

Instagram Content Towards Customers' Purchase Intention for Start-up Culinary Company

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Abstract — Instagram is one of most popular social media platform used around the world. As one of marketing communication channel, Instagram becomes important to company because its existence to communicate company's product to customers. Kisse Cookies Sehat as a start-up culinary company focused in healthy cookies product also plan to maximize its performance by communicating its product in online, which is use Instagram. To optimize the Instagram marketing, the company must be able to create contents and drive the customer to share the company's content through their social networks. The aim of this research is to determine the suitable content of Instagram for star-up companies that will affect the customers purchase intention. The methods used in this research are collecting data from questionnaire that distributed to Instagram user, and analyzing using multiple regressions. Furthermore, the analysis found that the most influencing Instagram content toward customer purchase intention is Repost. Repost as content based on customer preferences must become consideration for start-up owner to improve its Instagram performance.

Keywords : *Social media content; Instagram content; Purchase Intention.*

I. INTRODUCTION

Social media becomes one of most popular media platform used around the world. The definition of social media itself is a group of internet-based applications that allowed the creations and exchange of user generated content and build on ideological and Web 2.0 of technological foundations ^[1]. As one of marketing communication channel, social media become important to company because its existence to communicate company's products to customers in order to attract customers.

Based on market survey, showed that the most popular social media used by SMB's are Facebook, Twitter, and LinkedIn ^[2]. But, the trend is changes when Instagram an application that enables people sharing photo and video coming up to the society. The users of Instagram nowadays are 300 million users, which is higher 16 million users compared with Twitter that has 284 million users ^[3]. This is reasonable because in culinary industry, there are many companies already

using Instagram to communicate its product. Some of the brands are Soyjoy, Fitbar from Kalbe, Oatbits, and Hellosunshine.

This phenomenon makes Kisse Cookies Sehat as a start-up culinary company focused in cookies product also plan to maximize its performance by communicating its product using Instagram. In this time, the company already used Instagram. But the performance of the social media not strong enough to attract the customers, it is proven by the number of people that followed, likes, and shares our Instagram post is still small. It's affected the conversion to customers purchase intention are low too. Besides that, the company has many competitors that make customers have many alternatives to fulfill their needs. This condition makes company strongly want to maximize the performance of its Instagram.

Furthermore, the visual content nowadays is the most part people clicked and viewed ^[4]. From e-WOM (Electronic Word of Mouth), message in e-WOM is the key the successful of e-WOM to affect customer purchase decision. The message is content for e-WOM ^[5]. So, the company needs to define clearly the content for its Instagram that affected customer purchase intention. By knowing the Instagram content will help company to make strategy that can be implement to increasing the customer purchase intention towards company's Instagram content.

II. LITERATUE REVIEW

A. Instagram Needs Content

Instagram is an application for sharing photo and video with other users. The application enables people to upload photo that existed in their phone or taken photo directly by using Instagram camera and then published it. Instagram is a visual content sharing network for mainly mobile devices, focused on taking and sharing of photos with friends, and free to use ^[6]. The targeted area of Instagram is wide because linked to Facebook and Twitter.

Content is the basic of the Instagram presences, which provided attractive content with consistent basis ^[7]. Company must be able to set a content calendar that included the date and campaign that will launch on post. The content calendar should be flexible because sometimes the best content is the post that

taken spontaneously. Flexible means that the schedule is ready with the content, so anytime needed the content can be posted to get social network intention. Content can be user-generated content by using hashtag. Alicia stated that by organize the company's fans photo that used company product will increased the engagement rate of the audience. Still, the company also must be able to develop content guideline for company's team. The guidelines are the style, publishing, and workflow. The style is consisting of brand aesthetic, composition which is the background, white space balance, dominant color(s), and subject that showed on photo, using filter, lux and creative tools to enhance the photo, using hashtag, add to map photo, tag people, social sharing, use landscape. Besides that, the company also needs to create content about team member and their roles, also optimize company's bio and link.

Instagram profile will always the number one customers seeks before searching on the company's website, especially for social media natives. Instagram assumed to gives more info, tell more about the product and the company, and answered what people expected today, which is the practical [8]. Research found that content is important for Instagram.

