

Cultivating Customer Purchase Intention through Meaningful Social Media Marketing Activities

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Abstract

This research was conducted in Bandung, Indonesia, to obtain empirical evidence regarding the variety of social media marketing activities that can significantly increase consumer purchasing intentions. This study uses a quantitative approach to the object of research in social media marketing activities and consumer purchasing intentions. This study uses an action research strategy through the stages of planning, action, observing, and reflecting for six months. The research participants consist of owners as researchers and consumers as respondents who will directly assess the results of the actions taken. Data collection related to the assessment of the action research results was carried out randomly using an online questionnaire as an instrument. The data analysis technique used descriptive analysis and verification analysis with SPSS20. Empirical evidence states that entertaining, interactive, up-to-date, campaign, and customized social media marketing activities can positively and significantly increase consumer purchasing intentions. The results of this study provide evidence that can help fashion businesspeople plan marketing strategies through their social media.

Keywords

Entrepreneurship, Social Media Marketing Activity, Purchase Intentions, Action Research, Fashion Creative Industry

1. Introduction

The use of social media is very crucial in the daily life of today's society. Social media provides a significant opportunity for companies to promote their products at a relatively low cost, in a short delivery time, and much easier to get consumers (Prasetyo Matak Aji et al., 2020). It indicates that social media is an easy and effective tool to carry out marketing activities (Cahyaning Raheni, 2018). In carrying out marketing activities using social media, a business must always share the latest content that can encourage the community to interact (Bader M. A. Almohaimmed, 2019). The shared content must also entertain a particular group of population (Ural T & Yuksel D, 2015) and promote products or brands well to encourage people's purchase intention (Erick Hartawan et al., 2021).

Fluffy Scene is a business founded by researchers. This business engaged in the creative fashion industry. The fashion business unit is one of the leading creative industries in Indonesia. Unfortunately, several fashion business units in Indonesia are currently falling due to the influence of the Covid-19 pandemic. This situation made Fluffy Scene business, which had just started to build its business during the pandemic, have difficulty increasing its sales. When Fluffy Scene started to open pre-orders via Tokopedia, most potential customers who visited the Fluffy Scene online shop page only looked at Fluffy Scene products without making any transactions. Only about 5% of the total online shop visitors decide to make sales transactions. Although consumers are already interested in Fluffy Scene products, these customers' purchase intention is still very low. Therefore, businesses engaged in the creative fashion industry sub-sector, such as Fluffy Scene, now must find other ways to market their products to increase consumer buying interest.

Restrictions on activities outside the home due to the pandemic have reduced the effectiveness of marketing usually done offline; it turns out that this pandemic has also accelerated the growth of e-commerce in Indonesia. Restrictions on people's activities outside the home make people spend much more time online. Referring to the report released in October 2020 by Google, Temasek, and Bain & Company regarding e-Conomy 2020, it was stated that the time people

spent on online platforms such as social media increased during the pandemic from 3.7 hours/day to 4.7 hours/day when the lockdown occurs and 4.2 hours/day after the lockdown ends. Based on these data, researchers find out that people increase social media activities in their daily lives. People's habits in using the internet and social media to carry out their daily activities can be an opportunity for Fluffy Scene to market their products. Marketing done online through social media can reach consumers during the pandemic, expand the customer base, and increase interactions between businesses and consumers. For this reason, the researchers want to know the effectiveness of social media marketing to increase consumer buying interest in Fluffy Scene.

1.1 Objectives

1. To find out how social media marketing activities can increase the purchase intention of Fluffy Scene's customers.
2. To find out the most contributing factors to the success of social media marketing activities in increasing Fluffy Scene customers' purchase intentions.
3. To see how much social media marketing activities can influence the purchase intention of Fluffy Scene customers.

