

The effect of Visual Aesthetic and Endorser Type on Attitude Toward Advertising, Attitude Toward Product, and Purchase Intention Vegan Food

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Abstract

Objective: The COVID-19 pandemic has encouraged people to adopt healthier lifestyles, yet available information remains scarce. Marketers often utilize advertising to educate the public, but ads must be engaging to capture attention. Therefore, this study seeks to examine how the content and sources of advertisements influence attitudes toward vegan food using the S-O-R Theory.

Design/Methods/Approach: This study conducts experiments on social media apps, manipulating vegan food ads across different designs and endorsers using a 2x2 factorial design between subjects with 160 participants. It utilizes vegan meat as a stimulus and conducts manipulation checks before distributing questionnaires.

Findings: The findings indicate that classical aesthetics are more effective in shaping attitudes toward vegan food advertising. Consumers purchase vegan food to maintain their health, and by using classical aesthetics, consumers perceive the food as healthier.

Originality/Value: Previous research on vegan food has focused on various aspects such as values, claims, motivation, and ideologies. In contrast, this study explores how vegan food ads positively influence consumer attitudes, with unique visual aesthetics findings in these advertisements.

Practical/Policy Implication: Marketers must focus on visual aesthetics and choose suitable endorsers for effective vegan food ads, shaping positive consumer attitudes and purchase intentions.

Keywords: Endorsement; Marketing experiments; Purchase intention; Vegan food; Visual aesthetic

JEL Classification: M31, M37



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I. Introduction

Veganism, a lifestyle advocating plant-based foods and avoiding animal products, offers numerous benefits such as weight loss, reduced cancer risk, and lower heart disease chances (Ramadhany, 2022; Sneijder & te Molder, 2009). Google Trends data indicates a substantial increase in the global interest in "vegan" (Minassian, 2022), yet only 1% of the global population follows this lifestyle (Osborn, 2023). Despite its pre-Covid-19 prominence, some individuals remain hesitant to embrace vegan food (foodbeverageinsider.com, 2021), though the pandemic has fueled a surge in sales revenue for healthy food businesses (Tiofani, Krisda; Aisyah, 2022). Karim Taslim, an expert in the vegan society, highlights significant business prospects in this trend, driven by growing vegan communities and related events (Birny, 2023).

Despite perceptions of vegan food as expensive, unappealing, and not tasty, efforts to influence consumer attitudes are crucial in encouraging trials (veganisingit, 2020). Marketers should foster positive attitudes toward vegan products, which correlate with increased purchasing likelihood (Theben et al., 2020). Previous research on veganism has mainly focused on self-concept and vegan products, such as values (Sedera et al., 2023), packaging color (Yu & Westland, 2019), health claims (Theben et al., 2020), motivation (Rozin et al., 2004), ideological positions (Zappavigna & Ross, 2022), nutritional claims (Marquis et al., 2023), and individual traits (Ketron et al., 2021). However, there has been no research related to advertising. Advertising is crucial in promoting a company's products. It can inform consumers and persuade them to purchase the advertised products (Clow & Back, 2021). Therefore, this will be the first research gap addressed in this study concerning vegan food advertising.

Social media, particularly popular among millennials, plays a significant role in promoting veganism (Meager, 2016). A social media platform posted more than 120 million times under the hashtag #vegan in January 2024. These numbers indicate a powerful avenue for vegan food companies to showcase their products and for bloggers to enhance the veganism image (Instagram, 2024; Jallinoja et al., 2018; Sharma, 2021). Social media platforms boost brand awareness, increase sales, and build audience engagement (Freedman, 2023). These platforms also serve as a valuable source of information for individuals seeking details about vegan food products. Many vegan influencers share their lifestyle stories, recipes, and tips on adopting a vegan lifestyle. By following these accounts, people can get inspired to try new vegan foods and learn more about the benefits of a vegan lifestyle. Users are more likely to look at food photos than non-food photos because of their aesthetic appeal and colorful variations (Demarest, 2020). The large amount of content on social media can overwhelm users because there is often too much information available. Reports show that 70% of users do not engage with content due to saturation and excessive content (Osman, 2017). Marketers should create ads that capture consumers' attention long enough for them to absorb the content before they move on to viewing other photos (Kusumasondjaja, 2020).

The importance of crafting compelling messages involves designing the message strategy, creative strategy, and selecting the message source (Kotler; Keller, 2021). Content is pivotal in social media success (Baltes, 2015). Aesthetics, associated with beauty and artistic values, can enhance message effectiveness (Paakki et al., 2019). Research suggests that aesthetics contribute to the appeal of vegan food (Jallinoja et al., 2018), influencing perceptions of taste and aroma (Delwiche, 2012). Classical aesthetics prioritize symmetry and clarity, while expressive aesthetics involve creativity and originality (Bhandari et al., 2019; Hagen, 2021). Previous studies on visual aesthetics have focused more on luxury brands (Kusumasondjaja, 2020), websites (Nia & Shokouhyar, 2020), imaginary worlds (Buschgens et al., 2020), workday lunches (Paakki et al., 2019), and mobile food delivery apps (Lee & Lim, 2023). Previous research has predominantly focused on hedonistic objects. At the same time, vegan food falls into the utilitarian product category, with limited studies addressing this, thus representing a second research gap in this study.

