

Relationship between Utility, Entertainment, Socialization and Satisfaction to Brand Attitude and Purchase Intention in Instagram in Indonesia

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Abstract

Instagram, fastest-growing social networks, has shifted to become not just a place for social interaction, but has become a marketing instrument that continues to grow, along with the continuous addition of new features to Instagram for business use. Instagram also is a platform which are extensively applied by brands to promote their products. This study wants to test whether there are a relationship between Utility, Entertainment and Socialization to Instagram Satisfaction when someone uses Instagram, and then relationship between Instagram Satisfaction, Brand Attitude and their Purchase Intention behavior. The research design to conduct was survey using a questionnaire. The sampling technique used is purposive sampling, and research model in structural equation modeling with data analysis using AMOS software. Result showed that Instagram user satisfaction is influenced by the social needs of other users and enjoying entertainment on Instagram. This satisfaction will have an impact on a positive attitude towards the company's brand that promotes its products on Instagram, and in the end a positive attitude towards the brand will encourage purchase intentions for existing brands.

Keywords: *Utility, Entertainment, Socialization, Satisfaction, Brand Attitude, Purchase Intention*

Introduction

In recent years, many companies have changed the way they introduce and sell their products; technological factors are one of the main causes of this important transformation (Olenski, 2018; Roubaud, 2018; Ratchford, 2020). Internet-based information and communication technologies enable online platforms to facilitate interaction and communication between consumers and businesses, creating brand communities (Moghaddam and Esfidani, 2020). As a consequence of this, the smartphone industry is growing rapidly, and social media platforms have become the main tool for many companies to introduce their products and brands; Instagram, a social media platform that is very popular today, has shifted to become not just a place for social interaction, but has become a marketing instrument that continues to grow, along with the continuous addition of new features to Instagram for business use. (Copeland and Zhao, 2020; Saima and Khan, A., 2021). Instagram, fastest-growing social networks, is a platform with a higher level of engagement than other social networks, which are extensively applied by brands to promote their products (RivallIQ, 2019; Ahmadi and Ieamsom, 2022).

Most companies are using Instagram to enjoy the advantages of building brand communities on this platform. However, the majority of brand community members are passive rather than active (Moghaddam and Esfidani, 2020). But in Saudi Arabia, Instagram has been used to promote brands through the role of influencers using opinion leadership. Opinion leaders can use the internet to disseminate information through

social media platforms to influence other consumers through share information, hence impacting information processing, evaluations and choices for other people (Al-Harbi and Badawi, 2022). Other research shows that Influencer-created content concerning brands and products is perceived to have a more authentic and personal appeal to potential customers (Gamage and Ashill, 2022). On Instagram, many companies can use influencers to form a positive image about a brand and influence users to interact and carry out customer journeys with the brand (van Driel and Dumitrica, 2021). Even Instagram is widely used for personal activities branding and political marketing activities to influence Instagram users in their political behavior (Muñoz-leiva and Liebana-cabanillas, 2022); social media can be any form of computer-mediated communication where users not only set up profiles to present who they are, but also generate content of their own (Alhabash and Ma, 2017). Because the use of Instagram was also used intensively by generations Y and Z (Fietkiewicz, 2017), and Instagram has finally become one of the most important social networking sites globally and in the process has transformed the role of photographs and photography in visual culture (Caliandro and Graham, 2020).

Social media as a platform has a variety of communication displays; Twitter, Facebook, Youtube, Instagram, WhatsApp and Tik Tok are the most popular forms in cyberspace (Pham and Gammoh, 2016). Basically, communication on the Social Media platform allows users to share content, interact and collaborate with each other. when such use is extended, it strengthens not only the social network, but also the business activities of the organization; organizations or companies use

these media for promotional and marketing activities, and it is proven that these activities can increase brand equity, also for premium brands (Kim and Ko, 2012).

Specifically for Instagram, currently the platform's users are estimated to reach more than 1.1 billion users and continue to grow exponentially (Zilber, Monken and Quevedo-Silva, 2019). One of the advantages of Instagram which can also be used for marketing activities is the facility for users to upload pictures, photos, videos or anything about their products and brands in the application; These materials can be edited easily and effectively, and with the help of the right influencers or public figures, it will make it easier for products and brands to be quickly recognized and liked by consumers. What's more, after seeing the appearance of a product or brand, users tend to explore and seek additional information about the product, take action to follow the brand, and many even continue with the act of buying and consuming the product or brand (Belanche, Flavián and Ibáñez-Sánchez, 2020).