B. Content Toward Customer Purchase Intention

The customer purchase are consists of need recognition, information search, evaluation of alternatives, purchase decision, and post purchase behavior [9]. The first stage is need recognition when customer has problem or need that needed to solved or fulfilled. The second stage is information search, in order to fulfill their needs customer searching for information about solution they needed. The information sources can be from personal sources; such as family, friends, neighbors, and acquaintances, commercial sources; such as advertising, salespeople, dealer website, and packaging, and display, public sources; such as mass media, consumer rating organization, and Internet searches, also from experiential sources; such as handling, examining, and using product [9]. Instagram as one of commercial sources will be one of solution for customer to search information that they needed. A good content of Instagram will serve good impression to customer. Next, the evaluation of alternatives will evaluate the information they got to come up with best choice. Sometimes the buying decision made not by customer itself but because of its friend's recommendation, online reviews, or salespeople [9]. So, it is possible for company to influence customer by serve content like brand ambassador, customers testimony, etc. that might have affected their purchase intention to bought products. The fourth stage is purchase decision where customer already chose their best solution. And the last stage is the post-purchase behavior when the customer makes respond about the product they've chose. This stage is called as condition when the relation between customer's expectation and product's perceived value are showed [9].

Further, the customer purchase behavior is influenced by buyer's characteristic which is the cultural, social, personal, and psychological characteristics [9]. Content that applied on Instagram are suits to customer social characteristics which is customer use their social networks as references to creating purchase decision. Then, word of mouth and buzz marketing;

and online social networks are influenced customer purchased behavior. The buzz marketing is kind of marketing that involved brand ambassador as opinion leader to customer. The opinion leaders will influence its follower to use same product with them [9]. And the opinion leader itself, just like brand ambassador is a part of content. This proved that content affecting customer purchase intention.

III. RESEARCH METHODOLOGY

To obtain the aim of this research, the research will have conducted using quantitative research method. This research analyzes the suitable content of Instagram for culinary start-up company that affecting customer purchase intention. The independent variable of this research is content factor (X) consists of bio, product's visual, endorsement, caption on photo, hashtag, repost, and testimony. Otherwise the dependent variable is customer purchase intention.

A. Research Design

To complete the research, the researcher followed several steps that lead to find out the solution to the problem identification. Here is the step in doing the research.

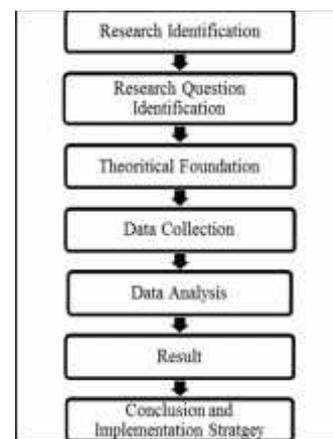


Fig. 1. Research Design

B. Dependent and Independent Variable

The dependent variable responds to the independent variable; it is called dependent because it "depends" on the independent variable. In this research, the dependent variable used is the customer purchase intention toward Instagram content. The independent variable is Bio, Product's Visual, Endorsement, Caption on Photo, Hashtag, and Repost. The independent variable is also derived into several factors that lead to suitable content Instagram. The detail content of each variable used in this study is as below:

- 1) *Bio's Visual*
 - X1: Put company brand
 - X2: Put company tagline
 - X3: Put company contact
 - X4: Put company website

2) Product's Visual

- X5: Subject on photo
- X6: Background photo
- X7: Dominant color used
- X8: White space balance on photo

3) Endorsement

- X9: Endorsing actress/actors
- X10: Endorsing food bloggers
- X11: Endorsing chef
- X12: Endorsing nutrition expert

4) Caption on Photo

- X13: Explained the subject of the photo
- X14: Give information about the product
- X15: Story telling about the process behind the photo
- X16: Give customer's testimony

5) Hashtag

- X17: Hashtag for product
- X18: Hashtag for related product
- X19: Hashtag for event followed by the company
- X20: Hashtag to people that endorsed

6) Repost

- X21: Repost endorsement photos of company's product
- X22: Repost endorsement activity post
- X23: Repost healthy food post
- X24: Repost health information post

C. Data Collection

The research technique used in this study is a sample survey by spreading a questionnaire. Respondents were surveyed using a structured questionnaire to measure content factors which were classified as bio, product's visual, endorsement, caption on photo, hashtag, and repost. The research used a scale that was constructed with five-point Likert type statements in which respondents were asked to indicate their level of agreement for the statement provided. The level of agreement is 1 for strongly agree to 5 for strongly disagree. The method used in this research is an online survey by spreading a questionnaire online that simplifies the researcher's data collection and also simplifies people to fill out the questionnaire.

