, 2005). On the other hand, informative value imposes a positive impact on cognitive trust. This findings is aligned with Kim, Jeon and Lee (2020) that utilitarian value, which is similar to informative value, has positive impact on cognitive trust. In contrast to emotional trust, cognitive trust has significant impact on social media engagement. When people have confidence on the product value, they are more likely to share and like the post (Liu, Lee, Liu and Chen, 2018; Chahal and Rani, 2017).

In regards to personality, agreeable persons who are generous, sympathetic, cooperative (Gosling, Rentfrow and Swann, 2003), tend to share and like the Instagram post according to our findings. These people tend to use Instagram as their attention-seeking tool (Kurenkova, 2016).

Conclusion

Nowadays, social media has become part of our daily life. Instagram is the fourth most-used social media platform in Hong Kong with a 60% usage rate among internet users aged 16-64 (Simon, 2020). In such a fast-growing social media platform, the marketers adopt different advertising strategies to impress Instagram users. This research explores how advertising values affect customer trust and thus engagement on social media, which could assist the marketers to increase their target consumer's social media engagement effectively and strategically. Our research suggested that cognitive trust has a significant effect on social media engagement, while Instagram posts with higher informative value and lower entertainment value can significantly increase cognitive trust. It implied that the marketer may design the Instagram post in a more informative and less funny way if they aim to get more like, share, comment and being followed. For instance, in our case, OmniPork should write more posts about the nutritional value of the product, production process and the benefit of eating vegan food. These kinds of information may attract more audience to explore, comment and share. Thus, enhancing the brand awareness of OmniPork and its products can be achieved.

To optimize the performance of an Instagram business account, it is essential to keep a high social media engagement level among their posts. When there are more people like, share and follow, the reach and impression of the social media account will significantly increase (Bhanot, 2012). Dekimpe and Hanssens (2018) stated that marketing performance of the company is closely related to the sales performance. Hence, through executing strategic marketing on Instagram, the company is able to increase its sales effectively.

Future studies could further examine different product characteristics, such as product life cycle stage (newly launched and mature products) and product nature (consumer, industrial and services). With more product information, a more comprehensive framework including physical consumer behaviour such as researching for product information and having actual spending on products can be developed for future investigations.

Besides, future studies would also examine the advertising effects. Our study only used the most commonly used functions such as like, comment, and share as social media engagement, other functions such as IGTV and Instagram ads should be considered. In addition, the number of views, impressions and conversion rate could be regarded as additional engagement to create a more comprehensive framework.

To sum up, this study investigates the impacts of Instagram content on consumer trust and further engagement. The Instagram contents are measured in terms of entertainment value and informative value, while consumer trust is based on emotional trust and cognitive trust. A theoretical framework of social media engagement is enhanced regarding the implications of multi-dimensional advertising values, which are set with high and low level of informative and entertainment value, to examine their influence on trust. Moreover, we explore both emotional and cognitive trust and their effects on social media engagement. The result indicates that entertainment and informative values place significant negative and positive influence on cognitive trust respectively, whereas only entertainment value affect emotional trust. Hence, cognitive trust has a notable effect on social media engagement. It implies that post with more informative and less entertainment value could optimize customers' engagement. Furthermore, we discovered that agreeable persons tend to like and share other posts. As Instagram is one of the most popular social media platforms today with tremendous expansion potential, we believe our study could contribute as a reference to businesses on implementing advertising strategies.

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