Understanding Social Media Marketing to Emotional Experience: Self-congruence Theory Perspective

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Abstract

This study aims to determine the emotional experience felt by consumers and examine the effect of social media marketing, service quality, and e-WOM on purchase intention. A sample of 294 respondents mostly live in West Java and Jakarta. The research findings show that social media users are attached to products or services on social media platforms when those products or services match their actual or ideal self-concept which in turn will result in the practice of emotional experiences. So the findings of this study strengthen and support the theory of Self-congruence in a digital context which shows that actual on social media platforms with products and services and ideal self-concept is directly proportional to consumer behavioral intentions. Thus, the resonance of the activity social media marketing is able to determine how much influence the emotional experience of consumers will have. So that, it ultimately directs consumers to have purchase attention and carry out purchasing activities. This article contributes to the discussion of methods to investigate the social media marketing on purchase intention that produce self-congruity by using Self-congruence theory perspective.

Keywords
Emotional Experience, e-WOM, Purchase Intention, Self-congruence theory, Social Media Marketing.

1. Introduction
Digitization has become a part of our daily routines shaping new ways in which consumers can interact with one another. Digitization, mainly social media has been claimed to be able to change consumer perspectives, behavior and preferences (Kaplan & Haenlein, 2010). One of the social media that is the focus of this research is instagram. In Indonesia, instagram occupies the third position in terms of usage after Youtube and Whatsapp. Instagram users in Indonesia as of January 2021 as many as 85 million people to as of February 2022 as many as 99.1 million people. This reveals that Instagram users in Indonesia have increased by 14.1 million people (Kompas.com, 2022). Referring to this increase, the presence of social media in this case instagram has succeeded in resonating all marketing activities that have the value of service excellence with consumers as the basis for creating interactions. Engagement through social media can make consumers feel connected, has the potential to create long-term relationships, forge emotional bonds, consumer feedback, consumer interactions with consumers (helping other consumers), recommendations or reviews, and e-WOM activities that produce a motivational driver. In responding to consumer needs and expectations (Agarwal et al., 2014). Thus, the basis for contributions in science is to get an overview of the influence of social media marketing, service quality, and e-WOM on purchasing decisions through emotional experiences from the perspective of self-congruence (Sirgy, 1986).

Furthermore, according to self-congruence theory, there must be a match between the personality of the product or service and the self-concept.. Aaker (1999) states that the basic understanding of self-conformity theory is the impulse

in consumers to choose products or services with personalities that match their own personalities. Applying the basic ideas of self-congruence theory in a digital context, it can be proposed that the greater the match between the goal personality and the social media user's self-concept, the more likely the social media user will have a supportive attitude towards that goal (Sirgy & Su, 2000). This attitude can result in a higher intensity of visits to social media platforms by word of mouth. Thus, understanding the fit between the personality of the product or service being sold and the social media user's self-concept is important to gain insight into the complex nature of buying behavior.

2. Literature Review

Social media is a collection of software-based technologies usually in the form of applications and websites that provide users with a digital environment where they can send and receive digital content or information through several types of online social networks (Appel et al., 2020). Social media marketing (SMM) refers to organizational activities that transform social media communications and interactions into useful strategic means to achieve desired marketing outcomes (Li et al., 2020). Leveraging consumer interactions and information embedded in social media requires a more collaborative and networked approach to consumer relationship management. This is very important to do as a basis for uncovering and responding to consumer needs and wants and valuable information inherent in social media platforms.

SERVQUAL (SQ) (Parasuraman et al., 1988) as an independent variable to measure the effect of five dimensions of service quality to capture consumer expectations including tangibles, reliability, responsiveness, assurance, and empathy. Service quality influences behavioral intentions and can serve as a dominant factor leading to favorable purchase intentions (Yap, & Ng, 2018). So, the service quality is the main key that affects the intensity of consumers to buy.

e-WOM (EWOM) has the speed of information dissemination, a wide range that can be accessed anywhere at any time and is more scalable. Volume and valence, two dimensions of e-WOM, have been analyzed extensively in previous lessons. E-WOM volume refers to the number of consumer responses about a particular product online. The larger the volume, the more likely it is that others will find out, leading to higher sales (informative effect). Valence refers to the positive or negative of the e-WOM content for a particular product. If e-WOM is positive, it can increase consumer expectations for service quality, whereas if e-WOM is negative it can reduce consumer expectations for service quality (Liu, 2006).

