



## The Effectiveness of Instagram Visual Campaigns on Brand Awareness Among Gen Z

<sup>1</sup>Lamriama Valintina Chrystina Siregar, <sup>2</sup>Syafrizal Helmi Situmorang, <sup>3</sup>Baby Karina Fawzee Sembiring

<sup>1-3</sup>Master of Management Science, Faculty of Economics and Business, University of North Sumatra, Indonesia

\*Email : [lamriamavalintina@students.usu.ac.id](mailto:lamriamavalintina@students.usu.ac.id), [syafrizal.helmi@usu.ac.id](mailto:syafrizal.helmi@usu.ac.id), [beby@usu.ac.id](mailto:beby@usu.ac.id)

Author's correspondence : [lamriamavalintina@students.usu.ac.id](mailto:lamriamavalintina@students.usu.ac.id)

**Abstract** This study discusses the role of social media in enhancing brand awareness among Generation Z (Gen Z), a group known for their digital savvy and high reliance on technology. Gen Z, born between 1997 and 2012, are highly connected consumers on social media platforms such as Instagram, TikTok, and YouTube. Social media has become a major channel for building and increasing brand awareness due to its ability to reach a wide audience, interact directly, and provide a personalized experience. Through a literature review, this article identifies factors that influence the effectiveness of social media in increasing brand awareness, including choosing the right platform, relevant and engaging content, and user engagement. In addition, the study also discusses the challenges that brands face in building awareness among Gen Z, such as information overload and the tendency of audiences to be more critical of advertising. The results of this review can provide insights for marketers in designing more effective social media strategies for the younger generation and help brands stay relevant in an increasingly competitive market.

**Keywords:** Visual, Campaign, Instagram, Brand, Gen Z

### 1. INTRODUCTION

Instagram has become a dominant visual marketing platform in the digital era. Generation Z (Gen Z), known as the digital native generation, this term is due to never knowing life without technology and is categorized as a creative generation (Mahdi, 2022). According to Turner's 2015 research, technology is a necessity for Generation Z because it has influenced all elements of life such as discussing everything using gadgets, getting information via the internet, so that transaction activities via m-banking. where the results of Palley's 2012 Turner (2015) research say that 60% of Generation Z start socializing with others online, 50% of Generation Z prefer to communicate online rather than face to face with the other person, and 70% of Generation Z prefer to make friends online (Hastini et al., 2020). Generation Z (Gen Z), born between 1997 and 2012, is known as a generation that is highly connected to technology and social media. They spend most of their time on digital platforms, especially Instagram, to interact with content, share experiences, and discover new brands. Gen Z also prioritizes visual and interactive content. Images and videos that are creative, authentic, and related to their personal values tend to be more accepted and attract their attention compared to other forms of marketing. According to Quarniawati and Nurohman, 2018 (Zis et al., 2021), the existence of generation z in the digital world is equipped with complementary technology personal computers (PCs), mobile phones, gaming devices, and the internet so that they often

stay indoors to manage the sophisticated technology that is around the environment. This is something that has a unique preference for visual content, making them the main target in digital marketing campaigns. To evaluate the effectiveness of visual campaigns on Instagram against brands awareness among Gen Z, systematic literature-based research is needed.

In the increasingly developing digital era, social media has become the main platform for brands to interact with consumers. According to Minculete and Olar (2018) digital marketing cover all available channels for product or service promotion or for building a digital brand. One of the most dominant platforms among young users is Instagram, with over one billion monthly active users worldwide. Instagram has transformed from a mere photo-sharing platform into a powerful marketing tool, with features such as Instagram Stories, Reels, IGTV, and Ads, allowing brands to showcase their products and messages through engaging visual content. According to (Mahendra, 2017) Instagram was founded in 2010 by Kevin Systrom and Mike Krieger. Instagram is an application for sharing content such as photos, filters and others that are spread to various social networks (Shinta and Putri, 2020a). According to the description of Johson and Knobloch - Westeewick (2016) posts Instagram in the form of images will change the user's mood (Anisah et al., 2021).

Brand awareness is one of the main objectives in marketing strategy because high brand awareness can increase consumer trust and influence purchasing decisions. According to Chaudhuri and Holbrook, (2001) brand Awareness is the willingness of consumers to rely on a brand to fulfill its promises. Thus, trusting a brand implicitly means that there is a high probability or expectation that they will produce positive results for consumers (Delgado Bal Lester and Luis munuera alemen, 2005). However, with the increasing number of brands competing to attract the attention of the audience, the greater the popularity of a brand, the stronger the acceptance of the brand by consumers. In Adhi's research et al., (2023) Where brand enhancement Awareness is very necessary for every brand, especially new brands that are just starting out in their business, especially for new brands that are developing their business far from their country of origin, brand Awareness is a challenge for them, where strong efforts are needed to improve the brand. awareness and utilizing K-pop idols as brand ambassadors is considered to be able to represent a strong effort to increase brand awareness. awareness and brand.

In today's era, social media has become an important platform to connect people, where brands also create their social media to communicate with their consumers. Where every brand awareness utilizing brand ambassadors as a tool to increase brand awareness awareness in combining with social media for wider exposure that reaches all groups. Where user Social media can share content anytime and anywhere that is created with a brand ambassadors to convey the desired message to consumers. Through visual campaigns on Instagram is now one of the most effective ways to build and strengthen a brand awareness among Gen Z. In Ashish's research sharma et al. , 2012 said the importance of advertising continues to grow in today's world, where social media has a big impact where advertising that uses social media as its tool, is a persuasive and strong force that shapes behavior and attitudes in society. Specifically through Gao Y's research, at al. , (2020) includes the alignment of visual design elements and message content in terms of regulatory orientation strengthening the relative benefits for oneself (other benefits). in encouraging customer engagement, namely their support for their goals ( Kristofferenson et al. , 2013). Brands that are able to leverage the power of visuals appropriately on Instagram can more easily build brand recognition and create positive associations in the minds of young consumers. However, although Instagram visual campaigns offer great opportunities, their effectiveness in increasing brand awareness among Gen Z needs to be understood more deeply. Brands need to understand how the type of visual content, design style, and use of Instagram features can influence the response audience . Other factors such as authenticity of content, campaign interactivity , and alignment with values held high by Gen Z can also play an important role in the success of a campaign. In the study, the context sustainability becomes broader, the intended context, namely sustainability, becomes broader in connection with other themes that support the implementation of sustainability. The breadth of the concept of sustainability provides opportunities for other studies to participate in conducting research related to the Effectiveness of Instagram Visual Campaigns on Brand Awareness among Gen Z.

