

IMPACT OF INSTAGRAM ADVERTISING ATTRIBUTES ON PURCHASE INTENTION OF GENERATION Z IN SRI LANKA'S FASHION INDUSTRY

Perera B S D¹, Attanayake K A M T N², Abeyrathne R M L M³

Abstract

Social media has significantly transformed the way individuals communicate, connect, and engage with one another, while also becoming a powerful tool for digital marketing. Instagram has emerged as a leading platform for visual-based advertising, especially within the fashion industry. In Sri Lanka, Instagram has become one of the most popular social media platforms for fashion brands to reach youth audiences. The local fashion industry is a rapidly growing segment, with Generation Z, comprising nearly one-fifth of the country's population, emerging as a key consumer base that actively engages with social media content. This study examines the influence of Instagram advertising on the purchase intentions of Gen-Z users in Sri Lanka, concentrating on three key advertising attributes: trustworthiness, informativeness, and hedonic motivation. A quantitative research approach was employed, with data collected through a structured questionnaire administered to Gen-Z Instagram users. The relationships between the variables were analysed using regression analysis. The findings reveal that all three advertising attributes have a significant and positive influence on purchase intention. Among them, informativeness emerged as the most influential predictor, indicating that Gen-Z consumers are more likely to respond to advertisements that provide clear, relevant, and comprehensive product information. Trustworthiness and hedonic motivation were also found to play vital roles, suggesting that credible and emotionally appealing advertisements are more effective in engaging this demographic. These results highlight the importance of designing Instagram advertisements that are not only informative but also trustworthy and enjoyable. The study offers valuable insights for marketers in the fashion industry who aim to influence the purchasing decisions of Gen Z consumers in Sri Lanka. By understanding which advertising attributes matter most, brands can develop more effective strategies to connect with and convert this digitally savvy audience. Theoretically, this study extends the Technology Acceptance Model (TAM) by integrating advertising attributes as determinants of purchase intention, thereby contributing to the understanding of social media marketing behaviour in developing country contexts.

Keywords: Fashion industry, Generation Z, Instagram advertisements, purchase intention, Sri Lanka

¹Department of Commerce and Financial Management, University of Kelaniya, Sri Lanka
Email: pererabs-cm18125@stu.kln.ac.lk

²Department of Marketing and Tourism, NSBM Green University, Sri Lanka
Email: tharushi.a@nsbm.ac.lk*

³Department of Finance, University of Ruhuna, Sri Lanka
Email: lakshmikamadusanka27@gmail.com



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Introduction

Social media has emerged as a transformative force in digital communication and marketing, particularly among younger demographics. Instagram has evolved into a dominant visual platform since its launch in 2010, attracting nearly two billion monthly users worldwide (Zote, 2023), including approximately 1.51 million users in Sri Lanka (Team, 2023). Initially created for photo sharing (Ting et al., 2015), Instagram now plays a central role in digital advertising, providing businesses with a visually driven medium to engage consumers, particularly within the fashion industry, where aesthetics is of paramount importance. Numerous studies have indicated that Instagram users are highly responsive to advertisements on the platform. In the Sri Lankan context, fashion retailers increasingly depend on Instagram as a promotional medium; however, despite high engagement levels, actual conversion to purchase remains limited. This indicates a need to identify which advertising attributes most effectively drive purchase intention among local Generation Z consumers. Research shows that 90% of Instagram users follow at least one business, and 83% report discovering new products through the app (Bojkov, 2023; Zote, 2023). These insights suggest that Instagram is not only a social platform but also a strategic marketing tool for increasing brand awareness and influencing consumer behaviour.

Purchasing intention, defined as a consumer's willingness or likelihood to buy a product or service (Morwitz, 2012), has become a critical outcome in assessing the effectiveness of digital advertisements, particularly in visual-heavy domains like fashion (Raney et al., 2003; Sharma & Lijuan, 2015). Generation Z, those born between 1995 and 2010, represent a digitally native cohort with a deep familiarity with online environments. Often referred to as 'digital natives,' this generation exhibits strong engagement with social media platforms, particularly Instagram (Dolot, 2018; Newberry, 2023; Turner, 2015). Their consumption patterns, media preferences, and expectations differ from previous generations, making them a strategically important audience for marketers. Within the fashion industry, where visual branding and aesthetics are crucial, Instagram serves as an ideal platform to influence purchasing decisions among this demographic (Aragoncillo & Orus, 2018; Shan et al., 2018).

