

The Impact of Fast-Food Video Advertisements Through The Eyes of Young Creative Industry Practitioners

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ABSTRACT

Video advertising has become a crucial marketing strategy for fast-food restaurants. While previous studies have identified factors influencing video advertisement effectiveness, these factors have yet to be investigated in light of current market preferences. In bridging this gap, it is crucial to consider the perspectives of young industry creative practitioners, who, with their dual roles as professionals and members of the target market, offer fresh insights into the factors influencing video advertisement effectiveness in alignment. Therefore, this study was conducted to investigate the fast-food video advertisements effectiveness in today's market, specifically through the eyes of young creative industry practitioners. This study examines the effectiveness of fast-food video advertisements, focusing on content engagement, emotional arousal, information trustworthiness, and visual characteristics. Informant interview was utilized in the study, with data saturation achieved after collected insights from six interviewees who fulfilled the sampling criteria. The collected data underwent analysis using NVivo, involving coding and thematic analysis. The findings have substantiated strong relationships between visual attractiveness, content engagement, and the fast-food video advertisements effectiveness. However, it was determined that emotional arousal and information trustworthiness do not have a significant relationship with the fast-food advertisements effectiveness. Overall, this study contributes valuable insights for advertising agencies and offers a theoretical enhancement to existing models.

Keywords: *Fast-food restaurants, video advertisement, young creative industry practitioners, advertising effectiveness, advertisement content.*

INTRODUCTION

Advertising is a widely used marketing strategy for marketers today to effectively present and promote their products, services, and brand to consumers. With its wide diversity of forms, advertising has transitioned from traditional media to dominating the worldwide digital information technology (Sharma et al., 2022). Serving as a key vehicle to transmit information from marketers to consumers, advertising comprises various types of advertisements, including print ads and video-based ads. According to Junior Ladeira et al. (2022), different forms of advertisements exert distinct effects on consumer memory, potentially shaping their subconscious inclination towards the advertised product. Aligned with this statement, Raslie and Zaidi (2022) have asserted that advertisements are crafted to convey compelling messages to specific target markets, aiming to attract their interest, stimulate engagement, and ultimately drive sales. With the rapid advancement of technology, advertisements have become increasingly integral to marketing strategies, particularly in business-to-consumer settings, underscoring their paramount significance in contemporary commerce.

Najla and Lesmana (2021) have emphasized the captivating and impactful nature of video advertisements, stated 'a picture is worth a thousand words' to underscore the depth of messages conveyed through video advertisements. Unlike other advertising forms that

typically target singular objectives, video advertisements amalgamate various elements similar to solid or press advertisements. In today's fast-paced society, where individuals seek rapid information consumption, video advertisements serve as an ideal medium, particularly for the fast-food industry, which must swiftly adapt to evolving consumer preferences (Shruthi & Shariff, 2024). Notably, research by Shruthi and Shariff (2024) has demonstrated a significant prevalence of fast-food video advertisements across media platforms, reflecting the industry's inclination towards leveraging video advertisements for promotional purposes. Recognized for their ability to visually communicate information, video advertisements necessitate careful content selection to ensure consumers perceive them as genuinely valuable, a critical consideration for fast-food marketers (Elliott et al., 2023).

However, crafting effective advertisement content poses a formidable challenge for marketers. Beyond the substantial financial investment required for producing suitable advertisements tailored to consumer needs, marketers must also ensure the suitability and innovation of their content to effectively resonate with consumers and drive purchasing intent. This challenge is exacerbated by the prevalence of skip-ad options on media platforms, which increases consumer propensity to skip advertisements while experiencing irritation due to unappealing content or excessive length of video advertisements (Li et al., 2023). Consequently, marketers are compelled to dedicate additional effort to ensure their advertising content is consumer-friendly. Given the dynamic nature of market trends, the efficacy of fast-food video advertisements is questionable, particularly in an era dominated by the purchasing power of the younger demographic.