D. Population and Sample

In this study, the population targeted is college students that use Instagram in their daily lives. The sample is comprised of 140 respondents. It is because the number of samples must be at least 5 times the number of variables [10]. The sampling technique used is a random sampling method. Based on the objective and the variables stated above, this research is categorized as a descriptive research. This research tests the hypothesis of Instagram content affecting customer purchase intention.

E. Statistical Analysis

To determine the important factors influencing customer purchase intention on a culinary product, multiple regressions will be applied in this study. Before analyzing the data, it needs to pass the Classic Assumption Test as the requirement for multiple regressions. The test consists of linearity, normality, multicollinearity, autocorrelation, and heteroskedasticity tests. The data are assumed to have a normal distribution if the significant value is >0.05 , the researcher uses the One-Sample Kolmogorov-Smirnov Test. The multicollinearity is accepted if the tolerance is >0.1 and the VIF is <10 ; it means that there is a correlation between independent variables themselves.

The researcher uses Collinearity Diagnostics. Otherwise, the heteroskedasticity test is fulfilled if the significant value is >0.05 , which means that the data are proper to use to predict the independent and dependent variables. In this study, the researcher will use the Glejser Test [11]. Further, the linearity will be tested using the Compare Means with Test for Linearity. The result is accepted if the significant linearity is <0.05 [12]. It means that the regression model can be used to describe the effect of variables. The autocorrelation will be tested using the Run Test; the result is accepted if the significant value is higher >0.05 [13]. It means that the data are non-autocorrelated, which is good.

The result leads to customer preferences, whether the variable affected their purchasing intention to the company's products or not. To know the most influential variable, the researcher will calculate the total value from 1 to 5 of each variable factor and analyze the data, then transform it into an interval. Then, the result will indicate the influential variable by doing 2 tests, which are the t-test and f-test.

The t-test, also called a partial test, is used to test the relationship between each independent variable and the dependent variable [12]. The t-test will compare the t-test value and the t-table; if the t-test value $>$ t-table and the significant value $<$ significant level, it means that the variable is significantly influencing purchase intention. The f-test will indicate whether the independent variables simultaneously influence purchase intention. The f-test compares the f-test value with the f-table; also, a significant value with a significant level. The f-table is obtained by using the formula below [14]:

$$Df(n1) = k - 1$$

$$Df(n2) = n - k$$

If the f-test value $>$ f-table, and the significant value $<$ significant level, it means that the independent variables simultaneously influence purchase intention [12].

IV. DATA ANALYSIS AND FINDING

A. Demographic Information of The Participants

TABLE I. DEMOGRAPHIC INFORMATIONS OF THE PARTICIPANTS

Demographic Factors	Respondent	
	Number	Percentage (%)
Sex		
Female	74	52.85714
Male	66	47.14286
Instagram Users		
Yes	140	100
No	0	0
Habit on using Instagram		
6.00 – 9.00	10	7.142857
>9.00 – 12.00	9	6.428571
>12.00 – 15.00	18	12.85714
>15.00 – 18.00	13	9.285714
>18.00 – 21.00	51	36.42857
>21.00 – 24.00	33	23.57143
>24.00 - <6.00	6	4.285714
Following Instagram culinary account		
Yes	74	52.85714
No	66	47.14286

The respondents were almost equal between female (53%) and male (47%). All of respondents are Instagram users, it indicates that the result from the data fulfilled the criteria of respondent needed. Most of respondents using Instagram often in evening (>18.00 – 21.00) 36% and >21.00 – 24.00, 24%. It indicates that evening is the best time for company to post photo or video on their Instagram account. Then, more of respondent also following Instagram culinary account (53%) and the rest (47%) is not. It indicates that from amount respondent, they already had attracted in Instagram culinary account and had reason why they followed that account.

B. Validity and Reliability Test

Validity Test – All the indicators are valid. The requirement for validity test is pearson table of product moment. The value of the t-table of product moment for N=140 is 0.1654 with a significance level of 0.1%.

The result for the validity test is shown below.

