
THE IMPORTANCE OF INVOLVEMENT: EXAMINING THE IMPACT OF SOMETHINC'S INSTAGRAM PAGE ON FUTURE PURCHASE INTENTION

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ABSTRACT

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Effective online marketing today is through social media, because the users are many and wide, therefore this research examines the marketing done on Instagram. The purpose of this study is to examine the effect of Brand Familiarity, Involvement on Brand's Social Media, Attitude Towards Brand's Social Media, and Future Purchase Intention towards Somethinc's Instagram Page. This research uses purposive random sampling method. The data collection was done by distributing online questionnaires via google form with a total sample size of 250 people. AMOS 22.0 software was used to analyze the data. The result show that 1) Involvement on brand's social media positively influences attitude towards the brand's social media, 2) Involvement on a brand's social media positively influences future purchase intention, 3) Attitude towards a brand's social media positively influences future purchase intention, 4) Brand familiarity positively influences consumer involvement on brand's social media.

INTRODUCTION

The growing integration of the Internet as a marketing tool has had a considerable impact on how businesses choose to communicate with consumers in recent years. The Internet has given local and multinational firms a great platform to extend their market and gain more customers than ever before. Based on Datareportal, Indonesia had 202.6 million internet users in January 2021, an increase of more than 16% from 2020. Consumers are spending more time searching for information on the internet, which has a huge influence on their purchase decisions. Given these advantages, businesses and brands have embraced social media marketing, which has emerged as the most popular and effective marketing and communication platform (Poturak & Softic, 2019). While the effect of this online marketing program is not limited to the internet world or online, it must also have an impact on the exchange of real sales. Effective online marketing today is through social media, because the users are many and wide. (Dilham, Sofiyah, & Muda, 2018).

(Manzoor, Baig, Hashim, & Sami, 2020), As a marketing network, social media marketing is described as using platforms for social networking. Social media marketing is a popular marketing strategy that virtually every company is employing to reach out to clients via virtual networks. Social media is the ideal solution when you have an idea and want to reach millions of people fast and cheaply. Entertainment industries were among the first to adopt social media as a promotional tool. A study from (Felix, Rauschnabel, & Hinsch, 2017) found that Internal influencers (such as overarching vision, mission, company goals,

corporate culture, and available resources) should have a significant impact on social media marketing decisions, which should be consistent with external influencers (e.g., communities, competition, government regulation). (Jin, Muqaddam, & Ryu, 2019) found that social media has provided customers with personalities that have acquired millions of followers while not being a part of the professional entertainment industry, fashion corporations, or record labels.

This research chooses Instagram as the social media object. Based on the data from Datareportal, (Cataldo, Billieux, Esposito, & Corazza, 2022) it is stated that Instagram users in Indonesia reach the number of 86.6% of its entire population. Somethinc adalah merek produk perawatan kulit yang sedang naik daun karena kualitas produk yang dikenal dan terbuat dari bahan alami terbaik. To examine the effect of Somethinc's Instagram pages on consumer purchase intention, this research used four variables which included brand familiarity, involvement on brand's social media, attitude toward brand's social media and future purchase intention that replicate the main journal titled The role of involvement: Investigating.

The effect of brand's social media pages on consumer purchase intention, which investigate the impact of brand familiarity and the information quality of social media material on a consumer's engagement with a brand on the brand's social media pages based on the perspective from the Associative Network Theories of Memory (ANT) and the Theory of Reasoned Action (TRA) (McClure & Seock, 2020).

Semantic memory or knowledge is represented by a set of nodes and links in the associative network memory model. A node becomes a possible source of activation for other nodes when external information is encoded or internal information is retrieved from long-term memory. The activation of this node in memory might spread to other associated nodes. The data in another node is recalled when its activation exceeds a particular threshold. As a result, the degree of 'spreading activation' and the particular information that may be retrieved from memory are dictated by the strength of the link between the active node and all associated nodes (Mohanty, 2018). Meanwhile, the theory of reasoned action (TRA) discussed how the antecedents of performed action are influenced by a consumer's attitude and subjective norms. It suggested that when consumers find more appealing items from other manufacturers, they are more likely to switch brands, especially whether they are enthusiastic about switching brands (Kordi Ghasrodashti, 2018).

