

The Impact of Influencer Credibility and Short Video Attributes on User Attitudes and Adoption of Instagram Reel Advertising

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ABSTRACT

Advertising on social media is a vital tool for companies looking to grow their clientele, draw in new clients, and raise brand awareness. With features like feeds, stories, reels, and explore pages, Instagram distinguishes out among other networks. The well-liked Instagram Reels feature provides 15-90 second vertical video snippets that loop. Although Instagram Reels have gained popularity as a technique for advertising, little empirical study has been done on how effective they are. The purpose of this study is to investigate the moderating role of influencer credibility on users' attitudes and adoption of short video commercials, as well as the ways in which short video attributes affect users' reactions to reel advertising. Additionally, the study looks into how users' opinions about short video advertisements, their perceptions of their usefulness, and their intention to utilize them relate to one another. Instagram reel users will receive questionnaires via social media platforms, and those who participate will be asked to complete online surveys in order to collect data. It is anticipated that the study will demonstrate how the characteristics of short films improve users' opinions of advertisements and their assessment of the value of short video advertising. For companies wishing to promote on social media and gain a deeper understanding of user behavior and ad uptake, the findings will provide insightful information.

Keywords: Social Media Marketing, Short Video Advertising, Instagram Reels, Influencer Credibility, Short Videos Ads Adoption

I . Introduction

Social media advertising is a subset of digital marketing that uses paid campaigns to reach target

audiences. It offers advantages such as being less expensive, targeting specific users based on location, age, and hobbies, and providing easy access to user data. Additionally, social media advertising has in-

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creased user time and influence compared to traditional media. Trust in recommendations from friends and family makes advertising on these platforms more trustworthy. Brands are expected to double their spending on social media advertising by 2023. Adoption of advertising is crucial for online social media marketing success.

Short videos, lasting less than five minutes, are online content that caters to entertainment or information needs. They are hosted on platforms with fragmented time, robust social involvement, inexpensive production costs, easily shareable material, and a blurred creator-viewer divide. Research shows that short video advertising significantly influences customer perceptions and purchase intentions. Key elements include engaging material, perceived utility, user participation, reported delight, and celebrity participation. Offering fresh, engaging content builds a strong bond with customers and fosters favorable brand perceptions.

Instagram launched Reels in 2020 as a unique feature for users to share short videos, unlike TikTok, Instagram Reels are not standalone apps but integrate effects options and audio-video editing features at the bottom of the camera. Additionally, users can swipe up to browse the videos. Moreover, the Korean video advertising market reached 114.4 billion won in August 2022, with YouTube, Facebook, and Instagram emerging as the top platforms, and Instagram recorded the highest growth rate of 49.9% among these platforms. Furthermore, with 758.5 million members, Reels offers a significant potential ad audience, allowing brands to engage with diverse users and raise brand awareness. Instagram Reels are crucial in advertising, as they help businesses captivate visual storytelling, boost brand visibility, showcase products and services, cross-promote opportunities, and have measurable impact.

The impact of message presentation, consumer-brand identification, and advertising content on reel advertising, as well as aspects impacting usage patterns and engagement, have all been extensively studied by marketers and researchers. Previous studies have explored the impact of message presentation, consumer-brand identification, and advertising content on reel advertising, as well as factors influencing usage habits and engagement. However, more research is needed on the features of Instagram reels in social media advertising. With more business owners using Instagram reels for advertising, further research is needed on user acceptance of these commercials. The Theory of Reasoned Action (TRA) is used to predict and understand user behavior, particularly attitudes and intentions to accept short video advertising. This study focuses on the qualities of short videos and their impact on user attitude and advertising value. Despite the popularity of Instagram reels, factors such as influencer credibility and attitudes towards ads influence user adoption of these promotional reels. These factors raise the following questions:

Q1: What are the features of short video advertising and how do they impact the value of advertising and the mindset of users?

Q2: How does the trustworthiness of the influencer affect the relationship between users' adoption of short video advertising and other metrics?

II. Conceptual Background

2.1. Evolution of Social Media Advertising

Social media advertising has evolved and diversi-

fied, leading to a dynamic evolution in content creation and consumption patterns (Yao et al., 2024). However, little is known about how customers interact with and respond to social media advertising from the standpoint of their perceived value. The field has experienced transformative changes characterized by consumer perceptions, confidence in Social Media trust, online purchasing behaviors, and customer reactions to SMA. Mir (2012) identified underlying belief characteristics that shape consumer attitudes toward social media advertising and how positive perceptions affect click-through rates on ads and online purchasing habits.

Cuesta-Valiño (2020) examined the antecedents of social media advertising value and their effects on attitudes toward and intentions to consume healthy food. Pang (2021) investigated the potential effects of hedonic and utilitarian values on users of WeChat's emotive reactions and electronic word-of-mouth (eWOM) engagement. Wang's (2021) study elucidated the method by which consumer-generated value is produced through the trust transfer mechanism between social media and the brand. Hamouda (2018) studied the effects of advertising value and its antecedents on customer attitudes and behavior, but its shortcomings include limiting the sample to the Tunisian setting and focusing only on page post links. Social media communication has revolutionized individuals' views and behaviors, particularly in the Arab East, where it has helped achieve psychological unity against long-standing dictatorships. This has led to the center of marketing communication and a top priority for business decision-makers.

Social media serves as a common forum for individuals worldwide to exchange information and experiences about goods, events, and issues. The rapid growth in social media marketing popularity is attributed to the growing use of mobile devices and apps.

Advertisers use various social media channels to enhance public impressions of their brands and businesses. Social media advertisements provide customers with happiness, fun, and helpful information about goods and services. Research shows that consumers who appreciate media are more likely to display favorable attitudes and actions, including purchase intention and customer contentment. The model of advertising value states that determining consumer perspectives on advertising is crucial, with a connection between user attitudes, behaviors, and social media advertising value.

Instagram's reel feature allows users to create 60-second video clips, allowing them to edit, add effects, and add finishing touches before sharing them on social media. This allows users to promote brands, showcase personalities, submit creative content, or have fun. Reels can be shared on Instagram feeds, stories, or explore tabs, allowing millions of users to become independent buyers. The success of a video depends on its virality, which is determined by the views' social capital on the internet. Instagram users can create reels easily by entering reels mode, starting a video or adding segments, finding audio, and sharing. Participation in reels is crucial, as users can share, enjoy, and comment on other users' videos.