Aside from message content, the sender is crucial in effective communication (Kotler; Keller, 2021). Consumers often seek purchasing information from personal sources, including individuals with expertise, known as endorsers, who influence attitudes and behaviors (Solomon, 2020). Endorsers, whether individuals or characters, play a significant role in conveying product messages (Shimp, 2010). Selecting the right endorser is vital for social media ad success (Biswas et al., 2006). Research on the effectiveness of endorsers varies. Noli et al. (2022) found expert endorsers more effective for makeup brands in America, while Schouten et al. (2020) suggested that consumers find expert endorsers more relatable. However, Kusumasondjaja and Tjiptono (2019) found celebrity endorsers more engaging for food ads. Regarding vegan food, Phua et al. (2020) found no significant difference between celebrity and non-celebrity endorsers. This study aims to clarify these debates in the context of vegan food ads.

This study utilizes the S-O-R Theory (Nieves-Pavón et al., 2023) to understand the effect of visual aesthetic (expressive vs. classical) and endorser type (celebrity vs. expert) on attitude toward advertising, attitude toward the product, and purchase intention of vegan food. This study addresses gaps in vegan food advertising and visual aesthetics and unresolved debates on endorser types. It also introduces variables like attitude toward advertising, product, and purchase intention in vegan food ads. The findings can enrich academia's understanding of social media marketing, aiding marketers in developing effective strategies and selecting appropriate endorsers. This research uses an experiment study with ANOVA and SEM for data analysis. The study covers background, literature review, hypothesis development, research techniques, results, discussions, conclusions, and recommendations.

2. Literature Review and Hypotheses Development

2.1. S-O-R Theory

The S-O-R theory, introduced by Mehrabian and Russell (1974), suggests that environmental stimuli can influence internal states and lead to behavioral responses (Donovan et al., 1994; Eroglu et al., 2001). Widely applied across disciplines, it analyzes the relationship between stimuli, emotional states, and consumer behavior. Researchers have used the S-O-R theory to study various technological attributes like online shopping (Parboteeah et al., 2009), virtual worlds (Animesh et al., 2011), and social realms (Cao & Sun, 2018), as well as in tourism (Nieves-Pavón et al., 2023). SOR Theory analyzes user behavior across various fields, suggesting that stimuli prompt internal evaluations, leading to positive or negative behavioral responses. In vegan food advertising, the S-O-R paradigm offers advantages in understanding purchase intentions, as it has been applied in online consumer behavior research (L. Zhu et al., 2020). The stimuli in the model influence attitudes toward advertising and the product (organisms), while organisms reflect visual aesthetics and endorser types (stimuli), shaping purchase intentions. By understanding this relationship, researchers can identify factors influencing behavior and predict responses to stimuli.

2.2. Social Media Advertising

Social media enables effective communication between consumers and companies, fostering innovation and relevance. Marketers leverage online communities, encourage participation, and create long-term marketing assets (Genadi et al., 2020). It serves as a tool for targeted advertising, disseminating messages to specific audiences within defined periods (Kotler; Keller, 2021). Marketers widely use social media advertising to introduce products or brands, tapping into the active social media community (Genadi et al., 2020). It encompasses platforms such as user-generated content sharing, social networking, and online reviews, providing users with factual, specific, and non-commercial information beyond their social circles (Kim et al., 2017).

2.3. Visual Aesthetic

Aesthetics can be understood as a product's visual appearance and attractiveness and may encompass non-visual characteristics such as sound, touch, smell, and taste (Desmet & Hekkert, 2007). Visual advertisements can create a more dynamic situation and capture the target audience's attention (Clow & Back, 2021). Visual aesthetics is the attractiveness of an image that presents a clear and unique portrayal or a pleasant appearance of an image or object. There are several elements in visual aesthetics, such as design elements like color, shape, shadow, texture, and tone concept. Additionally, there are concepts in visual aesthetics such as balance, contrast, composition, proportion, and harmony (Lavie & Tractinsky, 2004).

According to Guo et al. (2019), designing products with high visual aesthetics can enhance consumer purchasing behavior. Visual aesthetics gradually become essential in product marketing as it captures consumers' attention (Law et al., 2017). Visual aesthetics can be used as a product design feature to differentiate from competing products, build product identity, and shape consumer relationships with the product (Bloch et al., 2003). Classical aesthetics are associated with symmetry, regularity, and clarity of visual object design. Meanwhile, expressive aesthetics occur when an object contains elements of creativity and originality in design involving human intervention, such as design attributes (Hagen, 2021).

