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Elements of Social Media Marketing: A Holistic Framework in Online Culinary

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Abstract. Consumer's lifestyle has been greatly shifted due to the massive development of social media and brought unprecedented opportunities and challenges for marketing activities. There are few steps leading to consumer in deciding the product that they want to buy. This study helps to explain elements and consequences of social media marketing in Instagram context and its relationship with purchase intention. To this end, an empirical study applying partial least square (PLS) were conducted. Utilizing 254 of sample size, the results reveal that community building is crucial determinants of social media marketing in online culinary information search which later affects purchase intention. Further, this study clarifies creating brand identity in Instagram is a way to build a brand image. This research has a potential impact to provide renewed insights for researchers into determinants and consequences of individual purchase intention.

Keywords: *social media marketing, brand, online culinary, online food delivery, SME*

Abstrak. Gaya hidup konsumen telah terjadi pergeseran karena perkembangan besar di media sosial dan membawa peluang serta tantangan yang belum pernah terjadi untuk kegiatan pemasaran. Ada beberapa langkah yang mengarahkan konsumen dalam menentukan produk yang akan mereka beli. Studi ini membantu menjelaskan elemen dan konsekuensi pemasaran media sosial dalam konteks Instagram dan hubungannya dengan niat beli. Untuk itu, dilakukan studi empiris dengan penerapan partial least square (PLS). Memanfaatkan 254 ukuran sampel, hasilnya mengungkapkan bahwa community building merupakan determinan krusial dari social media marketing dalam pencarian informasi kuliner online yang kemudian mempengaruhi minat beli. Lebih lanjut, penelitian ini menjelaskan bahwa membuat identitas merek di Instagram merupakan salah satu cara membangun citra merek. Penelitian ini memiliki dampak potensial untuk memberikan wawasan baru bagi peneliti tentang determinan dan konsekuensi niat beli individu.

Kata Kunci: *social media marketing, merek, kuliner online, online food delivery, UMKM*

INTRODUCTION

The creative economy sector has now proven to be a source and new economic power (Hussein et al., 2018). In the midst of high commodity prices and raw materials globally, the creative economy sector provides a positive future for the Indonesian economy. One of the creative industry sub-sectors that lately has been strongly encouraged at the regional and national scale, namely the culinary sub-sector. Economically, the culinary sub-sector is a sub-sector that is a reliable sub-sector as one of the drivers of the national economy. In 2015, this sub-sector

contributed 31% added value to the total gross added value of Indonesia's creative industry, with an average growth of 4.52% (Lazuardi, 2019). While in terms of employment, the culinary sub-sector contributed 31.48% to the total number of creative industry workers in Indonesia with an average growth of 0.26%.

With the development of internet technology, marketing of culinary businesses based on social media marketing is currently growing rapidly, one of which uses Instagram. The consumer decision process changed due to the internet, especially on how they seek information about a brand until the individual decision occurs. Using the internet, social media, mobile apps has become part of billions of daily life (Stephen, 2016). Social media has provoked part of this growth: worldwide there are now more than 2.5 billion people using social media. A vast development of social media as social interaction tools on the Internet has even made social media marketing more powerful than ever. Through this medium, people are now skillfully, considered one of the most important channels for communicating information about the company's brand to consumers (Cheung et al., 2019). This really changes the shape of our interactions either with friends or with organizations and. Indeed, social media platforms represent a new place where people, organizations and even governments can interact commercially, socially, politically and educationally with one another and exchange information, thoughts, products, and services (Hawkins & Vel, 2013; Rathore et al., 2016; Usher et al., 2014). The consequences, organizations around the world are starting to think about ways to maximize the use of platforms that can help attract customers and build profitable marketing relationships with those customers (Alalwan et al., 2016; Braojos-Gomez et al., 2015; Kamboj et al., 2018).

