

CHAPTER I

INTRODUCTION

A. Research Background

Social media is a constantly evolving landscape that is becoming increasingly important in people's lives (Kumar & Pradhan, 2015). Social media refers to activities, practices, and behaviors among people who gather online to share information, experiences, and perspectives using colloquial media (Ahmad et al., 2015). The rapid progress of digitalization makes it easier for people to access, obtain, and disseminate information. Social media marketing plays a crucial role in this process, as users often share positive experiences with their family and friends, impacting their purchasing choices (Puspaningrum, 2020). The effectiveness and efficiency provided make users more comfortable using digital technology for purchasing.

Social media marketing has become an essential component of any successful marketing strategy, given its vast potential for people to connect and its diverse opportunities for marketers to engage with consumers. In January 2023, Indonesia had 167.0 million social media users, representing 60.4 percent of its population (Datareportal, 2023). The impact of social media on individuals and businesses is significant, as it provides a platform for unrestricted interaction and communication (Appel et al., 2020). Social media users can engage with various features on these platforms, which hold the potential to influence their purchasing decisions. Social media marketing has become indispensable to today's advertising and marketing landscape.

Instagram is one of the most popular social media platforms at present. According to the Data from Meta's advertising tools, Instagram had 89.15 million users in Indonesia in early 2023. During this time, 51.6 percent of Instagram's ad audience in Indonesia was female, while 48.4 percent was male (Datareportal, 2023). Research on social commerce (s-commerce) has expanded in recent years; Instagram Commerce is still in its early stages, owing to the novelty and dynamic nature of the purchasing system it offers users (Nedra et al., 2019). Instagram commerce will become the leading sales network of the future, and there is a scholarly interest in analyzing it (Assadam, 2020). Instagram allows businesses to interact directly with customers and potential customers, building relationships that can increase sales and loyal customers.

In marketing research studies, social media marketing features are usually used to attest to their impact on consumer purchase decisions (Alalwan, 2018). There are three dimensions of social media marketing features, including interactivity, entertainment, and informativeness (Hanaysha, 2022), to determine their direct and indirect effects on purchase decisions via brand trust, self-congruence, and brand awareness. Undoubtedly, marketing via social media has emerged as the foremost significant approach for reaching larger customers at minimal cost (Hanaysha et al., 2021). As brands continue to harness the potential of social media platforms, a delicate balance between engagement and authenticity, entertainment and informativeness, must be struck to ensure that consumers can make decisions that resonate with their values and needs.

Brand trust is the consumer's willingness to think that a brand is dependable and can achieve its objectives (Surapto, 2020). Brand trust refers to a customer's implicit faith that an online service provider follows their expectations about the quality of the service they get in exchange for their payment (Agag & El-Masry, 2016). So, brand trust refers to a customer's implicit faith that an online service provider follows their expectations about the quality of the product or services they get in exchange for payment. Furthermore, brand trust is described as a process that evolves and is informed by prior exposure to a product or service (Albayrak T et al., 2020). Brand trust is one of the most critical aspects of studying consumer behavior while purchasing goods online (Cheng et al., 2022).

The concept of self-congruence plays an essential role in shaping consumer preferences for a brand, which originates from the inherent human desire to build a harmonious relationship between one's identity and brand associations (B. and K. Y. Kim, 2019). This psychological phenomenon relies on the assumption that individuals try to maintain a positive self-concept and tend to be attracted to products or brands that reflect and validate their self-perceptions. Alignment between self-image and brand attributes, a core tenet of self-alignment theory, results in consumers judging brands better when the brand user's image resonates with their self-image (J. H. Kim, 2015).

Extending this premise, consumers' self-concept significantly influences their purchase decisions, driving a dynamic interaction between identity and consumption behavior (Klipfel et al., 2014). In this context, the consumer's product or brand reflects

functional attributes and the projection of the desired self-identity. This perspective underscores the complex self-concept, offering valuable insights into the factors driving product selection.