Visuals can persuade consumers to produce effective and cognitive responses to advertisements. Besides complexity, aesthetics can enhance appreciation and generate positive attitudes (Margariti et al., 2022). Previous research found that an appealing visual presentation of food will make consumers like the taste of the food even though they have not tasted it (Zellner et al., 2014). In the purchasing decision-making process, consumers will choose products that they find attractive and that meet their needs (Kansal, 2013). It shows that content displaying expressive aesthetics is preferred and receives more comments on Instagram compared to content using classical aesthetics (Janssen et al., 2016; Kusumasondjaja, 2020; Lee & Lim, 2023; Paakki et al., 2019; Ramezani et al., 2020). Based on the explanations above, the researcher proposes the following hypotheses.

H1. Advertisements lead to a higher attitude toward advertising with an expressive rather than classical aesthetic.

2.4. Endorser

An endorser is a person or entity providing support or recommendations for a product, service, or idea (Belch & Belch, 2018). Endorsers are advertising supporters or advertising stars in promoting a product. Advertising endorsers are individuals or animated characters communicating messages about the advertised product (Shimp, 2010). A Celebrity Endorser is a famous individual who influences their followers based on their achievements, thus creating a positive image for a new product or changing the image of an existing product; they become idols to many people, thereby possessing that power. An Expert Endorser is someone with knowledge expected to provide information that consumers can trust because they have expertise in a specific field (Biswas et al., 2006).

Expert endorsers can attract millions of followers by sharing selected and processed content from their daily lives on platforms such as Instagram and YouTube that discuss a specific domain of interest (Chapple, C; Cownie, 2017). Expertise in an endorser is defined as the perceived ability of an endorser or the extent to which a communicator is considered a valid source of statements. Expert endorsers can influence public perceptions of product quality (Kim & Choi, 2012). On the other hand, celebrity endorsers have also found their way into social media; endorsers build their careers online and were previously unknown to the general public. Marketers enthusiastically embrace endorsers as brand spokespeople, and marketers allocate significant funds to use endorsers (World Federation of Advertisers, 2018). Endorsers not only have the direct ability to influence the purchasing decisions of the public, but their followers also perceive them as reliable sources of information (De Veirman et al., 2017; Djafarova & Rushworth, 2017). Attitude toward advertising is an important factor in studying the effectiveness of celebrity use in advertising. Using celebrities as endorsers has a stronger impact than other endorsers (Biehal et al., 1992). Ads endorsed by celebrities create higher levels of happiness in consumers than ads endorsed by experts (El Hedhli et al., 2021; Kusumasondaja & Tjiptono, 2019; H. Zhu et al., 2022). Based on the above explanation, the researcher proposes the following hypothesis.

H2. Advertisement leads to a higher attitude toward advertising with celebrities than expert endorsers.

Superior visual aesthetics have a significant influence on consumer purchasing behavior and decision-making. Additionally, endorsers can create positive feelings toward advertisements and brands (Ranjbarian et al., 2010). The selection of suitable endorsers will also influence attitude toward advertising. If consumers feel suitable, they will have a positive attitude toward the advertisement (Min et al., 2019). According to Kotler and Keller (2021), marketers look for attractiveness, themes, or ideas that can help shape messages different from competitors. Moreover, messages delivered by attractive sources can reach higher levels of attention and recall. Paying attention to the advertising message and the spokesperson can help increase consumers' familiarity with the advertisement (Bauer et al., 2022; Hsu, 2023; H. Zhu et al., 2022). Based on the explanations above, the researcher proposes the following hypotheses.

H3. There is an interaction effect between visual aesthetic and endorser type on attitude toward advertising.

2.5. Attitude Toward Advertising

Attitude is an enduring organization of motivational, emotional, perceptual, and cognitive processes concerning various aspects of our environment (Mothersbaugh et al., 2018). Attitude is generally defined as an inclination toward behavior resulting from the accumulation of evaluations of a product and the outcome of one's evaluation of that behavior. Attitude evaluates an object, concept, or behavior along the dimensions of like or dislike and good or bad. More specifically, there are several examples of responses that reflect attitude, such as approval or disapproval of a policy, liking or disliking of an individual or group of people, and evaluation of various concept dimensions such as pleasant or unpleasant, desired, undesired, good-bad, or pleasant-unpleasant (Ajzen, I; Fishbein, 2000).

Biehal et al. (1992) defined attitude toward advertising as a tendency to respond favorably or unfavorably to a specific advertising stimulus in a particular exposure situation. Attitude toward advertising is the tendency to respond favorably or unfavorably to specific advertising stimuli during particular exposure situations (MacKenzie et al., 1986). Attitude toward advertising encompasses consumers' attitudes toward the advertisement itself, not just the product or brand name presented in the advertisement (Jieun Lee et al., 2015).

2.6. Attitude Toward Product

Attitude Toward a Product refers to a product's positive or negative evaluation (Balques et al., 2017). Attitude Toward a Product can influence consumers' interest in a product, brand, or specific behavior (Limbu et al., 2012). It is important to shape attitudes toward the product because consumers with positive beliefs about the product are more likely to intend to purchase it (Jiang & Benbasat, 2007). Understanding consumers' attitudes and behaviors toward consuming vegan products can clarify the decisions made by consumers (Ajzen, 1991).