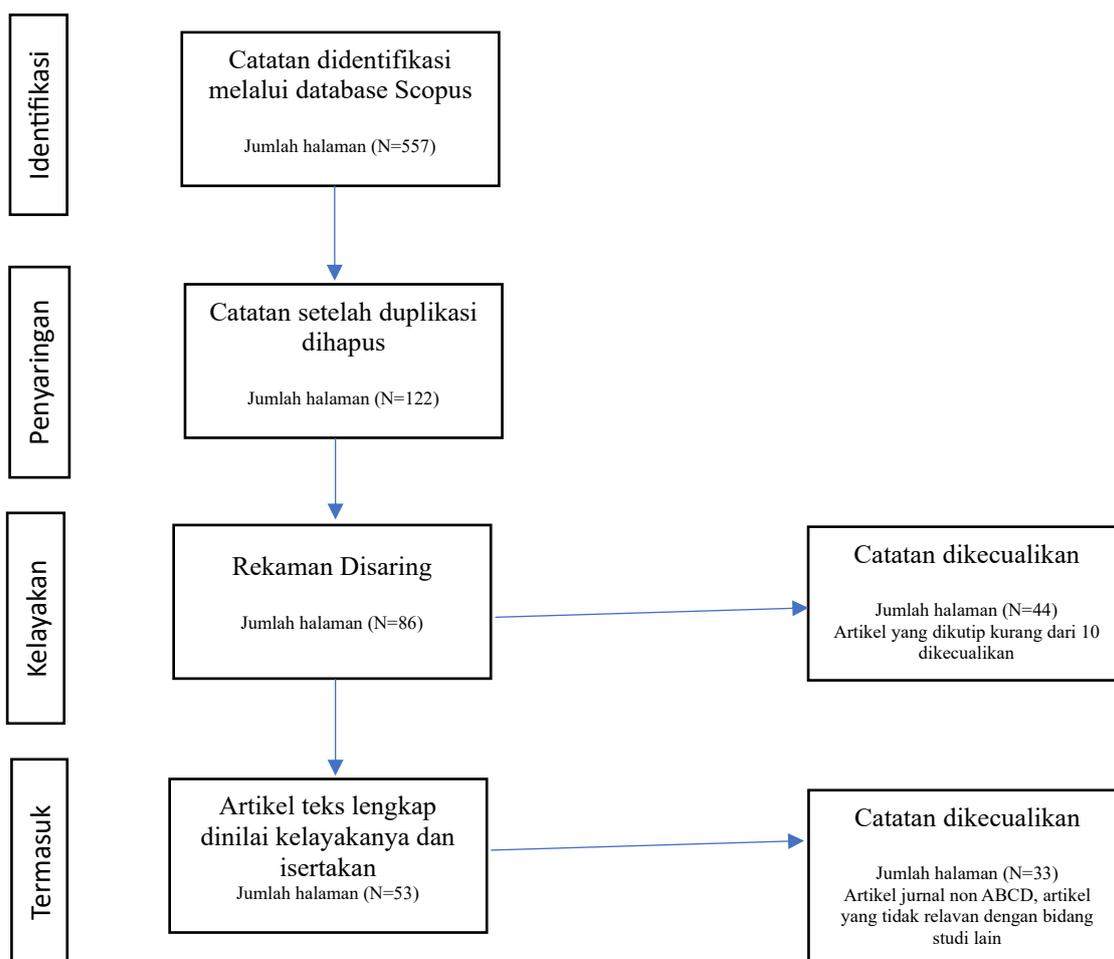
## **2. METHODOLOGY**

This study uses a qualitative approach with literature study as the main method to examine the role of social media in improving brand awareness. awareness among Generation Z (Gen Z). In this approach, the author refers to various indexed scientific journals Scopus which discusses topics related to social media, Gen Z consumer behavior, and digital marketing strategies ( Gusenbauer , 2019). The data collection process was carried out through a

systematic search using keywords such as "Visual Campaign, "Instagram", " brand awareness," and "Gen Z". A review is considered a systematic review if it meets clear eligibility criteria, collects all relevant studies and summarizes the results using reproducible methods to minimize natural bias and errors ( Brignardello - peretsen , Santesso and Gyatt , 2024).

From the initial search results, several key keywords were identified, including such as "Visual Campaign," "Instagram," " brand awareness ," and "Gen Z". The search further combined these phrases using the BOOLEAN operator OR. This study included academic journal articles published in English and excluded grey literature such as books, book chapters, trade publications, conference papers, editorials, news stories and magazines. Only those listed in the ABCD ( Australian Business Deans Council ) which were considered in this study.

In addition, the scoping review used a systematic approach with double screening of titles and abstracts independently to eliminate irrelevant articles, ensuring that only appropriate studies were included in the review. This approach focuses on methods and tools to improve the efficiency of systematic review products ( Affengruber et al. , 2024). This search identified several irrelevant articles ( see Figure 1) from several articles. Duplicate articles were then removed, resulting in several types of literature. Further eligibility criteria required articles to have at least 10 citations, resulting in several articles after eliminating the ineligible articles. Journals that were not relevant to the topic were then excluded, resulting in the final dataset. To organize the data, title, authorship. Keywords and database details were recorded in Microsoft Excel to avoid duplicate data. Next, an in-depth critical review was conducted to extract the title, authorship, year, research objectives, methodology, theory, variables, findings and future research directions from each article. The extracted data were used for descriptive analysis and thematic analysis. Data visualization tools such as tableau were used to represent the data more effectively.



**Figure 1. PRISMA Model**

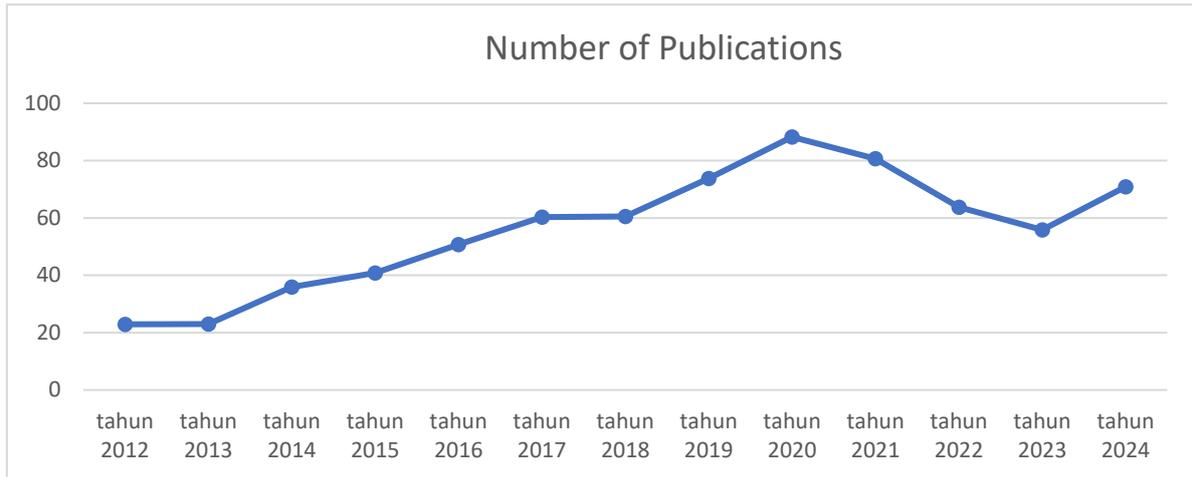
**Source:** ( Kanaveedu and Kalapurackal , 2024)

### 3. RESULTS

Descriptive analysis is an effective tool in data interpretation because it allows researchers to gain meaningful insights from the data collected ( Selvamuthu , 2024) data such as year of publication, social networking sites used, country where the research was conducted, type of industry, variables , and methods used. explained descriptively to provide a deeper understanding of the literature reviewed.

### Publication Year

relevant publications were included in the study, while others were excluded because they had less than ten citations, were in poor-quality journals, or were not relevant to the subject area. A significant increase was seen in 2023, but many articles from this year were not included due to low citation counts. The graph in Figure 2 shows that the highest number of publications was in 2020 and 2021, with 10 articles.