Numerous studies have analyzed the impacts of advertising, assessed its effectiveness, and explored its correlation with consumer attitudes. Researchers like Rehman and Al-Ghazali (2022) have highlighted the significant influence of advertisements and provided valuable insights into factors influencing consumer purchasing intentions. Despite the wealth of insights provided by previous research, there exists a notable gap in the literature, particularly concerning contemporary trends and the assessment of advertisement effectiveness from the perspective of the dominant younger generation. As emphasized by Shruthi and Shariff (2024), the primary consumers and potential customers of fast-food industry primarily belong to the younger demographic. Therefore, it is imperative to solicit opinions from this demographic to obtain fair and relevant feedback on advertisement effectiveness.

Additionally, electronic searches conducted across various platforms, including Google Scholar, Taylor and Francis, Science Direct, and Springer, have revealed fewer than ten research papers investigating the effectiveness of video advertisements from the viewpoint of young creative practitioners, as opposed to young fast-food consumers. Young industry creative practitioners also belong to the younger demographic; they are young individuals pursuing careers in the advertising and creative industries. Unlike younger consumers, young creative industry practitioners possess fresh perspectives, innovative ideas, and an inherent understanding of current trends, making them valuable contributors to the advertising discourse. Their professional experience and expertise provide critical insights into crafting and evaluating advertisements. Given their dual role as both industry professionals and members of the target market, the responses from young creative practitioners hold significant potential in enriching the discourse on this topic. The absence of studies addressing this specified demographic represents a shortfall in the current body of research, leading to a lack of up-to-date and professional knowledge that could offer fast-food marketers' invaluable insights into the effectiveness of their video advertisements.

Consequently, without access to this pertinent information, fast-food marketers may encounter challenges in producing video advertisements that effectively align with their marketing objectives and resonate with their target audience. Therefore, this study aims to fill this gap by evaluating the effectiveness of video advertisements launched by fast-food restaurants, leveraging qualitative methodology to capture insights from young professionals in the creative industry.

In this study, the researcher seeks to explore the four specific aspect of fast-food video advertisement from the eyes of young creative industry practitioners, namely information trustworthiness, visual characteristics, emotional arousal, and content engagement. By focusing on these dimensions, the study is poised to offer fresh insights and updates to the definition of effectiveness regarding fast-food video advertisements. For fast-food marketers, this research presents an opportunity to gain a novel perspective on evaluating the effectiveness of their video advertisements in today's dynamic market environment. Armed with a clearer understanding of how their video advertisement content impacts viewers, marketers can more adeptly assess its influence and refine their strategies accordingly. This newfound insight empowers marketers to craft fast-food video advertisements that better resonate with the preferences and demands of the new generation of consumers.

LITERATURE REVIEW

Video Advertisement

Among all types of advertisement, video advertisement are foremost in establishing and invigorating consumers' brand memories and increasing their propensity to purchase a certain product offered by advertisers (Beard et al., 2024). Generally, video advertisements combine visual and auditory elements to create a more immersive and memorable experience for viewers. This multi-sensory engagement assists in forming strong brand associations and recall. A study conducted by Zahoor (2022) highlighted the significant benefits that fast-food restaurants derive from new media marketing. Significant contributions to these benefits stem from the substantial budgets invested in advertising, particularly in video advertisements that comprising various engaging elements. In typical, video advertisements in the fast-food industry often incorporate appealing visuals, catchy music, and emotional narratives to capture the audience's attention and drive sales. Drawing from the literatures, it has found the existence of several factors impacting the influence of video advertisement content on consumers' buying behavior, which it includes content engagement, emotional arousal, information trustworthiness, and visual attractiveness of the video advertisement. Nevertheless, doubts persist about the factors' effectiveness in the current landscape. Rapid technological advancements have led to historical changes in human lives and consumer behaviors, necessitating a reassessment of the effectiveness of traditional factors. With modern consumers inundated with a constant stream of digital content, advertisements face challenges in standing out and capturing attention. Therefore, examining how these factors influence video advertisement effectiveness and their impact on consumer buying behavior in the contemporary context is crucial for advertisers.

