

## Show Products or Show Endorsers: Immersive Visual Experience in Fashion Advertisements on Instagram

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**Abstract :** Over the turn of the century, the advertising landscape has evolved significantly, from print media to digital media. In line with the shift to the advanced science and technology dramatically shake the framework of societies Fifth Industrial Revolution (IR5.0), technological endeavors have increased exponentially, which influenced user interaction more inspiring through online advertising that intentionally leads to buying behavior. Users are more accustomed to interactive content that responds to their actions. Thus, immersive experience has transformed into a new engagement experience To centennials. The purpose of this paper is to investigate pleasure and arousal as the fundamental elements of consumer emotions and affective responses to marketing stimuli. A quasi-experiment procedure will be adopted in the research involving 40 undergraduate students in Nilai, Malaysia. This study employed a 2 (celebrity endorser vs. Social media influencer) X 2 (high and low visual complexity) factorial between-subjects design. Participants will be exposed to a printed version depicting a fashion product endorsed by a celebrity and social media influencers, presented in high and low levels of visual complexity. While the questionnaire will be Distributing during the lab test session is used to control their honesty, real feedback, and responses through the latest Instagram design and engagement. Therefore, the research aims to define the immersive experience on Instagram and the interaction between pleasure and arousal. An advertisement that evokes pleasure and arousal will be likely getting more attention from the target audience. This is one of the few studies comparing the endorses in Instagram advertising. Also, this research extends the existing knowledge about the immersive visual complexity in the context of social media advertising.

**Keywords :** immersive visual experience, instagram, pleasure, arousal

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