Although there has been much research on the benefits and influence of Instagram on marketing activities, there has not been much research discussing a number of antecedents that influence Instagram performance, as well as the formation of attitudes towards brands introduced through Instagram and consumer buying intentions. Some research shows Instagram's role in developing brand positioning, brand competitive space (Swaminathan et al., 2022), and brand benefits (Forbus, 2021). influence on the engagement behavior of an Instagram user (Shahbaznezhad, Dolan and Rashidirad, 2021), which can lead to a customer experience journey, which can follow the flow of the smooth journey model or the sticky journey model (but no one has specifically seen the effect on brand attitude as well as purchase intention. In their research, (Grewal, Gupta and Hamilton, 2021) Stated that A primary emphasis of the research is to understand customer and/or firm decisions and behaviors on social media platforms such as Facebook, Twitter, or Instagram.

From the discussion above, this study aims to test whether there are a relationship between Utility, Entertainment and Socialization to Instagram Satisfaction when someone uses Instagram, and then relationship between Instagram Satisfaction, Brand Attitude and their Purchase Intention behavior.

Literature Review

Research on the usage of social media sites have been applying conceptual frameworks of uses and gratifications theory and the technology acceptance model theory (Florenthal, 2019). To build a research model for research on brands and their relation to social media marketing activities, especially Instagram, the following describes several related variables:

Utility

Consumers using Instagram basically want to benefit from the advantages of the application, especially in accessing information; they can find the help they need when it comes to meeting their emotional, informational and social needs as members of society. In interacting using Instagram, consumers can obtain valuable information about the products or services they are interested in or will consume in a virtual environment (Casalo, Flavian and Ibranz Sanchez, 2020). There is strong evidence that the utility factor determines consumer satisfaction

in using Instagram in exploring products and services with certain brands (Whiting and Williams, 2013). There is also evidence that perceived utility is a factor for users to enjoy and gain satisfaction from using virtual environments since it reveals advantages in accessing or participating in this media (Mazzarolo, Mainardes and Innocencio, 2021). (Schorn, Vinzenz and Wirth, 2022) state that one of Instagram benefit explain who will gain from the sustainability action: the consumer, the society or the company. Marketer can post many contents to Instagram, and upon exposure to advertisements, the degree to which consumers pay attention is a function of their needs which then determines their motivation to process content (Noguti, 2022). Another researcher state that If consumer think that this platform is a valuable channel to find information and play an important role in order to meet their everyday life information needs, they feel satisfied with platform (Casalo, Flavian and Ibranz Sanchez, 2020).

Entertainment

People use their smartphones for communication, entertainment and other specific functions, i.e. ease of communication and multitasking (Agarwal and Lu, 2022). Instagram started as a social media platform where users could edit photographs and short videos with filters to share on their profiles (Belanche, Flavián and Ibáñez-Sánchez, 2020). with the development of information technology which also affects the field of social media, now Instagram is not only used to find information related to products, but consumers also use it because there is an entertainment factor in the appearance of images, videos and posts that are loaded. Entertainment is defined as a certain level of pleasure, joy or relaxation that is obtained when someone uses certain social media; on Instagram, many people use it as a hobby that can please them (Alhabash and Ma, 2017). In addition, in Instagram content, there are many visual displays that seem strong and attractive which do not require deep thought and function more as entertainment (Pelletier et al., 2020). Instagram also serves as entertainment and enjoyment, and perceived enjoyment is referred to the degree of fun that can be derived from using the system, spending free time as well as relaxing from boredom (Casalo, Flavián and Ibáñez-Sánchez, 2017).

Socialization

Socialization is one of the elements that researchers often find in social media users, and can be interpreted as a person's desire to meet and talk to other people, to gain support from colleagues and strengthen a sense of belonging among community members, such as between friends or family. (Quan-Haase and Young, 2010); (Kim, Cho and Kim, 2019). From a number of studies on a number of social media platforms, such as Facebook, Twitter, Snapchat and Instagram, Instagram has the highest level of socialization (Phua, Jin and Kim, 2017). Fulfilling social needs is one of the strongest factors for people to use social network and indicated the four aspects of socializing: to get support from others, to meet interesting people, to converse with others, and to stay in touch with friends. Social network sites help users get support from others, meet interesting people, converse with each other, stay in touch with old friends and make new friends (Hou and Shiau, 2020). One of the common activities carried out on Instagram is that Instagram users can do passive activities, such as viewing other users' activities, or active activities, namely sending a private message or broadcasting a status update (Kocak, E., Nasir and Turker, 2020; Verduyn et al., 2020) stated that extracting the key

context-specific usage motives of Instagram, usage motive categories have been revealed and named as self-expression, recording, socialization.