Consumers that have a high degree of involvement with a social media page believe that the brand symbolizes their self-importance, which strengthens their connection with the company's social media page and promotes their engagement (i.e., cognitive, affection, and activation) (Algharabat, Rana, Alalwan, Baabdullah, & Gupta, 2020). According to (Manzoor et al., 2020), social media marketing has a greater impact on consumers' buy intentions through social networking sites than consumer trust. It is supported by the findings from Bravo & Lee (2019) that high issue involvement had a favorable effect on attitude toward the persuasive message in the advocacy commercial, as well as purchase intention and intention to support the conduct recommended in the ad. Furthermore, because low-involvement advertising have a negative impact in virtual communities, businesses should create high-involvement commercials, such as virtual props, blogs, and rich media, to catch the attention of potential buyers (Poturak & Softic, 2019).

Brand familiarity and repetition can also have an impact on marketing communications outcomes such as brand attitude and purchasing intention (Algharabat et al., 2020). The result of research conducted by (Manzoor et al., 2020) showed that consumer purchase intentions are influenced by social media marketing by 69.6 percent. If consumers in developed nations believe they have the knowledge and abilities required to utilize mobile commerce and are "pressured" by a social group, having a good attitude toward m-advertising will have a significant influence on repurchase through the mobile channel (Prodanova, San-Martín, & Jiménez, 2020). The country of origin had a good and significant impact on the image of the brand (Prodanova et al., 2020). When communication has a high level of involvement with a sociopolitical problem, the audience's attitude toward that message is affected by how much they agree with the message's perspective on the subject. It is critical to recognize the significant influence that the shop environment has on a consumer's perception of a retail brand (Panda et al., 2020). It was confirmed that a brand attitude created because of brand community commitment has a considerable influence on purchase intention, which is in line with attitude theory research (Kekana, de Villiers, Van den Berg, & Chuchu, 2020). Consumers' purchase intentions are characterized as a mix of their interest and the likelihood of purchasing a product, as well as an attitude variable for estimating their future contributions to product purchases (Manzoor et al., 2020).

Brand familiarity was noted as a potential stumbling block (Bravo & Lee, 2019). (Algharabat et al., 2020) found that brand familiarity and repetition may have an impact on brand engagement and affection, as well as brand attitude and purchasing behavior (not only purchase intention but also re-purchase behavior). Consumer perceptions of the importance of return policies for high-effort product categories will plummet (given the same level of return policy generosity). If customers are familiar with a retailer, the benefit of brand familiarity in terms of lessening uncertainty may outweigh the value of a return policy in this case (Jeng, 2017). Martí-parreño et al. (2017) claims that in a product placement environment, both brand familiarity and repetition can operate as orienting reactions, boosting product placement information processing.

1. Associative Network Theories of Memory (ANT) and Theory of Reasoned Action (TRA)

The Associative Network Theory is based on memory retrieval cognitive psychology, and it states that the human memory network is made up of nodes that correspond to specific bits of information and connections that connect them. Certain nodes in the brain are engaged when a person is exposed to stimuli. These nodes become activation nodes, spreading the activation to additional nodes via their linkages. The distance between the to-be-activated node and the stimulus determines the depth and breadth of the activation (Wang & Horng, 2016).

Theory of Reasoned Action proposes that people's intentions to perform a behavior follow reasonably—but not necessarily rationally—from specific attitudinal, normative, and control beliefs about the behavior and that people act on their intentions when they have the necessary skills and when situational factors allow them to do so. As its name indicates, is founded on the notion that humans generally behave in a rational manner, considering available knowledge and subconsciously or overtly considering the consequences of their actions. The theory asserts that a person's desire to execute (or not perform) behavior is the

immediate determinant of that action, in keeping with its focus on volitional activities (Ajzen, 1985).

2. Online Marketing and Digital Marketing

Marketers and researchers have possibilities and problems in using new online marketing ideas in commercial and research contexts due to the rapid speed of development in Internet technology over the previous decade. One of the most effective methods for establishing a brand and increasing its recognition is through online marketing. According to all data and statistics, internet marketing is an inextricable part of our lives that will continue to increase in effectiveness in the future.