Nowadays, social media are becoming an ever more important part of organization's media mix (Peters et al., 2013). The rise of social media has sparked optimism about the potential for social benefits (Allcott et al., 2019). With a profound impact on the modern world, scholars have paid attention to this phenomenon, studies on social media marketing. Nevertheless, the role of SMEs in Indonesia is a type of business that helps 60% of economic growth, but it is estimated that there are still less than 400,000 MSMEs in the culinary sector who have used online marketing to help grow sales (Triwijanarko, 2018). However, it is still quite small compared to the number of SMEs in Indonesia which is 60 million. Whereas, a comprehensive understanding of the dimensions of social media marketing and why consumers find information on social media can increase our knowledge and provide valuable insights for culinary MSMEs about how to market their products through social media content.

Driven by the identified gaps, this study is intended to: (1) identify the dimensions of social media marketing; and (2) measure the effect of social media marketing dimensions on purchase intention as an integrated model. This study was conducted in Indonesia due to marvelous online engagement growth rate in the country that reach 89 percent Instagram users from 18-34 years old (Amelina & Zhu, 2016). There are two reasons why Instagram has become popular for social trading. First, Instagram is easy to use for its users and easy to manage. The ease of the Instagram application can attract small entrepreneurs to start their business on Instagram and can reduce costs such as rental fees for physical stores and web design. Second, social media-based users in Indonesia are relatively capable and active. These facts strongly support the premise of Indonesians who view social commerce as entertainment and a source of information about a pleasant brand rather than consuming traditional advertising. Therefore, it is justified to conduct this research in Indonesian context.

1.1. Social Media Marketing Adoption in SMEs

Over the last decade, the scope of marketing research has changed dramatically, emerged with the introduction of Web 2.0 as complement platform, social media marketing is a channel of communication between brands and consumers. Many scholars have proposed various

definitions of the concept of social media marketing. Social media as a computer mediation tool that allows users to share and create information, audio, words, images and videos virtually with the help of networks. By having the ability to share, social media marketing has become a necessity for companies have in helping business continuity (Hanna et al., 2011). Social media marketing allows marketers, to find potential clients and generate their business prospects (Kumar & Mirchandani, 2012). For instance, the interrelated nature of social media enables individuals to be part of creating, developing, and distributing advertising content, which in turn can influence their future behavioral intentions (Lee & Cranage, 2014). Therefore, today's business communicates information about brands through social media marketing activities, with the aim of build a strong and profitable brand knowledge in consumer minds (Cheung et al., 2019).

Gunelius's) definition suggests that successful social media marketing dimension consist of content creation, content sharing, connecting, and community building. People look for an interesting content to become the foundation of deep strategy in social media marketing activities, the creating content must be represent the brand in order to be trusted by the target consumers. Sharing the content with communities can help expand a business's network to expand its online audience. Direct and indirect sales are one of the impacts of content sharing. Social networking allows someone to meet many people who have same interests. Honesty in communication must be considered when doing social networking. Despite the importance that three-dimension, prior literature pays relatively limited attention to community building in the culinary sector. Laroche, Habibi, & Richard, (2013) said that the communities could cement relationships among customers, marketers, product, and brand, and how these relationships not only build purchase intention but also could enhance brand trust and loyalty.

The impact caused by social media is very real on increasing website traffic and also increasing online sales (O'Donohoe, 2010). Study results from the Demographic Institute of Faculty of Economics and Business, University of Indonesia (Triwijanarko, 2018) mention that 83.3% of culinary SMEs that sell their products assisted online have increased sales transactions and 43% experienced an increase in the variety of products. Furthermore, the results of their study revealed that selling food online also increased business access to consumers with a wider range. Although this type of business is very promising, until now many culinary MSMEs have not yet taken advantage of promotions on social media. these conditions underline the importance of this study. If this potential can be well developed, it will be able to contribute in developing the culinary SMEs sector as a competitive business (Cheng & Shiu, 2019).