Content Engagement

Content engagement, in its broadest sense, encompasses methods, tactics, and approaches aimed at ensuring that content is relevant to its audience, thereby increasing their involvement by providing valuable information and fostering a positive connection between

marketers and viewers (Lopes & Casais, 2022). According to Sunarso and Mustafa (2023), the content of a video advertisement holds utmost importance in a company's marketing strategies, as it significantly contributes to the promotion of the business and its products. Whether through value-added text, video, or audio elements, the content plays a pivotal role in directly or indirectly showcasing the company's offerings to the audience and simplifies product understanding. It is apparent that engaging video content can effectively communicate complex product features in an easily digestible manner, enhancing consumer comprehension and interest. This suggests that a well-crafted video advertisement can serve not only as a promotional tool but also as an educational medium that demystifies products for potential buyers. Meanwhile, Jiang et al. (2022) have pointed out that the effectiveness of advertising largely hinges on consumers' affinity for the advertisement. This underscores the importance of the advertisement's content, as it wields a considerable influence on its overall effectiveness. For instance, the researchers believe that the cornerstone of consumer engagement begins with content consumption. This entails providing viewers with access to relevant content tailored to their interests, piquing their curiosity with detailed information. Such an approach fosters a connection between the viewers and the video advertisement, laying the foundation for engagement.

In the research conducted by Wardana et al. (2022), the scholars claim that successful content communication through new media platforms can draw in faithful consumers, establish a close relationship with them, and impact their impression of products. This process also facilitates the dissemination of messages and information, as well as understanding audience preferences on social media. Onofrei et al. (2022) further claims that effective content engagement, influenced by psychological processes, can impact consumers' intentions to view, share, and promote advertisements. This can greatly benefit marketers through spreading positive word of mouth. It indicates that engagement extends beyond mere viewership, encompassing a broader spectrum of consumer behaviors that amplify the advertisement's impact. Apart from centering on consumers, previous studies have also highlighted the significant correlation between customer engagement and the efficacy of an advertising strategy from the practitioners' viewpoint (Trunfio & Rossi, 2021). However, the primary challenge regarding content engagement lies in its practical significance, given the evolving interests of consumers. The findings of researchers may not necessarily apply to newer generations, as authentic behaviors serve as a more direct measurement for businesses compared to research results. This challenge is exacerbated by the rapid pace of technological advancements, which continually shift consumer preferences and expectations. The dynamic nature of consumer interests and the rapid pace of technological advancements necessitate continuous adaptation and innovation in content strategies to maintain relevance and effectiveness.

Emotional Arousal

Emotional arousal is a critical component in advertising effectiveness. In previous research, Ahmadi et al. (2023) indicated that the emotional approach involves using positive or negative messages to evoke an emotional response and establish a connection between consumers and the advertised goods or services. Sulisty (2022) found that the emotional approach is the predominant creative strategy employed in fast-food advertisements. This preference stems from the belief that effectively leveraging emotions offers advertisers numerous ways to persuade and captivate consumers, ultimately driving product purchases through emotive language. Additionally, advertising practitioners consistently emphasize the crucial role of

emotion in advertising strategies, particularly in calls-to-action or enhance brand relationship with consumers (Poels & Dewitte, 2019). This underscores a strong dependence on emotional triggers to influence consumer behavior. Based on research by Agrawal and Mittal (2022), incorporating content related to brand character, such as emotion, is associated with higher consumer engagement than direct informative content. In essence, emotions elicited by video advertisements influence human behavior within an advertising context. Emotional resonance can create lasting impressions that straightforward information cannot, significantly shaping how advertisements are assessed by consumers and influencing their reviews of the content. However, the study by Aeron and Rahman (2023) stated that the influences of different emotions vary in various situations. Emotional appeals were superior to informational appeals for the majority of marketing objectives, and advertisements' memorability is associated with inspired passionate excitement. This suggests that highly charged emotional content can be particularly effective in making advertisements memorable. Yet, existing research does not adequately address the level of emotions applied in video advertisement content to arouse consumer feelings and impact buying behavior. The degree of emotional intensity, whether subtle or overt, can significantly alter the impact of an advertisement. Understanding the optimal level of emotional engagement required to trigger desired consumer responses remains a gap in current research. Addressing this gap is essential for developing more effective advertising strategies that precisely target consumer emotions and drive purchasing decisions.