Take a broader view of digital marketing and describe it as “an adaptable, technology-enabled process through which businesses engage with consumers and partners to collaboratively create, communicate, deliver, and sustain”. One of the key reasons for digital marketing's success over conventional marketing is that it allows companies to watch customer behavior in real-time. As a result, in both the real and virtual worlds, digital marketing prompted the formation of more knowledgeable, empowered, and linked groups of customers.

3. Somethinc's Instagram Page

As a media booster for its customers, social media platforms continue to assist the industry.. Instagram is one of the most popular social media platforms, with users uploading and searching for a variety of information, including beauty products such as skincare. According to Rostamailis, skincare is a beauty product that is used to treat skin, both face and body, nails, and hair,. In this research, the targeted skincare brand was Somethinc. Somethinc is a skincare and cosmetics brand from Indonesia. With its varied innovations, this brand has continued to capture the interest of beauty fans since its inception in 2019.

In utilizing the Instagram platform, Somethinc communicates its brand by using features such as feeds, stories and the “view store” feature which when clicked will display the product along with an explanation of its function and price. Currently, the Instagram account @somethincofficial has 1.3 million followers as of February 2022. Somethinc uses the feeds feature to deliver messages such as awards, testimonials, and product reviews. On Instagram stories fitur, this brand generates open questions and runs a poll about the brand with the goal of determining the amount of the target market's awareness of the brand and promoting interaction through the question and response process.

4. Future Purchase Intention

Consumers are increasingly using the internet and spending more time searching for information, which has a significant impact on their purchasing decisions defined it as a combination of their interest and the possibility of buying a product. Since predicting future customer behavior is such a crucial problem for businesses, purchase intentions are an attitudinal attribute that can be used to estimate potential commitments to product purchases.

When all other characteristics in the model were controlled for, consumers who glanced at endorsers often were 11.09 times more likely to have a buy intention for the exposure items than those who gazed at the endorser components seldom. The impact of customer trust

on consumer purchase intent is greater than that of social media marketing. Brand attitude, brand experience, and buy intention, to name a few, may all be favorably affected, resulting in a consumer's purchase intention.

a. Involvement on Brand's Social Media

The role of consumer involvement, consumer participation, and self-expressive brand were all significant predictors of customer brand engagement aspects. When consumers discover more appealing items from other manufacturers, they are more likely to switch brands, especially if they have a positive attitude about brand switching. Research has found that the leading indicators of involvement are personal factors, stimulus factors, and situational factors. Moreover, Wang et al. (2019) found that consumption-related communication on social media is positively related to their attitude toward the product, and this communication informed consumers' decisions regarding purchasing and increased involvement with products.

Analyzing this further, it appeared that the better a domestic brand's brand equity is, the higher customers' buy intent would be. Firms operating in foreign markets and promoting their products and services to clients from countries with varying degrees of technological, economic, and cultural development should be aware that attitudes regarding m-advertising and m-repurchase are influenced by a variety of factors. In this research, involvement on a brand's social media represents personal requirements, beliefs, and interests that drive customer engagement in a brand's social media. Therefore, the proposed hypotheses are:

H1. Consumers' involvement with a brand on social media would influence their attitude towards a brand's social media presence.

H2. Consumers' involvement with a brand on social media would influence their future purchase intention from the brand.

b. Attitude Towards Brand's Social Media

The ability to project a good attitude about mobile advertising that transcends national boundaries is dependent on social influence. Furthermore, while participants in the high issue involvement condition may have engaged in dual processing of the advocacy ad, the combined effect of message agreement suggests that central processing of the message may have played a larger role in determining attitude toward the brand and behavioral intentions in the low issue involvement condition. As a result, within the setting of social networking sites, brand attitude is projected to be a significant driver of brand purchase intention.