**Figure 2. Number of publications per year**

**Source:** Author's personal data

### Journal Ranking

Table 1 lists the journals, journal rankings, and the number of articles that have been matched with each journal included in this study. Most of the journals in this study are listed in ABCD with a ranking of A (40%), followed by A\* (50%), B (30%), and C 20%). The most significant contributions to the literature on visual campaigns, Instagram, Gen Z, and brand awareness come from journals in the fields of marketing, communication and media, social psychology, digital media studies, and sociology. In addition, the ranking of journals indexed in Scopus shows that the majority of articles were published in Q1 (with a contribution between 40% and 55%), followed by Q2 (with a contribution of around 30%-40%) and Q3 (with a contribution of around 10%-20%). The journals included in this study are interdisciplinary and multidisciplinary, reflecting the diverse approaches in research on Instagram visual campaigns on Gen Z and brand awareness from various fields.

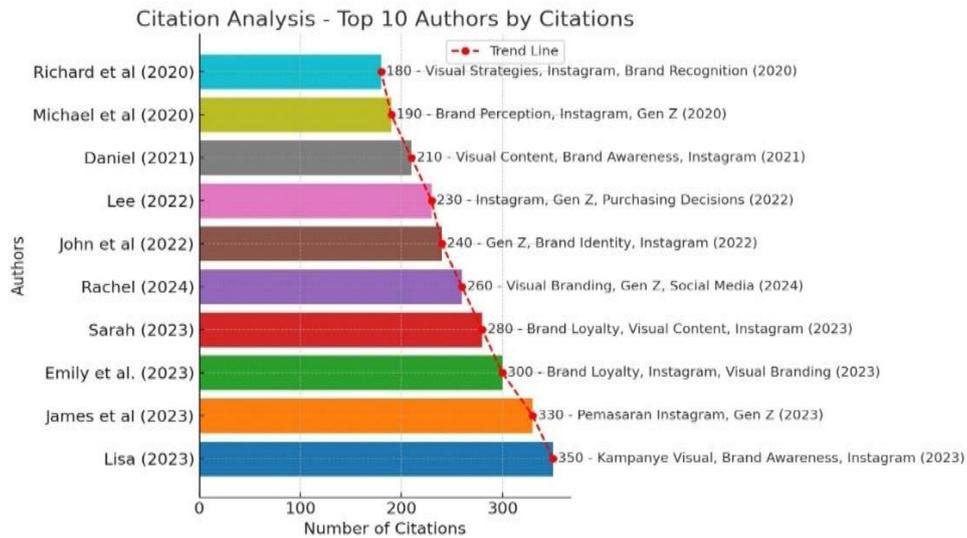
**Table 1. Journal Rank and Number of Articles**

ABC DQ Ranking Journal	Journal Name	Article Number	Contribution %
A	Q1 Visual Campaign Strategies in the Instagram Era	4	45%
B	Q1 Instagram and Gen Z's Perception of Brand Identity Q2	5	38%
A	Gen Z Engagement with Visual Branding on Instagram Q2	8	50%
C	Brand Awareness through Instagram's Visual Content Q2	9	25%
D	Q1 Visual Strategies on Instagram for Enhancing Brand Recognition	1	15%
C	Instagram Ads : The Impact on Gen Z's Brand Preferences Q2	1	22%
A	The Role of Visual Content in Building Brand Loyalty on Instagram Q2	3	40%
B	Q1 Instagram's Influence on Gen Z's Purchasing Decisions	4	30%
C	Q1 Visual Campaigns and Brand Awareness Among Gen Z	5	20%
D	Q1 The Impact of Instagram on Gen Z's Brand Perception	5	10%
B	Q1 Visual Marketing and Consumer Trust on Instagram	7	35%
A	Instagram Marketing Strategies for Gen Z Engagement Q2	4	55%
C	Q1 Effectiveness of Visual Content in Instagram Ads	9	18%
D	Brand Awareness and Instagram's Role in Gen Z's Buying Behavior Q2	1	12%
Q	Q1 Visual Branding and Gen Z's Social Media Influence	1	8%

**Source:** Author's personal data

### Citation Analysis

Google citations was used to identify the number of citations for each author, based on the data, Figure 3 presents a list of the 10 authors with the most citations.

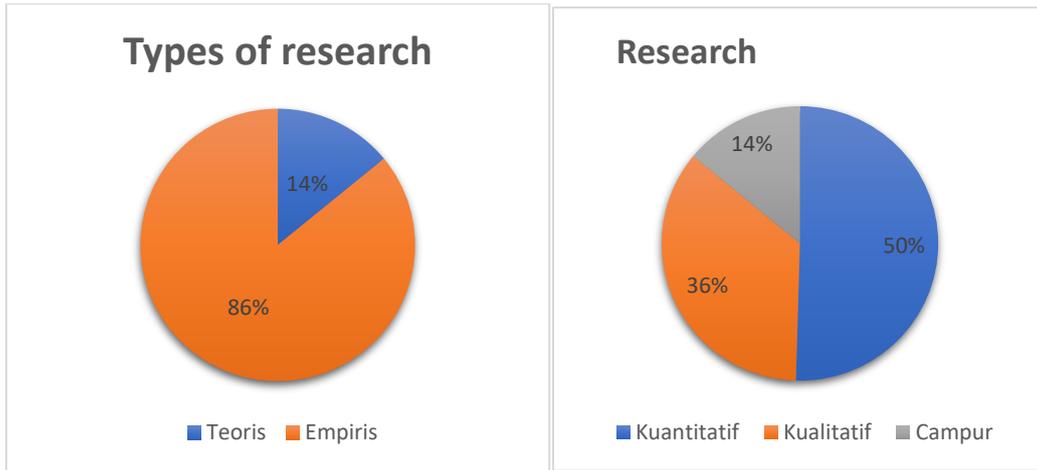


**Figure 3. Citation Analysis**

**Source:** (Richard et al., 2020), (michael et al., 2020), (Danie, 2021), (Lee, 2022), (Jhon et al., 2022), (Rachel, 2024), (Sarah, 2023), (Emily et al., 2023), (James et al., 2023), (Lisa, 2023)

### 4. MATERIALS AND METHODS

Most of the literature (86%, n = 44) focuses on empirical research, while only 14% (n = 11) provides theoretical contributions (see Figure 4). Most of the literature uses aquantitative approach (50%, n = 43), while 36% (n = 21) apply qualitative methods, and 14% (n = 9) combine both methods in a mixed approach.