Perception of product design plays a crucial role in consumer behavior in general and can thus significantly influence key marketing success factors such as consumer attitude (Bloch, 1995). In the case of advertising specifically, further research confirms the positive effect of attitude toward advertising on attitude toward the promoted product (MacKenzie et al., 1986). Attitude toward advertising has a positive effect on attitude toward the promoted product. Attitude toward advertising can enhance and shape attitudes toward the product (Chou et al., 2020; Haase et al., 2020; Kao & Du, 2020). Based on the explanations above, the researchers propose the following hypotheses.

H4. Attitude toward advertising influences attitude toward the product.

2.7. Purchase Intention

The purpose of marketing activities is to influence consumers to eventually be willing to purchase a company's goods or services when needed. Purchase intention is formed from consumers' attitudes toward a product, which stems from their beliefs about its quality (Kotler & Keller, 2021). Purchase intention refers to consumers' propensity to purchase a product or service or take actions related to purchasing to satisfy a need (Assael, 2004; Schiffman, L; Kanuk, 2007; Wu et al., 2017). Attitude toward the product is crucial in determining an individual's choices and behavioral

intentions. It reflects an individual's evaluation of an object and embodies prominent beliefs at a specific point in time (Ching et al., 2013). Forming favorable attitudes toward a product is important because consumers with positive beliefs about the product can lead to purchase intention (Jiang & Benbasat, 2007). Attitude toward the product can predict purchase intention with a high level of accuracy (Malik & Jindal, 2022; Miguel et al., 2021; Theben et al., 2020). Based on the explanations above, the researchers propose the following hypotheses.

H5. Attitude toward the product influences purchase intention.

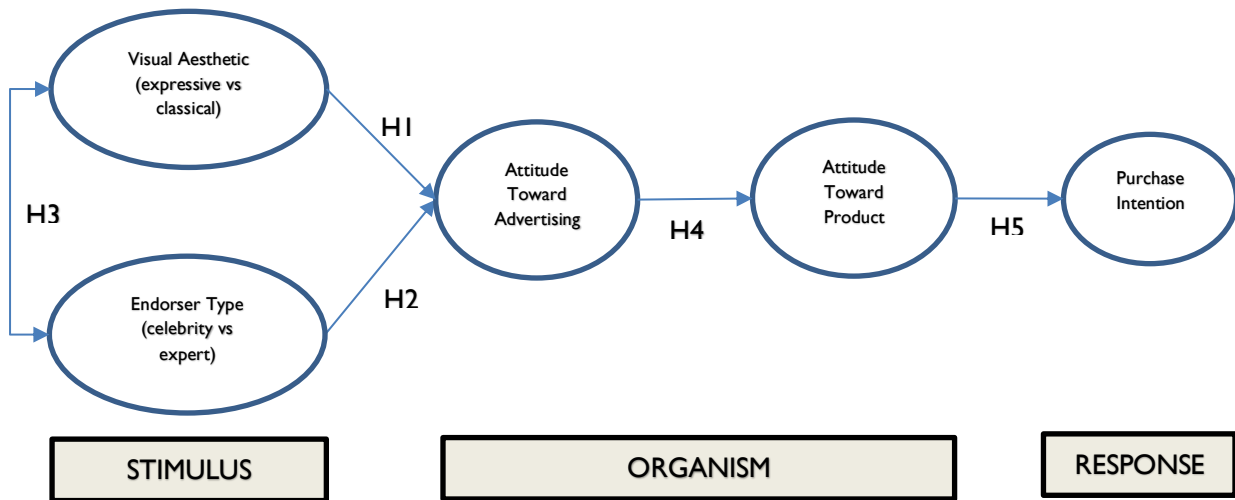


Figure 1. Conceptual Framework

3. Method

3.1. Procedure and Sampling

This research employs a quantitative approach, focusing on empirical assessment through numerical measurement and analytical methods to test theories and support hypotheses (Zikmund et al., 2020). It falls under true experimental research, utilizing a between-subject method with 160 participants assigned across different treatments. A 2x2 factorial design is adopted, examining visual aesthetic (expressive vs. classical) and endorser type (celebrity vs. expert). Data analysis involves Analysis of Variance (ANOVA) with SPSS 23 to test hypotheses 1, 2, and 3 for differences in dependent variables across independent variables. Structural equation modeling (SEM) with SmartPLS 3.0 is utilized to test hypotheses 4 and 5, employing path analysis to explain relationships between variables (Hair et al., 2018; Malhotra, 2019). All measurements for the constructs are displayed in Table 1. Gathering participants, this research assembled qualified individuals from a pre-determined sample. Afterward, researchers supplied a Google Form link for participants to view stimuli and complete the provided questionnaire.