Satisfaction

Consumer satisfaction is the main issue in the analysis of consumer behavior and can be interpreted as a feeling of liking the performance of a product or service. This satisfaction in relation to the use of information systems such as social media tends to lead to ongoing relationships between consumers and their virtual communities; In addition, satisfaction with past performance in using social networks such as social media will be able to predict a number of subsequent behaviors (Casalo, Flavián and Ibáñez-Sánchez, 2017). Satisfaction in using Instagram can be defined as the level of gratification that an online social environment provokes in users after they have satisfied their needs (Corrada, Flecha and Lopez, 2020).

Brand Attitude

One of the impacts of satisfied consumers when using Instagram is their desire to share experiences related to certain products and brands with people in their community. This becomes a kind of word of mouth that will make consumers' attitudes towards certain brands positive (Teo, Leng and Phua, 2019; Qin, 2020). Results show that consumers' attitudes toward engaging with retail brands through Facebook are influenced by peer communication, compatibility and credibility, and that attitude has a strong influence on intentions toward this behavior (Bianchi and Andrews, 2012). Attitude toward brand is defined as a person's entire assessment of a brand, and mostly relies on customer's individual insights about brand, and this is considered as a dependable predictor of attitude of customers about a brand (Haq and Alvi, 2022), and it can be described that a consumer's attitude toward brand is essentially determined by an encouraging behavior about the brand (Mogaji and Danbury, 2017). Another scholar state that brand attitude is identified as a factor that affects brand attachment, i.e. the emotional bond or emotional connection that consumers feel toward the brand (Jeon, 2022). A brand that is congruent with consumers' desired selfidentity is more appealing to them and helps them build and define their self-identities. Consequently, consumers increase their sense of belongingness with a brand and its community while at the same time facilitate oppositional loyalty and boost negative and opposing views about rival brands (Alvarado-Karste and Kidwell, 2022). In social media contexts, being

characterized by two-way communication as a new channel, when a conversation is presented to consumers as a form of content and a sign of listening to and communicating with consumers, consumers may acknowledge Brand-owned social media content marketing and in turn, form a favourable attitude (He et al., 2021).

Purchase Intention

Messages or comments and feedback from Instagram users are considered more trustworthy by consumers than messages that are deliberately written by companies; this is because they feel the message is more natural, honest and in accordance with the actual situation (Djafarova and Rushworth, 2017). According to (Nurhayati and Hendar, 2020), purchase intention reflects the consumer's short-term behavior towards real purchase action in the future. Therefore, posts and comments that are read when someone opens Instagram and really intends to make a purchase of a certain product, will be influenced by existing word of mouth. (Cuevas, Lyu and Lim, 2020) states that consumers who are impressed by the flow of information and well-organized images on Instagram are also likely to exposure products and brands and then be interested in buying them. (Grewal, Gupta and Hamilton, 2021) also stated that a company's activities on social media will have an impact on a company's brand image, which then influences the intention to buy a product. There is no clear proof in the literature about the causal effect of consumers' relationships with brand communities on consumers' behavioral interactions (VanMeter et al., 2018). The intention to purchase can be defined that consumers choose to buy a product or service because they consider to purchase it or even because they have an attitude towards the product and the appreciation of the product (Naszariah et al., 2021), and purchase intention in Instagram affected three dimension factors, i.e. people, technology and information (Din, Ramli and Bakar, 2018). Many studies have examined the relationship between the variables of utility, entertainment in a social media, as well as social needs between members in a social media community with satisfaction of social media users (Mazzarolo, Mainardes and Innocencio, 2021). However, it is still rare to relate this relationship to the possibility of a company using social media to drive positive brand attitude and then possibility to buy the brand. This study attempts to further explore the possibility of a positive and significant relationship between social media user satisfaction and brand buying behavior.