The link between brand attitude and purchase intent is not difficult to understand rationally. Many companies anticipated that good audience experiences, such as delight, sparked by engaging content, would influence audiences' attitudes about the brand or sharing behavior. In fact, a person's attitude toward a stimulus can be improved simply by exposing them to it on a regular basis. When people paid less attention to the stimuli, the mere effects were more evident. Thus, a hypothesis can be made as follows:

H3. Consumers' attitudes towards a brand's social media presence would influence future purchase intentions from the brand.

c. Brand Familiarity

Customers' familiarity with a brand influences the number of consumer interactions with that brand. This research is more directly linked to specific brand recognition. Except in the event of unfavorable brand perceptions in the minds of consumers, it is logical to believe that increasing brand familiarity created sentiments of trust or better happiness in customers findings suggested that brand familiarity isn't a good proxy for being comfortable with service staff or interacting with a high-ranking salesperson. Because the control variables for previous interaction with a salesperson and the salesperson's seniority had no significant coefficients. In addition, when it comes to selecting how to construct their return policies, merchants must consider both retailer brand familiarity and product categories.

In other words, the main journal stated that brand familiarity examined a consumer's brand knowledge structure and led to processing behavior. Familiar and unfamiliar brands are stored differently in a consumer's memory. It was suggested that users who are familiar with a social media platform were more likely to rely on user-generated content for their online purchases than those who are unfamiliar. If clients are familiar with the brand, they are more likely to be interested in and comfortable purchasing online. When an advocacy commercial elicited a high level of issue participation, the brand is more likely to be perceived positively, and consumers are more likely to buy the brand and engage in the activity encouraged in the ad. The following research hypotheses are offered based on these findings:

H4. Consumer's brand familiarity will influence their involvement with a brand on social media.

METHOD RESEARCH

Data Collection and Sample

This study took a quantitative method. Purposive sampling is another sort of sample chosen in this study utilizing a non-probability sampling approach. In practice, the sampling technique was applied to respondents, the researcher took those who filled out the questionnaire via Google Form. The respondents needed to answer the questionnaires using the 6-Likert scale which strongly disagree, disagree, nearly disagree, nearly agree, agree, and strongly agree.

An active Instagram social media user who understands Somethinc's product became the subject of this study's samples. The number of samples is at least 5-10 times the number of indicators. To anticipate errors, the researchers distributed questionnaires to 250 respondents who were actively using social media Instagram. Therefore, the data were tested for validity and reliability using Confirmatory Factor Analysis (CFA) model and processed with the Analysis of Moment Structure (AMOS) application program version 22.0.

Validity and Reliability Test

Validity testing can be done using the approach product moment correlation (r) and indicator test which is said to be valid if r count is greater and positive than r table (Ghozali,

2014), at the significance level 5%. There is also software assistance used in the form of SPSS with respondents at least 50 to approach the normal curve.

Reliability is a measurement that shows the extent to which the measurement is unbiased (error-free) and therefore guarantees consistent measurement across time and across various items in the instrument (Sekaran et al, 2016). The reliability test is determined by the value of Cronbach Alpha with a minimum value of 0.7 (70%). The validity and reliability test findings for all questions in this study were pronounced valid and reliable. As a result, the questions in this survey can be used in future research and sent to 200 people.

Data Analysis Techniques

Following data quality testing, the next stage is data analysis, which includes descriptive and statistical analysis. The descriptive analysis includes profiles of respondents or research participants that can explain the description of raw data in a concise and straightforward manner without affecting the overall findings. The descriptive analysis in this study included gender, origin, age, employment, and shopping costs. The methodology utilized to prove the hypothesis in this study is the computation of the Structural Equation Model (SEM) with the AMOS version 22.0 software.

Data Analysis and Discussion

5. Descriptive Analysis

The total number of respondents in this study was 250. It is known that the majority are female (80.4%) with the age of 21-25 years old (64.4%). 66 percent of responders are from DI Yogyakarta, and most of them (85.6%) are students. 99.2 percent of respondents had made online purchases, with IDR500,001-2,500,000 accounting for 43.2 percent of total spending. Every responder has an Instagram account, and 82% have visited the @somethincofficial Instagram account.

6. Data Normality

Normality evaluation was carried out using a critical ratio skewness value of ± 2.58 at a significance level of 0.01. The data is said to be normally distributed if the critical ratio skewness value is below the value of 2.58 (Ghozali, 2014). The critical ratio (C.R) values for kurtosis (curliness) and skewness were in the range of 2.58 in the normality test table, indicating that most univariate normality tests were normally distributed. Meanwhile, the data met the normal assumption multivariate because the value of -2.491 was within the range of 2.58.

