

UNIVERSITI TEKNOLOGI MARA

**A STUDY OF LAYOUT FEATURES
ON BUSINESS-ORIENTED
INSTAGRAM FEEDS AND THEIR
IMPACT ON VIEWER
ENGAGEMENT**

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ABSTRACT

Digital advertising is already being used extensively by companies on their respective social media platforms to attract customers. Small businesses are also participating in this growing digital marketing, but struggle to create effective ads that engage a larger audience on platforms like Instagram. Therefore, this study focuses on developing an engaging framework for Instagram ads. To this end, this study proposes three research objectives: (1) to discover the layout features in business-oriented Instagram ads; (2) to investigate the relationship between layout features and viewer engagement, and (3) to develop a framework with appealing layout features in business-oriented Instagram feeds. Using the Elaboration Likelihood Model (ELM), this study examines the interplay between visual appeal and information quality in relation to viewer engagement. Online questionnaires were distributed to 450 respondents at University Teknologi MARA (UiTM) Cawangan Kelantan, Machang Campus, mainly students and young adults living in the Machang district aged 18 to 25 years old to measure preferences for layout features of Instagram ads. The survey data were analysed using the Partial Least Square Structural Equation Model (PLS-SEM). Research findings showed that both visual appeal and information quality in business-oriented Instagram feeds influence viewer engagement. Visual appeal was rated more positively, but viewer engagement is driven more by the quality of information. Thus, this research develops a framework focusing on improving visual appeal and information quality in ads to maximize viewer engagement. This framework is also expected to provide valuable guidance to enhance visual communication by making advertisement more seamless and enjoyable not only on Instagram but also on various social media platform, especially for small businesses.

Keywords: Instagram advertising, layout features, visual appeal, information quality, viewer engagement, Elaboration Likelihood Model (ELM), PLS-SEM, digital marketing, social media, small businesses

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CHAPTER 1

INTRODUCTION

1.1 Introduction

In the first chapter, it provides an overview of the research topic and offers guidance throughout the study. It outlines the background of the study, which pertains to the utilization of social media platforms to engage with customers, and covers various aspects including the problem statement, research objectives, research questions, scope of the study, significance of the study, as well as any limitations that are to be considered.

1.2 Background of the Study

In the modern era, technology plays a significant part in the community and influences how individuals connect with one another in daily life (Adams, 2019). Humankind has been using technology since the Paleolithic period, when they were even recognized as equipment users (Agar, 2019). According to Isman (2012), people frequently associate "technology" with human artifacts like machinery, electronic gadgets, or methods for industrial manufacture. Beyond its function, technology has contributed to major changes by making our lives simpler, quicker, nicer, and more enjoyable (Al-Kansa et al., 2023). The usage of technology and equipment promotes students' learning and engagement (Raja & Nagasubramani, 2018). In research from Khatiwada (2020), evidence from the past demonstrates that technology developments have cut expenses for buyers, raised salaries, supported economic expansion and employment opportunities. Online marketing strategy is growing, and internet users are more likely to purchase from a brand that they follow on social media platforms (Schwarzl & Grabowska, 2015). Social media also has transformed how businesses interact with their audiences (Polańska, 2014).

There is various digital marketing to viewers and consumers using various channels. Ablyazov et al. (2018b) stated that the rise of current marketing methods pushes enterprises to refocus their growth strategies on digital technology. Even though the skill of a technology entrepreneur's expert may not be the greatest, they benefit from