2.2. Influencer Credibility

Consumers are more likely to trust the opinions of other consumers about a company's products and services than the opinions of the brand. Because so many customers communicate online, social media platforms are perfect for this kind of communication (Lamberton and Andrew, 2016). As a result, before making any purchases, customers research reviews and comments left by previous customers on a specific product or service. Consumers are more likely to

share their thoughts and experiences on social media sites like Facebook, Instagram, and others. In addition to influencing consumer opinions, these ratings assist potential customers in making purchases. The concept of using influencers to promote products is well-known on social media; prior to these platforms, companies employed celebrities and leaders in their advertisements to brand and promote their goods (Lamb et al., 2018).

Businesses today more than ever need to leverage social media influencers to market their brands online due to the increased use of the internet and the growing importance of social media platforms (Ki, 2020). In order to persuade the audience, the communicator must be credible (Hovland and Weiss, 1951). Influencers in advertising often play the same role as the message's creator in the persuasive process. Previous studies have used the source's credibility to gauge how productive the communication is when the source is used (Giffin, 1967). Because engagement and audience access are influencer marketing's main benefits, many companies regularly employ social media influencer marketing to connect with potential clients.

The effect of influencers on consumers has been studied in the past (Arora et al., 2019; Lee and Koo, 2015). Herbig and Milewicz (1996) state that the credibility of information sources is one factor affecting the effectiveness of marketing cues. According to Hovland's (1953) Theory of Source Credibility, consumers are more likely to be persuaded when they perceive the influential individual as dependable, knowledgeable, and trustworthy. The information provided by the influencer, which is seen as reliable, has a significant impact on users' beliefs, attitudes, and actions (Lim, 2017).

Prior research has indicated that trustworthy endorsers have a beneficial influence on consumers'

perceptions of labels and commercials (Atkin and Block, 1983; Goldberg and Hartwick, 1990). Additional investigation has shown that the trustworthiness of the influencer in ads affects the viewer's perception of the commercial, their perception of the label, and their propensity to buy (Lafferty and Goldsmith, 1999; Siemens, 2008).

2.3. Perceived Advertising Value and Attitude towards Advertising

A value is a steadfast belief that a specific path of action or final state of being is preferable to another for the benefit of oneself, one's psychology, society, or culture. Value can be defined as the element's inherent value as well as the experience obtained from the transaction (Gassenheimer et al., 1998). Similar to other areas of social life, values guide actions, viewpoints, and judgments in the advertising industry (Beatty et al., 1985). Perceived advertising value is defined as a "subjective evaluation of the relative value or utility of advertising to users" by Li et al. (2002) and Rao and Minakakis (2003). As a result, the effectiveness of an advertisement can be used to determine how happy customers are with the communication services provided by firms. Advertising value serves as a proxy for advertising performance.

Beatty et al. (1985) assert that the social media advertising value acts as a foundation for decisions, behaviors, and attitudes in the online networking space and other spheres of society related to advertisements. Additionally, marketing professionals already recognize the value of social media as a platform for advertising (Mangold and Faulds 2009; Okazaki and Taylor, 2013); media qualities also influence the values of advertising (Gong et al., 2013). Ducoffe (1996) asserts that knowing target

audiences' views regarding the utility of using the internet as consumer data is essential for the effective use of online advertising, as it will shape their attitudes toward specific ads in this medium. Because of this, it will be crucial to understand the Instagram video's target audience if you want to use the site for advertising.

It takes more than just knowing who your target audience is, though. The next step would be to produce the best possible web ads. As it influences the target audience's opinion of the ads as well as their effectiveness as web commercials, increasing advertising value now becomes a major concern. Logan et al. (2012) have shown a relationship between informativeness and entertainment, which together account for a significant portion of the Hedonic Motivation (Larose et al., 2001) and influence the value and behavior of advertising. Furthermore, according to Brackett and Carr (2001), credibility is the fourth factor that predicts the effectiveness of internet advertising. Ducoffé (1996) found that opinions about Web advertising and advertising value have a clear correlation. Because of this, it is now essential for practitioners to disclose the features of Instagram and online marketing.

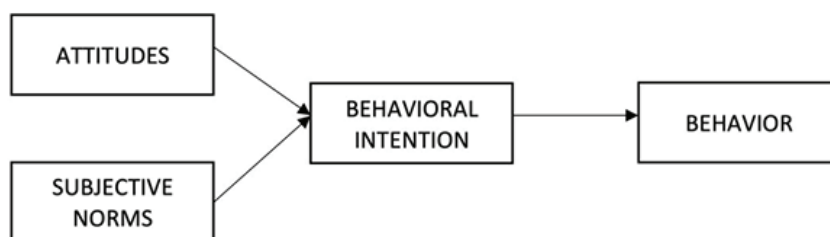
According to Kotler and Pfoertsch (2010), a person's attitude expresses their sentiments and indicates whether they view certain objects or ideas favorably or unfavorably. "A predisposition to respond favorably or unfavorably to a particular advertising stimulus during a particular exposure occasion" is how MacKenzie and Lutz (1989) define people's feelings regarding advertisements. This topic has been at the top of academics' lists of priorities, and marketers have been drawn to it for years. This interest stems from the belief that feelings can predict the actions of users or customers.

Users' attitudes towards online networking plat-

forms are influenced by their continuous evaluation of people, advertisements, goals, and problems. These attitudes are psychologically shaped and impact their perception of the online environment. Advertisers and marketers find amusement in users' opinions on advertising, which is a significant predictor of the effectiveness of advertising and consumer behavior. Numerous studies have examined how consumers view Facebook and online advertising (Ducoffé, 1996; Hadija et al., 2012; Logan et al., 2012; Luo, 2010). For example, individuals' views of advertising have been found to be influenced by values related to entertainment and informativeness (Gao and Koufaris, 2006). David (2006) also used a Chinese sample to look into how consumers perceived wireless advertising in terms of humor, informativeness, credibility, and personalization. This fits with past research' conclusions that appealing and intriguing ads influence consumers' opinions of a brand favorably (Mitchell and Olsan, 1981; Schlosser et al., 1999). The qualities of Instagram reels and advertising value that affect consumers' opinions of Instagram ads are the main topics of this essay.