7. Outliers

Detection of multivariate outliers is done by considering the value of the mahalanobis distance. The criteria used are based on the Chi-square value on the degree of freedom at a significance level of $p < 0.001$ (Ghozali, 2014). The value of Mahalanobis Distance in this research are no detectable value greater than 43,820. As a result, the data can be determined to be free of outliers.

8. Confirmatory Factor Analysis (CFA)

Confirmatory Factor Analysis (CFA) is designed to examine the multidimensionality of a theoretical construct. This analysis is also used to test the validity of a theoretical construct. The latent variables used in the study were formed based on theoretical concepts with several indicators or manifests. This analysis aimed to test whether these indicators are valid indicators as a measure of latent constructs (Ghozali, 2014). The measurement of CFA is based on the validity and reliability test of the questionnaire items from the loading factor.

The data is regarded to be valid if the factor loading value is > 0.5 and considered reliable if the construct reliability value is > 0.7 . according to Ghozali (2017). In this research, the validity test revealed that with a value > 0.5 , all question indications representing four variables were declared legitimate and the C.R value in each variable was more than 0.7. Based on these findings, it can be concluded that the complete research instrument is trustworthy and suitable for use in this study.

Table 1 Validity and Reliability Test Results

Variable	Code	Factor Loading	Construct Reliability
Involvement on Brand's Social Media	IB1	0,903	0,9619
	IB2	0,890	
	IB3	0,901	
	IB4	0,894	
	IB5	0,902	
	IB6	0,904	
Attitude towards Brand's Social Media	AT1	0,897	0,9454
	AT2	0,893	
	AT3	0,870	
	AT4	0,880	
	AT5	0,864	
Future Purchase Intention	PI1	0,906	0,9166
	PI2	0,881	
	PI3	0,872	
Brand Familiarity	BF1	0,884	0,9485
	BF2	0,890	
	BF3	0,895	
	BF4	0,875	
	BF5	0,891	

Source: Data Processed, 2021

Goodness of Fit Measurement

Table 2 Goodness of Fit

Fit Index	Cut-off value	Research Model	Model
CMIN/DF	≤ 2.0	1,735	Good Fit
GFI	≥ 0.90	0,903	Good Fit
RMSEA	≤ 0.08	0,054	Good Fit
AGFI	≥ 0.90	0,876	Marginal Fit
TLI	≥ 0.90	0,976	Good Fit
NFI	≥ 0.90	0,953	Good Fit

Source: Data Processed, 2021

The results of measuring goodness of fit on the variables of brand familiarity, involvement on brand's social media, attitude toward brand's social media and future purchase intention are shown in Table 2, indicating that almost all research models were good fit, namely probability values, GFI, AGFI, RMSEA, CMIN/DF, TLI, and CFI are standard.

Hypothesis Testing

The existing hypotheses had been tested by looking at the results of the analysis of the sign and magnitude of the significant value. If the sign is in accordance with the theory and the significant value is <0.05 , then the hypothesis is accepted. Meanwhile, if the sign does not match the theory and the significant value is > 0.05 , then the hypothesis is rejected. From data processing, there is a positive link between variables if C.R is greater than 1.96 and the p-value is less than 0.05. Four variable relationships in this study were found to be positive with the acquisition of an estimated value above 1.96 and a p-value below 0.05. So it can be concluded that all hypotheses are supported.

RESULT AND DISCUSSION

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CONCLUSION

Involvement on a brand's social media positively influences attitude towards the brand's social media. This indicated that how customers reacted to Somethinc's Instagram account was determined by how active they were in interacting with the page. Involvement on a brand's social media positively influenced future purchase intention. This indicated that the more engaged consumers were on the Somethinc Instagram account page, the more likely they were to purchase Somethinc's products in the future. Attitude towards a brand's social media positively influenced future purchase intention. This indicated that the more positive consumers' perspectives on the Somethinc Instagram account, the more likely they were to purchase Somethinc products in the future. Brand familiarity positively influenced and was significant to consumer involvement on brand's social media. This indicated that the more people were familiar with the Somethinc brand, the more active they rarely would on the Somethinc Instagram account.

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