From the explanation above, the research model put forward is:

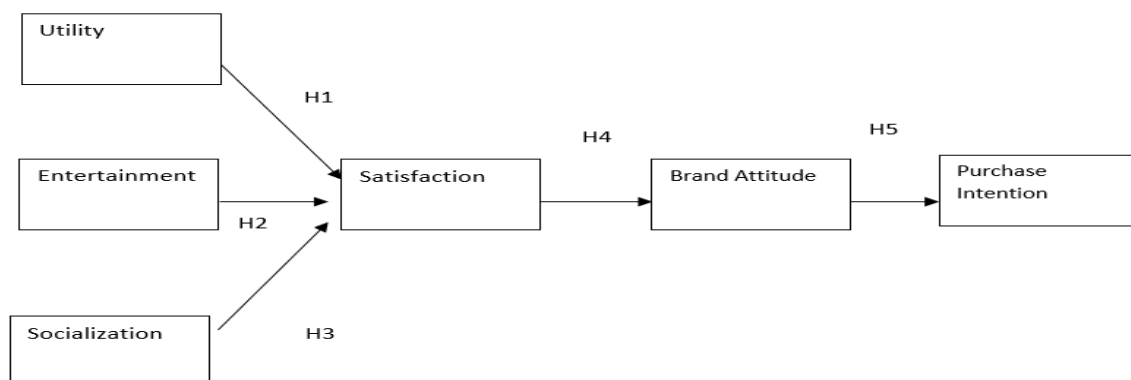


Figure 1. Framework of research

GENERAL MANAGEMENT

Following Hypothesis:

- H1 = Utility has a significant effect on Satisfaction
- H2 = Entertainment has a significant effect on Satisfaction
- H3 = Socialization has a significant effect on Satisfaction
- H4 = Satisfaction has a significant effect on Brand Attitude
- H5 = Brand Attitude has a significant effect on Purchase Intention

Research Methodology

The research design in this study was a survey using a questionnaire. The sampling technique used is purposive sampling, namely respondents who have used the Instagram

application regularly. Respondents will be given a questionnaire which will be uploaded using Google Form media. The questionnaire consists of two parts; the first part is information about their profile, such as gender, age, monthly expenses, place of residence, frequency of using the Instagram application, and the reasons they use it. While the second part is a questionnaire that contains questions to find out their perceptions of Utility, Entertainment, Socialization, Instagram Satisfaction, Brand Attitude and Purchasing Intention. The research location will be carried out on Instagram users in the Special Region of Yogyakarta province in Indonesia. Data analysis was performed using AMOS software to determine the feasibility of the model and hypothesis testing. The goodness of fit criteria used are:

Criteria	Value
CMIN / df	2 - 5<
CFI (Comparative of fit index)	> 0,9
CFI (Goodness of fit index)	> 0,9
IFI (Incremental Fit Index)	> 0,9
RMSEA (root mean square error of approximation)	0,08

Table 1. Good Fit of Test Criteria

Source: (Hair, J.F., Black, W.C., Babin, B.J., Anderson, 2010)

Results And Discussion

Respondent characteristics

The following are the results of profiling 341 respondents who have filled out a questionnaire made in Google Form format.

Item	Category	N	Percentage
Gender	Male	116	34.0
	Female	220	66.0
	Total	341	100.0
Occupation	University / College Student	137	40.2
	Civil Servant/ Private	115	33.7
	Entrepreneur	44	12.9
	House Wife	29	8.5
	Others	11	3.2
	Not Answer	5	1.5
	Total	341	100.0
Spend per month	< US\$ 66.67 / month	97	28.4
	> US\$ 66.67 / month – US\$ 100 / month	68	19.9
	> US\$ 100 / month – US\$ 133.33 / month	54	15.8
	> US\$ 133.33 / month	115	33.7
	Not answer	7	2.1
Total	341	100.0	
Average time to visit Instagram per day	< 1 hour	129	37.8
	> 1 hour - 3 hours	133	39.0
	> 3 hours	74	21.7
	Others	2	0.6
	Not answer	3	0.9
	Total	341	100.0
Social Media Platform (multiple responses)	WhatsApp (WA)	309	26.4
	Instagram	295	25.2
	Youtube	207	17.7
	Tik Tok	138	11.8
	Facebook	123	10.5
	Twitter	802	7.0
	Others	16	1.4
	Total	1170	100.0

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Instagram activities (multiple responses)	See activities of friends and family	266	39.0
	See promo offering from product or brands	150	22.0
	See the activity of your favorite celebrities/celebgram	134	19.6
	Get to know new people/things through exploring on Instagram	97	14.2
	Others	35	5.2
	Total	682	100.0

Table 2. Characteristics of respondents

From the basic consumer's profile, it can be seen that the most Instagram users are women, work as students and private employees or civil servants, the level of expenditure per month is low to medium (< US\$ 100 / month and > US\$ 100 / month – US\$ 133.33 / month). Respondents mostly use WA and Instagram, with Tik Tok and Youtube media becoming increasingly popular. The average time for social media is up to 3 hours per day; This result shows that respondents are younger generation who are increasingly active and rely on gadgets in their daily activities. While looking activities of friends and family and seeing activities of the respondent's favorite celebgrams are the main activities using Instagram. This shows that social

media is still limited to things that communication and entertainment in nature. However, the percentage of social media used for consumer behavior activities is quite dominant (around 20%); this shows the company can carry out marketing activities, especially the promotion of companies' goods or services.