Emotional experience (EE), Consumers' perceptions of service quality will have an impact on their emotional satisfaction which will also change their beliefs and attitudes which will later affect their decision to buy products or services (Ladhari et al., 2017). The ability of emotional experience in creating touchpoints to create a memorable experience for its customers is one of the factors that can significantly attract the attention of consumers. Consumer emotions in online interactions include happiness, awakening, and dominance, which will impact their buying behavior (Wang et al., 2019). Thus, the more suitable the quality of service that reflects the consumer's personality, the stronger the emotional bond in it.

Purchase Intention (PI) is a plan to buy goods or obtain a service. This refers to the desire or intention of consumers to put their attention to making a buying decision. Sometimes they buy a product or service based on their feelings or hunches and the decisions made at the time. This is an unplanned purchase decision by the consumer. Then there are the fully planned decisions. In other words, purchase intention determines the strength of the consumer's desire to buy (Chakraborty, 2019). It is very important to recognize consumers' purchase intentions because consumers' actions are usually predicted through their intentions.

3. Methods

This study uses Partial Least-Squares (Sarstedt et al., 2014) using Smart PLS. This study uses quantitative methods with survey techniques. The sampling technique using purposive sampling is a non-probability sampling technique where the information needed is obtained from certain types of people whose criteria are set by the researchers, namely the Indonesian people who use Instagram and follow a brand's account, which is 294 respondents from Sabang to Merauke. Figure 1 shows the proposed conceptual model as follows:
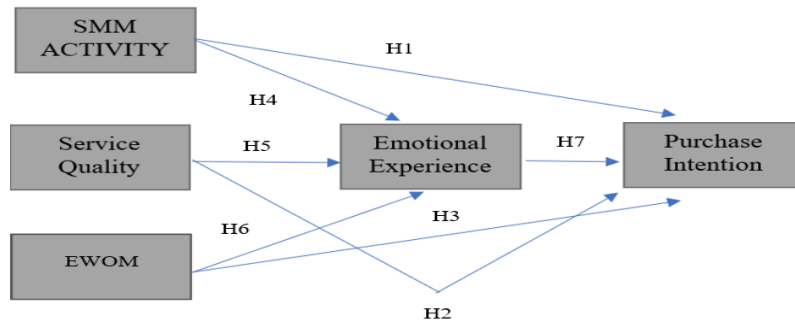
Figure 1. Research Model

Based on our explanation above, we proposed the following hypotheses:
Hypotheses 1. SMM significantly affects the PI in a positive direction
Hypotheses 2. SQ significantly affects the PI in a positive direction
Hypotheses 3. EWOM significantly affects the PI in a positive direction
Hypotheses 4. SMM significantly affects the PI mediated by EE
Hypotheses 5. SQ significantly affects the PI mediated by EE
Hypotheses 6. EW significantly affects the PI mediated by EE
Hypotheses 7. EE significantly affects the PI

4. Data Collection

We found this phenomenon through observations and surveys in the field. This aims to determine the extent of the role of consumer emotional experiences generated through social media marketing activities, especially the use of Instagram in Indonesia. Of the 294 respondents who have filled out the research questionnaire, it is known that 92 respondents or 31% are male and 202 respondents or 69% female with the majority of the age group being 17 – 23 years and 24 – 30 years, mostly domiciled in West Java (Bandung, Bekasi, Bogor, Cirebon, Depok, Garut, Indramayu, Karawang, Purwakarta and Tasikmalaya) by 33% or 97 respondents and DKI Jakarta 18% or 53 respondents from DKI Jakarta Province with a profession as a student 35% or 104 students or private employees by 30% or 88 respondents. The intensity of online purchases during the last six months ranged from 15-20 times, namely 36% or 107 respondents. The questionnaire indicator concept model is built from the questionnaire concept model. Each item indicator measures a five-point likert scale ranging from strongly disagree to strongly agree. Data were collected and analyzed using structural equation modeling. (Table 1)