2.4. Theory of Reasoned Action (TRA)

By applying the cognitive theory known as the Theory of Reasoned Action—which is sometimes broadened to include the Theory of Planned Behavior—psychologists can gain a deeper understanding of human behavior in certain contexts. Most remarkably, the Theory of Reasoned Action has been used to predict and explain a wide range of health behaviors. The information integration theory was improved by psychologists Martin Fishbein and Icek Ajzen's concept of reasoned action, which they created in 1975. Prior to creating the Theory, Fishbein and Ajzen attempted to differentiate between conduct



<Figure 1> Theory of Reasoned Action Model

and attitude. The rational action hypothesis and information integration theory differ in a few areas. One of the first of these is the idea of behavioral attention.

Moreover, factors that could limit the influence of attitude on behavior are recognized by the rational action theory. Ajzen and Fishbein's Theory of Reasoned Action (TRA) has gained traction because it provides a framework for examining the psychological process of the links between customers' intentions, behaviors, and attitudes. A person's ideas shape their attitudes, which in turn shape their behavior and ultimately determine whether or not they plan to commit particular acts (Ajzen and Fishbein, 1980). People can be exposed to other people's actions on social media due to its interconnection, which is expected to lead to the creation of normative opinions about particular behaviors as well as individual behaviors on social media (Chu and Kim, 2011; Zeng et al., 2009).

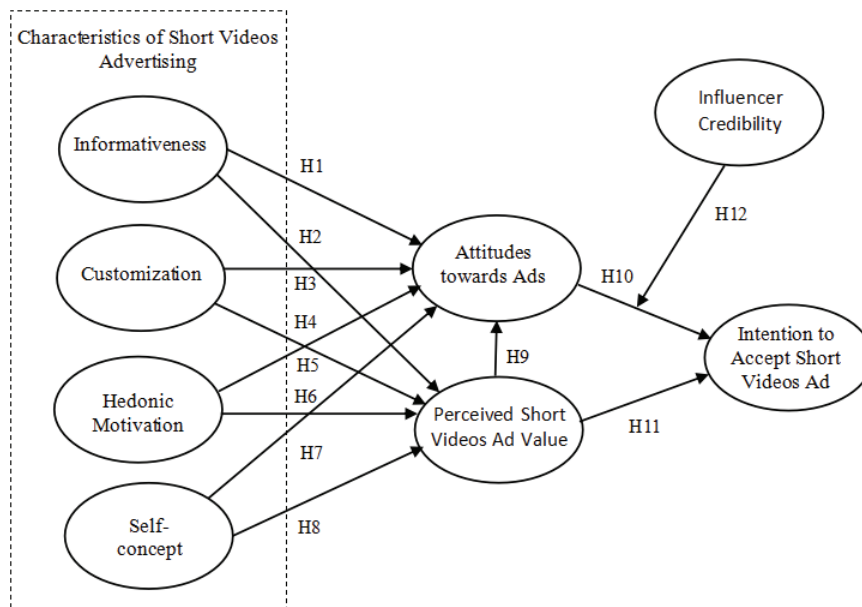
Understanding conventions is crucial for assessing the effects of social media advertising. Conventional advertising is generally seen as a message intended for the target population to receive through the mass media. It is therefore hard to see why consumers would want to actively interact with traditional advertising messaging. Conversely, social media advertising gives users the opportunity to create, produce, and share advertising content.

This research examines how exposure to social media advertisements, specifically Instagram reel advertising, influences a person's normative perceptions and future interactions. It highlights how exposure to such advertisements shapes a person's perceptions of others' opinions and assessments of similar behavior.

III. Research Model and Hypotheses

This study explores the impact of Instagram reels on users' attitudes towards short video advertising. It investigates how characteristics like informativeness, customization, hedonic motivation, and self-concept affect perceived ad value and attitude towards short video advertising. It also investigates if users' perceived advertising positively influences their attitudes towards short video advertising. The study also investigates how influencer credibility moderates the effects of attitude toward ads on users' intention to accept short video advertising. The TPB Theory of Planned Behavior (Ajzen, 1996) is applied as a theoretical framework to answer the research questions.

Previous research indicates that informativeness is the extent to which a company can provide enough information to allow customers to make better decisions about what to purchase (Rotzoll et al., 1996).



<Figure 2> Research Model

Ducoffe (1996) defined informativeness as consumer assessments of their interactions with advertisements, which constitutes another source of advertising value. It is regarded as an important component that profoundly affects how perception changes (Akhtar and Das, 2019). As a result, marketing should prioritize making the information easily accessible. The goals of social media advertising are to raise consumer awareness of the company's business by introducing and persuading them to approve of the good or service.

Informativeness was shown to be important in highlighting this construct's impact on consumers' perceptions in the context of digital commerce (Gao and Koufaris, 2006). Taylor et al. (2011) posits that there exists a positive association between consumers' attitudes and informativeness towards advertising. Furthermore, social media marketing seeks to influence customers to buy products or services, according to Bendixen (1993). Petrovici and Marinov (2007)

state that, in light of earlier research, one of the primary goals of social media advertising is to dramatically alter and impact customers' perceptions of its content. In light of this, advertising should place a great deal of emphasis on the informative content. In light of this, advertisers should concentrate on the thought-provoking content of their ads (Saadeghvaziri and Hosseini, 2011). Ducoffe (1996) and Lee and Hong (2016) found a correlation between information availability in advertisements and consumers' perceptions. Informativeness positively impacts consumers' attitudes towards social network advertisements and their propensity to purchase goods. Product details on social media platforms should persuade consumers with compelling arguments for product acceptance. Advertising is a crucial element in persuading users to accept products, making informativeness a crucial action in advertising value and user attitudes, leading to the following hypotheses.

H1: Informativeness of short video advertising has a positive effect on the users' attitude towards advertising on short videos.

H2: Informativeness of short video advertising has a positive effect on the perceived advertising value of short videos.

Customization is crucial for businesses to target clients based on their unique demands, personalities, and thought processes (Imhoff et al., 2001). As stated in the study of Tapia (2010), social networking sites play a key role in this, as marketers should attract customers with tailored ads that prompt them to accept product or service information. Paying attention to users' needs, profiles, and consumption patterns is essential for marketers and advertisers (Rao and Minakakis, 2003).

