Jurnal Ilmiah Multidisiplin Indonesia (JIM-ID)
Volume 4, Number 07, 2025, DOI 10.58471/esaprom.v4i07
ESSN 2828-9463 (Online)
https://ejournal.seaninstitute.or.id/index.php/esaprom

The Role of Instagram Ads in Increasing the Attraction of Healthy Bread Products

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Article Info

Keywords:
Instagram Advertising,
Exposure Frequency,
Consumer Engagement,
Healthy Bread.

ABSTRACT

The growing trend of healthy living among urban communities has driven increased interest in healthy food products, including healthy bread. Healthy bread refers to bread formulated with nutritious ingredients such as whole grains, seeds, or low-sugar flour, and is typically low in fat and high in fiber. As consumer awareness of balanced diets rises, social media platforms like Instagram have become key tools for promoting such products, particularly among younger audiences. This study aims to analyze the influence of Instagram advertising, exposure frequency, and consumer engagement on the purchase decision of healthy bread products. This research employs a quantitative method with a descriptive approach. The sampling technique used is purposive sampling with 171 respondents who have seen healthy bread advertisements on Instagram. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 4.0 software. The results indicate that all three independent variables—Instagram advertising, exposure frequency, and consumer engagement—have a positive and significant effect on purchase decision. These findings highlight the effectiveness of consistent ad exposure and active consumer interaction with promotional content in increasing the likelihood of purchasing healthy food products such as healthy bread.

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INTRODUCTION

The development of digital technology has changed the way businesses market their products, especially in the food and beverage industry which now uses social media as the main communication tool. Instagram, as one of the most popular visual platforms, offers various features such as Stories, Reels, and paid ads that allow brands to display products in an attractive and interactive way.

In this context, healthy bread products—including gluten-free, low-sugar, high-fiber, and natural-based breads—are increasingly in demand as people become more aware of healthy eating. However, amidst the flood of promotional content and ever-changing algorithms, the biggest challenge faced by healthy bread producers is how to keep their products relevant and consistently attract the attention of their target audience. Instagram ads have great potential in shaping consumer perceptions through the power of visuals and

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easy access to information. With features that support interactivity and market segmentation based on demographics, interests, and user behavior, this platform allows for a more personalized and targeted marketing approach. Moreover, collaboration with influencers who have loyal audiences has been proven to strengthen brand credibility and encourage consumers to try new products. Not only that, user engagement such as commenting, sharing content, or participating in polls is also considered an important indicator in building an emotional connection between brands and consumers. In the context of healthy bread marketing, a strategy that actively involves consumers is believed to be able to increase purchasing interest and expand the reach of promotions organically.

This study was conducted to answer important questions related to the extent to which the effectiveness of Instagram advertising can increase the appeal and purchasing decisions of healthy bread products. The three main variables analyzed in this study are the effectiveness of Instagram advertising, frequency of exposure to advertising, and consumer engagement. The purpose of this study is not only to test the relationship between these variables, but also to provide strategic recommendations that can be used by business actors in developing more effective digital marketing campaigns. Through a quantitative approach and statistical analysis using SmartPLS, this study is expected to be able to provide practical contributions to the healthy food industry, as well as theoretical contributions in enriching studies in the field of social media marketing. Furthermore, the benefits of this study are not only felt by business actors, but also by academics and policy makers. Theoretically, this study can strengthen the understanding of how social media influences consumer behavior in the context of healthy food products. Practically, the findings can be used to design marketing communication strategies that are more responsive to the preferences of today's digital consumers. And from a policy perspective, this study has the potential to provide input for the government or stakeholders in the tourism and creative economy sectors in encouraging the promotion of digital-based local products.

METHODS

This study uses a quantitative method with a descriptive and causal approach, which aims to analyze the influence of Instagram advertising, frequency of exposure, and consumer involvement on purchasing decisions for healthy bread products. Data were collected cross-sectionally through an online questionnaire to 171 respondents who were active Instagram users in the JABODETABEK area. The sampling technique used was purposive sampling, and the data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS 4.0 software. analysis method.

RESULTS AND DISCUSSION

This study used respondents from the community and online surveys. The respondents of this study were based on the calculation results of the G Power sample application with a minimum sample of 90-120, but after distributing the Google Form online questionnaire, 171 respondents were obtained. All respondent data is valid so that all data is used in this study.