Table 1. Definition and Measurement

Variable	Operational Definition	Variable Measurement	Resources
Attitude Toward Advertising	A tendency to respond to vegan food advertisements on Instagram.	1. The advertisement is good. 2. The advertisement is liked. 3. The advertisement is enjoyable. 4. The advertisement is appealing.	Mitchell & Olson (1981)
Attitude Toward Product	Positive or negative evaluation of vegan food on Instagram.	1. The product is good. 2. Positive evaluation of the product. 3. The product is worth buying. 4. The product is attractive.	Ching et al. (2013)
Purchase Intention	Participants' tendency to buy vegan food products	1. Willing to purchase this advertised vegan food product.	

promoted on Instagram in the future.	2. If needing to buy food, will consider purchasing this advertised vegan food product. Kusumasondjaja & Tjiptono (2019)
	3. Intends to purchase this advertised vegan food product.
	4. Will purchase this advertised vegan food product.

3.2. Experimental Design

The experimental design in this study utilized social media platforms, especially Instagram photo post formats. Food images in this study were sourced from a vegan restaurant in Surabaya, featuring plant-based or vegan options that visually resemble non-vegan food, commonly known as vegan meat (Lamas, 2021). Vegan meat is chosen due to its visual resemblance to non-vegan options, potentially attracting consumers to try vegan food and changing perceptions of its taste and appeal. The growing popularity of vegan meat further encourages individuals adopting a vegan lifestyle to consume vegan options (Lyons, 2023). In manipulating the visual aesthetic variable, advertisements are presented differently. Classical aesthetic stimuli feature symmetrically displayed food products against a brown wood motif background, while expressive aesthetic stimuli show asymmetrically presented food against a yellow background, incorporating creative design elements such as text and images. Background color selection is based on colors known to influence appetite, with warm colors like red, green, yellow, orange, and blue stimulating appetite (Anggraini, 2020). Nadya Hutagalung, a well-known Indonesian figure with a significant Instagram following of over 909 thousand followers, was chosen as the celebrity endorser for her commitment to a vegan lifestyle and extensive content related to veganism on her Instagram account (@nadyahutagalung). Sylvia Irawati, a nutrition expert with expertise in veganism and an active presence on Instagram (@drsylviairawati), was selected as the expert endorser.

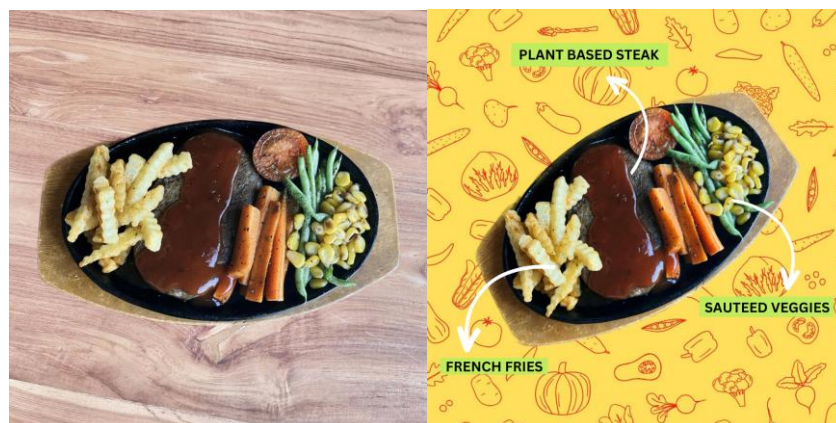


Figure 2. Classical aesthetic (left) and expressive aesthetic (right) advertisement.

3.3. Manipulation Test

The manipulation check involves statements about the occupation and expertise of the endorser used as stimuli. For the celebrity endorser, sentences like "Nadya Hutagalung is a model, TV host, and artist of mixed Indonesian and Australian heritage" are utilized. Conversely, for stimuli featuring an expert endorser, sentences such as "Sylvia Irawati is a nutrition doctor from Indonesia who shares to maintain a healthy lifestyle" are employed. Participants then view advertisements based on the stimuli provided by the researcher. Two statements assess participants' comprehension of specific elements in the advertisement content. The first statement evaluates understanding of visual aesthetics, whether the advertisement has a neat, symmetrical appearance or contains creative design elements. The second statement assesses understanding of the type of endorser used, whether a celebrity or an expert in a particular field on Instagram. Following Pieters et al. (2010), participants assess if the advertisement exhibits symmetrical visual details. A manipulation check revealed over 90% of participants understood the manipulation across all four stimulus groups concerning visual aesthetics (classical vs. expressive) and endorser type (celebrity vs. expert). For more detailed information, please refer to Table 2. In addition to manipulation, this research also conducted validity and reliability tests as prerequisites for conducting SEM path analysis, which are presented in Table 6.

Table 2. Manipulation Test Results

Variables	Manipulation	Percentage	Conclusion
Visual aesthetics	Classical aesthetics	95%	In my opinion, the advertisement has a neat, symmetrical, and clear orientation.
	Expressive aesthetics	95%	In my opinion, the advertisement has a display of creativity and originality in design that includes design attributes such as text and images.
Endorser type	Celebrity endorser	90%	In my opinion, the advertisement was uploaded by a celebrity.
	Expert endorser	95%	In my opinion, the advertisement was uploaded by an expert in a certain field.

