

## When Information Isn't Enough: Informative Isn't Interactive in Food-Delivery App Advertising

### Ketika Informasi Saja Tidak Cukup: Pesan yang Informatif Belum Tentu Meningkatkan Keterlibatan pada Iklan Layanan Pesan-Antar

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#### **Abstract**

*Food-delivery applications increasingly rely on social media advertising to communicate promotional content, yet the effectiveness of informative messages in driving user engagement remains unclear. This study explores how perceived informativeness in social-media-based advertising (SMAPI) shapes user responses in the food-delivery service setting in Indonesia. Food-delivery applications frequently rely on social platforms to communicate promotional content, yet it remains uncertain whether informative messages encourage engagement with brand-related content. Drawing on Advertising Value Theory, Source Credibility Theory, and the Value-Attitude-Behavior framework, this study examines the relationships among SMAPI, perceived ad credibility, evaluative attitudes toward the advertisement, and engagement with the brand. Data were collected through an online questionnaire using purposive sampling, involving 159 users of food-delivery applications who had recently encountered promotional content on social media. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) and a bootstrapping approach of 10,000 iterations. Results show that SMAPI positively influences ad credibility, which subsequently strengthens favorable attitudes toward the advertisement. Attitude toward the advertisement also significantly predicts engagement with the brand. However, the direct path from SMAPI to engagement outcomes and the serial mediation through credibility and attitude were not statistically significant. These findings suggest that while informational cues can shape cognitive and affective responses, they do not independently prompt interactive engagement. Practical implications emphasize the importance of incorporating emotional and participatory elements into promotional content to encourage deeper consumer involvement.*

**Keywords:** *ad credibility, attitude toward the ad, brand engagement, informativeness, social media advertising,*

#### **Abstrak**

Aplikasi pesan-antar makanan semakin mengandalkan iklan media sosial untuk menyampaikan konten promosi, namun efektivitas pesan yang informatif dalam mendorong keterlibatan konsumen secara aktif masih belum jelas, khususnya dalam konteks layanan yang bersifat utilitarian. Penelitian ini mengkaji bagaimana persepsi

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kelengkapan informasi dalam iklan media sosial (SMAPI) memengaruhi respons pengguna dalam konteks layanan pesan-antar makanan di Indonesia. Berlandaskan Advertising Value Theory, Source Credibility Theory, dan kerangka Value–Attitude–Behavior, penelitian ini menganalisis hubungan antara SMAPI, persepsi kredibilitas iklan, sikap terhadap iklan, dan keterlibatan dengan merek. Data dikumpulkan melalui survei daring dengan teknik purposive sampling yang melibatkan 159 pengguna aplikasi pesan-antar yang baru saja terpapar konten promosi di media sosial. Analisis dilakukan menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM) dengan prosedur bootstrapping sebanyak 10.000 iterasi. Hasil penelitian menunjukkan bahwa SMAPI berpengaruh positif terhadap kredibilitas iklan, yang selanjutnya membentuk sikap yang lebih positif terhadap iklan. Sikap terhadap iklan juga terbukti berpengaruh signifikan terhadap keterlibatan dengan merek. Namun, pengaruh langsung SMAPI terhadap keterlibatan serta mediasi berantai melalui kredibilitas dan sikap tidak signifikan. Temuan ini menunjukkan bahwa nilai informasi mampu membentuk respons kognitif dan afektif, tetapi belum cukup untuk mendorong keterlibatan secara langsung. Secara praktis, hasil ini menegaskan pentingnya mengombinasikan konten informatif dengan elemen emosional dan partisipatif untuk mendorong keterlibatan konsumen yang lebih mendalam dalam lingkungan digital.