2. Literature Review

The growth in social media provides innovative ways to communicate with people (Prasetyo Matak Aji et al., 2020). It can be a good opportunity for businesspeople to interact with consumers (Mersey et al., 2010), promote their products at a relatively low cost, and get input from consumers (Hanna et al., 2011). Entertainment, interaction, trendy, customization, and advertising are the dimensions of marketing activities through social media. The dimension that can evoke positive emotions in increasing engagement behaviour, and which can generate the desire to consume continuously is the entertainment dimension. In addition, the interaction dimension includes marketing activities that encourage individuals to engage with each other. Trendiness is a component where a social media account must provide the latest information (Kim & Ko, 2012). Customization is a marketing component where the content displayed on a social media account is explicitly made to attract people with similar interests. Advertisement is a marketing component in promotions carried out by businesspeople to encourage consumers to make transactions (Yusuf Bilgin, 2018), and confirmed that five dimension of social media marketing activities can influence consumers' purchase intentions (Kim & Ko, 2010).

Purchase intention is a person's desire to have an object that makes him try to get that object by making payments or other sacrifices. Husnain & Toor (2017) stated that consumers' purchase intentions are an important indicator that can be used to evaluate consumer buying behaviour. The higher the consumers' purchase intentions, the higher the probability or readiness of the consumer to buy the product he wants. The Figure 1. Explains the Conceptual model.

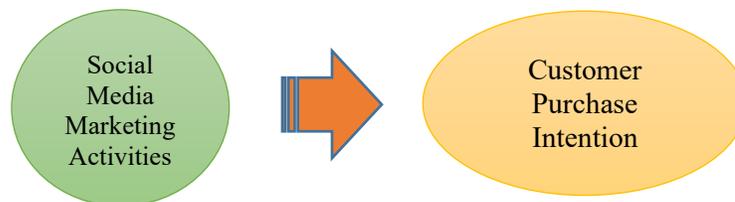


Figure 1. Conceptual Model

3. Methods

In this study, the researcher used a deductive research approach with an action research strategy by following the stages of plan, act, observe, to reflect. The data collection method used is a quantitative approach. The research object is social media marketing activities and consumer purchase intention. The social media tool used in this research is Instagram. Marketing activities carried out in this study refer to the social media marketing theory of Kim & Ko (2012) and Bilgin (2018). The research subject used in the study as a source of research data is the Fluffy Scene (FS) business. Research participants in this study are owners as researchers and target consumers as respondents. The research population who became respondents in this study were people that lived in Bandung city aged around 20-35 years who had an interest in dogs.

The first step taken by the researcher is to provide an overview of the sales performance of FS during the last period. This research was conducted to determine how social media marketing activities can increase consumer purchase intention. In this study, the researchers will use the theory of Kim & Ko (2012) and Bilgin (2018) as a reference where the researchers will create and publish social media content by incorporating components of entertainment, interaction, trendiness, customization, and advertisement. Researchers will also use the theory of Husnain & Toor (2017) as a reference for analyzing and measuring consumer purchase intentions after conducting social media marketing activities. The following is the description of the content and activities carried out during this research:

- (1) Entertainment content displayed on FS's Instagram account (e.g., Figure 2.) is infographics and short comics about pugs. These contents will be displayed on Instagram Feeds sequentially 3 to 4 times a week.
- (2) The researchers interact with potential consumers through Instagram Stories every day. The content displayed can be in polls, quizzes, questions to the latest information about dog and FS products (e.g., Figure 3.)
- (3) Researchers display content in the form of the latest news/information currently viral in Indonesia (e.g., Figure 4.) This content appearance schedule will occupy a short comic content slot between infographic content.
- (4) The researchers display information and links on the FS Instagram account biography, as well as for instructions on how to order products on Instagram Highlights (e.g., Figure 5.)
- (5) The researchers display advertisement content in product photos and promotions (e.g., Figure 6.)

These are the examples of entertainment, interaction, trendiness, customization, and advertisement content displayed on Instagram Fluffy Scene.



