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The Influence of Social Media Marketing Instagram towards Brand Awareness, Brand Image, and Brand Loyalty of @Somethincofficial

Pranaditya Sukmaningrum

Student, International ICT Business, School of Economics and Business,
Telkom University, Indonesia

Indrawati

Lecturer, School of Economics and Business, Telkom University, Indonesia

Abstract:

After China and India, Indonesia has the third greatest number of internet users in Asia. Because of the large number of internet users in Indonesia and the extensive usage of social media in the country, one of them is Instagram. Understanding the factors that influence brand awareness, brand image, and brand loyalty on social media marketing, Instagram is a tremendous chance for business owners who want to strengthen their brands in the eyes of their customers. This study intends to develop measurement materials to assess the impact of Instagram marketing on brand awareness, image, and loyalty in one of Indonesia's leading skincare brands, "Somethinc." Entertainment, Interaction, Trendiness, Advertisement, and Customization are the sub-dimensions that will be employed in this study. The information for this study was gathered by sending out online surveys to Instagram users who follow the Somethinc social media account (@somethincofficial). This study employed SPSS software to examine the validity and reliability of 30 Indonesian respondents. The findings of this investigation show that all measurement materials are valid and reliable and can be used for further research.

Keywords: Social media marketing, Instagram, brand awareness, brand image, brand loyalty

1. Introduction

With the rapid expansion of the Internet over the past two decades, human life has been more accessible, primarily due to the availability of Social Media platforms that provide services for human-to-human communication, story sharing, and various types of buying and selling. Today, social media is a vital component of human life. By utilizing social media, numerous activities can be carried out, ranging from communicating with people near and far to serving as a medium for those who want to develop their business with various strategies, especially in Indonesia. This is possible because according to Databoks.co.id, Indonesia has the third-largest number of internet users in Asia, after China and India (Kusnadar, 2021).

Since we are social (Kemp, 2021), Instagram is ranked fourth. According to data from the Most Used Social Media Platforms, it is the only social media platform with Text, Images, and Videos. In addition, according to statista.com's Share of Instagram Users in Indonesia as of April 2021 by Age Group report (Wolff, 2021), 81.1 % of Instagram users fall within the desired age range of 18 to 44 years old. This study will focus on Instagram as a social media platform. This investigation will focus on something. Somethinc is a local skincare brand founded by Irene Ursula in 2019 and is presently managed by PT Royal Pesona Indonesia. Somethinc also offers a variety of social media platforms so that they may communicate with their Indonesia-wide consumer base and provide them with information about their wide range of products. This is the list of social media platforms that Somethinc offers to its customers and anyone seeking brand-related information, including Facebook, Instagram, TikTok, Spotify, YouTube, LinkedIn, WhatsApp, and e-mail.

2. Social Media Marketing

According to Barefoot and Szabo (2010) and Ismail (2017), social media marketing activities are a subset of online marketing activities that supplement conventional web-based promotional methods, such as e-mail newsletters and online advertising campaigns. This research utilizes five metrics of social media marketing activity (Bilgin, 2018).

2.1. Entertainment

According to Kang (2005), entertainment is a crucial component that drives participant behavior and continuity of follow-up, hence establishing favorable emotions/feelings regarding the brand in the eyes of followers on social media.

2.2. Interaction

It is feasible to obtain real-time customer requests, requirements, opinions, and suggestions regarding products and brands by utilizing social media as a medium for interactive business-to-consumer communication (Vukasonic, 2013).

2.3. Trendiness

As another component of social media marketing operations, trendiness entails providing clients with current product information (Bruno Godey, 2016; Alalalwan, 2017; Duffett, 2017) found that advertising is an integral component of social media marketing operations (Mangold & Faulds, 2009).

2.4. Advertising

The company's social media advertising and promotional initiatives aim to improve sales and expand customer bases. According to Duffett (2017), Alalalwan (2017), and Mangold and Faulds (2009), the effect of social media advertising on customers' views and awareness demonstrates that advertising is a crucial component of social media marketing operations.

2.5. Customization

Customization is an action based on company relationships with individual users that seek to increase customer satisfaction (Seo E, 2018). Through peer-to-peer communication, businesses on social media may give customers unique products and brands. Furthermore, through peer-to-peer communication, businesses can overcome their challenges of boosting product and brand preferences by paying attention to consumer demands.

Brand awareness involves several factors, beginning with a sense of doubt that a particular brand was previously known. Customers believe the product is the sole brand for a particular demographic. There are four levels of brand awareness:

- Brand unawareness,
- Brand recognition,
- Brand recall, and
- Top of mind (Armas & Abdulah, 2015).