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1. Respondent Profile

The respondent profile in this study can be seen in the table below:

Table 1. Responded Profile Based on Gender

Category	Percentage (%)	Frequency	Total
Men	24.7	42	171
Women	75.3	130	171

Source: Data Processing Results (2025)

Table 2. Respondent Profile Based on Age

Category	Percentage (%)	Frequency	Total
15-20	9.4	16	171
21-25	24.7	42	171
26-35	27.1	46	171
36-50	36.5	62	171
>50	2.3	4	171

Source: Data Processing Results (2025)

Table 3. Respondent Profile Based on Domicile

Location	Percenage (%)	Frequency	Total
Jakarta	54.1	93	171
Tangerang	25.9	44	171
Depok	11.8	20	171
Bekasi	7.1	12	171
Bogor	1.2	2	171

Source: Data Processing Results (2025)

Table 4. Respondent Profile Based on Profession

Category	Precentage (%)	Frequency	Total
College Students	16.5	28	171
Self-employed	21.2	36	171
Businessman	20	34	171
Freelancer	5.9	10	171
Civil Servant	8.2	14	171

Source: Data Processing Results (2025)

Table 5. Respondent Profile Based on Education

Category	Percentage (%)	Frequency	Total
Grade School	0	0	171
Middle School	0	0	171

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Category	Percentage (%)	Frequency	Total
High School	10.6	18	171
Diploma	12.9	22	171
Bachelor	69.4	119	171

Source: Data Processing Results (2025)

Table 6. Respondent Profile Based on Spending on Healthy Bread

Category	Percentage (%)	Frequency	Total
<Rp.100,000	12.9	22	171
Rp.100,000 - Rp.500,000	17.6	30	171
Rp.500,000 - Rp.1,000,000	44.7	77	171
>Rp.1,000,000	24.7	42	171

Source: Data Processing Results (2025)

Table 7. Respondent Description

	N	Minimum	Maximum	Mean	Std. Deviation
FE1	170	3	6	4.51176	0.80117
FE2	170	2	6	4.48824	0.83019
FE3	170	2	6	4.48824	0.81581
FE4	170	3	6	4.50588	0.7398
FE5	170	2	6	4.51765	0.8157
IK1	170	2	6	4.42353	0.76733
IK2	170	2	6	4.44706	0.72985
IK3	170	3	6	4.45294	0.73026
IK4	170	3	6	4.42941	0.72835
IK5	170	2	6	4.47647	0.74741
KK1	170	3	6	4.54118	0.73061
KK2	170	3	6	4.61176	0.77832
KK3	170	3	6	4.52353	0.80826
KK4	170	2	6	4.52353	0.82277
KK5	170	3	6	4.59412	0.79568
KP1	170	3	6	4.51176	0.68144
KP2	170	3	6	4.55294	0.6155
KP3	170	3	6	4.50588	0.63662
KP4	170	2	6	4.46471	0.64491
KP5	170	3	6	4.51765	0.62704

Source: Data Processing Results (2025)

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Table 7. presents the minimum, maximum, mean, and standard deviation values for each indicator in the research questionnaire. This study uses a Likert scale of 1–6. All mean values are above 4, indicating that in general, respondents tend to agree with the statements submitted in each variable.

1. Exposure Frequency (FE1 – FE5)

The mean ranges from 4.48 to 4.52, meaning that respondents see healthy bread advertisements quite often. The highest value is in FE5 (mean = 4.52), indicating that the influence of association (for example, certain colors or symbols are advertised continuously) is quite strong in shaping consumer perceptions. The standard deviation (SD) is also moderate, ranging from around 0.8, meaning that most respondents have similar perceptions, not deviating too much from the average. Indicator FE5 ("I feel like I see advertisements for this product too often on Instagram") has the highest mean value compared to other indicators. This shows that repeated exposure to advertisements creates a strong habituation effect in consumer memory. This phenomenon is in line with the concept of mere exposure effect, where repeated exposure to a stimulus can strengthen recognition and acceptance of a brand or product (Hsu & Lin, 2019).

In contrast, indicators FE2 and FE3 recorded the lowest mean values. Both indicators relate to explicit awareness of how often advertisements appear in the past day or week. This can be explained through the concept of banner blindness and selective attention, where social media users tend to ignore ads that appear too often or are considered irrelevant consciously, even though they are still influenced implicitly (Marijke De Veirman et al., 2017). This means that even though consumers feel frequently exposed, they are not always aware of or explicitly calculate the intensity of the appearance of these ads.

2. Instagram Ads (IK1 – IK5)

IK3 (0.84) and IK5 (0.818) values indicate that the visual dimension and promotional content are highly valued by respondents. The average indicator ranges from 4.42 – 4.48, which means they consider the advertisement quite interesting and informative. However, IK1 has the lowest mean (4.42) and a high SD, indicating a slight difference in perception whether the advertisement really caught their attention from the start or not.

IK5 indicator has the highest mean, which states “Instagram ads that appear according to my needs and interests.” This finding emphasizes the importance of personalization in digital advertising content. Previous research has stated that personalization increases the relevance of audience perceptions of advertisements and has a significant impact on purchase intention (Odoom, 2022)

Meanwhile, the IK1 indicator with the statement “The Instagram ads I see have an attractive visual appearance” gets the lowest mean value. This indicates that aesthetic visuals alone are no longer the main factor in attracting audience attention. This can be associated with the phenomenon of visual fatigue or visual saturation due to the high amount of aesthetic content on the user's timeline, so that consumers tend to only pay attention to content that is substantially relevant, not just visually attractive (Rahman et al., 2025).