Figure 2. Fluffy Scene's IG Entertainment Dimension



Figure 3. Fluffy Scene's IG Interaction Dimensions

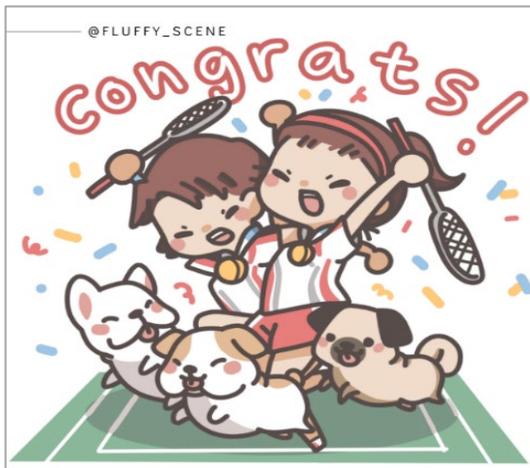


Figure 4. Fluffy Scene's IG Trendiness Dimension

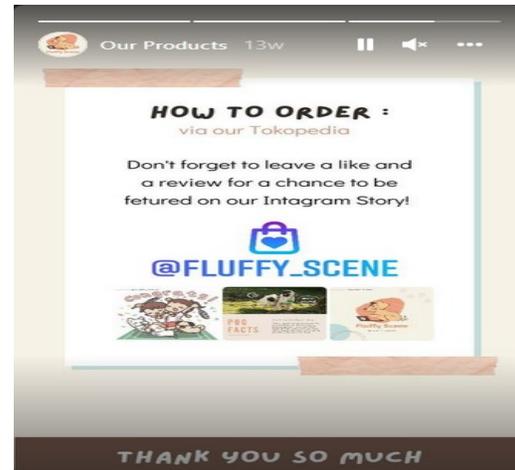


Figure 5. Fluffy Scene's IG Customization Dimension



Figure 6. Fluffy Scene's Instagram Advertisement Dimension

At the observation stage, the author will collect sample data from Bandung city people around 20-35 years old and interested in dog pets by distributing online questionnaires about the community's buying interest after seeing the social media marketing conducted Fluffy Scene. The statements in this online questionnaire will be measured using a Likert scale from 1 (strongly disagree) to 5 (strongly agree). In this study, the author will use the theory of Kim & Ko (2012) and Bilgin (2018) as a reference in carrying out social media marketing activities where the author will create and incorporate elements of entertainment, interaction, trendiness, customization, and advertisement when conducting marketing activities on the media. Fluffy Scene social. The author will also use the theory of Husnain & Toor (2017) as a reference for analyzing and measuring consumer purchase intentions.

The following are the statement asked the respondents regarding the results of developing Fluffy Scene marketing activities through Instagram social media.

1. Entertainment

- a. The content on Fluffy Scene's Instagram account is fascinating.
- b. I feel entertained while browsing Fluffy Scene's Instagram account.

2. Interaction

- a. I want to share Fluffy Scene's Instagram content with other people.
- b. Fluffy Scene's Instagram account allows me to share its content with other people.

3. Trendiness

- a. Fluffy Scene's Instagram account content is very trendy
 - b. Fluffy Scene's Instagram account always shares the latest information.
4. Customization
- a. Fluffy Scene's Instagram account provided my needed information.
 - b. I can quickly get the information I need with the help of the hints provided by Fluffy Scene
5. Advertisement
- a. I like the ads published in Fluffy Scene's Instagram account.
 - b. The advertisement on Fluffy Scene's Instagram account positively affected my attention to this brand.

The data collected during the study were Fluffy Scene business sales data before applying the theory of social media marketing activities (April 2021-June 2021) and Fluffy Scene business sales data after applying the theory of social media marketing activities (July 2021-September 2021). These data will be collected and processed using a paired t-test SPSS to determine whether social media marketing activities carried out during the research resulted in a significant positive difference to sales data before and after of action research conducted. The data will also be used to calculate the effect of social media marketing activities on the emergence of consumer purchase intentions. In addition, the researchers will also analyze the results of the questionnaire descriptively to determine the success of the social media marketing activities carried out.