Customized features on social media ads, such as Instagram, can help organizations achieve product growth. Studies have shown that ads are more enticing to users who are more likely to have a positive attitude towards tailored ads related to their interests (Kornias and Halalau, 2012). In Ducoffe's (1995) opinion, advertising is most effective when the message content generates a perceived value exchange between users and advertisers. Based on this logic, the following hypothesis is proposed.

H3: Customization of short video advertising has a positive effect on the users' attitude towards advertising on short videos.

H4: Customization of short video advertising has a positive effect on the perceived advertising value of short videos.

The hedonistic incentive concept refers to the emo-

tional amusement users experience when creating, sharing, and receiving product-related content on social media (Shareef et al., 2018). Social media sites are popular for their novelty and allure, and researchers suggest that customers prioritize amusement or pleasure to gain visibility and attention (Hughes and Palen, 2009; Logan et al., 2012; Shareef et al., 2015). Hedonic motivation is a necessary condition for persuading consumers of the worth of products promoted through social networks like Instagram and Facebook. Leisure and anticipated gratification are key components of hedonic motivation (Jung et al., 2016; Larose et al., 2001).

Hedonic motivation, a variation of UTAUT2, involves social media users' enjoyment of sharing product promotional events with peers (Larose et al., 2001). Research supported by (Shareef et al., 2018), indicating that hedonic motivation positively influences users' attitudes towards social network advertisements. Thus, the subsequent supposition is suggested.

H5: Hedonic Motivation of short video advertising value has a positive effect on the users' positive attitudes toward short video advertising.

H6: Hedonic Motivation of short video advertising value has a positive effect on the perceived advertising value of short videos.

This study defines self-concept as the extent to which a short video user evaluates how well the information presented in advertisements aligns with their own personality traits and values (Shareef et al., 2018). It explores how a user's personal traits match with their emotional and cognitive reactions to advertisements (Shareef et al., 2018). The social cognition hypothesis suggests that people are influ-

enced by external stimuli, such as product advertisements, in ways that depend on their individual personality traits, with different users responding in unique ways based on their personal characteristics.

The reception approach in mass media theory emphasizes how personal traits interact with media choices and how credible users find these media sources (Cunningham and Finn, 1996). Additionally, the Theory of Planned Behavior (TPB) highlights how deeply held beliefs shape consumer attitudes and behavioral intentions, underscoring the importance of personal values in guiding behavior (Ajzen, 1991). The Grounded Theory of attitude development for viral content explains how compatibility between individual traits and online behaviors enhances the effectiveness of advertising messages (Shareef et al., 2018). Based on these previous studies, the following hypotheses are developed:

H7: Self-concept of short video advertising value has a positive effect on the users' positive attitudes toward short video advertising.

H8: Self-concept of short video advertising value has a positive effect on the perceived advertising value of short videos.

The study investigates the factors influencing the effectiveness of short videos for advertising. It posits that the value of advertising, which measures the utility of advertising to users, positively predicts social media ad-related behavioral intention (Saxena and Khanna, 2013). The study also finds a significant correlation between the intention to consistently use social networks for advertising and the value of advertising according to Ha et al. (2014).

Furthermore, Ducoffe (1996) stated that the advertising value of online advertising significantly affects

attitudes towards web advertising, with the mind-processing relationship implying that values (cognition) lead to attitudes (affection) and subsequently shape behavioral intention (conation) (Eggert and Ulaga, 2002). Ducoffe (1996) posited that there exists substantiation for the correlation between attitude and value within an online environment leads to the below hypothesis.

H9: Users' perceived short video advertising value has a positive effect on the users' positive attitudes toward short video advertising.

The study investigates the factors influencing the effectiveness of short videos for advertising. It posits that short videos' acceptability serves as a proxy for advertising efficacy. Research has shown that advertising value positively predicts social media ad-related behavioral intention (Saxena and Khanna, 2013). The intention to consistently use social networks for advertisements is significantly correlated with the value of advertising (Ha et al., 2014). The studies of Bauer et al. (2005), Xu (2006), and Tsang et al. (2004) also confirm the strong positive association between users' attitudes and adoption of short video advertising. It suggests that using TAM and TRA can predict and explain users' adoption of short video advertising based on their preexisting views and attitudes towards social media advertising. Thus, the following hypothesis is proposed.

H10: Users' positive attitudes toward short video advertising have a positive effect on the adoption of short video advertising.

Wei et al.'s (2010) research suggests that accepting advertisements increases the likelihood of recipients buying the goods or services promoted. Users who

perceive the usefulness of information devices are more likely to actively accept mobile information technologies (Jeong et al., 2018). Perceived advertising value is a crucial factor in forecasting social media advertising adoption (Storm, 2014). Users' favorable attitudes towards social media advertisements are influenced by the perceived value of advertising. According to Bauer et al. (2005), visually engaging and amusing social media advertising messages can generate purpose in behavior to use services. Users' values, which are based on religious convictions, also play a role in adoption (Levi, 1990). This leads to the following hypothesis.

H11: Users' perceived short video advertising value has a positive effect on the adoption of short video advertising.

Persuading listeners and assessing a source's influence on communication productivity both depend on how credible they are as communicators or influencers (Hovland and Weiss, 1951). The term "influencer credibility" describes an influencer's dependability, which gives customers more assurance that they are not behaving dishonestly (Gefen, 2000). The credibility of social media influencers affects customers' perceptions of brands and their intention to buy as stated in the study of Faizan and Saad (2022). Thus, drawing from earlier studies, users' next goals are significantly influenced by the credibility of social media influencers. Based on the findings of these studies, the following hypotheses are developed:

H12: Influencer credibility has a moderating effect on users' positive attitudes toward short video advertising and users' short video advertising adoption.

IV. Research Methodology

An online poll was used to gather data for the study model's empirical validation. As Facebook and Instagram are two popular platforms for SNS marketing among international students living in Korea, we used them as the study's context.

4.1. Research Measurement

This section describes the variables used in the study and how the questionnaire was used to support the hypothesis. The research variables in this study were collected through the use of a survey instrument. This study's measurements, which employed a range of objects, were all derived from earlier studies using five-point Likert scales (1 being strongly opposed and 5 being highly agreed).