TABLE II. VALIDITY TEST RESULT

	Variable	Pearson	Validity
Bio	X1	0.739	Valid
	X2	0.718	Valid
	X3	0.770	Valid
	X4	0.759	Valid
Visual	X5	0.668	Valid
	X6	0.824	Valid
	X7	0.807	Valid
	X8	0.810	Valid
Endorsement	X9	0.789	Valid
	X10	0.780	Valid
	X11	0.803	Valid
	X12	0.712	Valid
Caption	X13	0.871	Valid
	X14	0.855	Valid
	X15	0.778	Valid
	X16	0.770	Valid
Hashtag	X17	0.847	Valid
	X18	0.855	Valid
	X19	0.847	Valid
	X20	0.816	Valid
Repost	X21	0.856	Valid
	X22	0.841	Valid
	X23	0.851	Valid
	X24	0.774	Valid
Customer Purchase Intention	X25	0.701	Valid
	X26	0.797	Valid
	X27	0.719	Valid
	X28	0.512	Valid

Reliability Test – The reliability test is needed to ensure that the data will consistently measure what it is intended to measure over time. Scale of the reliability of the instrument used in this research was also testing using SPSS 20.0. All dependent variable are completely reliable, which means considered to be good. The reliability test result of the data shown below.

TABLE III. RELIABILITY TEST RESULT

Variable	Alpha Cronbach	Reliability
Bio	0.735	Reliable
Visual	0.784	Reliable
Endorsement	0.773	Reliable
Caption	0.832	Reliable
Hashtag	0.863	Reliable
Repost	0.850	Reliable
Customer Purchase Intention	0.620	Reliable

C. Finding

The result found that the significant linearity values for all independent variables are <0.05 and the significant deviation from linearity are >0.05 means that all independent variables are linear and can used for describe the effect of the variables to dependent variables. From SPSS 20.0 got the result of Assymp sig as 0.905 higher than significant level (0.05), it means that the data normally distribute. The values of tolerance for all independent variables are higher 0.10 and the VIF values are smaller 10. There's no multicollinearity happened between variable means that multicollinearity test accepted. Using SPSS 20.0 found that the significant of variables are 0.90 higher than significance level 0.05, means the autocorrelation test fulfilled because there's no autocorrelation between variables. The regression coefficient value had significant value >0.05 means that the variable in this study is not experience heteroskedasticity.

All of the classis assumption test have done, the next step is to analyze the result of the multiple linear regression.

TABLE IV. MODEL SUMMARY FIRST TRIAL

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.482 ^a	.232	.198	2.23742	1.684

Table shows that 23.2% of the variance in customer purchase intention can be explained by the Bio, Product's Visual, Endorsement, Captions, Hashtag, and Repost. The other 76.8% are explained by other factors excludes the factor in this research.

F-test

The result of f-test is present in Table 5.8. The f-table used in this research is 2.28 with 5% significance level. The f-test value from the independent variables is 13.188 > 2.28. Then, the significant value of the test is 0.00 < 0.05. It means that the Bio, Products' Visual, Endorsement, Captions, Hashtag, and Repost simultaneously have significant impact to customer purchase intention.

TABLE V. ANNOVA TABLE FIRST TRIAL

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	201.474	6	33.579	6.708	.000 ^b
	Residual	665.806	133	5.006		
	Total	867.279	139			

T-test

The result of regression showed the t-value and the significant of the model show as in Figure 8. The t-table used for N=140 with significant level 5% is 1.97705^[11].

TABLE VI. COEFFICIENT TABLE FIRST TRIAL

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	8.926	1.218		7.330	.000
Bio	.060	.078	.068	.769	.443
Visual	.147	.080	.163	1.838	.068
Endorsement	-.018	.079	-.021	-.229	.819
Caption	.157	.086	.184	1.820	.071
Hashtag	.037	.072	.048	.515	.607
Repost	.170	.076	.217	2.240	.027

Table shows that with significant level 5%, only Repost has significant effect toward customer purchase intention with significant 0.27. The result is with 10% significance level, from all variables there are 3 contents that significantly influencing customer purchase intention, which is Product's visual, Caption on photo, and Repost, with each significant values 0.68, 0.71, and 0.27.

Second Trial

Then, the second trial done for Product's visual, Caption on Photo, and Repost to know the most influencing variables.