**Kata Kunci:** *ad credibility, attitude toward the ad, brand engagement, informativeness, social media advertising*

## Introduction

Social media has become one of the primary channels for brand communication, particularly in the rapidly growing food-delivery service sector. Applications such as GoFood, GrabFood, and ShopeeFood frequently use platforms like Instagram, TikTok, and YouTube to present promotions, highlight restaurant choices, and maintain visibility among digital consumers. In this setting, short-form videos, endorsements, and interactive content serve as key tools in reaching audiences who are accustomed to making rapid, convenience-oriented decisions. For social-media promotions to be effective, however, the message must deliver value that users consider relevant and useful (Dwivedi et al., 2021).

One central cognitive determinant of advertising effectiveness is social-media advertising perceived informativeness (SMAPI), which indicates how far audiences regard the message as credible, useful, and relevant for guiding their choices (Ducoffe, 1995). Within the setting of food-delivery platforms, informativeness may involve clarity on menu offerings, pricing, delivery conditions, or promotional terms. Prior work has shown that when consumers view advertising as informative, the message is more likely to be taken seriously and considered beneficial (Logan et al., 2012; Shareef et al., 2019). At the same time, how strongly consumers place confidence in the information conveyed plays a critical role in shaping their evaluation. Based on Source Credibility Theory, perceived credibility reflects a belief that the advertising content is reliable and truthful (Hovland & Weiss, 1951; MacKenzie & Lutz, 1989), and past research indicates that informativeness can reinforce this credibility (Erdem & Swait, 2004; Saxena & Khanna, 2013).

Credibility influences how audiences come to like or evaluate the advertisement. Favorable evaluations reflect attitude toward the ad, which encompasses the emotional and affective responses that emerge when individuals internalize information they trust (MacKenzie & Lutz, 1989). Previous studies have observed that credible advertising tends to generate more positive attitudes (Goldsmith et al., 2000; Sohaib & Han, 2023). Favorable attitudes, in turn, can encourage people to engage with branded content, such as responding, sharing, or interactions that involve the brand (Hollebeek et al., 2014). The Value–Attitude–Behavior (VAB) framework suggests that cognition (e.g., informativeness and credibility) influences affect (attitude), which subsequently informs behavioral outcomes (Homer & Kahle, 1988).

However, existing empirical evidence in the food-delivery service context remains limited. Previous studies have shown that informativeness in social media advertising positively influences perceived credibility and consumer engagement (Achmad et al., 2022; Wijaya & Susilawaty, 2023). However, these studies do not specifically examine how these relationships operate within a utilitarian service category. A considerable portion of engagement literature tends to emphasize expressive or identity-driven categories such as beauty, fashion, and tourism (Liadeli et al., 2023; Liu & Zheng, 2024; Noguti & Waller, 2020). Food-delivery apps, however, are primarily used to fulfill practical and routine needs, raising questions about whether cognitive value alone can encourage consumers to engage with brand content.

Addressing this gap, the present study investigates how SMAPI influences perceived ad credibility, evaluative attitude toward the advertisement, and subsequent engagement behavior among users of food-delivery applications. The study contributes by examining whether the cognitive–affective sequence proposed in prior advertising and consumer-behavior models remains applicable in a low-involvement, utility-oriented digital service setting.

### **Research Problem**

Although social-media advertising perceived informativeness (SMAPI) has been widely associated with positive evaluations of advertising, its role in driving brand engagement remains unclear in utilitarian service contexts such as food-delivery applications. Prior studies indicate that informativeness may enhance perceptions of credibility and foster favorable attitudes, yet the extent to which these responses translate into interactive engagement behaviors is still uncertain, particularly among users who rely on food-delivery services for practical and routine needs rather than expressive or identity-driven consumption. Existing research in Indonesia has examined these variables in broader digital advertising settings, but has not specifically explored how the cognitive–affective sequence operates in service categories dominated by convenience and habitual use. Accordingly, this study seeks to determine whether SMAPI affects brand engagement either through a direct pathway or via sequential influences on ad credibility and consumers' attitudes toward the advertisement within this service environment.