While global literature has explored the relationship between social media advertisements and consumer behaviour, research focused on the Sri Lankan context remains sparse. Although several local studies have examined general aspects of social media marketing (Gaber et al., 2019; Sigdel, 2021), most have focused on millennial behaviour or influencer-driven marketing (Wimalarathna & Ranwala, 2021), rather than the specific mechanisms through which Instagram advertisements affect purchasing intention among Generation Z. Furthermore, attributes such as trustworthiness, informativeness, and hedonic motivation despite being significant in global literature have not been sufficiently studied within the Sri Lankan fashion sector. In response to this empirical gap, the present study focuses on Generation Z Instagram users in Sri Lanka and examines how specific characteristics of Instagram advertisements affect their purchasing intentions in the fashion industry. As fashion brands increasingly turn to Instagram for consumer engagement, understanding the perceptions and motivations of Gen Z consumers becomes essential. The study contributes to the body of knowledge by applying and testing established digital advertising constructs in a developing country context, providing new insights into the effectiveness of non-influencer Instagram marketing.

Research Objectives

RO1: To examine the impact of the trustworthiness of Instagram advertisements on the purchasing intention of Generation Z in Sri Lanka's fashion industry.

RO2: To examine the impact of the informativeness of Instagram advertisements on the purchasing intention of Generation Z in Sri Lanka's fashion industry.

RO3: To examine the impact of the hedonic motivation of Instagram advertisements on the purchasing intention of Generation Z in Sri Lanka's fashion industry.

This research holds both theoretical and practical significance. Theoretically, it extends the current literature by focusing on a relatively underexplored population: Sri Lankan Gen Z consumers, and offering insights into how they respond to different advertisement attributes on Instagram. Practically, the findings can help fashion marketers and digital advertisers design more effective, tailored campaigns that align with the expectations and preferences of this segment. Insights derived from this study may also support strategic decisions on content development and media planning, enhancing consumer engagement, brand loyalty, and ultimately, purchase behaviour in a digital-first marketplace.

Literature Review

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), proposed by Davis (1986), is an adaptation of the Theory of Reasoned Action (Fishbein & Ajzen, 1980) and focuses on understanding user acceptance of information systems. Its core constructs, Perceived Usefulness (PU), Perceived Ease of Use (PEU), and Behavioural Intention (BI), predict attitudes and actual technology usage. PU reflects the belief that a system enhances performance, while PEU relates to the ease of its use. Both influence BI, which strongly predicts voluntary system use (Davis et al., 1989; Venkatesh et al., 2003). TAM's adaptability has led to its application across various domains, including e-commerce and social media. Scholars have extended the model by integrating factors such as hedonic motivation, informativeness, and trustworthiness to better explain user behaviour in digital contexts (Florenthal, 2019). Given its robustness and relevance, this study adopts TAM to investigate how Instagram fashion advertisements influence purchase intentions among Sri Lankan Generation Z consumers. Building upon the TAM, this study incorporates key advertising attributes—trustworthiness, informativeness, and hedonic motivation— as external factors influencing behavioural intention. While trustworthiness and informativeness represent advertisement quality, hedonic motivation captures the emotional and experiential value created by Instagram ads, extending TAM to include affective dimensions relevant to social media marketing.