Customization, informativeness, hedonic motivation, and self-concept are the four independent variables in this study. The three dependent variables are perceived Instagram advertising effectiveness, positive perception of Instagram advertisement, and acceptance of Instagram advertising. The moderating variable is influencer credibility. <Table 4> lists the measurement variables, pertinent references, and operational definitions for every latent variable.

4.2. Method of Data Collection and Analysis

We conducted an online survey with users of short films who (1) had an Instagram or Facebook account and (2) had experience utilizing short videos on social networking sites, with an emphasis on Instagram and Facebook, in order to evaluate our study hypotheses. 242 social network users—both foreigners and Korean residents—responded to our survey. But

after excluding 12 partial answers, 230 data remained for the ultimate examination. According to the table shown in the appendix, the measurement items employed in survey forms are suitable for the context of the current investigation. The questionnaire, which was based on earlier research, was designed for this study and had two sections: the respondents' information and the thesis topic. Furthermore, because the survey's respondents were both foreigners and Korean residents, both English and Korean were employed.

Our survey instrument measured control factors about the respondents' age, gender, educational background, and characteristics related to Instagram reels and use (e.g., time spent on Instagram, informativeness, customization, hedonic Motivation, self-concept), in addition to significant study variables included in the research model. These regulatory characteristics were assessed to assess consumers' adoption of Instagram ads because they may have an impact on their opinion about the platform. Using

SmartPLS 3's PLS-based structural model analysis method, which includes instrument validation, hypothesis testing was carried out. Researchers can evaluate the direction and relevance of the associations between latent variables using structural model analysis, which offers proof in favor of or against the hypotheses put out in this investigation.

4.3. Data Collection

Based on 230 collected data, Microsoft Excel was used to analyze the demographic aspects of the survey. The characteristics of the survey respondents are summarized in <Table 1>. The following are the characteristics of the survey respondents. It has been determined that 109 responders (47.39%) were male and 121 (52.61%) were female. In terms of age, the majority of responders were between the ages of 20 and 29 (118 persons, 51.31%), under the age of 20, 70 people (30.43%), 30-39 (24 people, 10.43%), and older than 40 (18 people, 7.83%). In terms of

<Table 1> Descriptive Statistics of Respondents

Details		Frequency	Percentage (%)
Gender	Male	109	47.39
	Female	121	52.61
Age	Less than 20 years old	70	30.43
	20-29 years old	118	51.31
	30-39 years old	24	10.43
	More than 40 years old	18	7.83
Educational Level	High school or lower	10	4.35
	Junior college or Vocational school	5	2.17
	Undergraduate	130	56.52
	Graduate or higher	85	36.96
Profession Level	Student	112	48.70
	Corporate Staff	90	39.13
	Individual Career	20	8.69
	Other	8	3.48

<Table 1> Descriptive Statistics of Respondents (Cont.)

Details		Frequency	Percentage (%)
Having an Instagram Account	Yes	180	78.26
	No	50	21.74
Instagram Reels Ad Exposure Inquiry	Yes	158	68.70
	No	72	31.30
Experience in Usage of Instagram Reels	Yes	130	56.52
	No	100	43.48
Experience in Creating Instagram Reels	Yes	125	54.35
	No	105	45.65

education, 10 (4.35%) had attended high school or below, 5 (2.17%) had attended junior college or vocational school, 130 (56.52%) had attended undergraduate school, and 85 (36.96%) had attended graduate school or above. At the professional level, there were 112 students (48.70%), 90 corporate employees (39.13%), 20 (8.69%) in individual careers, and 8 (3.48%) in other fields.

The survey participants exhibited the following general characteristics: 180 individuals (78.26%) had an Instagram account, while 50 individuals (21.74%) did not have an account. Of these, 158 individuals (68.70%) had Instagram reels with Ad Exposure Inquiry, while 72 individuals (31.30%) had none. Regarding Instagram Reels, 100 (43.48%) respondents had never used them, compared to 130 (56.52%) who had. There were 125 users (54.35%) had prior experience making Instagram reels, and 105 users (45.65%) had no prior experience.

V. Data Analysis and Results

The study used PLS-SEM, Smart PLS 4.0 version, for research model testing, based on Haseeb et al.'s recommendation. This approach was chosen for two

reasons: determining predictive validity and being more exploratory than confirmatory. PLS-SEM is preferred over Covariance Equation (CB-SEM) because it evaluates the relationship between variables and multiple constructs simultaneously (Hair et al., 2019). The study hypotheses were tested using SmartPLS 4.0, and the constructs' measurement was modified from previous research. The degree of respondents' comprehension was measured using a five-point Likert scale, as used in previous studies (Adzovie and Jibril, 2020).

5.1. Reliability and Validity Test

Reliability is the accuracy and consistency of a measurement for a phenomenon or object. Re-measurement, alternative, and internal consistency methods are exemplary approaches to dependability analysis. A method for evaluating reliability when several things are used to test the same concept is called internal consistency reliability. Typically, this method establishes a Cronbach's alpha coefficient value in order to evaluate a multi-item measuring strategy. It is desirable to have a higher Cronbach's alpha coefficient, which goes from 0 to 1. According to Nunnally and Bernstein (1994), a measuring item's

reliability is generally considered to be relatively strong when its Cronbach's alpha coefficient is 0.6 to 0.7 or above.