4. Result and Discussion

4.1. Participants Statistics

The total number of participants in this study was 160. The characteristics of participants in this study include gender, age, year of study, and Instagram usage. Based on Table 3, it can be observed that the largest proportion of participants are females, comprising 87 individuals (54.83%). Additionally, there are 113 participants (70.63%) falling within the age range of 20-24 years, 65 participants (40.63%) from the class of 2020, and 98 participants (61.25%) who use Instagram for more than one hour. For further details on participant characteristics, please refer to Table 3.

Table 3. Participants Profiles

Profile	Classification	Numbers	Percentage
Gender	Male	73	45.63%
	Female	87	54.83%
Age	15-19	41	25.63%
	20-24	113	70.63%
	25-29	6	3.75%
	30-34	0	0%
Year of Study	2018	1	0.63%
	2019	27	16.88%
	2020	65	40.63%
	2021	37	23.13%
Instagram Usage	2022	30	18.75%
	< 30 Minutes	3	1.88%
	30 Minutes	17	10.63%
	45 Minutes	17	10.63%
	1 Hour	25	15.63%
	> 1 Hour	98	61.25%

4.2. Hypotheses Testing

Hypothesis tests 1 and 2 were conducted by performing an analysis of variance (ANOVA) test using SPSS 23. Hypothesis tests 1 and 2 can be referred to as a main effect ANOVA. The main effect test is conducted to identify differences in the influence between the treatments of independent variables. The differences in influence for each treatment of independent variables on the dependent variable can be determined by looking at the significance column. If the value is > 0.05 , each treatment of the independent variable has a different effect on the dependent variable. For further information, please refer to Table 4.

Table 4. ANOVA Results

Variables		Attitude Toward Advertising		
		Mean	F	Sig
Visual Aesthetic	Classical Aesthetic	16.7125	21.285	0.000
	Expressive Aesthetic	15.0500		
Endorser Type	Celebrity Endorser	17.5375	104.051	0.000
	Expert Endorser	14.2250		

Hypothesis test 3 was conducted by performing an interaction effect ANOVA. The interaction effect test is conducted to identify differences in the dependent variable individually in the groups of interaction between independent variables. Suppose the test results show a significance value of $F < 0.05$ ($\alpha = 5\%$). In that case, it can be concluded that there is a significant difference in the dependent variable individually among the groups of interaction of independent variables. The test results show an F value of 26.815 and a significance value of 0.000 for the variable attitude toward advertising. For more details, see Table 5.

Table 5. Interaction Effect ANOVA Results

Dependent Variable	Independent Variable		Mean	F	Sig
Attitude Toward Advertising	Classical Aesthetic	Celebrity Endorser	4.875	26.815	0.000
		Expert Endorser	4.725		
	Expressive Aesthetic	Celebrity Endorser	4.85		
		Expert Endorser	4.675		

Hypothesis tests 4 and 5 were conducted using SEM Path Analysis by SMartPLS 3.0. Based on Table 6, validity and reliability tests are carried out to ensure the precision and validity of the model; if the model demonstrates accuracy, subsequent testing can proceed. Validity is evaluated based on the Average Variance Extracted (AVE) value, which should be higher than 0.5, and the outer loading, which should also exceed 0.5. Meanwhile, reliability is assessed using the composite reliability value, which should be greater than 0.7 (Hair et al., 2018). As demonstrated in Table 6, the AVE values for all constructs surpass 0.5, and the outer loadings of each indicator also exceed 0.5, indicating the validity of all indicators. Additionally, all composite reliability scores are above 0.7. These findings suggest that the model is acceptable and has consistent internal reliability. The hypothesis testing was performed using the bootstrapping method to evaluate the significance values through t-statistic and p-values generated from the inner model. Hypotheses are considered significant if the t-statistic value > 1.96 and the p values < 0.05 . All the measurements for the inner model are depicted in Figure 3.

Table 6. Validity and Reliability Test Results

Variables	Item	SLF	CR	CA	AVE	Conclusion
Attitude Toward Advertising	AAD1	0.919	0.9	0.9	0.789	Valid & Reliable
	AAD2	0.874				
	AAD3	0.867				
	AAD4	0.892				
Attitude Toward Product	ATP1	0.539	0.7	0.8	0.508	Valid & Reliable
	ATP2	0.773				
	ATP3	0.638				
	ATP4	0.858				
Purchase Intention	PI1	0.882	0.9	0.9	0.734	Valid & Reliable
	PI2	0.755				
	PI3	0.889				
	PI4	0.892				