Information Trustworthiness

As a fundamental aspect of study, information trustworthiness, as defined by Giffin (1967), concerns the receivers' perception of information as legit, genuine, or honest. Masuda et al. (2022) position it as one of the advertising characteristics that positively influences consumers' purchase intentions. Similarly, Xue and Zhou (2023) conclude that trustworthy information in social media greatly benefits unfamiliar and low-relevance marketers in eliciting positive advertising responses from consumers. Their findings suggest that trustworthiness can be a crucial differentiator for brands lacking initial consumer recognition. However, Ketelaar et al. (2015) argue that information trustworthiness towards an advertisement is only effective if consumers perceive the advertising as a reliable source of information. In situations where consumers lack trust in advertising, they are more likely to develop unfavorable attitudes and avoid advertisements altogether. With the rapid escalation of information and advertisement messages on new media platforms (Alzubi, 2023), distinguishing the credibility of information gleaned from advertisements has become increasingly difficult. This proliferation leads to consumer fatigue and heightened scrutiny, making trustworthiness even more critical. Consequently, consumers' perception of information trustworthiness in evaluating video advertisements remains uncertain. Hence, evaluating the impact of information trustworthiness on consumer buying behavior is crucial for future research in this area.

Visual Characteristics

According to Mundel et al. (2022), advertisers often embed advertisements with cues designed to communicate information to consumers. From the perspective of practitioners, consumers are accustomed to encountering visual cues, and incorporating visuals in advertisements could significantly enhance consumers' interest and engagement (Mulier et

al., 2021). Among these cues, visual elements such as products, endorsers, and overall design influence consumers' responses to advertisements. Consistency in visual cues plays a crucial role in determining whether an advertisement elicits strong or weak attitudinal responses from consumers. Schnurr et al. (2017) reveal that the visual attractiveness of an advertisement affects communication effectiveness, influencing viewers' likability and intentions to take action. In essence, compelling visuals not only capture attention but also enhance message retention and consumer engagement. Beard et al. (2024) highlight that individuals encounter thousands of advertisements daily and are more likely to engage with those that capture their interest within seconds. This underscores the importance of initial visual impact in a saturated advertising environment. Therefore, the visual attractiveness of video advertisement content is crucial for creating brand recognition in consumers' minds, especially considering the limited time available to capture their attention. However, consumer tastes and preferences toward video advertisements vary and evolve over time. This variability poses a challenge for advertisers to continuously innovate and adapt visual strategies to align with changing consumer preferences. In light of these considerations, analyzing the impact of visual attractiveness on video advertisement content is essential for optimizing advertising effectiveness.

METHODOLOGY

The research utilized semi-structured informant interviews to gather detailed narrative insights from participants regarding the effectiveness of video advertisement components in influencing consumer behavior. This approach ensures that responses are comprehensive and reflective of participants' experiences, aiding in achieving the research objectives. The study employed a criterion sampling approach, targeting individuals with professional experience in advertising and marketing within the age range of 25 to 30. This age group represents a new market segment with significant purchasing power, making their perspectives crucial for accurately evaluating the effectiveness of video advertisement components. Moreover, the expertise of informants in creative industries is valuable as they likely reflect current market trends. To ensure the credibility of opinions, interviewees were required to have at least four years of industry experience. The sample size was determined by data saturation, which occurred after gathering information from six interviewees. Additional data collection was deemed unnecessary as essential conclusions had been drawn, and further insights were unlikely. Content validity was ensured through expert evaluations of interview questions to comprehensively cover the research topic without ambiguities or omissions. Construct validity was confirmed by conducting a rehearsal interview to align questions with established knowledge in advertising and marketing. Data analysis was facilitated by NVivo software, a Qualitative Data Analysis (QDA) package, streamlining the process of analyzing qualitative data from interviews. The coding and thematic analysis involved examining, identifying, and classifying the dataset based on NVivo-generated transcripts. Through these methods, findings and responses from interviews were linked to theories and opinions from previous research studies, evaluating the effectiveness of video advertisement components on consumer buying intention in the fast-paced era.

RESEARCH FINDINGS

The study collected insights from the young creative industry practitioners to understand the factors influencing fast-food video advertisements' effectiveness in the current market context. In accordance with Braun and Clarke (2023), thematic analysis is the most used

analysis strategy with the aim to achieve an understanding of the meanings embedded in a particular data related to lived experiences. As a great match with the paper's direction and overall configuration, thematic analysis has been applied to ease the data analysis process of this paper. To begin with the analysis, the responses collected from the interview participants have gone through the process of transcribing, reviewing, as well as coding, and themes. The results from the empirical data have been categorized into four main themes to reflect the paper's questions and objectives. The data organized in the main themes have been compared and further examined to explore the differences and similarities of the data, thereafter, several distinct subthemes have been identified based on the similarities observed in the interview participants' responses.