According to Iversen and Hem (2008), the brand image represents the consumer's symbolism, which includes all brand-related definitions and judgments.

According to Moisescu (2014) in Jiang and Zhang (2016), brand loyalty is an essential intangible asset for a company (Bilgin, 2018).

As shown in Figure 1, this study model consists of five independent factors, three dependent variables, and two intervening variables.

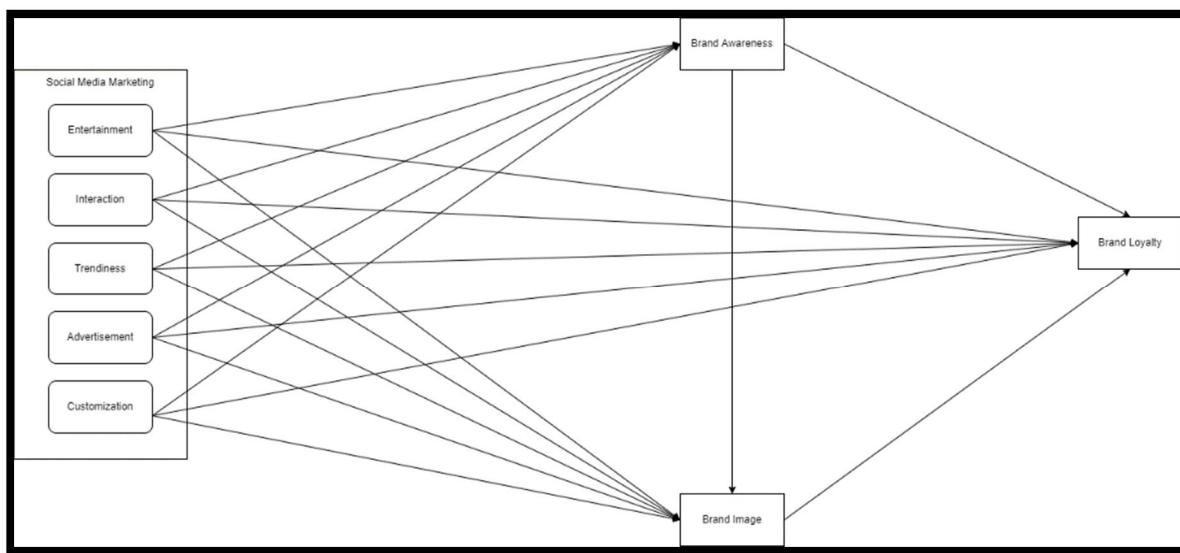


Figure 1: Research Model

3. Material for Measurement

In order to assess the model depicted in Figure 1, this study devised a measurement instrument in the form of a series of questionnaires designed to ensure content validity, face validity, construct validity, and convergent validity in the sample (Indrawati, 2017). As shown in Table 1, the measurement units consist of questionnaire variables and items.

| Social Media Marketing | | |
|--|--|------------------|
| Variable | Item | Item Code |
| Entertainment | I like Somethinc's Instagram Social Media account (@somethincofficial) | ET1 |
| | I think Social Media Instagram Official Somethinc (@somethincofficial) is fun | ET2 |
| | I like the content shared on the Somethinc Official Instagram Social Media account (@somethincofficial) | ET3 |
| | I am interested in the post shared by the Somethinc Official Instagram Social Media account (@somethincofficial) | ET4 |
| Interaction | I can share Information can be done on the Social Media account Instagram Official Somethinc (@somethincofficial) | IN1 |
| | I can have discussions on the Somethinc Official Instagram Social Media account (@somethincofficial) | IN2 |
| | I can carry out Discussion activities on the Somethinc Official Instagram Social Media account (@somethincofficial) | IN3 |
| | I find it easy to express my opinion on the Somethinc Official Instagram Social Media account (@somethincofficial) | IN4 |
| Trendiness | Use of trendy Somethinc (@somethincofficial) Instagram social media accounts | TR1 |
| | Information shared by the Somethinc Official Instagram Social Media account (@somethincofficial) follows the times. | TR2 |
| | Views of Somethinc's Official Instagram Social Media accounts (@somethincofficial) are the newest ones. | TR3 |
| | Somethinc Official Instagram Social Media Accounts (@somethincofficial) continually update their appearance. | TR4 |
| Advertisement | Ads created by the Somethinc Official Instagram Social Media account (@somethincofficial) are interesting. | AD1 |
| | I like Ads belonging to the Social Media account Instagram Official Somethinc (@somethincofficial) | AD2 |
| | Somethinc Official Instagram Social Media account (@somethincofficial) ads positively caught my attention. | AD3 |
| | Ads owned by Somethinc's Official Instagram Social Media accounts make me curious positively. | AD4 |
| Customization | Somethinc Official Instagram Social Media Account (@somethincofficial) provides the information I need | CS1 |
| | Somethinc Official Instagram Social Media Accounts (@somethincofficial) provide various information that suit me. | CS2 |
| | The information I need can be found on the Somethinc Official Instagram Social Media account (@somethincofficial) | CS3 |
| | I can quickly get the information I need on the Somethinc Official Instagram Social Media account (@somethincofficial) | CS4 |
| Brand Awareness | | |
| Variable | Item | Item Code |
| Brand Awareness | I have always been aware of the Somethinc brand | BA1 |
| | I am always aware of the characteristics of the Somethinc brand | BA2 |
| | I always remember the Logo of the Somethinc brand | BA3 |
| | I always remember the Somethinc brand. | BA4 |
| Brand Image | | |
| Variable | Item | Item Code |
| Brand Image | Somethinc is a leader in the Local Skincare Sector | BI1 |
| | Somethinc is a brand that puts the customer first | BI2 |
| | Somethinc has a good image. | BI3 |
| | I have fond memories of Social Media Instagram Official Somethinc (@somethincofficial) | BI4 |
| Brand Loyalty | | |
| Variable | Item | Item Code |
| Brand Loyalty | I am satisfied with the Somethinc brand that appears on Instagram's social media accounts. | BL1 |
| | I am happy with the results that the Somethinc brand delivers. | BL2 |
| | Compared to other brands, | BL3 |
| | I usually use the Somethinc brand as my first choice. | BL4 |
| I will recommend Somethinc to others through social media, Instagram | | |