5.2. Model Measurement

The researchers were motivated to employ Cronbach's alpha coefficients in addition to

Dijkstra-Henseler's rho to evaluate construct validity and reliability by the PLS-SEM literature of Bagozzi and Yi (1988) and Hair et al. (2019). According to Bagozzi and Yi (1988) and Hair et al. (2019), every threshold value in <Table 2> was greater than 0.5, indicating strong construct reliability coefficients. Internal consistency (reliability), convergent validity, and discriminant validity were used to evaluate the

<Table 2> Convergent Validity Testing Results

Outers		Outer Loadings	Cronbach's Alpha ()	Composite Reliability	AVE	VIF
Positive Attitude toward Short Video Ad	ATA1	0.763	0.713	0.840	0.636	1.333
	ATA2	0.795				1.394
	ATA3	0.834				1.529
Customization	CUS1	0.839	0.809	0.887	0.723	1.721
	CUS2	0.882				1.99
	CUS3	0.830				1.682
Hedonic Motivation	HDM1	0.778	0.797	0.868	0.622	1.552
	HDM2	0.768				1.567
	HDM3	0.804				1.752
	HDM4	0.803				1.793
Influencer Credibility	ICR1	0.852	0.829	0.896	0.743	2.015
	ICR2	0.867				2.051
	ICR3	0.866				1.716
Informativeness	INF1	0.769	0.836	0.884	0.605	1.693
	INF2	0.744				1.615
	INF3	0.818				1.957
	INF4	0.832				2.054
	INF5	0.722				1.645
Perceived Short Video Ad Value	PSV1	0.850	0.739	0.852	0.657	1.596
	PSV2	0.779				1.416
	PSV3	0.801				1.442
Short Video Ad Adoption	SAA1	0.890	0.807	0.886	0.722	2.039
	SAA2	0.852				1.841
	SAA3	0.805				1.574
Self-concept	SCN1	0.843	0.792	0.878	0.706	1.591
	SCN2	0.842				1.767
	SCN3	0.835				1.687

measuring model's validity and reliability.

For every latent variable, Cronbach's alpha was used to evaluate internal consistency. Here, 0.7 is the generally acknowledged cutoff point for adequate internal consistency (Nunnally, 1978). All variables' Cronbach's alphas fell between 0.713 and 0.836, suggesting adequate internal consistency. The reliability and internal consistency findings were shown in <Table 2>. The latent constructions' indicator loadings were evaluated and loaded to appropriate constructs, with all factor loadings exceeding the 0.6 cutoff (Bagozzi and Yi, 1998). The variance disparity factor (VIF) value did not reach the threshold, and all variance flattening factors were five or less, indicating no significant problem with collinearity. The constructs' discriminant validity was evaluated using Fornell-Larcker's criterion (1981), which requires AVE values larger than or equal to 0.5 (Hair et al., 2019; Henseler et al., 2015). The outcome demonstrates that the conceptions meet fundamental assumptions, establishing discriminant validity. The results demonstrate that the conceptions meet fundamental and strict assumptions, demonstrating the constructs' ability to accurately predict outcomes.

5.3. Hypotheses Result

The study uses Smart PLS-SEM for analysis, as recommended by Haseeb et al. (2019), to determine predictive validity and explore factors influencing ISM awareness, development, and performance, rather than establish a causal model with the best fit. The PLS method tests the structural and measurement models at the same time. The study hypotheses were assessed with Smart PLS 4.0. Subsequently, the measurement of the constructs was adjusted from previous studies. A five-point Likert scale—which goes from strongly disagree to agree—was used to gauge re-

spondents' level of understanding. It is similar to the ones used in the works of Adzovie and Jibril (2020).

We used PLS-SEM literature to assess construct validity and reliability using Cronbach's alpha coefficients and Dijkstra-Henseler's rho. They found good construct reliability coefficients with threshold values over 0.5. The measurement model's internal consistency, convergent validity, and discriminant validity were assessed, with Cronbach's alpha ranging from 0.713 to 0.836. The latent constructions' indicator loadings were evaluated and loaded to appropriate constructs, with all factor loadings exceeding the 0.6 cutoff. The variance disparity factor (VIF) value did not reach the threshold, and all variance flattening factors were five or less, indicating minimal collinearity.

The discriminant validity of the measurement model was then evaluated by contrasting each construct's square root of the AVE with the correlations between it and other constructs (refer to <Table 3>). The AVE values of the measured constructs are shown in <Table 3> in the diagonal form (bold), and they must be more than or equal to 0.5, according to experts (Hair et al., 2019; Henseler et al., 2015). All of the AVE constructs must have higher coefficients than other constructs in both column and row positions in order to demonstrate discriminant validity. The result shows that the notions satisfy rigorous and fundamental presumptions, proving discriminant validity.

The research model was tested using SmartPLS 4.0, yielding two crucial information: the standardized coefficient (α) and the squared multiple correlation (R^2) for each endogenous variable. The PLS bootstrapping method was used, and the resampling size was 5,000. The analysis result showed that all hypotheses except hypotheses 3 and 6 were adopted,

<Table 3> Descriptive Statistics and Correlations between Latent Variables

	ATA	CUS	HDM	ICR	INF	PSV	SAA	SCN
ATA	0.797							
CUS	0.546	0.851						
HDM	0.581	0.545	0.789					
ICR	0.461	0.354	0.455	0.862				
INF	0.629	0.634	0.533	0.461	0.778			
PSV	0.738	0.543	0.502	0.450	0.609	0.811		
SAA	0.744	0.473	0.555	0.511	0.540	0.688	0.805	
SCN	0.632	0.498	0.658	0.59	0.577	0.608	0.615	0.840

Note: Leading diagonal shows the square root of AVE of each construct.

indicating the predictive power of the research model.

The study found that short videos' characteristics (Informativeness, Hedonic Motivation, Self-concept) significantly impact attitudes towards ads (H1), (H2). The path coefficients for these characteristics were 0.042, 0.164, and 0.017, respectively. However, the effect of customization on attitudes towards ads was insignificant, rejecting. The path coefficients for Hedonic Motivation and Attitude towards ads were 0.148 and 0.179, respectively significant at $p < 0.01$ and $p < 0.05$ supporting H4 and H5. The study found that hedonic motivation does not significantly affect the perceived value of short video advertising (0.034, $p > 0.05$) rejecting H6.