These four activities are interconnected into one another. After going through the primary constraints social media activities in developing innovation in SMEs, to specifically investigated how to improve the effectiveness of social media-based customer involvement (Cheng & Shiu, 2019). Which later encouraged them to further increase their participation in the online industry. Such responses would encourage subsequent expected benefit like brand development or expand target consumers. In brief, we argue that social media marketing could be measured by three different activities (i.e., content creation, content sharing, connecting, and community building) and initial activity related to social media marketing is predicted to be positively related to future purchase intention activities, directly or indirectly.

H1: Content Creation of social media marketing positively influence decision in purchase intention

H2: Content Sharing of social media marketing positively influence decision in purchase intention

H3: Connections contents positively influence decision in purchase intention

H4: Community Building of social media marketing positively influence decision in purchase intention

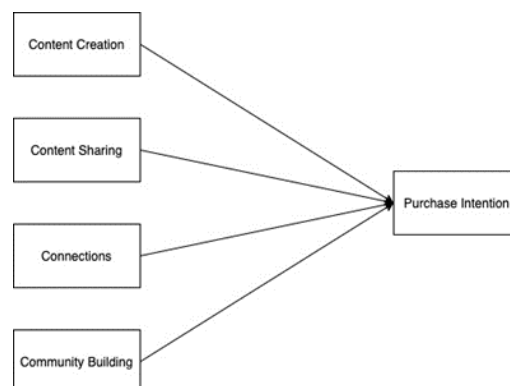
1.2. Online Purchase Intention

The literature identifies various determinants of purchase intention. Purchase intention shows that there is a possibility that consumers will plan or are willing to buy certain products or services in the future (Wu et al., 2011). Previous studies have indicated that improvement purchase intention is directly proportional to the increase in the chances of buying the product or service. If consumers have positive intentions to buy, then positive brand involvement will promote that purchase (Martins et al., 2019). Regarding the culinary online context, things to consider are purchase intentions as consumers' desire to make purchase that are influenced by digital advertising. In their latest research, Katona, Zubcsek, & Sarvary, (2011) explain some of the arguments that assume that consumer patterns tend to represent their product preferences, which marketers must realize and use to increase their brand's commercial offerings. In line Kim, Ham, Yang, & Choi (2013), argues that there are also a series of determinants, such as attitudes, subjective norms, and behavioral control that tend to have an impact on customer intentions to buy. Hence, product information in social media advertising must consider these determinants in order to be well received by the customer and have the expected behaviour in accordance with the objectives.

Purchase intentions can be classified as a component of consumer cognitive behaviour about how consumers intend to buy certain goods (Ling et al., 2010). Purchase intention in the culinary sector is determined by food quality, service quality, and e-service quality on its platform (Suhartanto et al., 2019) especially in social media Instagram. Based on this theory, customer experience is a unity of their consumption process that can affect their experience in other parts. Online purchase intention is a situation when a consumer willing and intend to be involved in online transactions. Online transactions can be considered as activities where the process of finding information, transferring information, and purchasing products can be carried out (Pavlou, 2003).

RESEARCH METHOD

The data was collected from 254 Instagram users (42% male; 58% female) in Bandung. This study focuses on consumers who had use Instagram before purchase culinary products especially young generation i.e students. To conduct empirical research, non-probability sampling method was applied as the population is not known. The purposive sampling is selected to collect the required data, as it can enable researchers to gather a population representative sample. This is an acceptable number for partial least square (PLS) research. Most students are chosen because their generation that has the access to Instagram in searching daily information. As stated by over the past ten years 93% of young adult population aged 18-29 remain the most likely using online platform.



Adopted from: Evans & McKee, 2010

Figure 1. Conceptual Model

RESULT AND DISCUSSION

Social Media Marketing in this study consist of four dimension which developed based on definition and characteristics identified by Gunelius, (2011). Determinants and consequences in this study are developed from past researches identified in the literature review. Confirmatory Factor Analysis (CFA) were later generated and confirmed all factors.

All items for social media marketing activities were determined by 5-point semantic differential scale ranged from 1 (never) to 5 (always). In the other hand, determinants and consequences were measured using a range of 5-point Likert scale (1 to 5). This research was analyzed using Partial Least Squares (PLS-SEM) with Smart PLS 3.0. Explanations produced using PLS-SEM can certainly measure latent variables regardless of the size and normality of data that has been collected (Chin, 2010). Data Analysis and Result.