Instagram Advertising Attributes and the Purchase Intention

Trustworthiness

In today's information-saturated environment, the credibility of information sources is more critical than ever (Karadeniz & Kocamaz, 2019). Trustworthiness is defined as the degree to which a consumer perceives an information source as conveying messages in a truthful and unbiased manner (Ohanian, 1991). As such, trust forms a cornerstone of long-term organisational success and is particularly vital in the context of advertising. The trustworthiness of advertisements plays a pivotal role in shaping consumer perceptions of a brand's credibility. Goldsmith et al. (2000) assert that the credibility of a brand is closely tied to the perceived trustworthiness of its advertisements. Similarly, MacKenzie and Lutz (1989) define advertising credibility as the extent to which consumers perceive a brand as honest and sincere. Prior studies have consistently demonstrated a strong positive correlation between advertising credibility and consumer attitudes toward advertisements (Harshini, 2015). Trust has a tangible impact on consumer behaviour. According to Brown and Hayes (2007), 54% of consumers who trust a brand are likely to recommend its products to others. Conversely, consumers who perceive advertisements as untrustworthy tend to develop negative sentiments and are more likely to ignore or avoid such content. On the other hand, when advertisements are viewed as credible, they foster positive consumer attitudes and higher engagement (Baek & Morimoto, 2012; Eisend & Knoll, 2012; Neijens & Smit, 2000).

Informativeness

Informativeness refers to the extent to which an advertisement effectively educates the target audience about available product or service options, thereby aiding in efficient decision-making (Ducoffe, 1996). Informative advertisements provide consumers with clear, relevant, and comprehensive details, enabling them to make more informed choices (Pyun & James, 2011). Empirical findings indicate that informativeness is often cited by consumers as the primary justification for accepting advertisements (Saadeghvaziri & Hosseini, 2011). The efficiency with which information is delivered significantly enhances user experience, allowing users to locate desired information quickly (Sakinahmohdshukri et al., 2020). Moreover, when advertisements offer substantial and up-to-date product information, consumers perceive them as more useful and trustworthy (Alalwan, 2018). On social media platforms, users often engage with content specifically to learn about products they are considering purchasing (Muntinga et al., 2011). In this context, informativeness has a significant impact on consumers' perceptions of social media advertisements (Ducoffe, 1996; Taylor et al., 2011). According to Wimalarathna and Ranwala (2021), consumers view access to accurate advertising content as an expectation, not a privilege. Hence, informativeness is considered a foundational attribute of effective advertising (Karadeniz & Kocamaz, 2019).

Hedonic Motivation

Hedonic motivation refers to the intrinsic desire of consumers to engage in consumption activities for pleasure, enjoyment, and emotional satisfaction (Sulthana et al., 2021). It is closely tied to experiential consumption, where shopping becomes an enjoyable and emotionally fulfilling activity. Although hedonic motivation is often viewed as a consumer-driven factor, in this study, it is conceptualised as an advertising attribute that stimulates emotional responses through creative, visually rich, and entertaining advertisement design. Shafnaz (2021) describes hedonic motivation as the drive stemming from entertainment and enjoyment, while Kaczmarek (2017) views it as the

motivation to pursue positive experiences and avoid negative ones. Hedonic consumption often encompasses elements such as excitement, fantasy, arousal, and escapism (To et al., 2007). Understanding these psychological dimensions is critical for marketers aiming to enhance consumer engagement on digital platforms (López et al., 2016). As social media platforms like Instagram are inherently visual and interactive, they provide an ideal environment to stimulate hedonic motivations. Alalwan (2018) notes that incorporating multimedia elements such as images, videos, and music into social media advertisements significantly enhances user engagement by appealing to consumers' emotional states. This, in turn, can lead to increased impulse buying behaviour. Mustikasari et al. (2022) affirm that visually rich advertisements on platforms like Instagram can effectively capture attention and stimulate purchasing desire by reinforcing consumers' hedonic motivations.

Hypotheses Development

Trustworthiness is widely recognised as a crucial determinant in shaping consumer attitudes and behaviours toward advertising, particularly in the digital landscape. Ha and Lam (2016) emphasise that trustworthiness serves as a key mechanism for building consumer confidence and enhancing perceived reliability toward a brand. Ducoffe (1996) and Brackett and Carr (2001) further support this by identifying advertising credibility as a core component of advertising value in online contexts. In line with this, Van-Tien Dao et al. (2014) found that trust in social media advertisements significantly enhances consumers' perceived value and exerts a positive influence on their online purchase intentions. Similarly, Wimalarathna and Ranwala (2021) reported that consumers, particularly millennials, are inclined to develop favourable attitudes toward advertisements they perceive as trustworthy, which in turn heightens their intention to purchase. Trust has also been identified as a critical factor influencing online purchase decisions in broader contexts (Meskaran et al., 2013). Grounded in these insights, this study proposes the following hypotheses:

H1: There is a positive impact of trustworthiness on the purchasing intention of Generation Z.

