How to build Brand Image through Instagram Content to Improve Purchasing Decisions

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Abstract

Recently, Instagram is not only use for entertainment, but also act as a platform used for medium business, such as promotion and buying products. Roughneck 1991 is one of the brand fashions from Indonesia that use Instagram to promote their product to market through brand image which is Roughneck show up on their Instagram account. In this study, researchers used quantitative methods to analyze data obtained from Roughneck 1991 buyers using 176 respondents. To test the hypotheses, this research using PLS-SEM as a statistical tool. From the results of the analysis, the researchers found that brand image as an intervening variable positively can helps Instagram content in influencing purchasing decisions.

Keywords

Social Media, Brand Image, Content Marketing, Purchase Decision.

1. Introduction

Internet become an important part of life for every people in the world, also in Indonesia. Until 2021, there are 170 million users of social media in Indonesia. One of the popular social media in Indonesia is Instagram, and based on *Napoleon Cat's* data, until fourth quarter of 2021, there are 92.53 million users of Instagram. Compared to previous quarter, this amount increased from 3.9 million or up to 4.37% from 88.65 million user. Nowadays, Instagram is not only used for socializing, but is widely used by many users as a business medium, such as buying and selling businesses. By using Instagram social media, business actors can reach a wider number of consumers. There are many features that can be used by users to promote their products, such as *reels*, *initiatory*, and *feeds*. Marketers can also utilise feature *boost post* on this application for reach more target consumers.

Content marketing is a process direct or indirect in promote product or service through content text, video, audio, to find a value added of a product both through online and offline (Meiliana, 2018). Through Instagram, users can load many interesting content and product information, so consumer realize the brand that built through a brand image that created by its producers. Consumers will evaluate the image of a brand after consumers try to understand what the brand has and how they feel about the product.

According to Fianto et al. (2014), brand image is the understanding that consumers identify the brand or the consumer's total understanding of the brand obtained. This becomes important since it can provide an understanding of what the producer has to offer regarding the product and explained through the marketing process. For this reason, producer need to know the tastes and attractiveness of consumers so that consumers' views of the brand are said to be good. Therefore, the use of content on Instagram as a means of building a brand image is a very crucial step, where marketers must think carefully about the strategies that will be used in order to attract the attention of consumers. A positive brand image will affect consumer ratings. The better consumer's evaluate brand, the stronger the influence of brand image embedded in the minds of consumers on purchasing decisions.

Purchase decision is a form of selection and interest to buy the most preferred brand among a number of different brands (Kotler and Keller, 2016). Kotler and Armstrong (2012) also mentioned that consumers will go through five stages in making purchasing decisions, consist of recognition of needs, information search, evaluation alternatives, purchase decisions, post-purchase behavior. Instagram is a social media platform for consumers to decide on product purchases. The purchase decision process is also based on the brand image factor created on the Instagram page which is the material for consumer evaluation before making a purchase decision in meeting their needs.

Fashion is one of the products that has developed quite rapidly in Indonesia. This is indicated by the export performance of the textile and apparel industry in 2020 reaching US$ 10.62 billion with a contribution to the GDP

of the non-oil and gas processing industry of 6.76%. From these performance results, there are also local products that are able to dominate the fashion market in Indonesia.

Roughneck 1991 is a local brand from Depok, West Java Indonesia and was established in 2015. However, in 2016 Roughneck made a digital transformation with the decision to carry out buying and selling activities online through e-commerce platforms in Indonesia. To increase the communication with consumers, this brand also used Instagram as a marketing platform through internet. As a result, this brand succeeds in creating the brand image. This is in line with Henkel (2014) social media can be a useful tool for implementing marketing strategies because social media can provide customers with easy access to product information and give potential customers the ability to interact with current customers with the company before and after purchasing the product.

The aim of this study is to increase the purchase decision through brand image using Instagram. Therefore, this research focuses on social media Instagram as a medium for buying and selling online, especially in building a product brand image, which in turn will improve consumer purchasing decisions towards purchasing Roughneck products.

1.1. Objectives

1. Influence of Instagram content on brand image
2. The influence of brand image on purchasing decisions
3. The influence of Instagram content on purchasing decisions
4. The influence of Instagram content on purchasing decisions with brand image as an intervening variable

2. Literature Review

Brand Image
Brand image is influencing factors decision purchases made by consumers. Brand image is understanding that consumer identify brand or understanding total consumer to acquired brand from various sources (Fianto et al., 2014). To be more understand about brand image, Kotler and Armstrong (2014) mentioned three indicators of brand image, such as image maker (corporate image), user image (user image), and product image. Brand image is the perception that society gives to the company or its products. Brand image can be considered as a type of association that arises in the minds of consumers when remembering a particular brand. The association can simply appear in the form of certain thoughts or that are associated with certain brands. It's the same when we think about other people. (Kotler & Keller, 2016).