Table 1: Themes and sub-themes of the study

Themes	Sub-themes
Content Engagement	Content Relevance Content Resonance Consumer Demands
Emotional Arousal	Advertisement Context Level of Emotions
Information Trustworthiness	Brand Reputation Consumer Psychology
Visual Attractiveness	Consumer Impression Colour Contrast Product Display

Theme 1: Content Engagement

During the analysis process, it has been explored that majority of the informants agreed with the significant influence brought by the video advertisement content and are highly pay attention to the variable to ensure the relevancy between the products and consumers during the production stage.

...it could resonate with the viewers and also serve as a guide for the viewer, in this case, to purchase the product (Informant P6).

...when the advertisement is more relevant to you and when you feel like you have similar stuff happens to you and also relevant to the advertisements, it will actually get your attention and also will affect your perception on the video advertisement. It actually will get more attention from the audiences to the advertisement (Informant P1).

...the consumers will observe which product is relevant to their life, which one can provide a best solution to solve their problems. So, the content must be relevant to the consumers if the company want to produce an effective advertisement (Informant P2).

...it is an advertisement rule that all advertisers should always follow (Informant P3).

The findings shed light on the importance of relevance in fast-food video advertisements. Informants emphasized that relevance to viewers' lives and experiences is crucial for capturing attention and influencing perceptions of the advertisement. They suggested that advertisements resonating with viewers and addressing their needs or problems are more likely to be effective. Additionally, informants stressed the significance of relevance as a fundamental rule for advertisers to follow. These insights underscore the necessity for advertisers to craft advertisements that align closely with viewers' interests and experiences to maximize effectiveness and engagement.

On the other hand, informants claimed that it is necessary for a video advertisement to include content that could create a resonance between the brand or product with the consumers. It has drawn the conclusion of content resonance is essential for the fast-food restaurant in producing an effective video advertisement.

...if the advertisement is having certain resonance with the audiences, it will increase the possibility for the video ads to get more attention from the audiences. From this, it will lead them to watch the full video ads, and the audiences will create more interest after watching it (Informant P1).

...if you make a scenario that what they feel when they are hungry all that. If you make the scenario in the advertisement, then it sure got the resonance of the advertisement, they can feel what the information that you trying to let them know, then this advertisement may consider as a good advertisement (Informant P4).

...It could resonate with the viewers and also serve as a guide for the viewer, in this case, to purchase the product (Informant P6).

The informants stressed the importance of content resonance in crafting impactful video advertisements for fast-food restaurants. They noted that resonant content, which connects with viewers' experiences and emotions, is key to capturing audience attention and driving engagement. By depicting scenarios that resonate with viewers, these advertisements can influence purchasing decisions and guide consumer behavior effectively. This underscores the significance of creating emotional connections and aligning with viewers' experiences to enhance effectiveness and foster consumer engagement in advertising campaigns.

Furthermore, informants also expressed the great emphasis placed on consumer demands when in the process of producing the content of a fast-food video advertisement. The response of the interview participant is as follows:

...it should meet with the consumers' demands. But the video advertisement also needs to show the reason how can it solve the consumers' demands, in which way they can helps (Informant P2).

Informants emphasized addressing consumer demands in fast-food video advertisements. Advertisements should align with and demonstrate how products meet these demands. They stressed showcasing benefits or solutions, indicating that successful advertisements resonate with viewers and provide clear reasons for consumer engagement.

Theme 2: Emotional Arousal

According to the responses collected, all the informants agreed with the impact of emotion richness on the effectiveness of a video advertisement. As concluded from the responses, the findings indicated that a stronger, deeper, and higher level of emotional richness is able to draw conversion and generate brand favorability by arousing the consumers' feelings, attaching with their emotions, and influencing their psychological motivations.

...the level of emotions is based on what their have found out, the consumers' traits and other stuffs. As a result, the restaurants can in a way persuade the target audiences to believe their video advertisements (Informant P1).