TABLE VII. MODEL SUMMARY SECOND TRIAL

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.475 ^a	.225	.208	2.22260

a. Predictors: (Constant), Repost, Visual, Caption

Table above shows that 22.5% of the variance in customer purchase intention can be explained by the Product's Visual, Caption on photo, and Repost. The other 77.5% are explained by other factors excludes the factor in this research.

F-Test

TABLE VIII. ANNOVA TABLE SECOND TRIAL

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	195.449	3	65.150	13.188	.000 ^b
	Residual	671.831	136	4.940		
	Total	867.279	139			

a. Dependent Variable: Customer_Purchase_intention

b. Predictors: (Constant), Repost, Visual, Caption

The f-table used in this research is 2.28 with 5% significance level. The f-test value from the independent variables is 13.188 > 2.28. Then, the significant value of the test is 0.00 < 0.05. It means that the Bio, Products' Visual, Endorsement, Captions, Hashtag, and Repost simultaneously have significant impact to customer purchase intention.

T-Test

TABLE IX. COEFFICIENT TABLE SECOND TRIAL

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.423	1.026		9.181	.000
	Visual	.147	.079	.163	1.853	.066
	Caption	.178	.076	.210	2.354	.020
	Repost	.192	.064	.244	2.979	.003

The result shows that the most influencing variable toward purchase intention is repost with t-value 2.979 and significant value 0.003. As mentioned in literature review, buying decision made by customer itself but with recommendation of their friends, online reviews, or salespeople^[9]. Repost included repost endorsement post of company's product, endorsement activity post, food post, and health information's post was gives customers review of product by online, which means give them information about company's product. Internet nowadays allows Electronic Word of Mouth (eWOM) that gives customers sources to get information about quality of product and service via online^[15]. Repost as part of online review also can categorize as eWOM, which is in repost companies reposting endorsement testimony about company's product in their Instagram account, which influencing customer intention on buying company's product.

However for the rest of Independent variables, which are Bio's, Endorsement, and Hashtag found to be insignificant towards customer purchase intention. Bio is a content that provide identity which means part of branding. Bio easily interpret company mission by looking for their logo and profile picture^[16]. Endorsement is content with using endorser as brand ambassador to communicate company's product. The purpose of this content is to communicate that the endorser using our product and posting that in their Instagram's account. Hashtag is content with purpose to makes our product easily access by using hashtag that will leads to post that has same hashtag. Overall, these contents are supposed to communicate company's brand not to attract customer, different with product's visual, caption, and repost that directly attract customer by product's visual and its information in caption, also announce brand ambassador post about company's product. Users of social media prefer company operate their social media account official of Instagram and Pinterest, but the impact of brand generated content from these social media is smaller than user generated content^[17]. So, it is reasonable why bio, endorsement, and hashtag not significantly affecting customer purchase intention.

V. CONCLUSION

A. Research Implication

This study has found several implications for start-up culinary owners in order to improve their Instagram account performance, as follows:

- The competition in culinary industry is hard. The owners of start-up must be always up to date to new strategy for winning in the competition. The fact is,

many research has found that Internet is a media for marketing. As new era of Internet marketing, the company updated to having social media especially nowadays Instagram as marketing media tools to keep in touch with its potential and loyal customers.

- The trend of marketing always changes, nowadays the Instagram gives start-up company chance to marketing its product by online for free. The existence of Instagram as marketing media is becomes opportunity to start-up to communicate its product globally. As users of Instagram, start-up culinary must be able to improve their content. The research have found that the most effecting content toward customer is repost, and then followed by caption and product's visual. This can be references for creating content refers to the finding of this research which leads to better performance of their Instagram which is the increasing of customer purchase intention for their products.
- There some limitations within this research. Firstly, the research only focusing on Instagram users, along with the trend of social media and the most active social media account by Kisse Cookies. Secondly, the research is only conducted in one industry, which is culinary industry. Third, the research is not considered gender opinion, assumed that man and female has same opinion about variable asking. Fourth, the research not consider difference age, means that every single person has the same opinion about content Instagram to influence their purchase intention.

For further research, researcher should consider other platform of social media that might be affecting customer purchase intention. Secondly, the research should conduct not in one industry, but comparing one industry with other industry to get more objective result. Next, researcher should consider the difference opinion and preference of male and female. And the last, researcher for further research should consider about difference age where the research compare opinion from respondent from different age.

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