Data analysis

The research model described in AMOS diagram:

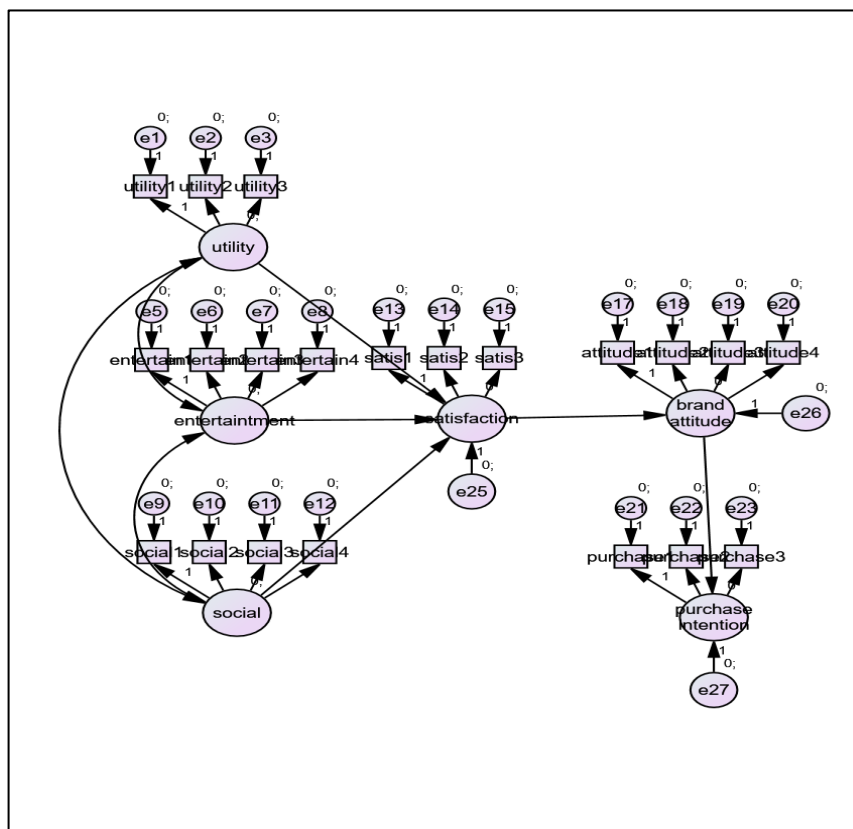


Figure 2. Research Model in AMOS Software

Criteria	Value
CMIN / df	2.410
RMSEA (root mean square error of approximation)	0.064
CFI (Goodness of fit index)	0.933
IFI (Incremental Fit Index)	0.934
TLI (Tucker Lewis Index)	0.922

Table 3. Good Fit of Test Criteria
Source: Analysis of Primary Data

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From the table above it can be seen that the model meets the test criteria, where the CMIN / df is below 5, and the RMSEA is below 0.1. While the CFI figure is above 0.9. Thus from testing

the fit model, it can be said that the above model has passed the goodness of fit test.

The estimated number of relationships between variables:

Criteria	Value	Probability
Utility --> Satisfaction	.108	0.057
Entertainment --> Satisfaction	.358	0.000
Socialization --> Satisfaction	.374	0.000
Satisfaction --> Brand Attitude	.692	0.000
Brand Attitude --> Purchase Intention	.617	0.000

Table 4. Hypothesis testing results

From the table above it can be seen that the Utility variable does not significantly affect the Satisfaction variable (prob. > 0.05), but the Entertainment variable and Socialization variable significantly affect the Satisfaction variable (prob. <0.05); while the Satisfaction variable affects the Brand Attitude variable positively and significantly (prob. 0.000) and the Brand Attitude variable ultimately affects the Purchase Intention variable (prob. 0.000). Instagram user satisfaction is influenced by the social needs of other users and enjoying entertainment on Instagram. This satisfaction will have an impact on a positive attitude towards the company's brand that promotes its products on Instagram, and in the end a positive attitude towards the brand will encourage purchase intentions for existing brands.