Content Marketing
According to Joe Pulizzi (2012) content marketing is a marketing approach that focused on creating and distributing valuable, relevant, consistent contents to attract and maintain audiences and at the end, encourage profitable customer actions. Content Marketing according to Kotler et al (2017) is a marketing strategy where marketers plan, create, distribute contents that is able to attract audience accurately and encourage them to be customers.

Buying Decision Process
Buying decision according to Kotler & Keller (2016:198) is a decision where consumer truly decides to buy and relish the goods or services between various alternative options. Buying decision became one of the important things that must be considered because this thing surely is going to be a consideration in company's next marketing strategy. Consumers are variant in terms of demographic, psychographic, psychology, etc., so that buying decision in the use of product, both goods and services relatively varied.

3. Methods
The approach of this research is quantitative method. Based on Sekaran (2017), quantitative method is a scientific method using data in the form of numbers that can be processed and analyzed using mathematical or statistical calculations. To collect the data, researchers used consumers of Roughneck 1991 as a sample.

4. Data Collection
As mentioned before, this study used sampling to determine hypotheses. Hence, purposive sampling is used as a sampling method. According to Zikmund (2018), purposive sampling is a nonprobability technique in which an experiences individual selects the sample based on his or her judgment about some appropriate characteristics required of the sample member. Therefore, the sample of this study are the Instagram followers of Roughneck

1991 as much as 176 people which also can be concluded as a member of this products. To verify the hypotheses, all collected data analyzed by PLS-SEM data analysis technique. According to Ramayah et al. (2018), Partial Least Squares Structural Equation Modelling (PLS-SEM) focuses on prediction and estimation, and is useful in maximizing the explained variance of independent variables on dependent variables.

5. Result and Discussion

5.1. Measurement Model Evaluation

After analyzing the respondent's profile, the next step is to process the data to determine the relationship between each variable and get the results of this study. However, before determining the relationship between variables, the data must meet the criteria of validity and reliability in the evaluation of the measurement model. As shown in Table 1, the reliability and validity of each concept are assessed during the evaluation of measurement models. Regarding construct reliability, the focus is on indicator loading values that reflect indicator reliability values and composite reliability. which demonstrates the reliability and internal consistency of the construct.

Table 1. Summary of Measurement Model

Variables	Indicator/ Items	Reliability Test			Validity Test	
		Indicator Loadings	Cronbach's Alpha	Composite Reliability	Convergent Validity (AVE)	Discriminant Validity (HTMT)
Instagram Content	IC1	0.772	0.882	0.910	0.629	Valid
	IC2	0.735				
	IC3	0.830				
	IC4	0.820				
	IC5	0.802				
	IC6	0.796				
Brand Image	BI1	0.839	0.894	0.917	0.613	Valid
	BI2	0.746				
	BI3	0.689				
	BI4	0.788				
	BI5	0.827				
	BI6	0.791				
	BI7	0.792				
Purchase Decision	PD1	0.726	0.883	0.909	0.588	Valid
	PD2	0.685				
	PD3	0.773				
	PD4	0.836				
	PD5	0.738				
	PD6	0.797				
	PD7	0.803				

Referring to Table 1, the values of all loading indicators for each construct meet the expected value, which is greater than 0.7, except for PD2 (0.685). But Hair et al. (2017) assert that although some indicators may have values below the minimum limit of 0.70, because the composite reliability of each construct is acceptable, they can still be maintained for further analysis. Below also known, the Composite Reliability value of each construct is 0.910 (IC); 0.917 (BI); 0.909 (PD), which also exceeds the minimum limit value of 0.70 (Hair et al., 2019). In the other words, the research construct's reliability is well-established. Meanwhile, another focus is on investigating convergent and discriminant validity in response to the construct validity issue. Convergent validity values are seen in AVE (Average Variance Extract) scores, where the AVE value of each construct is 0.629 (IC);

0.613 (BI); and 0.588 (PD). In other words, the convergent validity value of each construct exceeds the minimum limit value of 0.50 (Hair et al., 2016).