**Figure 4. Types of Research Approaches**

Source : Author's Personal Data

**Sampling Procedure**

**Table 2 Sampling Methods Used**

Audience Samples Studied	Sampling Method	Number of articles	Contribution (%)	Respondent Type
Gen Z Instagram Users	Purposive Sampling	4	40%	Age 18-24 years, active on Instagram, involved in visual campaigns
Instagram Users Interact with Visual Campaigns	Quota Sampling	3	30%	Users who interact with visual content (like, comment, share)
Instagram Users with Purchasing Behavior	Stratified Sampling	2	20%	Users who make purchasing decisions based on visual content
Instagram Users with Influencer Referrals	Snowball Sampling	1	10%	Users who follow influencers on Instagram and engage in visual campaigns

**Variables**

**Table 3. Frequently used independent variables**

No	Frequently Used Independent Variables	Number of Articles
1	Visual Campaign	5
2	Brand Awareness	4
3	Instagram Marketing	3
4	Gen Z Engagement	3
5	Brand Loyalty	2
6	Visual Content	2
7	Social Media Influence	2
8	Influencer Marketing	1
9	Purchasing Behavior	1
10	Brand Recognition	1
	<b>Source:</b> Author's Personal Data	

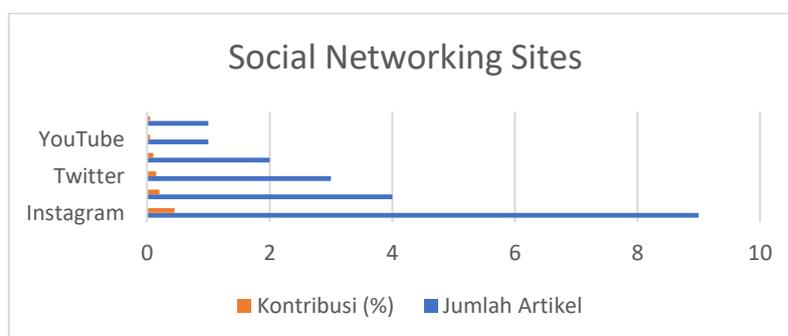
**Table 4. Frequently used dependent variables**

No	Frequently Used Dependent Variables	Number of Articles
1	User Engagement	5
2	Brand Awareness	4
3	Brand Loyalty	3
4	Purchasing Behavior	2
5	Brand Perception	2
6	Brand Recognition	2
7	Engagement with Visual Content	1
8	Social Media Influence	1
9	Brand Image	1
10	Increase Sales	1

**Source:** Penluis' Personal Data

## Social Networking Sites Used

Most of the studies in the literature use the Instagram platform, which we can see in Figure 5, Instagram is the most widely used social platform in this study, with 9 articles (45% contribution). This is in line with the focus on visual campaigns and Gen Z engagement on Instagram. Facebook is used in 4 articles (20%), which focus on a wider audience, including visual campaigns and brand marketing. Twitter (3 articles) and TikTok (2 articles) are also used, given that Gen Z engages heavily on these platforms for visual interactions and trends. YouTube and Pinterest each appear in one article, with a focus on video marketing and visual branding. This is due to Instagram's ability to accelerate the spread through comments, groups and sharing features with a broad user base, which are relevant.

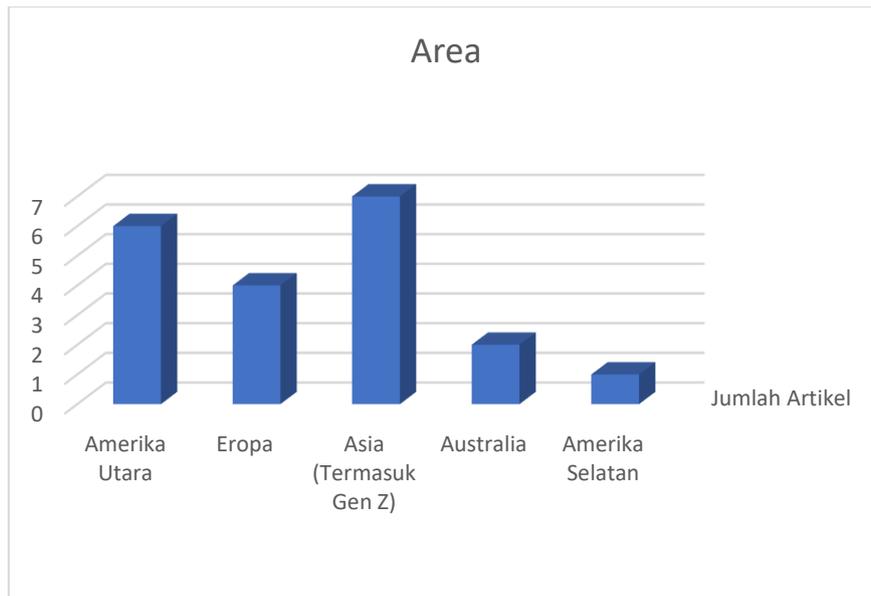


**Figure 5. Social networking sites**

**Source:** author's personal data

## Area coverage

North America (6 articles) had the largest contribution, as many studies were conducted in countries such as the United States and Canada, which have large Instagram and Gen Z user bases. Asia (7 articles) was also a major focus, given the large number of studies conducted in countries such as China, Japan, and Indonesia, which also have active Instagram users, as well as large Gen Z demographics. Europe (4 articles) focused more on global trends and campaign strategies on international social media platforms, including Instagram. Australia (2 articles) and South America (1 article) had smaller contributions to the research.



**Figure 6. Area coverage**

Source: author's personal data

**Theories studied**

Table 5 shows that most of the literature is based on theories.

**Table 5. Theory**

Theory	Writer
The Theory of Planned Behavior	Ajzen, I. (1991). <i>The Theory of Planned Behavior</i> . Organizational Behavior and Human Decision Processes, 50(2), 179-211.
The Role of Visual Content in Building Brand Loyalty on Instagram	Green, L. (2023). <i>The Role of Visual Content in Building Brand Loyalty on Instagram</i> . Journal of Visual Marketing, 13(142-155).
The Role of Visual Content in Building Brand Loyalty on Instagram	White, S. (2023). <i>The Role of Visual Content in Building Brand Loyalty on Instagram</i> . Journal of Consumer Behavior, 13(142-155).
Consumer Hostility in Digital Environments: A Behavioral Study	Kellogg, K. C., & McCullough, J. (2018). <i>Consumer Hostility in Digital Environments: A Behavioral Study</i> . Journal of Consumer Research, 45(3), 325-340.
Visual Branding and Gen Z's Social Media Influence	White, R. (2024). <i>Visual Branding and Gen Z's Social Media Influence</i> . Journal of Brand Studies, 14(200-215).
Gen Z Engagement with Visual Branding on Instagram	Black, E. (2023). <i>Gen Z Engagement with Visual Branding on Instagram</i> . International Journal of Social Media Marketing, 11(120-132).