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## **Research Objectives**

This study aims to assess how social-media advertising perceived informativeness (SMAPI) shapes consumer responses in the food-delivery service context. Specifically, this study aims to analyze whether SMAPI enhances ad credibility, and in turn, whether credibility influences consumers' attitudes toward the advertisement. Furthermore, this study seeks to determine whether attitude toward the ad encourages brand engagement, and to evaluate whether SMAPI directly affects engagement or operates through a serial mediation process involving ad credibility and attitude. Through this approach, the study intends to clarify whether the cognitive–affective–behavioral sequence proposed in prior advertising and consumer-engagement theories remains applicable in utilitarian digital service environments.

## **Hypotheses Development**

H1: SMAPI has a significant and positive influence on Ad Credibility.

The extent to which information in the ad is regarded as complete and useful is a key component of Advertising Value Theory, shaping how audiences evaluate the usefulness and relevance of an advertisement (Ducoffe, 1995). When advertising content provides clear and meaningful information, consumers tend to judge the message as more credible because the information appears deliberate and trustworthy. In social-media contexts, informative advertising has been shown to enhance positive evaluations of messaging quality (Alalwan, 2018) and remains a strong predictor of consumers' overall appraisal of advertising value (Shareef et al., 2019). Therefore, informational content is anticipated to reinforce consumers' sense of credibility of food-delivery app advertisements.

H2: Ad Credibility has a significant and positive influence on Attitude Toward the Ad.

Source Credibility Theory (Hovland & Weiss, 1951) states that messages perceived as trustworthy and reliable are more likely to lead to persuasive outcomes. When consumers believe that an advertisement presents accurate and honest information, they tend to respond with more favorable affective evaluations. Prior research demonstrates that ad credibility is a consistent predictor of positive attitudes toward digital advertising content (MacKenzie & Lutz, 1989; Goldsmith et al., 2000; Osei-Frimpong et al., 2022). Thus, higher perceived credibility should cultivate a more positive attitude toward the advertisement.

H3: Attitude Toward the Ad has a significant and positive influence on Brand Engagement.

According to the Value–Attitude–Behavior framework (Homer & Kahle, 1988), affective evaluations guide behavioral responses. When consumers hold favorable attitudes toward an advertisement, they tend to participate more actively with brand-related content by liking, sharing, commenting, or interacting with the brand's online presence. Previous studies confirm that positive advertising attitudes encourage stronger engagement within social-media environments (De Vries &

Carlson, 2014; Dessart et al., 2015). Thus, a favorable evaluation of the advertisement is expected to increase brand engagement.

H4: SMAPI has a significant and positive influence on Brand Engagement.

Although informativeness primarily contributes to cognitive and affective evaluations, it may also directly encourage engagement behavior. Informative messages can reduce uncertainty and improve perceived relevance, which may prompt consumers to interact with brand content (Lee & Hong, 2016). Therefore, SMAPI may create sufficient value to directly encourage brand engagement, even without intermediary emotional responses.

H5: SMAPI has a significant and positive influence on Brand Engagement through the serial mediation of Ad Credibility and Attitude Toward the Ad.

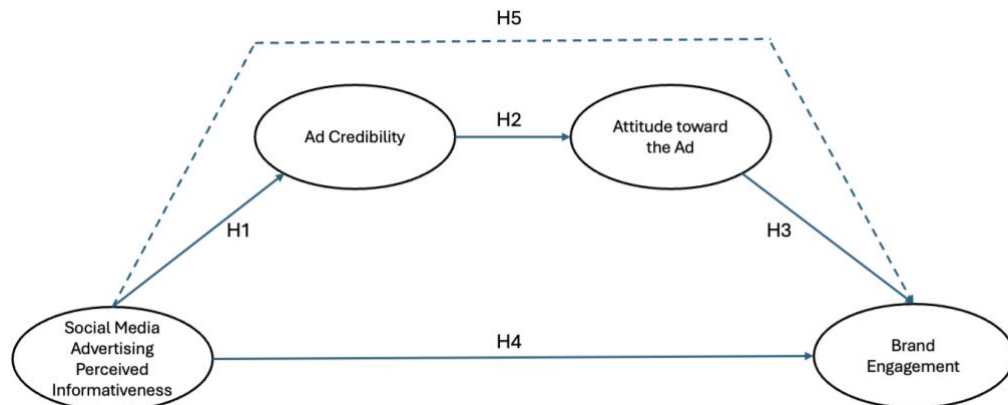
The interaction of Advertising Value Theory, Source Credibility Theory, and the VAB model suggests a cognitive-affective-behavioral sequence. Informativeness enhances credibility (Logan et al., 2012; Shareef et al., 2019), credibility shapes attitudes (MacKenzie & Lutz, 1989), and favorable attitudes encourage behavioral engagement (Homer & Kahle, 1988). Therefore, SMAPI is expected to influence engagement indirectly through the sequential effects of credibility and attitude