...it depends on how much you attach with the consumers' emotions. If let's say the level of attachment is deeper, then of course the consumers will buy the products without any second talk (Informant P2).

...if the video advertisement able to touch and reach the audiences' heart, it will definitely increase the brand credibility and in the same time drawing conversion (Informant P3).

...usually when you are doing a strong emotional video, may can get the resonance from the audiences (Informant P4).

...the strong emotional connection with consumers can influence their psychological motivations, so that can satisfy their emotional needs besides satisfy their functional wants (Informant P6).

Informants stressed emotions' pivotal role in video advertisements. They noted emotional resonance enhances persuasiveness and credibility, driving engagement and conversion. Advertisements touching viewers' hearts bolster brand credibility and foster strong emotional connections, satisfying both emotional needs and functional wants.

Advertisement context is one of the crucial elements to be taken into consideration when utilizing emotional strategy to produce a video advertisement, especially the video advertisement to be used by a fast-food restaurant. Informants revealed that the emotional advertising strategy is more impactful than the other and it can be used to attract the consumers' attention and appeal to them in taking purchase consideration.

...emotional advertising will be more effective. I mean the consumers have become smarter and smarter. Let's say if you keep on pushing your selling points or your product price. Actually, to me those advertisement is considered outdated, it's no longer attract the consumers. So, I think the new ways of attracting consumer must be related to some kinds of stories, or what you say emotions. Based on these kinds of elements, then I feel that it is more attractive to the consumers (Informant P2).

...always prioritizes on exciting and happiness. That will create a better result for the video advertisement (Informant P3).

...nowadays the advertisements are getting very boring, if it just only pushes the sales or push you to buy the products or all those stuffs. So, I think, emotional advertising they are good, especially when it comes with a good script, they might surprise the audiences (Informant P5).

...it could build an emotional connection with consumers (Informant P6).

Informants highlighted the waning effectiveness of traditional sales-focused advertisements due to evolving consumer preferences. They advocated for emotional storytelling over product-centric approaches to engage modern, discerning consumers. Prioritizing emotions, excitement, and happiness in advertisements is key to surprising and captivating audiences, reflecting a shift towards emotionally-driven advertising aimed at building strong consumer connections.

Nevertheless, emotional arousal can be effective in advertising but may vary depending on the industry and context. Emotional marketing strategies may have become saturated in various industries, making direct-sales advertising more suitable for fast-food video advertisements aimed at generating sales.

...for the fast-food advertisement, what they really need is directly present the foods or their new products to the target audiences (Informant P1).

...if you are just a normal fast-food restaurant, you are not going to plan to do branding, then emotional videos are not suitable for you. Maybe you can just do a TVC, very straight forward to show your product, it is more efficient for you (Informant P4).

Informants emphasized the need for advertising strategies to be efficient and relevant, suggesting that emotional videos may not be suitable for fast-food restaurants, particularly when they prioritizing sales over branding. This underscores the importance of aligning advertising approaches with specific goals and audience preferences when creating fast-food video advertisements.

Theme 3: Information Trustworthiness

Subsequently, informants believed that consumers rely more on a fast-food restaurant's brand reputation or celebrity endorsements than the trustworthiness of the information presented in video advertisements. Informants have stated that the consumers would not place a great emphasis on the trustworthiness of the information that is conveyed in a fast-food video advertisement, and their way to evaluate the products or services offered by the company is based on the company itself, such as its brand reputation or the product spokesperson.

...the consumers' trust is most likely based on the reputation of the fast-food restaurant itself, but not the information conveys in the video advertisement (Informant P2).

...the celebrity endorsement definitely enhances the fast-food restaurant credibility due to the fact that the main reason of the advertisement is to catch the users' attention (Informant P3).

...As for myself, if I saw some celebrity, they are doing advertisement of my certain favourite food, or even some unknown food, even if they just advertise for them, I will be willing to try out, it has a very big impact for the advertisement (Informant P5).

Informants noting that consumers primarily base their trust on the restaurant's reputation rather than advertisement content. Alternatively, they acknowledged the significant impact of celebrity endorsements in enhancing credibility by leveraging the influence of well-known figures to capture attention. The findings highlighted the greater influential role of endorsements in shaping perceptions and driving purchasing decisions in the fast-food industry.