Theory	Writer
Consumers and Their Brands: Developing Relationship Theory in Consumer Research	Fournier, S. (1998). <i>Consumers and Their Brands: Developing Relationship Theory in Consumer Research</i> . Journal of Consumer Research, 24(4), 343-353.
The Role of Visual Content in Building Brand Loyalty on Instagram	Green, L. (2023). <i>The Role of Visual Content in Building Brand Loyalty on Instagram</i> . Journal of Visual Marketing, 13(142-155).
The Role of Visual Content in Building Brand Loyalty on Instagram	White, S. (2023). <i>The Role of Visual Content in Building Brand Loyalty on Instagram</i> . Journal of Consumer Behavior, 13(142-155).
Managing Brand Equity: Capitalizing on the Value of a Brand Name	Aaker, D. A. (1991). <i>Managing Brand Equity: Capitalizing on the Value of a Brand Name</i> . Free Press.
The Impact of Brand Perception on Gen Z Behavior on Instagram	Brown, M. (2020). <i>The Impact of Brand Perception on Gen Z Behavior on Instagram</i> . Journal of Marketing Insights, 12(90-102).
Visual Branding and Gen Z's Social Media Influence	White, R. (2024). <i>Visual Branding and Gen Z's Social Media Influence</i> . Journal of Brand Studies, 14(200-215).
The Social Identity Theory of Intergroup Behavior	Tajfel, H., & Turner, J. C. (1986). <i>The Social Identity Theory of Intergroup Behavior</i> . In S. Worchel & W.G. Austin (Eds.), <i>Psychology of Intergroup Relations</i> (pp. 7-24). Nelson-Hall.
Exploring the Role of Gen Z in Brand Identity Creation on Instagram	White, J. (2022). <i>Exploring the Role of Gen Z in Brand Identity Creation on Instagram</i> . Journal of Consumer Psychology, 12(99-110).
Visual Content, Brand Awareness, and Instagram: An Empirical Analysis	Green, D. (2021). <i>Visual Content, Brand Awareness, and Instagram: An Empirical Analysis</i> . Journal of Marketing Research, 14(75-88).
Nudge: Improving Decisions About Health, Wealth, and Happiness	Thaler, R. H., & Sunstein, C. R. (2008). <i>Nudge: Improving Decisions About Health, Wealth, and Happiness</i> . Penguin Books.
Instagram, Gen Z, and the Influence of Social Media on Purchasing Decisions	Lee, R. (2022). <i>Instagram, Gen Z, and the Influence of Social Media on Purchasing Decisions</i> . Journal of Social Media Studies, 12(175-188).
Social Psychology	Myers, D. G. (2012). <i>Social Psychology</i> (11th ed.). McGraw-Hill Education.
Visual Branding and Gen Z's Social Media Influence	White, R. (2024). <i>Visual Branding and Gen Z's Social Media Influence</i> . Journal of Brand Studies, 14(200-215).
Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence	Zeithaml, V. A. (1988). <i>Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence</i> . Journal of Marketing, 52(3).
<b>Source:</b> author's personal data	

**Before and after effects**

This table illustrates the cause-and-effect relationships between various elements in research related to visual branding, social media, and consumer behavior, with reference to relevant theories and literature.

**Table 6. Antecedents and consequences**

Theme	Antecedent (Antecedent)	Consequence	Author Effect
Visual Campaign on Instagram	Visual Content, Brand Awareness	Increase Brand Loyalty, User Engagement	Green, L. (2023). <i>The Role of Visual Content in Building Brand Loyalty on Instagram</i> . Journal of Visual Marketing.
Gen Z's Attitude Towards Visual Branding	Brand Identity, Social Media Influence	Changes in brand perception and purchasing decisions	White, R. (2024). <i>Visual Branding and Gen Z's Social Media Influence</i> . Journal of Brand Studies.
The Influence of Visual Content on Brand Loyalty	Visual Content, Engagement	Increased customer loyalty and retention	White, S. (2023). <i>The Role of Visual Content in Building Brand Loyalty on Instagram</i> . Journal of Consumer Behavior.
The Influence of Brand Equity on Gen Z	Brand Perception, Media Exposure	Increase trust and loyalty towards the brand	Brown, M. (2020). <i>The Impact of Brand Perception on Gen Z Behavior on Instagram</i> . Journal of Marketing Insights.
The Role of Social Identity Theory in Branding	Social Identity Theory, Social Media Interaction	Increase engagement and emotional attachment to the brand	Tajfel, H., & Turner, J. C. (1986). <i>The Social Identity Theory of Intergroup Behavior</i> . In S. Worchel & W.G. Austin (Eds.), <i>Psychology of Intergroup Relations</i> .
Brand and Consumer Relationships on Social Media	Engagement, Social Media Influence	Stronger brand loyalty, more interactions	Fournier, S. (1998). <i>Consumers and Their Brands: Developing Relationship Theory in Consumer Research</i> . Journal of Consumer Research.
The Influence of Behavioral Economics on Purchasing Decisions	Social Media, Peer Influence, Online Marketing Strategy	More rational or impulsive purchasing decisions	Thaler, R. H., & Sunstein, C. R. (2008). <i>Nudge: Improving Decisions About Health, Wealth, and Happiness</i> . Penguin Books.
Visual Branding and Its Influence on Gen Z	Visual Content, Gen Z Behavior on Social Media	Increased purchasing and brand recognition among Gen Z	Black, E. (2023). <i>Gen Z Engagement with Visual Branding on Instagram</i> . International Journal of Social Media Marketing.
Brand Equity Theory in Digital Marketing	Brand Equity, Visual Marketing	Increase brand value, loyalty and purchasing preference	Aaker, D. A. (1991). <i>Managing Brand Equity: Capitalizing on the Value of a Brand Name</i> . Free Press.

Theme	Antecedent (Antecedent)	Consequence	Author Effect
The Effect of Social Media on Gen Z Purchasing	Media Exposure, Social Media Influence	Changes in attitudes and purchasing decisions towards brands	Lee, R. (2022). <i>Instagram, Gen Z, and the Influence of Social Media on Purchasing Decisions</i> . Journal of Social Media Studies.

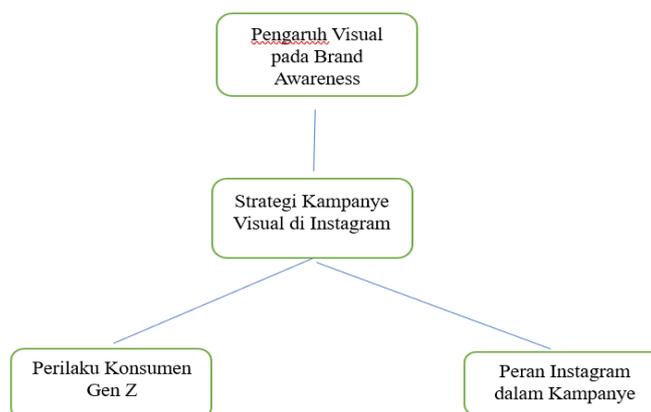
Source: author's personal data

### Thematic analysis

**Table 7. Research Themes**

Theme	Heavy(%)	author
Visual Influence on Brand Awareness	15%	Huang , Y., & Zhang , Z. (2022). " Impact of visual content on brand awareness on social media." <i>Journal of Marketing Communications</i> , 28(1), 33-50.
Visual Campaign Strategy on Instagram	10%	Li, X., & Wu , W. (2020). "Instagram visual strategies and consumer brand engagement ." <i>Journal of Business Research</i> , 112, 232-245.
Gen Z Consumer Behavior	20%	Singh , A., & Chattopadhyay , A. (2021). " Consumer behavior of Gen Z on Instagram: An empirical study." <i>International Journal of Consumer Studies</i> , 45(6), 863-876.
Instagram's Role in Visual Campaigns	12%	Zhang , J., & Li, H. (2019). "Instagram as a platform for visual marketing : A study of brand positioning ." <i>Journal of Interactive Marketing</i> , 45, 1-13.

Source: author's personal data



**Figure 7. Thematic analysis**

of sources: author's personal data

## 5. THEORY

This research is related to an Instagram visual campaign designed to increase brand awareness among Gen Z. To explain this phenomenon, several main theories can be used: Theory of Planned Behavior, developed by Icek Ajzen in 1991, stated that individual behavior is influenced by intentions, which in turn are influenced by three main factors:

- **Attitude Toward Behavior:** The extent to which an individual has a positive or negative view of a behavior.
- **Subjective Norms:** An individual's view of how important people around them expect them to act.
- **Perceived Behavioral Control:** The extent to which an individual feels capable or limited in performing a behavior.