Informativeness, defined as the extent to which advertisements provide relevant and useful information, is another significant factor influencing consumer behaviour in the social media environment. Social platforms serve as key sources for product-related information (Hewage, 2019), and consumers often assess advertisements based on the value of the information they provide. Tsang et al. (2004) argued that informative content has a positive impact on overall perceptions of advertising. Earlier studies, such as those by Chen and Wells (1999) and Taylor et al. (2011), empirically supported the idea that informativeness strengthens consumer attitudes toward social media advertisements and facilitates brand choice. More recent findings by Lee and Hong (2016) further confirmed that informativeness is positively associated with purchase intention. Karadeniz and Kocamaz (2019) highlighted that among various ad attributes, Instagram users especially value informativeness when forming purchase decisions. Sakinahmohdshukri et al. (2020) also emphasised that consumers' search for information significantly affects their perceptions of online advertisements. Supporting these findings, Wimalarathna and Ranwala (2021) note that informativeness in Instagram advertisements has a favourable effect on millennial purchase intentions. Based on this literature, the following hypothesis is posited:

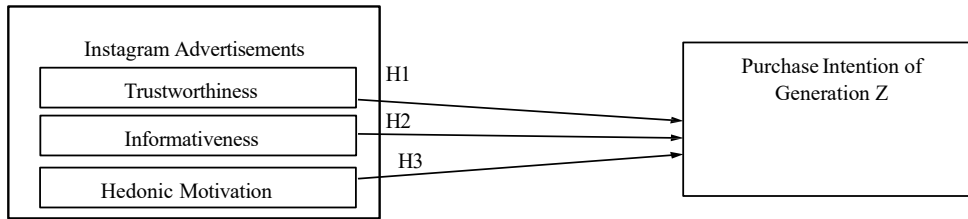
H2: There is a positive impact of informativeness on the purchasing intention of Generation Z.

Hedonic motivation, characterised by the pursuit of pleasure, enjoyment, and sensory gratification, has gained prominence in digital marketing as social media platforms increasingly feature visually appealing and interactive advertisements. Shafnaz (2021) observed that the creativity and attractiveness of social media ads enhance consumer desirability and engagement. Convenience and personalisation, as noted by Kumar and Sadarangani (2018), contribute to the hedonic appeal of such advertisements. Kim and Forsythe (2007) demonstrated that hedonic motivations can have a more substantial impact than functional motivations in online shopping behaviour, especially for apparel. Supporting this, Jung et al. (2016) and Shareef et al. (2017) reported that entertainment value embedded in ads significantly increases consumers' willingness to purchase. Davis et al. (2013) also identified a strong relationship between hedonic motivations and purchase intentions among female consumers. Likewise, Wimalarathna and Ranwala (2021) found a positive and significant effect of hedonic motivation on millennial purchasing behaviour in response to social media advertising. Drawing on this foundation, the study advances the following hypothesis:

H3: There is a positive impact of hedonic motivation on the purchasing intention of Generation Z.

Methodology

Figure 1
Conceptual framework



(Source: Authors' compilation)

Operationalisation and Measurements of Variables

In this study, both independent and dependent variables have been utilised with previously validated scales, and based on this, a structured questionnaire has been developed. To ensure the selected questions provide adequate coverage of the variable, the following table has been developed.