According to Ghozali (2015), discriminant validity testing is aimed at assessing a variable that has a good discriminant validity value. To find out the value of a good discriminant validity is to compare the value of a construct with other constructs. (Table 2) The methods used are fornell-larcker criterion and cross loading. The process of calculating the fornell-larcker criterion is carried out by comparing the AVE roots of each construct to the correlation between one other construct in the research hypothesis model (Ghozali, 2015). Meanwhile, the value of cross loading is accepted if the indicator variable value is greater than the other variables.

Table 2. The Summary of Discriminant Validity Test (Fornell-Larcker)

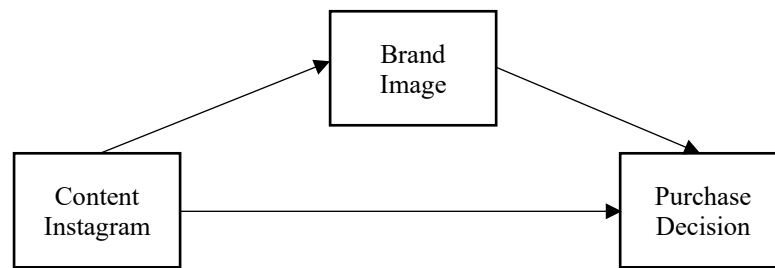|	Brand Image	Purchase Decision	Instagram Content
Brand Image	0.783		
Purchase Decision	0.844	0.767	
instagram Content	0.823	0.765	0.793

5.2. Structural Model Evaluation

Figure 1. Conceptual Frame work

After the assessment results on a satisfactory measurement model, the next step is to assess the structural model (Hair et al., 2016). Each hypothesis is associated with a causal relationship in a structural model, while a path coefficient is usually used to evaluate the hypothetical relationship of a structural model (Hair et al., 2016). In general, the value t determines the statistical significance of the coefficient (Hair et al., 2016; Urbach & Ahlemann, 2010). The critical values commonly used in two-sided testing are t-value 1.65 (significance level = 10%), t-value 1.96 (significance level = 5%) and t-value 2.57 (significance level = 1%) (Hair et al., 2016).

In this study, a hypothesis would be supported if the hypothesis's t value (relationship between variables) was greater than the cut-off value of 1.96. In comparison, a hypothesis would be rejected if the hypothesis's t value (relationship between variables) was lower than the cut-off value of 1.96. For example, as presented in Figure 1 and Table 3, it can be observed that BI→PD obtained a research significance value of 7.515>1.96, the significance level is 0.000<0.05, and the path coefficient value is a positive 0.665, which indicates the direction of the relationship between brand image and purchase decision is positive and significant.

Table 3. The Summary of Relationship Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Image ➔ Purchase Decision	0.665	0.667	0.088	7.515	0
Instagram Content ➔ Brand Image	0.823	0.824	0.03	27.518	0
Instagram Content ➔ Purchase Decision	0.218	0.218	0.094	2.314	0.021
Instagram Content ➔ Brand Image ➔ Purchase Decision	0.547	0.549	0.071	7.709	0

In addition, the table above shows the mediation effect of attitude, it shows the indirect influence of IC→BI→PD obtained the value of the significance of the study was t-value of 7.709>1.96, the significance level of 0.00<0.05, and the value of path coefficients was positive at 0.547 which indicates Instagram content against purchase decision through brand image is positive and significant. This demonstrates that the effect of mediation on brand image has an effect on purchase decision. Then, researchers evaluate variance scores on dependent variables, described by all independent variables, with reference to R^2 values. Based on Table 4, the R^2 values of Brand Image (BI), and Purchase Decision (PD) are 0.678 and 0.727, respectively.

Table 4. The Summary of R^2 Values

	R Square	R Square Adjusted
Brand Image	0.678	0.676
Purchase Decision	0.727	0.724

6. Conclusion

As a conclusion, found that brand image as an intervening variable has an important role between Instagram content and purchase decision for Roughneck 1991 product. The owner of Roughneck 1991 used social media, especially Instagram as a place for their consumers to search information about the Roughneck 1991 products. While, purchase decision itself influenced by Instagram content of this brand. Therefore, it can be concluded, that especially for online trading, producers need to make promotion and information about their product continually to their consumers. Furthermore, at the end it can be a good strategy to increase the purchase decision. Researchers believe that in the future, this study can be conduct in other brand to get the deeper information about the purchase decision factors. Also, there are many possibilities in the next research to include other variables.

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