This research offers both conceptual insights and practical implications. Theoretically, it extends the application of Advertising Value Theory, Source Credibility Theory, and the VAB model into a utilitarian digital service context. Managerially, the results will inform marketers on whether emphasizing informativeness in social-media advertising remains an effective strategy for fostering engagement, or whether emotional and experiential cues should take precedence in digital communication for food-delivery brands.

This study formulates a conceptual framework derived from the theoretical foundations and empirical evidence mentioned above, integrating the relationships among the key constructs: social-media advertising perceived informativeness, ad credibility, attitude toward the ad, and brand engagement. The model reflects a cognitive-affective-behavioral process, in which consumers' perception of information quality stimulates credibility judgments, shapes affective attitudes, and ultimately drives engagement behavior with the brand's social-media content. In addition to the sequential mediation pathways, a direct relationship between perceived informativeness and brand engagement is also proposed to examine whether the influence of information value extends beyond cognitive and affective evaluations. The complete research model and the corresponding hypotheses are illustrated in Figure 1.

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**Figure 1:** Conceptual Framework of the Study

## Methods

This study adopted a quantitative explanatory cross-sectional approach to explore the linkages between social-media advertising perceived informativeness (SMAPI), ad credibility, attitude toward the advertisement, and brand engagement. The conceptual model is grounded in Advertising Value Theory (Ducoffe, 1995), Source Credibility Theory (Hovland & Weiss, 1951), and the Value–Attitude–Behavior (VAB) framework (Homer & Kahle, 1988). Data collection was conducted through an online survey delivered to users of food-delivery applications—such as GoFood, GrabFood, and ShopeeFood—who had recently been exposed to promotional content on platforms like Instagram, TikTok, or YouTube.

The target population included Indonesian social-media users aged 17 years and above who had used a food-delivery application within the past three months. Purposive sampling was applied to ensure that respondents had relevant and recent experience with food-delivery advertising. Sample adequacy was determined via G\*Power 3.1 ( $f^2 = 0.15$ ;  $\alpha = 0.05$ ; power = 0.80; three predictors), resulting in a recommended minimum of 77 participants. After data screening, 159 valid responses were retained, exceeding the requirement and ensuring sufficient statistical power. Data were collected via Google Forms through social networks and student communities in October 2025.

The survey instrument comprised two primary parts: demographic information and measurement scales for the study constructs. All indicators were rated using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) and were adapted from previously validated instruments. SMAPI items were adapted from Ducoffe (1995) and Logan et al. (2012), ad credibility items from MacKenzie & Lutz (1989) and Goldsmith et al. (2000), attitude toward the ad items from MacKenzie & Lutz (1989), and brand engagement items from Hollebeek et al. (2014) and Dessart et al. (2015). A back-translation procedure (Brislin, 1970) was performed to ensure conceptual equivalence and linguistic clarity in the Indonesian version of the instrument.