Table 1. Measurement items

Constructs	Measurement Item
Social Media Marketing (SMM)	Contents of social media products and services (instagram official account) of an attractive brand (SMM1)
	Product and service content on social media (official Instagram accounts) of a brand is always up to date (SMM2)
	I can easily give my opinion about a brand's products and services on social media (official instagram account) (SMM3)
	Social media (official Instagram account) of a brand makes it easier for me to share information or reviews about the brand's products and services (SMM4)
	I can easily find information on social media (official instagram account) of a brand (SMM5)

Constructs	Measurement Item
Service Quality (SQ)	Information on social media (official instagram accounts) of a brand is easy to find (SQ1)
	Information on social media (Instagram official accounts) of a brand is easy to understand (SQ2)
	A brand/brand handled my questions and complaints well on their social media (Instagram official account and website) (SQ3)
	A brand/brand handled my questions and complaints quickly on their social media (instagram official account) (SQ4)
	Quality "customer service" of a good brand (SQ5)

Constructs	Measurement Item
Electronic Word of Mouth (EW)	I often read reviews on social media and websites to choose the right product or service (EW1)
	I often collect reviews on social media and websites before buying a product or service from a brand (EW2)
	I tend to change my opinion about a product or service after seeing reviews on social media (EW3)
	I don't read reviews on social media and websites to choose a product or service correctly (EW4)
	I will write a product or service review of a brand on social media (EW5)
	I will not recommend the product or service of a brand/brand (EW6)

Constructs	Measurement Item
Emotional Experience (EE)	I am proud to use goods or services from a brand/brand (EE1)
	I feel happy using the services of a brand/brand (EE2)
	I feel happy with the product quality of a brand/brand (EE3)
	I like the content on the website and social media of a brand (EE4)
	I am not happy with the services of a product or service brand (EE5)

Constructs	Measurement Item
Purchase Intention (PI)	I believe in the recommended products and services through social media (Instagram) (PP1)
	I will buy products and services of a brand/brand advertised on social media (instagram) (PP2)
	Social media (instagram) is important to me to help with purchasing decisions (PI3)
	I will try the products and services advertised on social media (PI4)

5. Results and Discussion

Outer Model

The purpose of the evaluation of the measurement model is to assess its validity and reliability of the model. Validity testing aims to ensure that each item in the research instrument can measure the variables determined by the research. The measurement model is tested by conducting a validity test which can be measured by convergent and discriminant validity from the indicators and a reliability test which can be measured by composite reliability and Cronbach alpha. If the loading factor has a number above 0.50 it can be said that it has met the convergent validity requirements, so it can be considered that the indicator is valid (Hair et al., 2019). The following data calculation results are as follows Table 2.
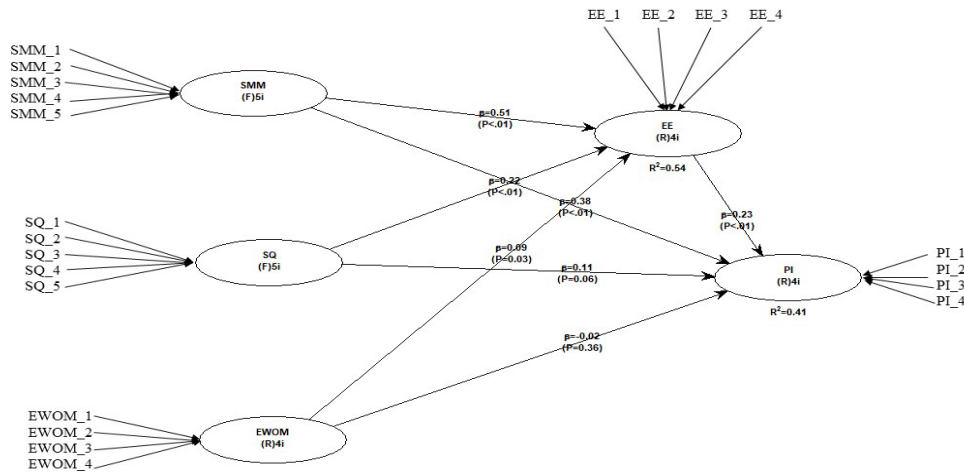
Table 2 Outer Model

Table 3. Uji Composite Reliability

Variable	Composite Reliability Coefficients	AVE	Parameter	Reliability
SMM	0.900	0.802	>0.7	Reliable
SQ	0.895	0.795	>0.7	Reliable
EWOM	0.805	0.717	>0.7	Reliable
EE	0.884	0.811	>0.7	Reliable
PI	0.862	0.781	>0.7	Reliable

Table 3 contains the values of the CR and AVE elements. The results showed that all components had a CR score of more than 0.70 indicating that the scale used in this study had a high level of internal consistency (Wong, 2013).