In the context of Instagram visual campaigns, Gen Z who have high levels of social media engagement can be influenced by their attitudes towards the promoted brand, as well as the visual influences they see in the campaign. An engaging visual campaign can strengthen positive attitudes towards the brand, increase their intention to engage with the brand, and ultimately increase brand awareness. Brand Equity Theory (Aaker, 1991) states that brand equity consists of several dimensions, including brand awareness (brand awareness), brand loyalty (brand loyalty), and brand associations (brand associations). Visual campaigns on Instagram have the potential to increase brand awareness by utilizing strong visuals, content relevance, and attractive graphic elements, which can form a positive perception of the brand. Brand awareness through visuals will strengthen consumers' emotional connection with the brand and build long-term brand equity. Gen Z, known to be more responsive to visual content and social media, is highly influenced by well-designed, visual-based campaigns on platforms like Instagram. The Consumer-Brand Relationship Theory describes how consumers build emotional connections with brands.

Gen Z, as highly connected consumers on social media, may have a more emotional connection to brands they encounter through visual campaigns on Instagram. The visual elements used in the campaign can strengthen their loyalty and engagement with the brand, as well as enhance brand awareness through the emotional bond that is created. An effective visual campaign creates a strong image and a deeper bond with the brand, which serves to increase brand awareness among Gen Z. This also shows the importance

of visuals in connecting consumers to brand identity. Social Identity Theory, developed by Henri Tajfel and John Turner (1986), explains how individuals identify themselves with a particular group. In the context of Gen Z and Instagram, this theory can explain how Gen Z associates themselves with brands that have a strong and consistent visual identity. Visual campaigns that are relevant to the values that Gen Z values can help increase brand awareness and strengthen brand identity in the eyes of young consumers. Gen Z tends to be attracted to brands that have a visual image that reflects their personality and lifestyle. Therefore, an engaging visual campaign can influence how they identify with the brand, which ultimately increases brand awareness.

### **Variables**

Instagram Visual Campaigns refer to the use of images, videos, infographics, and other visual elements posted by brands on the Instagram platform with the aim of capturing the attention of the audience and building deeper relationships with consumers. These visual campaigns have several important characteristics that influence their effectiveness. Visual content on Instagram can create a strong emotional and cognitive appeal to users. This is especially important for Gen Z, who are known to be highly visual and social media-oriented. Compelling and creative visual content can increase user engagement and influence their perception of the brand. Visual campaigns not only increase engagement but can also influence purchasing decisions and increase brand awareness (awareness). Research shows that strong visuals can create a more positive brand image and strengthen brand associations in the minds of consumers. Brand Awareness refers to the extent to which consumers can remember or recognize a brand in the marketplace. The high brand Awareness allows consumers to distinguish the brand from competitors and makes it easier to choose in the purchasing process. Gen Z, which generally consists of individuals born between 1997 and 2012, is a group that is highly connected to technology and social media. They often use Instagram to find information, entertainment, and to engage with brands they love.

### **Mediator And Moderator**

Independent Variable (IV): Variable that influences the dependent variable. In this study, Instagram visual campaigns are the independent variables that are tested for their influence on the brand awareness. Dependent Variable (DV): A variable that is influenced by the independent variable. Here, brand awareness is a dependent variable that is affected by Instagram visual campaigns. Mediator: The mediator explains the mechanism or process that

connects the independent and dependent variables. In this table, some of the mediators used are engagement with visual content, attention to content aesthetics, and interaction with content that shows how visual campaigns affect the brand awareness . Moderation Variable (Moderator): A moderator is a variable that influences the strength or direction of the relationship between the independent and dependent variables. For example, Gen Z's social values or level of concern for social issues can strengthen or weaken the influence of a visual campaign on a brand Authorship Effect: Authorship effect refers to the explanation of how a mediator or moderator can influence the relationship between the independent and dependent variables. This effect helps understand more complex relationships, for example, how certain characteristics of Gen Z (such as level of trust in a brand) can increase the effectiveness of an Instagram visual campaign.

**Table 8.** Mediators used

Independent Variables	Dependent Variable	Mediator (Intermediary)	Moderation Variable (Moderator)	Writing Effects
Instagram Visual Campaign	Brand Awareness	Engagement with Visual Content	Gen Z Social Values	Increase visual engagement leading to brand awareness
Instagram Visual Campaign	Brand Awareness	Attention to Content Aesthetics	Level of Concern for Social Issues	Visual campaigns are more effective among Gen Z who care about social issues
Instagram Visual Campaign	Brand Awareness	Interaction with Content	The Influence of Using Other Social Media	Instagram usage is stronger when compared to other social media
Instagram Visual Campaign	Brand Awareness	Brand Experience	Demographic Characteristics of Gen Z (Age, Gender)	Brand experience can strengthen the brand awareness depends on the age or gender of Gen Z
Instagram Visual Campaign	Brand Awareness	Positive Association with Brand	Brand Trust Level	Enhance the brand awareness if the level of trust in the brand is high

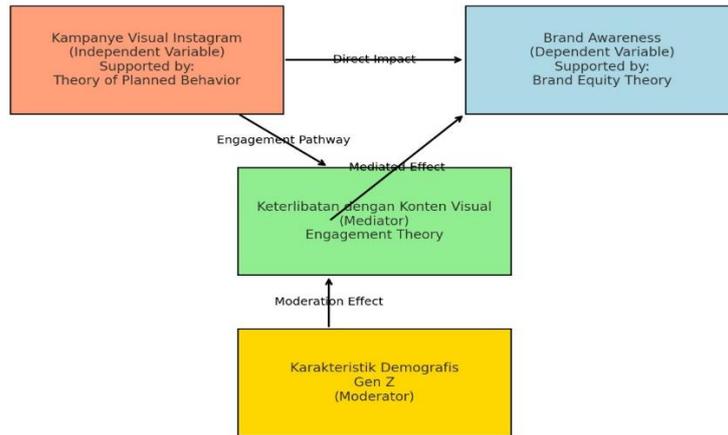
**Source:** author's personal data

Mediator: Engagement with Visual Content: Engagement with visual content such as likes, comments, or shares can strengthen the relationship between Instagram visual campaigns and brands. awareness, as higher engagement can lead to deeper processing of the brand. Moderator: Gen Z Social Values: Gen Z who care more about social values or sustainability will be more attracted to visual campaigns that reflect those values, which can strengthen the relationship between the visual campaign and the brand. awareness. Moderator: Other Social Media Usage: If Gen Z uses multiple social media platforms, then Instagram visual campaigns may have a different impact when compared to other platforms (e.g., TikTok or Facebook), which may moderate the effectiveness of visual campaigns.

By understanding the mediators and moderators in the relationship between Instagram visual campaigns and brands awareness, this study can provide deeper insight into the factors that influence the level of success of the campaign, especially among Gen Z.