Table 1 indicates that the respondents are dominated by young generations, especially their occupations are students. These demographic characteristics are consistent with other Instagram studies.

Table 1. The demographic respondents

Respondents Profile		Persentase (%)
Gender	Male	41.7
	Female	58.3
Age	< 25	66.2
	25 – 35	26.7
	36 – 45	3.9
	>45	3.2
Education	< Senior high school	2.3
	Senior high school	56.7
	College	16.2
	Bachelor/Postgraduate	24.8
Occupation	Civil servant	6.9
	Entrepreneur	5.5
	Private employee	22.8
	Students	58.1
	others	6.7
Access Instagram	Mobile device	77.1
	Personal Computer	3.7
	Both	19.2
Period Access	< 1 year	4.4
	2 year	7.1
	3 year	49.6
	>3 year	38.9

The result of measurement model portrayed in Table II illustrates that all items have loading higher than 0.60, exceeding the cut-off value (Hair et al., 2012). Composite reliability (CR) of all construct is also convinced. Both of them consider the internal consistency of the model. The convergent and divergent validity of the measures is also confirmed through fair average variance extracted (AVE) value. Discriminant validity is assessed by Monotrait Heterotrait Ratio which resulted of value lower than 0.9, implied an acceptable validity (Hair et al., 2012).

Table 2. Internal consistency and validity test

Construct	Loading	CR	AVE
Content Creation		0.828	0.589
Brand name	0.773	7	
Tagline	0.806	24	
Contact Person	0.755	100	
Company Website	0.727	52	
Location	0.773	75	
Content Sharing		0.775	0.505
Informative Content	0.745		
Inspiring Content	0.717		

Promotional Content	0.744		
Entertain Content	0.663		
Culinary taste fit	0.681		
Connections		0.552	0.532
Social media Influencers	0.790		
Endorsement	0.763		
Interactions with audience	0.625		
Community Building		0.623	0.569
Culinary taste	0.802		
Comprehensive information source	0.775		
Enlarge circle of friendship	0.681		

The relationship testing results in Table II shows that the correlation coefficient of all hypotheses, except H1, are positive with p between <0.01 and <0.001 . Thus, all hypotheses are supported and only H1 is partially supported. Significant results ($p < 0.01$) were also found for content sharing on purchase intention ($\beta = 0.180$), connections on purchase intention ($\beta = 0.132$), was also supported as the relationship between community building on purchase intention ($\beta = 0.410$), The brands who display the name of brand, tagline, contact person, company website, and location on their bio Instagram already give an excellent service before consumers action to purchase. But, it's not the main reason, due to still have another core before consumers finally to purchase online culinary. The summary of the hypotheses test is depicted in Figure. 1.