Table 4. Convergent Validity Test Result

Item	Loading Factor	Item	Loading Factor	Item	Loading Factor	Item	Loading Factor	Item	Loading Factor
SMM1	0.751	SQ1	0.641	EWOM1	0.804	EE1	0.821	PI1	0.694
SMM2	0.830	SQ2	0.803	EWOM2	0.837	EE2	0.888	PI2	0.828
SMM3	0.768	SQ3	0.859	EWOM3	0.590	EE3	0.756	PI3	0.765

Item	Loading Factor	Item	Loading Factor	Item	Loading Factor	Item	Loading Factor	Item	Loading Factor
SMM4	0.826	SQ4	0.847	EWOM3	0.600	EE4	0.771	PI4	0.829
SMM5	0.830	SQ5	0.806						

Based on the Table above Table 4, the loading factor value is > 0.50. this reveals the indicator is valid. The reliability test is to prove the accuracy, consistency and accuracy of the instrument in measuring the construct. If the AVE value generated by all constructs with reflective indicators is > 0.5; Cronbach's Alpha > 0.50 Table 5.

Table 5. Uji Cronbach's Alpha

Variable	Cronbach's Alpha Coefficients	Parameter	Reliability
SMM	0.860	>0.50	Reliable
SQ	0.852	>0.50	Reliable
EWOM	0.673	>0.50	Reliable
EE	0.824	>0.50	Reliable
PI	0.785	>0.50	Reliable

Inner Model

The structural model aims to predict the relationship between the hypothesized latent variables. By looking at the R-square value of each endogenous latent variable as an interpretation of the regression Table 6.

Table 6. *R-Squares(*R^2*)*

Variabel	*R Square*	Tingkat Pengaruh
Emotional Experience	0.536	Moderate
Purchase Intention	0.412	Moderate

In the table above, it is known that the social media marketing, service quality and e-WOM variables affect the emotional experience variable by 53.6% and the rest are influenced by other variables outside the study. And the variables of social media marketing, service quality, e-WOM and emotional experience affect the purchase intention variable by 41.2% and the rest is influenced by other variables outside the study. The level of R Square test ability was measured based on the results of the test scores, namely 0.67 (strong), 0.33 (moderate), and 0.19 (weak).

Table 7. The Results of Hypothesis Testing via Bootstrapping

Hubungan Variabel	*Path Coefficient*	**p-value**	**Hasil**
SMM→PI	0.378	<0.001	Diterima
SQ→PI	0.113	0.056	Ditolak
EWOM→PI	-0.018	0.363	Ditolak
EE→PI	0.232	<0.001	Diterima

Table 8. The Results of Indirect Effect Analysis

Hubungan Variabel	*Indirect Effect*	**p-value**	**Hasil**
SMM→EE→PI	0.119	<0.001	Diterima
SQ→EE→PI	0.052	0.003	Diterima
EWOM→EE→PI	0.020	0.051	Ditolak

Effect of Social Media Marketing on Purchase Intention
Based on the results of hypothesis testing Table 7, there is a significant positive effect of social media marketing on purchase intention having a path coefficient value of 0.378 and a p-value <0.001 (below 0.05). Social media plays an important role in creating value for consumers. The value of excellence becomes the basis for encouraging engagement that is in line with the needs, desires and expectations of consumers. Thus, the higher the value of excellence offered through social media marketing activities, the higher the consumer's attention to making purchases and recommendation to other consumers (Huang, 2016; Zhang et al., 2018; Zhao et al., 2019).