4. Results and Discussion

Based on the demographic data of the questionnaire, the population or group of respondents who are the object of the study is most women aged around 20-24 years who currently have student status. After analyzing the demographics of the respondents, the authors conducted an analysis of the responses given by these respondents. Online questionnaires regarding the effect of social media marketing activities on purchase intention according to 100 respondents who have been conducted in this study showed positive results. In other words, social media marketing activities carried out during this study were proven to be able to increase purchase intention.

4.1 Instrument Test Result: Validity and Reliability

In this study, the instruments used to measure the external data obtained will be tested for validity using the Pearson Bivariate Correlation. There are two questionnaire statement variables: social media marketing and purchase intention. The following are the results of the social media marketing validity test as the variable (x) and purchase intention as (y) variables.

Table 1. Social Media Marketing Variable Validity Test Results (X)

	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	Xtotal
Pearson Correlation	.726	.626	.724	.459	.592	.658	.817	.838	.774	.758	1
Sig. (2-tailed)	<.000	<.000	<.000	<.000	<.000	<.000	<.000	<.000	<.000	<.000	<.000
N	100	100	100	100	100	100	100	100	100	100	100

Based on the validity test results, the researchers can conclude that all indicators used to measure social media marketing variables (X1-X10) are declared valid and can be continued for further research processing. It can be seen from the level of significance of the statement in the questionnaire, which is used as an indicator of the X variable showing results below 1%, which indicates that the data obtained are very significant. In addition, based on Pearson's row in the table, the researchers can also conclude that the level of correlation between the statements with the variable x can be said to be relatively high, with the lowest percentage of 45.9%.

Table 2. Results of Purchase Intention Variable Validity Test (Y)

	Y1	Y2	Y3	Y4	Ytotal
Pearson Correlation	.847	.867	.926	.841	1
Sig. (2-tailed)	<.000	<.000	<.000	<.000	
N	100	100	100	100	100

Based on the validity test results, the researchers can conclude that all indicators used to measure the purchase intention variable (Y) are declared valid. It can be seen from the level of significance of the statement in the questionnaire, which is used as an indicator of the Y variable showing results below 1%, which indicates that the data obtained is very significant. In addition, based on the Pearson row in the table, the researchers can also conclude that the level of correlation between the statements with the Y variable can be high, with the lowest percentage of 81.4%.

In this study, the instruments used to measure the external data obtained will be tested for reliability using Cronbach's Alpha formula SPSS. The reliability test results on the social media marketing variable (X) are 0.885 or 88.5%, while purchase intention (Y) is 0.893 or 89.3%, where both reliability test results are higher than 70%. Thus, the researchers can state that the statement instrument used in the questionnaire was reliable.

Table 3. Social Media Marketing Reliability Test Result

Case Processing Summary			
		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics		
Cronbach's Alpha	N of Items	
.885	10	

Table 4. Purchase Intention Reliability Test Result

Case Processing Summary			
		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics		
Cronbach's Alpha	N of Items	
.893	4	

4.2 Paired T-test Result

Paired T-test analysis is an analysis used to evaluate the treatment of the same sample in two different observation periods. In this study, the sample in question is sales of Fluffy Scene products, and the treatment that the researchers do to the sample is to carry out social media marketing activities. The first step in conducting a different test is determining the null hypothesis (H0) and the alternative hypothesis (H1). H0 in this study shows that social media marketing activities do not affect purchase intention, while H1 shows that social media marketing activities influence purchase intention. The maximum error value (α) used as a benchmark by researchers is 5% or 0.05.

Table 5. Paired t-test Result

	After	Before
Mean	1	0
Variance	0,8	0
Observations	6	6
Hypothesized Mean Difference	0	
df	5	
t Stat	2,738612787	

P(T<=t) one-tail	0,020429702
t Critical one-tail	2.570581836

Based on the analysis results, the error value obtained from the calculation of the statistical difference test (p-value) is 0.02. Thus, the value of the p-value is smaller than the value of maximum error value (α), which means that the errors made can be tolerated. The analysis results show that the t-count value is 2.739, while the t-table value used in the one-tailed test with a maximum error value of 5% is 2.015. In this statistical analysis, the value of the t-count is greater than the t-table, so it rejects H0. Therefore, the researchers can conclude that the results of the statistical calculation of the different tests carried out show that social media marketing activities significantly influence purchase intention.