Table 1
Construction of operationalisation

Variable	Item Number	Description	Measurement Scale	Source/s
Trustworthiness (TW)	TW1	Instagram advertisements on fashion products can be relied upon.	Five-Point Likert Scale	Karadeniz & Kocamaz, (2019), Gaber, Wright, Kooli, K., & Kostadinova, (2019)
	TW2	Instagram advertisements on fashion products can be trusted.		
	TW3	Instagram advertisements on Fashion products can be believed.		
	TW4	Instagram advertisements on fashion products are a reference for purchasing.		
Informativeness (IN)	IN1	Instagram advertisements on fashion products are a valuable source of information.	Five-Point Likert Scale	Karadeniz & Kocamaz, (2019), Gaber, Wright, Kooli, K., & Kostadinova, (2019)
	IN2	Instagram advertisements on fashion products inform about which brands have the qualities that is aspire.		
	IN3	Instagram advertisements on fashion products inform about current products and services in the market.		
	IN4	Instagram advertisements on fashion products are a good source for timely information.		
	IN5	Instagram advertisements on fashion products provide the information needed.		
Hedonic Motivation (HM)	HM1	Instagram advertisements on fashion products can sometimes provide more entertaining content than content in other media.	Five-Point Likert Scale	Karadeniz & Kocamaz, (2019)
	HM2	Sometimes enjoy thinking about things I hear or see on advertisements.		
	HM3	Instagram advertisements on fashion products involve too much excitement and surprise.		
	HM4	Funny characters appear in Instagram advertisements on fashion products many times and those advertisements are entertaining.		
Purchase Intention (PI)	PI1	After viewing the Instagram Advertisements on fashion products, became interested in making a purchase.	Five-Point Likert Scale	Shaouf, Kevin, & Xiaoying, (2016), Alalwan, (2018)
	PI2	After viewing the Instagram advertisements on fashion products, have willing to purchase the product being advertised.		
	PI3	After viewing the Instagram advertisements on fashion products, will probably purchase the product being advertised.		
	PI4	After viewing the Instagram advertisements on fashion products, is planning to purchase products that are promoted on Instagram.		
	PI5	After viewing the Instagram advertisements on fashion products, likely to buy products that are promoted on Instagram.		

(Source: Authors' compilation)

Sample and Data Collection

According to this study, the target population consists of Instagram users from Generation Z in Sri Lanka. As Instagram is the most preferred social media platform among businesses in Sri Lanka to conduct business affairs (Hewage & Weerasekera, 2020), and as Ramakrishnan (2019) stated the fashion industry has the most followers on Instagram than other industries, the researcher selected Generation Z Instagram users who have the intent to purchase fashion products. To conduct this study, an online questionnaire survey was created using Google Forms, and the questionnaire was distributed to Sri Lankan Generation Z Instagram users who had seen advertisements for fashion products on social media platforms such as Instagram, Facebook, and WhatsApp, as many Generation Z users utilise these platforms. The responses were collected over a 2-month period, and data was obtained from 222 Gen Z Instagram users. A non-probability convenience sampling technique was adopted because the target population, Gen Z Instagram users, is large, diverse, and geographically scattered. The final sample of 222 respondents meets the general guideline of at least 10–15 cases per predictor variable for regression analysis (Hair et al., 2019), ensuring sufficient statistical validity. To minimise common method bias, anonymity was ensured, and question order was randomised to reduce response bias.

Questionnaire Development

The questionnaire primarily consists of three sections, labelled A, B, and C. The demographic characteristics of the responses are discussed in Section A, which includes 6 questions regarding the demographic profile. Section B addresses awareness of Instagram advertisements for fashion products, comprising two questions. Section C is based on questions that relate to independent and dependent variables. It comprises 18 questions, which are obtained from previously validated scales. A five-point Likert Scale has been used for those 18 questions.

Results and Analysis

The variables TW, IN, HM, and PI, with 4 items and 5 items, respectively, resulted in Cronbach’s alpha being above 0.8; hence, they fell under the level ‘Good’. The results of the reliability test are shown in Table 2.

Table 2
Characteristics of the sample

Variable	Cronbach’s Alpha (≥ 0.7)
Trustworthiness (TW)	0.848
Informativeness (IN)	0.887
Hedonic Motivation (HM)	0.870
Purchase Intention (PI)	0.895

(Source: SPSS output)

This current study meets the cutoff criteria as all values are above the 0.7 edge. To achieve convergent validity, Average Variance Extracted (AVE) values should be greater than 0.5 (Fornell & Larcker, 1981), along with Composite Reliability (CR) values that are greater than 0.7 (Hair, 1997). Table 3 presents the factor loading results, along with the convergent validity results, which include composite reliability and AVE.