Effect of Service Quality on Purchase Intention
Based on the results of hypothesis testing Table 6, there is an effect of service quality on purchase intention having a path coefficient value of 0.113 and a p-value of 0.056 (above 0.05) which states that service quality has no effect on purchase intention. Service quality is one element of consumer confidence in purchasing activities. Not only that, while buying, consumers always assess and consider the quality of service received by consumers and what risks they will get when buying. In order to, service is the basis of exchange. This is in line with research according to Qalati et al., (2021).

Effect of Electronic Word of Mouth on Purchase Intention
Based on the results of hypothesis testing, there is an effect of electronic word of mouth on purchase intention having a path coefficient value of -0.018 and a p-value of 0.363 (above 0.05) which states that electronic word of mouth has no effect on purchase intention. E-WOM is an emotional statement that is positive or negative about a product or service in the form of articles, product or service reviews, or also in the form of comments on social media. Disseminate information about the credibility of the product or service by the identity of the consumer in order to pay attention to it in order to consumers will respond and even maintain or increase the positive attention of consumers. In other words, only high self-conformance will help me maintain and improve myself in a positive direction. The results of this study are not in line with research from Badenes-Rocha et al., (2019).

Effect of Social Media Marketing with Purchase Intention as a mediating variable on Emotional Experience
Based on the results of hypothesis testing, there is an indirect effect of social media marketing on purchase intention mediated by the emotional experience of 0.119 and a p-value of <0.001 (less than 0.05). (Table 8). This means that emotional experience significantly moderates the influence of social media marketing on purchase intention so that it is accepted. When consumers feel that the superior value offered through social media platforms reflects the consumer personality, that's when the consumer's emotional bond grows positively, which will lead to a consumer behavior that states his suitability (Escalas & Bettman, 2003).

Effect of Service Quality with Purchase Intention as a mediating variable on Emotional Experience
Based on the results of hypothesis testing, there is an indirect effect of service quality on purchase intention mediated by the emotional experience of 0.052 and a p-value of 0.003 (less than 0.05). This means that emotional experience significantly moderates the effect of service quality on purchase intention so that it is accepted. The better the quality of service provided to consumers who represent their personality will create and build emotional consumer bonds in a long time so that the potential to direct consumer buying behavior towards products or services in the long term as well. This indicates that service quality is enhanced when a brand is able to trigger self-verification and self-improvement motives. Because consumers use product or service brands to express their actual or ideal self-conceptt (Ekinci et al., 2013).

Effect of Electronic Word of Mouth with Purchase Intention as a mediating variable on Emotional Experience
Based on the results of hypothesis testing, there is an indirect effect of electronic word of mouth on purchase intention through the emotional experience of 0.020 and a p-value of 0.051 (above 0.05). This means that the emotional experience does not significantly moderate the effect of electronic word of mouth on purchase intention that the hypothesis is rejected. Information that is resonated through social media platforms provides space for consumers to assess and consider the information they receive in accordance with the consumer self-concept. In other words, self-congruence is a cognitive mechanism that determines whether the values expressed by a product or service (goals) match its self-concept (Usakli & Baloglu, 2011).

Effect of Emotional Experience to Purchase Intention

Based on the hypothesis test results, there is a path coefficient value of 0.232 with a p-value of <0.001 or below 0.05 on purchase intention, which indicates that emotional experience has a significant positive effect on purchase intention. To direct positive consumer behavior towards a product or service, a superior value of the product or service is required which expresses high suitability. When the congruence between the brand image of a product or service and their actual or ideal self-concept is high, consumers will feel that the brand encourages their self-verification of self-improvement motivation. Thus, consumers will become attached to the brand (Japutra et al., 2019).

6. Conclusion

The stronger the match between the product or service and the actual or ideal self-concept, the stronger the emotional attachment to the product or service. Research proves that social media users are attached to products or services on social media platforms when the product or service is in accordance with their actual or ideal self-concept. This new study states that when the congruence between the product or service and their actual or ideal self-concept is high, consumers will feel that the product or service encourages their self-verification of self-improvement motivation, so that truly reflect from the congruence consumer's personality. Thus, the services represented through social media marketing activities are the basis of exchange that will become self-congruity is a cognitive mechanism that determines whether the value expressed by a product and service matches the self-concept.

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