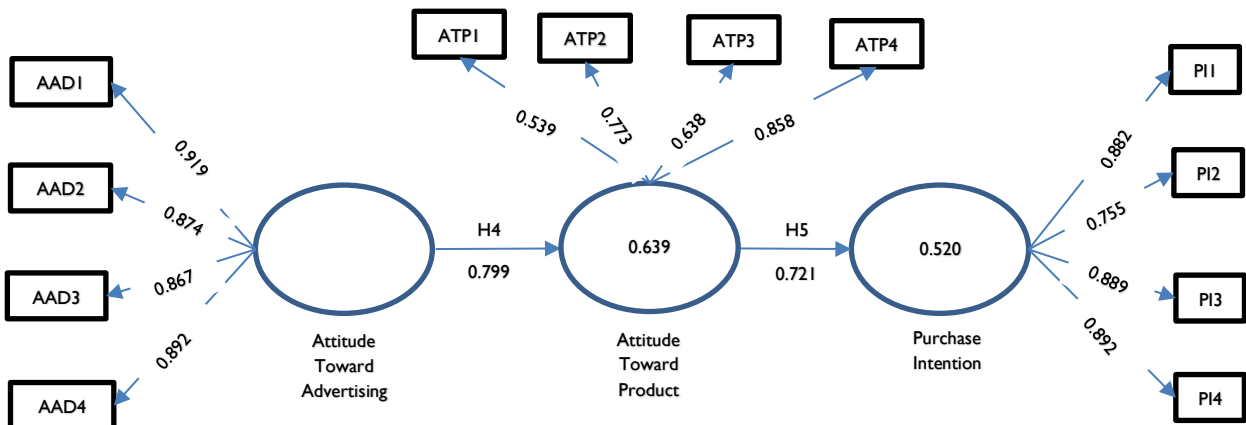


Figure 3. Model Analysis Results

Table 7. Hypotheses Result Summary

H	Relationships	Methods	Original Sample	T Statistic	P Values	Conclusion
H1	VA → AAD	ANOVA	-	-	-	Not Supported
H2	ET → AAD	ANOVA	-	-	-	Supported
H3	VA & ET → AAD	ANOVA	-	-	-	Supported
H4	AAD → ATP	SEM	0.799	24.568	0.000	Supported
H5	ATP → PI	SEM	0.721	24.899	0.000	Supported

4.3. Discussion

4.3.1 Visual Aesthetic towards Attitude Toward Advertising

This study found that classical aesthetics in vegan food ads are more effective in shaping advertising attitudes compared to expressive aesthetics. Classical aesthetic components enhance visual appeal, leading to more positive perceptions of vegan food ads on Instagram. When an advertisement prioritizes naturalness and authenticity in food, it can make it appear more beautiful and healthy (Hagen, 2021). The study has found that many people prioritize the "naturalness" of food. A review examining 72 studies found that most consumers reject food products that are not perceived as natural (Kateman, 2020). Elements such as symmetry, balanced proportions, and clarity can attract consumers' attention, provide aesthetic impressions (Rozin et al., 2004), and enhance an individual's PAD emotions (D. Kim et al., 2020), improving consumers' attitudes toward advertising. Symmetry can influence consumers' decisions when choosing food. This is because, intuitively, people feel that something symmetrical is natural and healthy (Li et al., 2022). This is supported by the halo effect theory, where when food appears more natural, it indicates that it is healthier (Brunner et al., 2010). Instagram content with classical aesthetics can capture users' attention and persuade them because classical aesthetics play a fundamental role as elements needed to attract users' attention and satisfaction (Kusumasondjaja, 2021). Consumers will pay more attention to the health and authenticity of their food in the context of vegan food, so they are more interested in vegan food advertisement content that uses classical aesthetics.

4.3.2. Endorser Type towards Attitude Toward Advertising

This study found that celebrity endorsers can enhance attitudes toward advertising in vegan food content on Instagram. Celebrity endorsers can make advertisements appear more convincing, resulting in a positive attitude toward the advertisement (Ranjbarian et al., 2010). Social media allows individuals to share their personal moments, ideas, opinions, and feelings. Celebrity endorsers utilize this to express themselves by giving their fans glimpses of their daily lives (Klostermann et al., 2023). Celebrity endorsers create more happiness in consumers than advertisements using expert endorsers. Consumers tend to pay more attention to the attractiveness and popularity of the person delivering the advertisement rather than their expertise (Kusumasondjaja & Tjiptono, 2019). This is possible because the celebrity endorser has more followers (909K) than the expert endorser (56.8K). This is supported by the fact that celebrity endorsers often have a large fan base, making consumers feel more trust in them (L. Janssen et al., 2022). When they

upload something, consumers tend to be interested and more likely to pay attention to the message. They also have a high level of familiarity, which helps reinforce positive impressions of the advertisement. Consumers often identify themselves with celebrity endorsers they like or admire. This creates an emotional connection between consumers and the advertised brand (Chin et al., 2020). When celebrity endorsers choose to use or recommend a particular product, it can positively impact consumers' attitudes toward the advertisement and the advertised brand.

4.3.3. The Interaction Relationship between Visual Aesthetic and Endorser Type towards Attitude Toward Advertising

This study reveals an interaction between visual aesthetics and endorser types influencing attitudes toward advertising, aligning with Kotler and Keller's (2021) emphasis on factors shaping effective messages. Combining appealing visual aesthetics and suitable endorsers maximizes advertising effectiveness (H. Zhu et al., 2022). Celebrity endorsements with appropriate message appeals enhance audience attention, recall, and attitude toward ads (Bauer et al., 2022; Hsu, 2023). Instagram ads for vegan food employing classical aesthetics and celebrity endorsers yield the highest positive impact on advertising attitudes. Conversely, ads featuring expressive aesthetics and expert endorsers garner less favorable evaluations, resulting in lower advertising attitudes.