Data analysis was performed using the PLS-SEM technique. PLS-SEM is suitable for models involving multiple mediators, predictive analysis, and non-normally distributed data. The analysis followed two stages: evaluation of the measurement model and evaluation of the structural model. The measurement model was assessed through item reliability (outer loadings  $\geq 0.70$ ), internal consistency (Cronbach's alpha and composite reliability  $\geq 0.70$ ), convergent validity (average variance extracted  $\geq 0.50$ ), and discriminant validity using the HTMT criterion ( $HTMT < 0.90$ ) (Hair et al., 2024).

After confirming adequate measurement validity, the structural model was examined to test both direct and indirect effects. Hypothesis testing employed a bootstrapping resampling of 10,000 iterations, following Hair et al. (2024). The serial mediation effect was assessed by testing the significance of the specific indirect pathway from SMAPI to brand engagement via ad credibility and attitude toward the advertisement. Model explanatory power was evaluated using  $R^2$  values for each endogenous variable. To address potential common method bias, full collinearity VIF values were assessed and found to be below 3.3 (Kock, 2015), indicating no serious bias. Participation was entirely voluntary, anonymity was assured, and respondents were briefed on the research purpose before completing the survey.

## Result and Discussion

Following the data collection and screening procedures described earlier, 159 usable responses remained for analysis after screening. Respondent characteristics are presented in Table 1. Overall, the sample represents a balanced distribution in terms of gender, with 54% females and 46% males. Participants were predominantly aged 26–35 (42%), followed by 17–25 years (28%), indicating that most respondents belong to the young adult segment who are highly active on digital platforms. In terms of education, 92% of respondents were enrolled in or had completed a bachelor's program, while 8% had postgraduate qualifications. More than half of the respondents (54%) reported spending over four hours daily on social media, suggesting strong exposure to online advertising content. The domicile distribution was relatively even, with 47% residing in the Jabodetabek area and 53% living outside Jabodetabek, reflecting diverse geographic representation within the Indonesian context.

**Table 1.** Respondents Profile

Description	Category	Number (n)	Percentage (%)
Gender	Female	86	54%
	Male	73	46%
Age	17-25	45	28%
	26-35	66	42%
	36-45	23	14%
	46 and above	25	16%
	Education	Bachelor's program	147

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	Post graduate program	12	8%
Daily social media time	< 2 hours	29	18%
	2-4 hours	44	28%
	> 4 hours	86	54%
Domicile	Jabodetabek	75	47%
	Outside Jabodetabek	84	53%

Source: Researchers' processed data (2025)

Measurement items for SMAPI, ad credibility, attitude toward the ad, and brand engagement were adapted from established scales (Dessart et al., 2015; Ducoffe, 1995; Hollebeek et al., 2014; Logan et al., 2012; MacKenzie & Lutz, 1989), and are presented in Appendix A.

To evaluate the measurement quality, we assessed indicator reliability, internal consistency, and convergent validity. As reported in Table 2, all indicators loaded strongly on their intended constructs (0.710–0.933), confirming satisfactory indicator reliability. Cronbach's alpha, rho<sub>A</sub>, and composite reliability (CR) for every construct exceeded 0.70, indicating adequate internal consistency (Hair et al., 2024). Average Variance Extracted (AVE) ranged from 0.623 to 0.818, all above the 0.50 benchmark, supporting convergent validity. Collectively, these results show the scales are reliable and suitable for discriminant validity checks and structural testing.

**Table 2.** Construct Reliability and Validity

Construct	Item	Outer Loadings	Cronbach's Alpha	Rho <sub>a</sub>	CR	AVE
SMAPI	SMAPI1	0.884	0.926	0.929	0.947	0.818
	SMAPI2	0.933				
	SMAPI3	0.912				
	SMAPI4	0.888				
Ad Credibility	AC1	0.915	0.888	0.900	0.923	0.749
	AC2	0.811				
	AC3	0.868				
	AC4	0.865				
Attitude toward the Ad	AA1	0.850	0.803	0.820	0.868	0.623
	AA2	0.801				
	AA3	0.789				
	AA4	0.710				
Brand Engagement	BE1	0.835	0.913	0.930	0.938	0.791
	BE2	0.908				
	BE3	0.910				
	BE4	0.901				

Source: SmartPLS4

Discriminant validity was verified using HTMT. Table 3 shows all HTMT values were comfortably below 0.85 (Kline, 2023), and the 95% confidence intervals did not include 1.00. These findings indicate that the constructs are empirically distinct, confirming acceptable discriminant validity.