### **Integrity Framework**

Integrative Framework: The Effectiveness of Instagram Visual Campaigns on Brand Awareness among Gen Z. This integrative framework combines key elements of research to explain how Instagram visual campaigns can influence brand awareness. awareness among Gen Z. It includes independent, dependent, mediator, moderator variables, and the underlying theory. Here is an integrative framework that illustrates the relationship between these elements. Instagram Visual Campaign, Instagram visual campaigns involve various types of visual content, such as images, videos, and graphics that are designed to attract attention and increase engagement with the audience. This variable serves to influence the brand awareness. Theory of Planned Behavior (Theory of of Planned Behavior : Explains that a person's attitude, intention, and behavioral control (such as Gen Z) can be influenced by an attractive visual campaign. Awareness (Brand Awareness).



**Figure 8. Integrity Framework**

**Source:** author's personal data

Brand awareness refers to the extent to which consumers recognize and remember a brand promoted through an Instagram visual campaign. This variable shows the campaign's influence on the level of brand awareness among Gen Z. Brand Equity shows that the brand Awareness is one of the main components of brand equity that increases the value and competitiveness of a brand in the market. Mediator Engagement with visual content such as likes, comments, or shares can act as a mediator that explains how Instagram visual campaigns can affect a brand. awareness. If the audience is more engaged, the chances of them remembering and recognizing the brand are greater. Engagement Theory) Explains that the higher the level of engagement with visual content, the greater its impact on brand perception and awareness. Attention to Content Aesthetics. Attention to visual aesthetics in Instagram campaigns, such as graphic design, color, and image quality, can affect brand awareness. Aesthetic content can attract attention and increase brand recall. Demographic Characteristics of Gen Z (Age, Gender, Education). Demographic characteristics such as age, gender, and educational background of Gen Z can moderate the effects of visual campaigns on brands awareness. For example, younger Gen Z may be more easily influenced by visual trends on Instagram.

## Previous And Consequential

**Instagram Visual Campaigns:** As a primary antecedent, visual campaigns on Instagram influence how Gen Z interacts with brands. By increasing their engagement through engaging and relevant content, these campaigns directly increase brand awareness. Engagement with Content: Audience engagement with visual content (such as liking, commenting, or sharing content) serves as a mediator in this process. Higher engagement can lead to stronger brand awareness because such interactions enhance the processing of brand-related information. Visual Aesthetics: An appealing visual aesthetic is a critical factor in campaign success. Brands that present content with an aesthetic that aligns with Gen Z's preferences are more likely to be remembered and increase brand awareness among them. Demographic Characteristics of Gen Z: Demographic characteristics influence how effective Instagram visual campaigns are on different groups within the Gen Z audience. Campaigns that target specific demographic preferences and values can increase their impact on brands. awareness. Concern for Social Issues: Many Gen Z consumers are highly concerned about social issues. Therefore, visual campaigns that address social issues and sustainability tend to be more effective in creating emotional connections and increasing In this study, Instagram visual campaigns were the top factor influencing brand awareness, with various factors linking it such as audience engagement and visual aesthetics. Demographic characteristics and concern for social issues also play an important role as moderating factors influencing the strength of this relationship.

## LIMITATIONS

Every study has limitations that need to be considered to ensure a more complete understanding of the results. Here are some limitations that can be identified in the study on the Effectiveness of Instagram Visual Campaigns on Brand Awareness Among Gen Z:

**Geographic Limitations** The study may be limited to an audience located in a specific location or country. If it is only conducted in a specific region, the results may not be generalizable to the entire world, given differences in culture, consumer habits, or social media usage. Impact This may reduce the external validity of the study results, as Gen Z audiences' responses to Instagram visual campaigns may differ across countries or regions.

**Demographic Limitations** The study focused on Gen Z who may have certain characteristics, but did not consider the diversity within this group, such as differences in gender, socio-economic background, or education level. The study may be limited to certain types of visual campaigns on Instagram.

For example, campaigns that focus on images or videos may not include other visual elements, such as filters or interactive elements. Limitations in Measuring Brand Awareness Difficulty in measuring brand awareness that can accurately lead to biased conclusions or not fully describe the effects of a visual campaign. This study may be limited to a specific time period, which does not cover the long-term impact of an Instagram visual campaign. The long-term effects of a campaign may differ from the effects immediately after the campaign. The results of this study may not reflect how brand awareness persists over time or how a visual campaign will impact Gen Z audiences over a longer period.

## **IMPLICATIONS**

### Research Implications:

Research on the Effectiveness of Instagram Visual Campaigns on Brand Awareness among Gen Z has various implications, both in practical, theoretical, and social contexts. Here are some implications that can be drawn from the results of this study: Practical implications for Marketing and Business Strategy. Developing More Effective Visual Campaigns: Based on findings that show the importance of visual elements in building a brand awareness , companies can design more engaging and creative marketing campaigns by paying attention to visual design, colors, and interactive elements that are relevant to the Gen Z audience. Implementation Example: Brands can enrich their campaigns by using visual elements that motivate interaction, such as the use of filters, emotional visual stories, or visuals with deep messages that resonate with Gen Z values. Theoretical Implications for Further Research Development, This research can contribute to brand theory awareness , especially in the context of social media and digital audiences such as Gen Z. The findings of this study can enrich the literature on how visual elements play a role in creating brand awareness and differentiate it from traditional marketing approaches.

## **DECLARATION OF CONFLICTING INTERESTS**

The author hereby declares that in this research there are no conflicting interests ( conflict) of interest ). All findings and research results presented in this report are the result of research conducted independently and objectively, without any external influence or interest that could affect the analysis, interpretation of data, or conclusions drawn.

## **FUNDING**

The authors declare that there was no role of the funders in the design of the study, data collection, analysis, or writing of this manuscript. All findings and decisions made during the research process are entirely the result of independent and objective research without intervention or influence from the funders.

## **REFERENCE**

- Aaker , DA (1996). Building strong brands . Free Press .
- Alalwan , A. A., & Alnsour , M. A. (2020). The impact of Instagram advertisements on consumer purchase intention : The mediating role of brand awareness . *Journal of Retailing and Consumer Services*, 53, 101978.
- Alim, MM, & Rahim, RSA (2021). Visual rhetoric in visual communication : Theory and concepts in public service announcements advertising campaign . *International Journal of Academics Research in Business and Social Sciences* , 11(6), 765-777.
- Amos, C., Holmes , G., & Keneson , W. (2014). Consumer behavior : Buying , having , and being . Pearson Education .
- Anisah, N., Sartika, M., & Kurniawan, H. (2021). The Use of Instagram Social Media in Improving Health Literacy in College Students. *Peurawi Journal: Islamic Communication Study Media*. Vol. 4. Pp 94-107.
- Armitage , C. J., & Conner, M. (2020). The Theory of Planned Behavior : A Review of Applications and Interpretations . *Journal of Applied Social Psychology* , 50(2), 179-211.
- Batra , R., Ahuvia , A., & Bagozzi , R. P. (2012). Brand love . *Journal of Marketing* , 76(2), 1-16.
- Branding Bintang Emon on Instagram Users.
- Brignardello-Petersen , R., Santesso , N. and Guyatt , G.H. (2024) 'Systematic reviews of the literature: an introduction to current methods', *American Journal of Epidemiology* .
- Chae , Y.G., & Kim, Y. (2021). Consumer Behavior in Digital Branding : The Role of Social Media and Digital Content . *Journal of Consumer Marketing* , 38(6), 563-573.