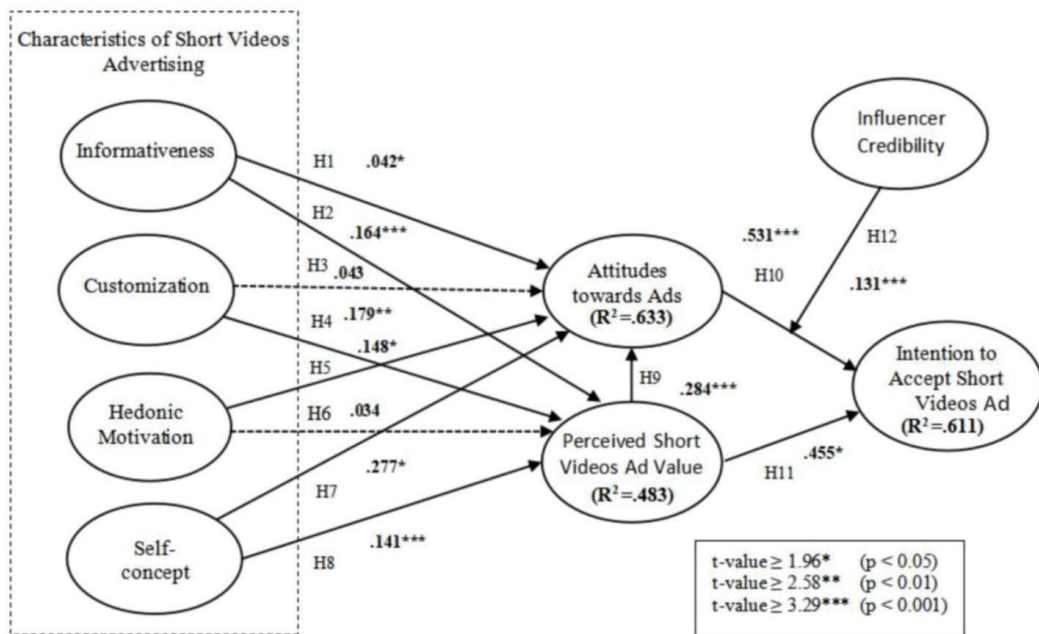
Self-concept had a significant effect on attitudes towards ads (0.277, $p < 0.05$) and perceived short video ad value (0.141, $p < 0.001$), supporting H7 and H8. The effects of perceived short video ad value on attitude toward ads was 0.284 ($p < 0.001$), perceived short video ad value on intention to accept short videos was 0.531 ($p < 0.001$), and perceived short videos on intention to accept short videos was 0.455 ($p < 0.05$), supporting H9, H10, and H11.

The analysis revealed that influencer credibility had a statistically significant moderating effect (0.131,

$p < 0.001$) between attitudes towards ads and the intention to accept short videos, therefore supporting H12. In other words, influencer credibility strengthened the impact of attitudes towards ads on the intention to accept short videos.

According to Cohen (1988), R^2 values are categorized into small, medium, and large effect sizes: small ($0.02 \leq R^2 < 0.13$), medium ($0.13 \leq R^2 < 0.26$), and large ($R^2 \geq 0.26$). An R^2 value greater than 0.10 generally indicates appropriate explanatory power. In this study, the R^2 for the intention to accept short videos is 0.611, which suggests a large effect size, meaning the model explains a significant portion of the variance in this dependent variable. This intention is influenced by factors such as attitude towards ads, perceived value of short video ads, influencer credibility, and control variables like Instagram reel creation experience, Instagram reel usage experience, exposure to Instagram reel ads, profession, education level, age, and gender.

Additionally, the R^2 for attitude towards ads is 0.633 (a large effect size), and the R^2 for perceived short video ad value is 0.483 (which also suggests a large effect size). These variables are explained by factors such as informativeness, customization,



Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$, ns: insignificant at the 0.05 level.

<Figure 3> Structural Model Testing Results

<Table 4> Hypothesis Path Coefficients

Hypothesis	Path	Path Coefficients	t-value	p-values	Results
H1	INF \rightarrow ATA	0.042	1.97	0.024	Supported
H2	INF \rightarrow PSV	0.164	3.609	0.000	Supported
H3	CUS \rightarrow ATA	0.043	0.676	0.250	Rejected
H4	CUS \rightarrow PSV	0.179	2.692	0.004	Supported
H5	HDM \rightarrow ATA	0.148	2.051	0.020	Supported
H6	HDM \rightarrow PSV	0.034	0.496	0.310	Rejected
H7	SCN \rightarrow ATA	0.277	1.987	0.023	Supported
H8	SCN \rightarrow PSV	0.141	4.369	0.000	Supported
H9	PSV \rightarrow ATA	0.284	6.056	0.000	Supported
H10	ATA \rightarrow SAA	0.531	6.874	0.000	Supported
H11	PSV \rightarrow SAA	0.455	2.185	0.014	Supported
Moderating Effect of Influencer Credibility					
H12	ICR x ATA \rightarrow SAA	0.131	3.336	0.000	Supported

Note: R^2 (Perceived Short Video Ad Value): 0.483, R^2 (Attitude towards Ads): 0.633, R^2 (Intention to accept Short Video Ads): 0.611

hedonic motivation, and self-concept. According to Cohen's (1988) criteria, all latent variables in this study exhibit large explanatory power.

VI. Discussion and Implications

6.1. Discussion of Findings

In addition to conducting an empirical analysis and offering a model based on the Theory of Reasoned Action, this study looked into the factors influencing the adoption of short videos for advertising on social media networks. The study found that users' propensity to accept short videos was highly influenced by their attitude toward advertisements and their perception of the utility of short movies as advertisements. These findings are in line with earlier research that shown that users' attitudes toward and perceptions of the value of commercials influence their adoption rates when they view brief video ads (An et al., 2019).

This study shows that users' attitudes toward ads are positively influenced by informativeness, hedonic motivation, and self-concept. However, there is insufficient evidence to support the impact of customization on users' perceptions. Customization, which allows users to tailor ads to their needs, affects perceived value but not attitudes toward short video ads.

Meanwhile, the perceived advertising value of short videos is greatly influenced by their informativeness, customization, and self-concept. This seems consistent with some previous studies conducted on advertising (Okazaki, 2007; Wang and Sun, 2010). Conversely, Hedonic Motivation was unable to assign a high perceived value to the brief video advertisement. This estimate forms the basis of the

analysis, suggesting that users may find short video ads more engaging and the advertised products more appealing. Further research could explore enhancing the hedonic value of these ads.

Furthermore, the relationship between attitudes about and consumers' acceptance of short video advertisements has been shown to be moderated by influencer credibility. When influencers use short videos to promote products, viewers may find them trustworthy, impacting their perception of the product's value. Social media marketers can enhance the effectiveness of short video ads by focusing on qualities that positively influence advertising values, boosting adoption and profitability.