Table 3
Convergent validity

Variable	Item	Factor Loading (≥ 0.5)	AVE (≥ 0.5)	CR (≥ 0.7)
TW	TW1	0.769	0.688	0.898
	TW2	0.866		
	TW3	0.877		
	TW4	0.800		
IN	IN1	0.823	0.690	0.917
	IN2	0.842		
	IN3	0.804		
	IN4	0.846		
	IN5	0.837		
HM	HM1	0.869	0.720	0.911
	HM2	0.832		
	HM3	0.876		
	HM4	0.816		
	PI1	0.810		
	PI2	0.881		

PI	PI3	0.846	0.706	0.923
	PI4	0.847		
	PI5	0.815		

(Source: SPSS output)

The study determines the correlation between variables by using Pearson's correlation analysis with SPSS. The general rule of thumb is that the square root of each AVE element should be larger than its correlation (r) with other elements (Fornell & Larcker, 1981). As all the correlations (r) are below the square root of AVE, this study confirms the discriminant validity. Table 4 below indicates the results of the discriminant validity.

Table 4
Discriminant validity

	TW	IN	HM	PI
TW	0.829			
IN	0.704	0.831		
HM	0.675	0.671	0.848	
PI	0.704	0.777	0.652	0.840

(Source: SPSS output)

Demographic Characteristics of the Sample

The study targeted Sri Lankan Generation Z Instagram users aged 13 to 28, analysing eight key demographic variables. The sample was predominantly female (68%), aligning with the fashion-focused nature of the study. The majority (53%) were aged 24–28, followed by 19–23 (36%), indicating higher engagement among older Gen Z users. Respondents represented all nine provinces, with the highest participation from Uva (42%) and Western (36%) provinces, ensuring geographic diversity. Educationally, 34% held a bachelor's degree, while others had Advanced Level (A/L) qualifications (21%), diplomas (20%), or professional qualifications (10%), suggesting a well-educated sample. Employment data revealed that most participants were private sector employees (41%) or students (32%), with a significant portion economically active. Income levels varied, with 32% earning between 25,000 and 49,999 lkr monthly and 27% reporting no income. All respondents had prior exposure to Instagram fashion advertisements, aligning with the purposive sampling strategy. In terms of platform usage, 35% of respondents spent 1–2 hours daily on Instagram, followed by 32% who spent 2–3 hours, confirming the platform's relevance for digital marketing among Gen Z. Overall, the demographic profile supports the validity and relevance of the sample to the research objectives.

Descriptive Data Analysis

The results in Table 5 indicate a correlation of 0.704 between TW and PI, suggesting a positive relationship between the two variables. The correlation between IN and PI is 0.777, indicating a positive relationship between the two variables. The correlation between HM and PI is also 0.652, indicating a positive relationship between the two variables. Therefore, according to Cohen (1988), there is a strong relationship between the IVs and DV. The significance of all IVs with DV is 0.000, which is less than 0.05, indicating that the variables are significant.

Table 5
Pearson correlation

		TWMean	INMean	HMMean	PI_Mean
TWMean	Pearson Correlation	1	.704**	.675**	.704**
	Sig. (2-tailed)		.000	.000	.000
	N	222	222	222	222
INMean	Pearson Correlation	.704**	1	.671**	.777**
	Sig. (2-tailed)	.000		.000	.000
	N	222	222	222	222
HMMean	Pearson Correlation	.675**	.671**	1	.652**
	Sig. (2-tailed)	.000	.000		.000
	N	222	222	222	222
PI_Mean	Pearson Correlation	.704**	.777**	.652**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	222	222	222	222

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

(Source: SPSS output)

Inferential Data Analysis and Hypothesis Testing

Regression Analysis

Table 6
Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.814 ^a	.663	.658	.320	1.777

a. Predictors: (Constant), HMMean, INMean, TWMean
b. Dependent Variable: PI_Mean

(Source: SPSS output)

This study yields an R-squared value of 0.663, indicating that 66% of the variance in purchase intention (DV) is explained by the collective effect of trustworthiness, informativeness, and hedonic motivation (IVs), while 34% of the variance in purchase intention is attributed to other factors. This model appears to be robust. Also, the R-value of 0.814 shows a strongly positive relationship between IVs and DV. Hence, this model can be accepted.