Table 1: Measurement Units Consist of Questionnaire Variables and Items

4. Method and Result

This study conducts a pilot study of questionnaires to gather measurement material in the form of a set of questionnaires that meet the instrument's standards for reliability and validity. This study distributed a questionnaire to Indonesians who satisfied the following criteria:

- They must be between the ages of 15 and 41, of any gender,
- Have an Instagram account, and
- Follow @somethincofficial.

The respondents received this questionnaire online. This study recruited 30 Indonesian respondents who met the aforementioned requirements. This step was taken in response to a remark by (J.F Hair, 2010) that the trial might use convenience samples of respondents. The sample size was determined based on Levine, Krehbiel, and Berenson's (D. M Levine, 2006) assertion that the sampling distribution appears approximately normal when the sample size exceeds 30. This study was analyzed using the SPSS program. Some requirements must be met. To determine item validity, which column labeled CITC (Corrected item-total Correlation) should be greater than 0.3 (Indrawati, 2017) if the sample size is 30. Alternatively, the CA (Cronbach Alpha) was allowed if it was at least 0.7 (Indrawati, 2017). Table 2 displays the CITC and CA values from the pilot test.

| Item Code | CITC | CA | Item Code | CITC | CA |
|-----------|-------|-------|-----------|-------|-------|
| ET1 | 0.834 | 0.938 | CS1 | 0.835 | 0.952 |
| ET2 | 0.880 | | CS2 | 0.858 | |
| ET3 | 0.830 | | CS3 | 0.907 | |
| ET4 | 0.874 | | CS4 | 0.941 | |
| IN1 | 0.728 | 0.926 | BA1 | 0.832 | 0.914 |
| IN2 | 0.879 | | BA2 | 0.848 | |
| IN3 | 0.885 | | BA3 | 0.722 | |
| IN4 | 0.832 | | BA4 | 0.838 | |
| TR1 | 0.820 | 0.925 | BI1 | 0.791 | 0.896 |
| TR2 | 0.831 | | BI2 | 0.822 | |
| TR3 | 0.766 | | BI3 | 0.760 | |
| TR4 | 0.895 | | BI4 | 0.713 | |
| AD1 | 0.854 | 0.946 | BL1 | 0.762 | 0.891 |
| AD2 | 0.937 | | BL2 | 0.795 | |
| AD3 | 0.824 | | BL3 | 0.728 | |
| AD4 | 0.898 | | BL4 | 0.799 | |

Table 2: The CITC & CA Values of Items and Variables

According to Table 2 above, the results of this pilot study for this research indicate that all of the item questionnaires included in this study meets the criteria for validity and reliability. No dropped item exists because all items have CITC and CA scores greater than 0.3 and 0.7, respectively.

5. Conclusion

Using 30 Indonesian respondents that fulfill various criteria, this study's measurement tools for testing the model were validated. If you are between the ages of 15 and 41 and use Instagram, you have seen @somethicofficial's stuff at least once. The SPSS-based pilot study demonstrates that all research items are valid and reliable. Therefore, 32 components of this research are suitable for further study.

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