**Table 3. Discriminant Validity**

Constructs	Ad Credibility	Attitude toward Ad	Brand Engagement
	0.255		
Attitude toward Ad	CI (0.126; 0.452)		
	0.169	0.436	
Brand Engagement	CI (0.085; 0.337)	CI (0.281; 0.560)	
	0.409	0.345	0.130
SMAPI	CI (0.069; 0.315)	CI (0.150; 0.535)	CI (0.069; 0.315)

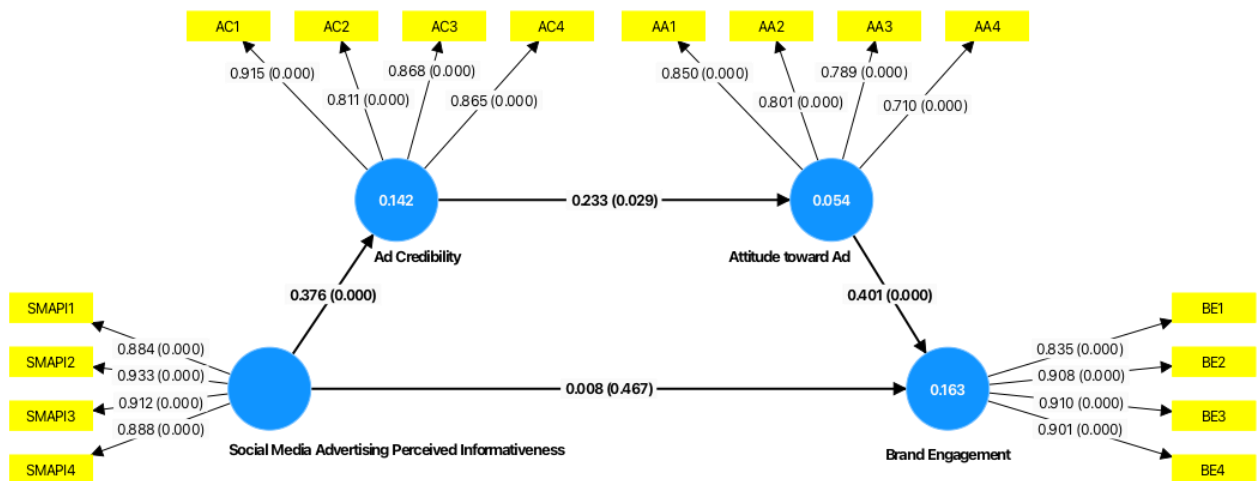
Note: SMAPI = Social Media Advertising Perceived Informativeness, CI = Confidence Interval (Source: SmartPLS4)

To check for multicollinearity among predictors, inner Variance Inflation Factor (VIF) statistics were inspected (see Table 4). All VIFs fell between 1.000 and 1.101, well under the conservative 3.3 threshold (Kock, 2015). Thus, multicollinearity is not a concern, and each predictor contributes unique explanatory power.