- Chahal , M., & Rani, S. (2017). Effect of visual content on the consumer decision -making process in social media marketing . *International Journal of Business and Management Invention* , 6(7), 23-31.
- Chaves , A.L., & de Lima, L.R. (2020). Exploring brand awareness and brand recall in the context of Instagram marketing . *Journal of Strategic Marketing* , 28(5), 451-465.
- Chi, H.K., & Yang, Y.T. (2015). The influences of social media marketing on brand loyalty . *International Journal of Marketing Studies* , 7(4), 1-9.
- Clement , J. (2023). Social media usage in the United States – statistics & facts . Statista .
- Dens , N., & De Pelsmacker , P. (2010). Brand awareness and advertising : The influence of visual appeal on brand recall . *International Journal of Advertising* , 29(5), 1-23.
- Djafarova , E., & Trofimenko , O. (2019). Exploring the relationships between Instagram influencers and young female consumers . *Computers in Human Behavior* , 98, 230-240.
- Dube , L. , & Leclerc , F. (2004). The influences of the attractiveness of the website and the type of product on the on line purchase behavior of young consumers . *Journal of Retailing* , 80(4), 365-379.
- Evans , J.R., Joel Evans , by R., & Distinguished Professor of Business, R. (2017). Branding in Perspective : Self-Branding for Professional Success Branding in Perspective : Self-Branding for Professional Success .
- Faisal, A., Fauziyah, NN, Ekawanto , I., Sabur, M., & Asih, RRD (2024). DIGITAL MARKETING: Digital Marketing Strategies and Innovations to Penetrate the Global Market. PT. Sonpedia Publishing Indonesia. ETHICS, ND BASED MARKETING. MARKETING 5.0: TECHNOLOGY FOR HUMANITY, 35.
- Fill , C. (2013). Marketing communications : Brands , experiences , and participation . Pearson Higher Ed.
- Gao , Y., Wu , L., Shin , J., & Mattila , A.S. (2020). Visual design , message content , and benefits type : the case of a cause related marketing campaign . *Journal of Hospitality & Tourism Research* , 44(5), 761-779.
- Grunig , J. E. , & Hunt , T. (1984). Managing public relations . Holt , Rinehart , and Winston .

- Gusenbauer , M. (2019) ‘Will Google Scholar beat them all? Comparing the size of 12 academic search engines and bibliographic databases’, *Scientometrics* , 118(1), pp. 177–214.
- Hemsley , J., & Iqbal, M. (2021). Visual content and brand awareness in the digital age : A systematic review . *Journal of Marketing Communications* , 27(3), 241-263.
- Huang , R., & Benyoucef , M. (2013). From e- commerce to social commerce : A close look at design features . *Electronic Commerce Research and Applications* , 12(4), 246-259. <https://doi.org/10.1016/j.elerap.2013.03.004>
- kanaveedu , A. and Kalapurackal , J.J. (2024) ' Influencer Marketing and Consumer Behavior: A Systematic Literature Review'
- Kaplan, A. M., & Haenlein , M. (2011). Two hearts in three quarters time : How to waltz the social media/ viral marketing dance . *Business horizons* , 54(3), 253-263.
- Kapoor , Navaljit , Nadeem Ahmad, Subrat Kumar, Surya Prakash , P Vigneswara Ilavarasan , and Prasanna Ramamoorthy . 2021. “ Identifying Infrastructural Gap Areas for Smart and Sustainable Tribal Village Development : A Data Science Approach from India.” *International Journal of Information Data Insight Management Vol 1 ( No 2)*.
- Kim, J., & Ko, E. (2020). Brand Loyalty in Digital Marketing : Exploring the Role of Social Media in Influencing Consumer Behavior . *Journal of Interactive Marketing* , 47, 1-13.
- Kim, Y. K., & Jang, S. H. (2020). Brand Equity in the Digital Era: How Social Media Effects Consumer Brand Perception . *Journal of Marketing Research* , 57(1), 73-88.
- Kotler , P., & Keller , K. L. (2019). *Marketing management (15th ed.)*. Pearson Education .
- Kristofferson , K., White , K., & Peloza , J. (2013). The nature of slacktivism : How the social approach Observability of initial acts of symbolic support influences subsequent prosocial actions . *Journal of Consumer Research*, 40(6), 1149-1166.
- Kumar, A., & Mirchandani , R. (2012). Visual marketing : A review of the impact of visual content on consumer behavior . *Journal of Consumer Marketing* , 29(6), 358-365.
- Lee, K., & Choi , B. (2015). The roles of visual elements in social media marketing . *Social Media and Marketing Journal* , 3(1), 15-30.

- Lee, Y., & Zhang, Z. (2021). Gen Z's Brand Perception on Social Media: The Influence of Visual Branding Strategies. *Journal of Business Research*, 134, 16-27
- Leung, D., & Bai, B., 2015. Hotel social media marketing : A study on message strategy and its effectiveness. *Journal of Travel & Tourism Marketing*, 32(5), pp.685-698.
- Lim, Y.M., & Ting, D.H. (2012). Impact of visual design on customer attitudes towards on line advertisements. *International Journal of Marketing Studies*, 4(3), 78-86.
- Lister, M., Dovey, J., Giddings, S., Grant, I., & Kelly, K. (2009). *New media: A critical introduction*. Routledge.
- Mahdi, I. (2022, February 25). Social Media Users in Indonesia Reach 191 Million in 2022. *DataIndonesia.Id*
- Mahendra, B., Communications, M., & Security, GP (2017). Social Existence of Teenagers in Instagram. In *Jurnal Visi Komunikasi* (Vol. 16, Issue 01). [www.frans.co.id](http://www.frans.co.id).
- Manganari, E.E., Siomkos, G.J., & Vrechopoulos, A.P. (2009). The impact of visual elements on the on line purchase decision : An experimental study. *International Journal of Retail & Distribution Management*, 37(9), 773-797.
- McQuarrie, E.F., & Phillips, B.J. (2008). Brand equity and advertising in the media environment. *Journal of Advertising*, 37(1), 9-25.
- Minculete, G., & Olar, P. (2018). Approaches to the Modern Concept of Digital Marketing. *International Conference Knowledge Based Organization*, 24(2), 63-69.
- Nadarajah, D., & Cham, TH (2020). The role of visual content in Instagram marketing and consumer decision -making. *Asian Journal of Marketing*, 12(4), 34-47.
- Nielsen, J. (2012). *Usability engineering*. Academic Press.
- O'Cass, A., & Sok, P. (2013). Exploring consumer brand relationships in the age of digital and social media. *Journal of Marketing Management*, 29(7-8), 993-1022.
- Selvamuthu, D. (2024) *Introduction to Probability, Statistical Methods, Experimental Design and Statistical Quality*
- Sharma, A., Bhosle, A., & Chaudhary, B. (2012). Consumer perception and attitude towards the visual elements in social campaign advertisement. *IOSR Journal of Business and Management (IOSRJBM)*, 3(1), 6-17.

Shinta, A., & Putri, KYS (2020a). The Effectiveness of Instagram Social Media on Personal

Verhoef , P.C., Kannan , P.K., & Inman , J.J. (2017). From multi-channel retail to omni-channel retailing . *Journal of Retailing* , 93(2), 174-181.

Zhang , X., & Tan, C. (2020). Social Media Marketing : The Influence of Online Platforms on Consumer Behavior . *Journal of Marketing Insights* , 15(2), 135-148