Informants revealed that consumers often accept that advertisements are for promotional purposes and may not reflect the actual product. Hence, it is suggested that information trustworthiness may not significantly impact the effectiveness of fast-food video advertisements. Therefore, emphasizing trustworthiness in fast-food advertisements may not be a priority.

...normally in a video advertisement, the food is always very nice, but the one we bought will not be exactly the one we see in the video advertisement. So, in my perception, I think we are not really care about how the foods present in the fast-food advertisement (Informant P1).

...we are also already accepting what they are doing like what kind of advertisement, even though we know that the ads are only for advertisement purpose, we know that it won't be the real food that we going to eat, but people will still accept what we saw (Informant P4).

...consumers are smart and they won't take the words into primary consideration when comes to purchase decisions (Informant P6).

Informants discussed consumer perceptions of fast-food advertisements, noting that viewers do not make assumptions on the information given in video advertisements, and they expect differences between advertised and actual products. While visual appeal may not be a top concern, consumers recognize advertisements' persuasive intent but may prioritize other factors in purchasing decisions. This suggests consumers are discerning about information shared by an advertisement, but influenced by various factors beyond advertisement visuals.

Theme 4: Visual Characteristics

Visual attractiveness of a video advertisement is playing a significant role in shaping the consumer impression of the products or services offered by a company. Based on the findings, it has been explored that the aforementioned statement is especially pointing to the video advertisement launched for the food and beverage industry.

...visual attractiveness of fast-food video ads is very important especially when they are presenting the ingredients, shooting the video ads, the elements, the ingredient they used in the video is important to present the food to the target audiences (Informant P1).

... it represents the first impression of the viewers towards the product, or even the company itself... they do not know about the products, so the visual of the video advertisement could in a way shapes their impression towards it, like whether it is delicious and worth for them to buy it. The visual attractiveness of a fast-food video advertisement is important, to attract the consumer attention, and transfer it into the intention to purchase (Informant P2).

...it will be presenting to the audience how they should be expecting the foods, and then visual appealing advertisement will leave a very great impression to the audiences that the food is taste good (Informant P3).

...it is a very important thing for usually all the food product business. I think it is a must to do for their product advertisements. Nowadays, the economic is under eyes-ball economic, what you see first, then only you buy. It is not that what you feel first, only you buy (Informant P4).

...visual is everything. When we put the food, we will think of the visual, we will consider the visual before we even tasting it. Even if the food doesn't taste that good, but it looks good on advertisement. I will be very glad to try it (Informant P5).

...visual attractiveness is the primary factor to attract people' eyes. It is something eye-grabbing, able to evoke people desire, and make the image stay in their mind. We often emphasize visual communication in our ad production as human is a visual animal (Informant P6).

The informants unanimously underscore the pivotal role of visual attractiveness in fast-food video advertisements. They emphasize that visually appealing presentations of ingredients are crucial for shaping viewer impressions and purchase intentions. Highlighting visual appeal captures consumer attention, influencing perceptions of taste and quality. In today's visually-driven economy, initial impressions heavily impact purchasing decisions, highlighting the vital role of visual communication in driving sales in the fast-food industry.

In the situation of all the informants agreeing with the strong impact of visual attractiveness, there are different methods of measuring the visual attractiveness of a video advertisement. For instance, informants prioritize the aspect of colour contrast when evaluating the visual attractiveness of a video advertisement

...visual and colour are very important because it will affect the customers' perception and also the willingness for them to buy the food (Informant P1).

...the contrast, the colour, how it presents to the viewers is the most important thing (Informant P3).

...it more about the colour, the contrast about it, because when the food if you want to do an attractive video, the visual, mostly it must be colourful, at the first point, those kind of product you must shoot as it like a fresh one (Informant P5).

On the other hand, product display is also significant for a video advertisement production as it could influence the consumers' impression of the products, and the supporting pieces of evidences are as shown:

...for the position of the product, it is very important to make it very catchy, when you are looking to the video, and we know, this food is the product they want to show in the ads (Informant P1).

...The ways of shooting the advertisement, like how the products being record, the ways it drops from top to down, the technique used in the production process (Informant P2).