4.3.4. Attitude Toward Advertising towards Attitude Toward Product

This study found a relationship between attitudes toward advertising and attitudes toward the product, demonstrating that advertisements shape consumers' perceptions of vegan food and their intention to consume it (Haase et al., 2020). Positive attitudes toward ads correlate with favorable views of the product, as consumers evaluate the advertisement before forming opinions about the product (L. Janssen et al., 2022). Favorable ad attitudes can influence consumers' feelings toward the advertised product, particularly when ads are relevant (Kim & Kim, 2021; Park & Lin, 2020). Higher attitudes toward Instagram vegan food ads correspond to more positive attitudes toward advertised products.

4.3.5. Attitude Toward Product towards Purchase Intention

Attitude toward the product is crucial in determining an individual's choices and behavioral intentions. It reflects an individual's evaluation of an object and manifests prominent beliefs at a certain time (Ching et al., 2013). Attitude toward a product has the potential to enhance purchase intention because it influences how consumers evaluate and perceive products or services (Jung & Seock, 2016). Consumers' supportive and positive attitudes toward vegan products strengthen their purchase intentions (Miguel et al., 2021). In other words, consumers are more likely to buy vegan products if they have a positive view of them and perceive them as beneficial (Gerritsen, 2020). These findings are supported by research from Theben et al. (2020), which states that participants with a more positive attitude toward the product will have a stronger purchase intention.

5. Conclusion

Overall, this study indicates that when creating vegan food advertisements, utilizing classical aesthetics focused on the naturalness and authenticity of food can make the food appear more beautiful and healthy. Furthermore, companies would do well to choose celebrity endorsers to promote their food because consumers tend to pay more attention to the attractiveness and popularity of the person delivering the advertisement. To achieve optimal results, companies can combine classical aesthetics and celebrity endorsers. Additionally, this study finds that attitude towards advertising is related to attitude towards the product, and attitude towards the product is related to purchase intention.

5.1. Theoretical Implication

The results of this study indicate that classical aesthetics is a suitable visual element in Instagram advertisements for vegan food, particularly when paired with a celebrity endorser. This study found that celebrity endorsers can also influence consumers to purchase healthy food because, in this research, the celebrity used is someone who adheres to a vegan lifestyle. This research contributes to advertising theory in marketing by demonstrating that visual and source elements in vegan food products portray that classical aesthetics and celebrity endorsers are more effective in enhancing attitudes toward advertising. The findings also confirm the Stimulus-Organism-Response theory, wherein visual aesthetic stimuli and endorser type influence attitude toward advertising and attitude toward the product, thereby shaping the response, namely, purchase intention.

5.2. Managerial Implication

We find that classical aesthetics has a bigger impact on attitude toward advertising. Therefore, marketers of vegan products can design their advertisements by emphasizing classical aesthetic features. This could incorporate

traditional or elegant visual elements, such as clean and minimalist design, natural colors, and sophisticated imagery (Hagen, 2021). We also find that celebrity endorser has a stronger effect on attitudes toward advertising. Therefore, marketers can utilize celebrity endorsers, particularly those who are vegan celebrity endorsers with large followers. Managers can collaborate with celebrity endorsers for product endorsements, sponsored content, or promotional campaigns, which can help increase product visibility and credibility among consumers. Furthermore, this study also found an interaction effect between visual aesthetics and endorser type on attitude toward advertising. Based on the results, it is evident that the combination of classical aesthetics and celebrity endorser type is the most dominant in shaping attitudes towards advertising. Consumers not only pay attention to the message content in the advertisement but also consider who is delivering the message (Kotler & Keller, 2021). To effectively market vegan products, companies should partner with celebrities who have a large following and live by vegan principles. Their advertisements should focus on natural, simple, and authentic visuals that reflect veganism's timeless and pure essence.

5.3. Limitation and Future Research

The limitations of this study are related to the experimental design, specifically the application of visual aesthetics, which was limited to the backgrounds of the ad stimuli. It was observed that individuals consuming vegan food are more focused on the advertised food itself rather than on the surrounding elements. To strengthen the findings, future research could enhance the application of visual aesthetics by directly differentiating between classical and expressive elements of the food objects being studied. In this research, the experimental design was created directly by the researchers, resulting in low creativity. Future research could involve third-party experts specializing in advertising design to persuade participants better. Additionally, the chosen expert endorser is a nutrition expert with significantly fewer followers compared to the celebrity endorser used for comparison. Therefore, further studies are warranted when employing endorsers who have a comparable number of followers.

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Author Contribution

Author 1: conceptualization, writing original draft, data curation, formal analysis, investigation, methodology.

Author 2: review, supervision.

Author 3: review, supervision.

Author 4: review, supervision.

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Conflict of Interest

The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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