Table 7
ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.996	3	14.665	142.869	.000 ^b
	Residual	22.377	218	.103		
	Total	66.373	221			

a. Dependent Variable: PI_Mean
b. Predictors: (Constant), HMMean, INMean, TWMean

(Source: SPSS output)

The significance of the study's overall model, which includes three independent variables (TW, IN, and HM) and one dependent variable (PI), is illustrated in Table 7. If the significance value is less than 0.05, then it indicates that the model is good at predicting the DV. The current study also confirms the rule of thumb by showing a significance of 0.000. Therefore, this model is significant and qualified to predict the DV.

Testing of Hypotheses

To determine whether the results are statistically significant and to assess the strength of the relationship between the variables, hypothesis tests are conducted.

Table 8
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.262	.196		1.340	.182		
	TWMean	.263	.062	.254	4.229	.000	.430	2.327
	INMean	.529	.063	.501	8.397	.000	.434	2.306
	HMMean	.145	.058	.145	2.519	.012	.469	2.133

a. Dependent Variable: PI_Mean

(Source: SPSS output)

According to the results, the independent variables, TW, IN, and HM, have significant values of 0.000, 0.000, and 0.012, respectively. Also, all the B values of independent variables (TW = 0.263, IN = 0.529, HM = 0.145) have positive values, which means that there is a significant positive relationship between all three IVs and DV. These findings indicate statistically significant positive impacts of trustworthiness, informativeness, and hedonic motivation on the purchase intention of Generation Z Instagram users in Sri Lanka. Therefore, all three hypotheses have been accepted. Table 9 shows the summary of the hypothesis test conducted.

Table 9
Results of the hypotheses

H1: There is a positive relationship between Trustworthiness on Purchase Intention of Generation Z	Accept
H2: There is a positive relationship between Informativeness on Purchase Intention of Generation Z	Accept
H3: There is a positive relationship between Hedonic Motivation on Purchase Intention of Generation Z	Accept

(Source: Authors' compilation)

Discussion and Conclusion

This study aims to investigate the influence of three key advertising attributes - trustworthiness, informativeness, and hedonic motivation - on the purchase intentions of Generation Z Instagram users in Sri Lanka, particularly within the fashion industry. The results confirm that all three variables have a significant and positive relationship with purchase intention. Among them, informativeness emerged as the strongest predictor ($\beta = 0.529$), suggesting that Generation Z consumers value advertisements that provide clear, relevant, and sufficient information about products. These findings align with previous studies that emphasised the importance of perceived informativeness in online advertising (Sharma & Lijuan, 2015; Wimalarathna & Ranwala, 2021). When compared with findings from global literature (Jung et al., 2016; Lee & Hong, 2016), the stronger role of informativeness in this Sri Lankan context suggests that local Gen Z consumers place greater emphasis on clarity, product value, and credibility. Conversely, hedonic motivation showed a comparatively weaker influence, likely due to cultural tendencies prioritising practicality over entertainment in purchasing fashion items. The study also reinforces the notion that trustworthiness and hedonic motivation play critical roles in shaping consumer behaviour in digital environments, particularly on visually driven platforms like Instagram. As Generation Z is more likely to engage with content that is both trustworthy and entertaining, marketers must consider emotional and aesthetic elements in their ad design. The study applied the TAM, a well-established framework in digital technology adoption research (Wirtz & Göttel, 2016), to conceptualise these relationships. By integrating trustworthiness, informativeness, and hedonic motivation into the TAM framework, the research presents a validated model for forecasting consumer behaviour in similar digital marketing contexts. This study contributes theoretically by extending the TAM to include advertisement credibility and affective factors as external variables, providing an integrated framework for predicting purchase behaviour on visual platforms. Practically, marketers should balance functional (informative, trustworthy) and emotional (hedonic) elements to enhance Gen Z engagement.

Moreover, insights may inform policymakers and platform designers to promote ethical and transparent digital advertising practices. While offering practical guidance for marketers targeting Sri Lankan Gen Z consumers, the study is limited by its focus on a single platform, industry, and demographic. Future research should explore other generational cohorts and extend the investigation to platforms such as TikTok, Facebook, or Threads, as well as additional industries, including food, travel, and personal care. Including further variables such as interactivity, personalisation, or ad intrusiveness and using larger, more diverse samples may also enrich the understanding of social media advertising.

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