3. Consumer Engagement (KK1 – KK5)

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With the highest KK2 value (mean = 4.61), it can be seen that consumers respond positively to activities such as giving "likes" and "comments". This is important because engagement is a key aspect in social media advertising. A lower SD compared to other variables also indicates good response consistency.

The KK2 indicator, namely "I have commented on advertisements or product posts on Instagram," recorded the highest mean value. This shows that most respondents have been actively involved with advertising content, not just as passive observers. This kind of interaction reflects affective engagement, which is emotional involvement shown in the form of participation such as comments and discussions (Ballester et al., 2021).

Meanwhile, the KK3 and KK4 indicators, namely about sharing content with friends and participating in giveaways/polls, showed the lowest mean values. This can be explained through the engagement hierarchy approach, where forms of engagement that require more effort (such as sharing content or participating in giveaways) have a lower level of participation than light interactions such as "likes" or "comments" (Schivinski et al., 2016). Privacy factors and reluctance to share promotional content can also be barriers to further engagement.

4. Purchase Decision (KP1 – KP5)

Indicator KP2 has the highest mean value, with the statement "Advertisements on Instagram make me confident in the quality of the product." This shows that testimonials and informative content in advertisements can foster perceptions of quality and trust in the product. According to Yudha et al. (2024), the perception of quality reinforced by advertising is the main driver of converting interest into purchasing decisions, especially for products related to health or food safety. On the other hand, indicator KP4, namely "I compare this product with similar products before buying," has the lowest mean value. This shows that many consumers immediately make purchasing decisions without a long comparison process. This can be associated with heuristic-based decision making, where consumers make decisions based on concise information and instant trust in advertisements, especially if accompanied by testimonials from people they consider credible (Kim et al., 2023).

2. Inner Model

The results of the R-Square test in this study can be seen in the table below:

Table 8. R-Square Results

Construct	R-square	R-square Adjusted
Purchase Decision	0.407	0.396

Source: Data Processing Results (2025)

Based on the table above, it is known that the Purchase Decision variable can be influenced by the Instagram Ads, Frequency of Exposure, and Consumer Engagement variables by 40.7% and the remaining 59.3% can be influenced by other variables not examined in this study. The R-Square value <0.67 is included in the moderate category. Although the R-Square value obtained in this study of 0.407 indicates that the Instagram ad, frequency of exposure, and consumer engagement variables are able to explain 40.7% of the

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purchase decision variable, there is still 59.3% of the variance that has not been explained by the model. This indicates the possibility of influence from other variables outside the model used in this study.

One of the variables that theoretically has great potential to explain the remaining variance is influencer credibility. Research by Añaña and Barbosa (2023) shows that trust in influencers who promote healthy food products on Instagram significantly increases consumer purchase intentions. This credibility includes the audience's perception of the expertise, honesty, and personal appeal of the influencer in question. In addition, consumer attitudes toward advertising have also been shown to play an important role in shaping purchasing decisions. Referring to the Advertising Value model by Ducoffe (1995), components of advertising value such as the level of informativeness, entertainment, relevance, and irritation are important indicators that can influence the perception of the value of a digital advertisement. If an advertisement is considered informative and relevant, consumers are likely to show a positive attitude which ultimately has an impact on purchasing decisions. No less important is the brand awareness variable which according to Kent et al. (2024) can be a mediating variable between influencer credibility and purchase intentions. The higher the level of consumer awareness of the brand, the greater the likelihood of a purchase decision, especially in the context of healthy food advertisements that require high trust from consumers.

Finally, variables such as product involvement can also explain differences in purchasing decisions. Consumers who have a personal interest in a healthy lifestyle or healthy food tend to be more responsive to product advertisements such as healthy bread. Research by Añaña & Barbosa (2023) also supports this, stating that personal involvement with the product strengthens the effect of digital communication in influencing consumer behavior. Based on these findings and references, further researchers are advised to consider additional variables such as influencer credibility, attitude towards advertising, advertising value, brand awareness, and product involvement in the research model to increase the overall explanatory power of the model.

CONCLUSION

The results of hypothesis testing indicate that all three proposed hypotheses are supported. Hypothesis 1, which posits that Exposure Frequency has a positive and significant effect on purchasing decisions for healthy bread products, is supported by the data, with an original sample value of 0.412, a t-statistic of 8.171, and a p-value of 0.000. Similarly, Hypothesis 2, which suggests that Instagram Advertising positively and significantly influences purchasing decisions, is confirmed by an original sample value of 0.323, a t-statistic of 6.576, and a p-value of 0.000. Lastly, Hypothesis 3, which states that Consumer Involvement significantly contributes to purchasing decisions for healthy bread products, is also supported, as shown by an original sample value of 0.408, a t-statistic of 7.875, and a p-value of 0.000. These findings collectively demonstrate that frequent exposure, targeted advertising, and active consumer engagement all play crucial roles in shaping consumer purchasing behavior in the healthy bread segment.

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