**Table 4. Inner Variance Inflation Factor**

Constructs	VIF
Ad Credibility -> Attitude toward Ad	1.000
Attitude toward Ad -> Brand Engagement	1.101
Social Media Advertising Perceived Informativeness -> Ad Credibility	1.000
Social Media Advertising Perceived Informativeness -> Brand Engagement	1.101

Source: SmartPLS4



**Figure 2: Inner Model**

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**Table 5.** Hypotheses Testing Results

	Hypotheses	Std. Path Coeff.	P-Values	CI 5%	CI 95%	Result	f <sup>2</sup>
H1	SMAPI has a significant and positive influence on Ad Credibility	0.376	0.000	0.209	0.529	Supported	0.376
H2	Ad Credibility has a significant and positive influence on Attitude Toward the Ad	0.233	0.029	0.009	0.409	Supported	0.233
H3	Attitude Toward the Ad has a significant and positive influence on influences Brand Engagement.	0.401	0.000	0.265	0.534	Supported	0.401
H4	SMAPI has a significant and positive influence on Brand Engagement.	0.008	0.467	-0.134	0.165	Not Supported	0.043
H5	SMAPI has a significant and positive influence on Brand Engagement through the serial mediation of Ad Credibility and Attitude Toward the Ad.	0.035	0.118	0.001	0.096	Not Supported	0.035

Coeff. = Coefficient

Source: SmartPLS4

Table 5 presents the structural results. SMAPI positively predicts Ad Credibility ( $\beta = 0.376$ ,  $p < 0.001$ ), supporting H1. Ad Credibility positively relates to Attitude toward the Ad ( $\beta = 0.233$ ,  $p = 0.029$ ), supporting H2. Attitude toward the Ad positively predicts Brand Engagement ( $\beta = 0.401$ ,  $p < 0.001$ ), supporting H3. In contrast, the direct path from SMAPI to Brand Engagement is not significant ( $\beta = 0.008$ ,  $p = 0.467$ ), so H4 is rejected. The sequential indirect effect via Ad Credibility and Attitude toward the Ad is positive but not statistically significant ( $\beta = 0.035$ ,  $p = 0.118$ ; 95% CI [0.001, 0.096]), leading to rejection of H5. Overall, SMAPI strengthens cognitive (Ad Credibility) and affective (Attitude) responses, but these gains do not translate into higher engagement.

## Discussion

The study's findings offered insights into how perceived informativeness of social-media advertising (SMAPI) influences consumer responses toward food-delivery app brands through cognitive and affective mechanisms. The findings reveal that while SMAPI significantly enhances ad credibility and favorable attitudes toward advertisements, its effect on brand engagement is limited, indicating that informational value by itself may not be enough to motivate engagement-related actions in practical, service-oriented settings.

The results confirm H1, showing that perceived informativeness indeed enhances perceptions of ad credibility. This aligns with Advertising Value Theory (Ducoffe, 1995), which suggests that informativeness increases perceived advertising value and credibility. Respondents—mostly young adults aged 26–35 who spend more than four hours daily on social media—likely rely on credible and well-presented information to evaluate ads in a cluttered digital environment. This outcome aligns with previous work by Alalwan et al. (2017) and Shareef et al. (2019), who highlighted that informativeness is a key determinant of ad credibility in online settings. In the context of food-delivery apps, informative ads that clearly present menu options, promotions, and delivery times appear to enhance users' trust in the message source.

The second hypothesis (H2), which stated that ad credibility positively affects attitude toward the ad, is also supported. This is consistent with Source Credibility Theory (Hovland & Weiss, 1951), which posits that credible messages lead to more favorable attitudinal responses. Similar relationships have been found in prior studies on e-commerce and digital advertising (Goldsmith et al., 2000; MacKenzie & Lutz, 1989). Among this study's respondents—mostly bachelor's degree holders accustomed to evaluating digital information—credibility may serve as a heuristic shortcut that shapes positive affective responses toward advertisements. This pattern corresponds with prior evidence suggesting that consumers tend to respond more positively to brand-related content when they perceive the message source as credible and trustworthy (Osei-Frimpong et al., 2022).

H3 is clearly validated, demonstrating that a more favorable attitude toward the advertisement encourages stronger brand engagement. This outcome is consistent with the Value–Attitude–Behavior (VAB) framework (Homer & Kahle, 1988), indicating that positive evaluative responses develop into interaction-oriented behaviors and intentions. Respondents who liked the ads tended to interact more actively with brand content, consistent with previous studies showing that positive ad attitudes encourage engagement behaviors such as sharing, commenting, or exploring brand pages (De Vries & Carlson, 2014; Dessart et al., 2015).