4.3 Linear Regression Analysis

Linear regression test is used to see the relationship and influence of social media marketing activities on purchase intention based on the external data. Below are the results of the linear regression test.

Table 6. Linear Regression Analysis Results

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.652	.426	.420	.46992		
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.607	.417		1.456	.149
	Xrata-rata	.819	.096	.652	8.522	<.001

The first thing seen from the results of the linear regression test is the table model summary column R (relation). Column R is used to see the relationship between variable X and Y. In this study, social media marketing activities and purchase intention have a relationship of 65.2%, which means that social media marketing activities and purchase intention have a strong relationship. After seeing a strong relationship between variable X and variable Y, the researchers analyze the effect of social media marketing on consumer purchase intention using a coefficient table. Based on the coefficient table, the linear regression equation formed in this study is $Y=0.607+0.819X$. It means that when the researchers do one-time social media marketing activity, the consumer's purchase intention will increase by 1,426 units. Besides being used to see the linear regression equation formed, the coefficient table can also show the significant influence of social media marketing on consumer purchase intentions. In this study, the effect caused by social media marketing activity on customer purchase intention is 65.2%. The regression equation above has a deterministic coefficient (R2) of 42.6%. It means that 42.6% of Fluffy Scene consumers' purchase intentions can be influenced by social media marketing activities carried out by the owner, while the rest can be influenced by other things that were not tested in this action research.



Figure 7. Fluffy Scene Marketing Performance

Figure 7 shows the results of Fluffy Scene's marketing performance in the period May 2021 to November 2021. Based on this data, Fluffy Scene has succeeded in increasing sales in July and August but fell in September because it did not receive orders. Nevertheless, Fluffy Scene was able to increase sales in the following months. Based on the reviews obtained, the authors can find out that consumers like the services and products they receive.



Figure 8. Fluffy Scene SOP

Figure 8 is a guide or standard for Fluffy Scene's business operational performance that was made during the incubator business program. This business process starts from making designs, checking product stock at vendors, displaying products in online stores, doing marketing, getting orders, production, delivery, and reviews. After getting reviews from consumers, the Fluffy Scene business will evaluate the design with the aim that the designs offered can attract more consumers' attention.

5. Conclusion and Recommendation

5.1 Conclusion

The overview of Fluffy Scene's performance before the research was very poor. Prior to conducting action research, the Fluffy Scene business had not yet obtained sales transactions. Sales of Fluffy Scene products experienced a significant increase after carrying out social media marketing activities using the theory of Kim & Ko (2012) and Bilgin (2017) through doing some social media marketing activities including entertainment, interaction, trendiness, customization, and advertisement. Based on the action research carried out, this social media marketing activity positively affects customer purchase intention before and after the action research. Furthermore, through linear regression analysis, it was also confirmed that social media marketing activities had a positive correlation to customer purchase intention, even being able to significantly increase the effect of 65.2% on customer purchase intention. In addition, the most influential dimension in this marketing activity is the entertainment dimension.

Fluffy Scene's business performance after doing action research started to rise. Sales have increased, but Fluffy Scene's financial growth performance has not yet reached the breakeven point. This is due to the large expenses and the small amount of profit earned. Fluffy Scene's marketing performance improved during the research. This can be seen from the increasing number of customers, sales volume, and positive reviews from consumers. Fluffy Scene's business process performance improved during the research. This can be seen from operational activities that have been running according to a predetermined schedule, effective management of human resources, having permits to conduct business activities, and offering environmentally friendly products.

5.2 Recommendation

The author recommends that further researchers can try to implement these theories of social media marketing activities on various other social media platforms such as Tok-tok, Facebook, YouTube, and Telegram. In addition, the author also recommends that further researchers can explore more deeply the theories of social media marketing activities and implement them in several business units to obtain higher quality results.

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Biographies

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