Discussion and Conclusions

In Instagram, the visual aspect that displays pictures and photographs of certain objects plays an important role in attracting attention and influencing user attitudes. Display images or photos that are not attractive tend to be ignored or users quickly move on to other objects. In addition, Instagram functions as a social media that provides more entertainment than information or educates to users. Thus, companies that provide product information or solutions to Instagram users, or try to educate about something, will not have an impact on positive attitudes towards the products or brands offered. This finding is different from research from (Mazzarolo, Mainardes and Innocencio, 2021), which states that utility is a factor for users to enjoy and gain satisfaction from using virtual environments since it reveals benefits in accessing this media. This finding is also different from research result that the utility of Instagram, which includes perceived originality and perceived uniqueness influences the opinions of opinion leaders; then they will affect the satisfaction of their followers (Casalo, Flavián and Ibáñez-Sánchez, 2017). But if a user is satisfied with an Instagram account, it is expected that consumers feel more willing to follow that account in the future and consumer can feel a strong deep relationship with brand community (Moghaddam and Esfidani, 2020). And in Instagram, socialization is a important things for users. individuals who participate in Facebook Groups to satisfy socializing needs are generally interested in meeting and talking community (Kim and Kim, 2019).

While the effect of consumer satisfaction when using Instagram will have a significant impact on positive attitudes towards the brand has been proven in many studies. (Veirman, Cauberghe and Hudders, 2017) in his research stated that social media that has many followers will tend to have high popularity and people will like the content that is presented. In the long term, this will encourage positive attitudes towards social media. In their research about tourism, (Chen et al., 2021) show that

there is a significantly positive relationship between source credibility in Instagram and users' attitudes toward influencers' posts leads consumer satisfied with its content and more favorable attitudes towards that Instagram. Another researcher (Casalo, Flavián and Ibáñez-Sánchez, 2017) stated that users' high satisfaction level could be an antecedent of their intention to recommend that account and have a positive brand attitude and develop a greater willingness to tell the experience to other users of their inner circle.

Many studies have shown that a positive brand attitude tends to influence purchase intention. In tourism research field, when choosing a rural tourism destination, consumers' attitude toward influencer marketing was positively related to their intention to purchase the endorsed product (Chatzigeorgiou, 2017; rinka and Pratt, 2018). Instagram Commerce is one of the e-commerce platforms that help companies to improve sales and create a positive image (Herzallah, Muñoz Leiva and Liébana-Cabanillas, 2021) and the social media platforms that customers use to browse products can affect their impulse purchases. And in luxury fashion product, social media activities can affect purchase intention through equity value and brand equity (Alosaimi et al., 2020). In organic food, attitude towards positively impacts followers' attitude towards the promoted brands as well as their intention to purchase organic food brands (Chetioui et al., 2022). Other scholars stated that consumer attitude has a significant influence on consumer intention, and social media influencers have become a reliable endorser compared to the traditional marketing methods, and they seem to be cost-efficient and -effective marketing approach (Jeon, 2022; Kurdi et al., 2022). In online communication, openness and somewhat informal nature of social media and digital communication influence brand positioning in Instagram; brand nick name, for example 'Big Blue' for IBM, has a close and genuine relationship with consumer and can build inferred brand attachment, and then enhances the perceived information authenticity about brand and leads to reader's increased purchase intent (Zhang and Patrick, 2021). And other interesting research findings, empirical evidence that direct gaze and high product salience in Instagram post positively affect digital visual engagement, and digital visual engagement influences intention to purchase. (Valentini et al., 2018).

From the basic profile, it can be seen that the most Instagram users are women, work as students/students and private employees or civil servants, spending levels are high (> US\$ 133.33 /month). Respondents mostly use WA and Instagram, with Tik Tok and Youtube media, with the average time they access electronic social media up to 3 hours per day; while looking at the activities of friends and family that the respondent knows and seeing the activities of the respondent's favorite celebrities/celebs. However, the percentage of social media used for consumer behavior activities is quite dominant (around

20%).

From the analysis of the AMOS model, it is found that the Utility did not influence Satisfaction significantly, but Entrepreneurship and Socialization variables affect the Satisfaction variable positively and significantly. Meanwhile, the Satisfaction variable influences the Brand Attitude variable positively and significantly, which then has an impact on the Purchase Intention variable.

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