The analysis reveals that SMAPI does not directly contribute to brand engagement (H4). Although respondents recognized that the advertisements provided clear and helpful information, this cognitive evaluation did not translate into interactive behaviors such as liking, commenting, or sharing. The respondent profile offers insight into this outcome. Most participants were young, digitally experienced users who are familiar with food-delivery apps and tend to use them for routine, efficiency-driven purposes. For these users, information in

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advertisements serves primarily to support quick decision-making, rather than to build affective or expressive ties with the brand. This aligns with findings that in utilitarian service settings, informative messages improve understanding but do not necessarily activate engagement behaviors unless accompanied by emotional or identity-based cues (Kaushik et al., 2023; Kim & Lee, 2024).

The serial mediation pathway (H5) was also not supported, indicating that although SMAPI enhanced perceived ad credibility and fostered more positive attitudes, these responses were not strong enough to lead to engagement. This suggests that while the cognitive–affective sequence proposed in the Value–Attitude–Behavior framework is present, it does not fully progress to behavioral action in this context. Engagement is more likely to occur when advertisements evoke personal relevance, emotional resonance, or social identity cues, which are less pronounced in routine, task-oriented consumption situations. As suggested by Zhu et al. (2022), positive attitudes may stabilize evaluations without necessarily prompting active involvement when the service primarily satisfies functional goals. Therefore, these results illustrate a boundary condition of the VAB model: cognition and affect may align, yet behavioral engagement remains limited when the domain is dominated by convenience and habitual use rather than symbolic or experiential value.

## Conclusion

This research explored the role of perceived informativeness in shaping consumer responses to promotional content in food-delivery services. The findings show that SMAPI enhances credibility and encourages more favorable attitudes, yet these cognitive and affective responses do not independently drive brand engagement.

However, SMAPI did not have a direct impact on brand engagement, nor did it influence engagement indirectly through credibility and attitude. These results suggest that while consumers recognize and appreciate useful advertising content, informational value alone is not sufficient to encourage interactive behavior in this service category. For many users, food-delivery applications serve functional and routine needs, and engagement is therefore shaped less by informational persuasion and more by emotional relevance, social meaning, or personal connection.

From a theoretical standpoint, the findings highlight that the cognitive–affective sequence described in the Value–Attitude–Behavior framework may not fully progress to behavioral action in utilitarian, habit-driven contexts. Practically, these results suggest that food-delivery brands should complement informative messaging with emotional, narrative, or community-oriented elements to encourage deeper interaction. By pairing clarity and credibility with content that resonates personally or socially, brands may be better positioned to cultivate sustained engagement on social-media platforms.

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## APPENDIX A.

### Measurement items

Construct		Indicator
Social Media Advertising Perceived Informativeness (Ducoffe, 1995; Logan et al., 2012)	SMAPI1	The advertisement presents information that is useful to me
	SMAPI2	The ad provides details that are clear
	SMAPI3	The information in this ad helps me make better decisions
	SMAPI4	The ad provides adequate explanations
Ad Credibility (MacKenzie & Lutz, 1989; Goldsmith et al., 2000)	AC1	I find this advertisement believable
	AC2	I trust the information shown in this advertisement
	AC3	The content of this ad seems honest
	AC4	This advertisement appears reliable
Attitude toward the Ad (MacKenzie & Lutz, 1989)	AA1	I have a positive impression of this advertisement
	AA2	I find this advertisement pleasant to view
	AA3	This advertisement is appealing to me
	AA4	Overall, I feel favorably toward this advertisement
Brand Engagement (Hollebeek et al., 2014; Dessart et al., 2015)	BE1	I frequently show interest in this brand through its online content
	BE2	I feel personally connected to this brand
	BE3	I participate in promotions involving this brand
	BE4	I often share the brand's posts