...like if you advertise on the mcd burger, must make the patty as bigger as it can, and then the vegetables are very fresh, tastes like very mouthful and fresh, those kinds of stuffs (Informant P3).

...the main factors is the product. If product is presented nicely, then it attracted people (Informant P6).

Overall, the informants emphasize the crucial role of visual attractiveness in video advertisements, particularly in the food industry. They highlight the importance of color contrast, product display, and effective presentation techniques in capturing viewers' attention and shaping consumer perceptions. By prioritizing these elements, advertisers can create compelling advertisements that drive consumer interest and purchasing behavior.

DISCUSSION

The findings of this study significantly contribute to addressing the gap in previous research. Firstly, concerning the practical significance of content engagement in fast-food video advertisements. By exploring the perspectives of young creative practitioners, it becomes evident that the lack of variety and outdated content in current fast-food video

advertisements is a prevalent issue. This underscores the importance for marketers to produce content that not only resonates with consumers but also effectively engages them.

Moreover, the study highlights the nuanced role of emotional arousal in fast-food video advertisements. Contrary to expectations, the findings suggest that emotional arousal may not significantly impact the effectiveness of such advertisements. This aligns with previous research by Aeron and Rahman (2023), which emphasizes the contextual variability of emotional appeals. As emotional advertising saturates various industries, including fast-food, its effectiveness may diminish, particularly in the context of direct-sales advertising objectives. With this in mind, marketers in the fast-food industry may need to reconsider their reliance on emotional appeals and explore alternative strategies to engage consumers effectively.

Additionally, the research findings challenge the conventional wisdom regarding information trustworthiness in advertisements. Despite the common belief that trustworthiness influences consumer attitudes and purchasing intentions, the study suggests otherwise. Young creative practitioners assert that consumers are increasingly discerning and skeptical of advertisements, rendering trustworthiness less impactful. This finding underscores the evolving nature of consumer perceptions and indicates that trustworthiness may not hold as much sway over purchasing decisions as previously thought. Consequently, marketers must adapt their strategies to align with consumers' changing perceptions and find alternative ways to establish credibility and trust.

Lastly, the study underscores the importance of visual attractiveness in fast-food video advertisements. The positive reception of factors such as color contrast, product display, and overall visual appeal by respondents aligns with existing literature emphasizing the critical role of attention-grabbing visuals in advertising effectiveness. However, it is crucial for marketers to consider that consumer preferences and viewing angles may vary, suggesting the need for further exploration of additional factors influencing visual attractiveness in fast-food advertisements. This implies that while attention-grabbing visuals remain crucial, marketers should continually refine their visual strategies to align with evolving consumer tastes and preferences.

For future research, there are several potential avenues worth exploring beyond the scope of fast-food advertisement analysis. One such area involves broadening the focus to encompass various types of advertisements across different industries. To facilitate this, future researchers could present examples of fast-food advertisements to informants and solicit their opinions and insights. This approach would enrich the diversity of perspectives and also provide a more comprehensive understanding of the effectiveness of video advertisements across different sectors.

Additionally, it would be beneficial to conduct a comparison study involving more experienced practitioners within the advertising industry. By contrasting the viewpoints of experienced professionals with young creative practitioners, future researchers can gain valuable insights into potential differences in perception and strategy. This comparison could reveal whether there are significant disparities in thought processes, approaches, or preferences between novice and experienced professionals. Such insights could inform best practices within the industry and contribute to a deeper understanding of the evolving landscape of video advertisement effectiveness.

CONCLUSION

This study has investigated the factors influencing the effectiveness of fast-food video advertisements from the perspective of young creative industry practitioners. The study found that content engagement and visual attractiveness are key elements that can enhance the effectiveness of these advertisements in influencing consumers' purchase intentions. However, emotional arousal, while relevant to advertisement effectiveness, may not be well-suited for the fast-food industry. Surprisingly, information trustworthiness had no significant impact. Overall, this research contributes valuable insights for advertising agencies through leveraging the specialized expertise of young professionals, addressing a gap in fast-food restaurants' ability to keep pace to the rapidly changing dynamics of the market, and offers a theoretical enhancement to existing models.

BIODATA

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