6.2. Limitations and Future Research Directions

Although the study's finding is largely consistent with the earlier predictions, there are still some limitations. First, the study's focus is on the characteristics and services of short video advertising, disregarding the features of short videos and the advertising system as independent variables. To find out how these factors affect users' opinions of the value of short films as commercials and their positive attitudes about advertising, more study on the advertising system may be required. Second, 230 native Koreans and foreigners living in Korea were polled for this study, and the survey's findings were encouraging.

Nevertheless, the population of Korea is greater than 51 million. In the future, a big sample size might be taken into consideration because the base population is too huge. Finally, the way a message is conveyed in quick videos might influence how viewers respond to the advertising in those videos. There are variations in the ways that messages are

conveyed, such as through text or voice-overs, even though this research does not look at them. Therefore, other studies could take into account the differences in message transmission techniques.

VII. Conclusion and Implications for Future Research and Practice

This study examines how consumers' attitudes and values affect their response to advertisements in short videos, particularly in the adoption process. It reveals that factors such as Informativeness, Hedonic Motivation, and Self-concept positively influence attitudes toward ads. Informativeness is linked to consumers' multisensory experiences with products, fulfilling desires for pleasure, indulgence, excitement, and fantasy. Customization, while enhancing ad relevance, raises concerns about privacy, annoyance, ad fatigue, and trust. Nevertheless, Informativeness, Customization, and Self-concept positively impact the perceived value of ads, with short videos playing a key role in delivering information and promoting positive perceptions when ads align with consumers' self-concept.

However, Hedonic Motivation does not significantly influence the perceived value of short videos, possibly due to factors like ad interruption, format limitations, viewer fatigue, and a lack of personal relevance. This research contributes to theories on effective advertising strategies in short-form videos, user engagement in social media, and the relationship

between individual characteristics and ad effectiveness. It further demonstrates that perceived advertising value significantly influences users' attitudes toward short video ads, encouraging greater adoption.

Additionally, influencer credibility plays a critical role in boosting adoption, suggesting that the content and execution style of short video ads should be tested for maximum impact. The findings offer valuable insights for businesses looking to leverage social media for product promotion, emphasizing the importance of self-concept, hedonic motivation, and personalization in creating successful ad campaigns. Marketers can use these insights to develop targeted social media strategies that resonate with consumers, particularly in the growing trend of short-form video advertising. By providing guidance on how to utilize social media for product or service promotion based on an understanding of customers, it can offer a higher success rate from a marketing perspective.

Moreover, the study provides practical suggestions for improving the effectiveness of Instagram Reels-based ads, helping businesses connect with and attract their target audience. The results can guide social media marketers in crafting more engaging content, enhancing ad efficacy, and ultimately driving greater profitability, especially for companies aiming to enter markets like Korea. Future research could explore additional factors, such as other social media platforms or moderating variables, to further understand the relationship between attitudes toward ads and the adoption of short video advertising.

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<Appendix> Measurement Items

Variable	Items	Operational Definition and Measures	Related Works
Informativeness		The extent to which users receive rich and unbiased information from Instagram Reels advertisements.	An et al. (2019), Hadija et al. (2012), Mir (2012)
	INF1	I believe that advertising on Instagram reels provides essential details about goods or services.	
	INF2	Insta reel advertisements, in my opinion, are a handy way to learn about goods and services.	
	INF3	I consider Instagram reel advertisements a reliable source of current information on goods and services.	
	INF4	I consider Instagram reels advertisement to provide the information I need.	
	INF5	I think Instagram reels advertising provides timely information.	
Customization		Users' configuration of Instagram reel advertising is based on what works best for them.	Gwinner (2005), Voss and Hsuan (2009).
	CUS1	I may use the interactive aspects of this Instagram reel advertisement.	
	CUS2	This Instagram advertising aids with my assessment of products that meet my requirements.	
	CUS3	These Instagram clips advertising creates the impression of individualized attention.	
Hedonic Motivation		The level of feeling that Instagram users perceive when creating, sharing, and receiving product-related content from their social network.	Shareef et al. (2018)
	HDM1	It is enjoyable to receive information about products from the Instagram reel network.	
	HDM2	Sharing details about a product with others on Instagram reel network users is fun.	
	HDM3	When Instagram reel network users send me product information, I get excited.	
	HDM4	Seeing information on products from the Insta Reel network members is enjoyable.	
Self-Concept		The degree to which an Instagram reels user is inherently driven to assess how well their personality qualities match the information they produce, transmit, and receive about products from the network they want to convince.	Shareef et al. (2018)
	SCN1	I am comfortable getting knowledge on products from my friends in my network on Instagram reels.	
	SCN2	I am comfortable viewing product information from my peers in my network of Instagram reels.	
	SCN3	I act in a way that is consistent with learning about products from my peers in my Instagram reel network.	

<Appendix> Measurement Items (Cont.)

Variable	Items	Operational Definition and Measures	Related Works
Perceived Short Videos Ad Value		The degree of how much users think Instagram Reels advertising is worth it.	An et al. (2019), Liu-Thompkins (2012)
	PSV1	This Instagram reel for advertising is helpful.	
	PSV2	Instagram advertising is vital, as these reels demonstrate.	
	PSV3	I think Instagram reels advertising is a good idea.	
Positive Attitude toward Short Videos Ad		The degree of how much user opinion of Instagram reels advertising is positive.	An et al. (2019), Jiang and Benbasat (2007)
	ATA1	In general, I believe Instagram reel advertising is effective.	
	ATA2	In general, I enjoy Instagram reel advertisements.	
	ATA3	In general, I think Instagram reel advertising is beneficial.	
Short Videos Ad Adoption		The degree to which an individual uses Instagram to sift through advertisements.	Cheung et al. (2008), Sussman and Siegal (2003)
	SAA1	I would like to advertise on Instagram reels.	
	SAA2	I concur with the advertising information on Instagram reels.	
	SAA3	I get a positive impression of the goods or services from Instagram reel advertisements, making it easier for me to assess them unbiasedly.	
Influencer Credibility		The degree of trustworthiness of an influencer on Instagram reels advertising.	Lee and Kim (2020)
	ICR1	In my opinion, influencer's posts are accurate.	
	ICR2	In my opinion, an influencer's posts are factually accurate.	
	ICR3	In my opinion, an influencer's posts have trustworthy content.	

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