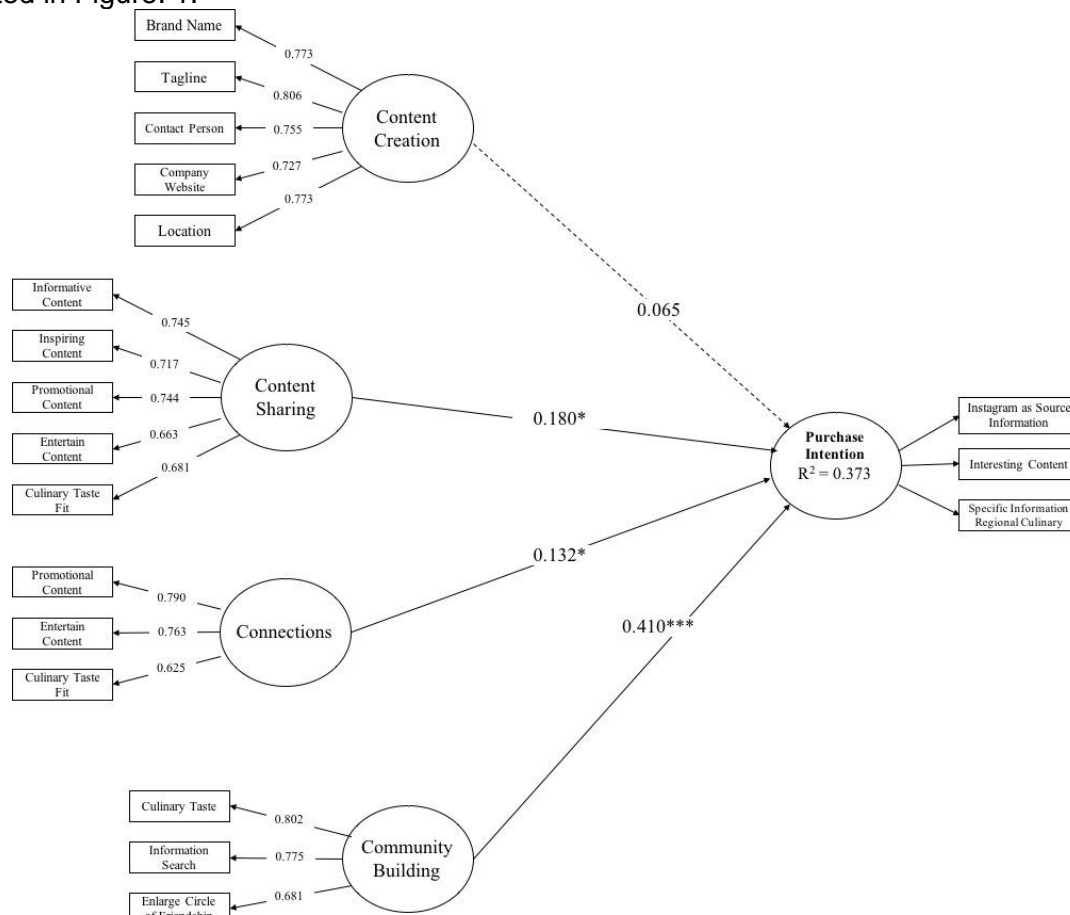


Figure 1. Summary of Tested Model

CONCLUSION

The most important finding of this study is confirming what drives the audience to see culinary Instagram's activities. Social media marketing was found to be significantly affecting purchase intention. Although this finding is contradicted with examining E-WOM in social media context (Sarah et al., 2018) and the present results are consistent with previous studies done that community building is crucial for individual purchase intention (SI, 2015). The same culinary taste was also found as a strong motivation for consuming information in Instagram's feeds. Previously, use the right tagline was also confirmed to positively influence the search information in Instagram. It indicates that Instagram users treat content as a way to please them by finding information that relates to their needs.

Another major result of this study revealed the tagline, brand name, presence of contact person as consequences from contributing and creating purchase intention. This finding provides strong support for the previous studies of Internet use by Lindahl & Öhlund (2013), wherein the researchers discovered that creating brand identity in Instagram is a way to build a brand image. This received contentment will serve as prior experience and influence which behaviors (reuse or not) users are ultimately chosen in the future. Past research has also supported the ability of prior experience to increase the future use of the internet and social media.

However, this study still has limitations in a few ways. Even though millennials generation is a reasonable option for exploratory research on activities in social media especially Instagram because of their high participation in social media, employing this group of objects may limit the generalization of the result. Further research efforts are called to validate the study findings with replicating this study with a wider sample background, not only for millennials generation. However, to generalize the finding and provide pivotal implications, this study needs to be replicated with a varied generation.

This study shows several practical implications that stand out for companies, especially online culinary sellers, who need to understand how consumers identify culinary Instagram accounts to influence purchase intentions. As individuals involved in social media, content sharing is influential in social enjoyment, and even more important for companies to increase the presence of their brand on social media by promoting promotional connections based on "review and share" or "post and share" promotional programs. In addition, content creators can dramatically increase the amount of entertainment content that is lightweight, informative, and easy to digest so that users can easily use it with high frequency and faster speed.

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