The consumer-brand relationship is captured well as the concept of brand resonance, which represents a willingness to engage with and attach to the brand (Keller, 2012). Brand resonance is related to the degree to which a person resonates with a brand and feels “in sync” with it (Keller, 2010). Based on Kopp (2010), social resonance refers to the components of rapport representing the participants’ feelings during the rapport experience and behaviors related to those feelings. The components have been identified in such a way as to enable us to use them in a harmonious or sympathetic connection that interlocutors have when they experience mutual attentiveness, positivity, and coordination.

The purchase decision constitutes a dynamic series of interconnected choices undertaken by consumers before finalizing a transaction (Burke R.R & Leykin A., 2014). This intricate decision-making process traverses several stages, each crucial in shaping the ultimate purchase outcome. This journey begins with problem recognition, where a consumer identifies a need or desire, prompting them to embark on a quest for suitable solutions (Hanaysha, 2022). Subsequently, the information search phase unfolds, wherein individuals scour various sources to gather relevant data about available options. This quest for knowledge is followed by a comprehensive evaluation of alternatives, weighing factors such as features, benefits, and value propositions. The pivotal moment arrives with the actual purchase decision,

influenced by an array of intricate variables, as highlighted by (Herzallah et al., 2022). These encompass the purchasing venue, preferred brand, specific model, desired quantity, optimal timing, allocated budget, and chosen payment mode. Notably, this process continues after the point of sale; post-purchase evaluation crystallizes the journey as consumers assess whether their expectations align with the experience, further influencing future decisions.

The setting of this study is an Instagram account of @jiniso.id, which represents the brand of Jiniso, a fashion brand based in Indonesia. The choice of social media marketing Jiniso as the focal point of this study is due to its impressive reach, boasting 1.2 million Instagram followers, which signifies a substantial and engaged audience. Jiniso occupies the top three best-selling brands in the clothing category (Fluension, 2023). This result was achieved because Jiniso carried out various marketing strategies to compete with other brands by conducting and maximizing marketing through Instagram social media and pricing so that it has an attractive perception for consumers to make purchases. By analyzing the dynamics of this popular Instagram account, the study aims to gain insight into the impact of social media marketing features on consumer purchase decisions within the context of the fashion industry.



Figure 1. 1 Jiniso Instagram Account Page

The present study expands upon the previous research conducted by Hanaysha, (2022). Previous research analyzes the relationship between social media marketing features mediating by brand trust and brand resonance on purchase decisions. The results confirmed the significance of brand trust and brand resonance in predicting purchase decisions, and how informativeness, perceived relevance, and interactivity positively affect purchase decisions. Therefore, the researcher is interested in researching these variables adopted from previous journals, such as previous research from H. Wang & Yan, (2022). The study investigated the impact of social media information quality on consumers' travel intention and self-congruity and the role of trust as a mediator between these variables. So, this study aims to examine the effect of social media marketing features mediated by brand trust, self-congruence, and brand resonance on purchase decisions. This research is also expected to be an input for companies in developing more effective marketing management strategies. Lastly,

the study provides recommendations to businesses engaged in sales management through social networks.

B. Research Question

Based on the background above, the formulation of the research question in this study is as follows:

- a. Do Jiniso's social media marketing features affect brand trust?
- b. Do Jiniso's social media marketing features affect brand resonance?
- c. Do Jiniso's social media marketing features affect self-congruence?
- d. Does Jiniso's brand trust affect purchase decisions?
- e. Does Jiniso's brand resonance affect purchase decisions?
- f. Does self-congruence affect Jiniso's purchase decision?
- g. Does brand trust mediate the relationship between Jiniso's social media marketing features and purchase decisions?
- h. Does brand resonance mediate the relationship between Jiniso's social media marketing features and purchase decisions?
- i. Does self-congruence mediate the relationship between Jiniso's social media marketing features and purchase decisions?

C. Research Objective

Based on the formulation of the problems and questions above, the objectives of this study are as follows:

- a. Aim to analyze the effect of social media marketing features on brand trust.

- b. Aim to analyze the effect of social media marketing features on brand resonance.
- c. Aim to analyze the effect of social media marketing features on self-congruence.
- d. Aim to analyze the effect of brand trust on purchase decisions.
- e. Aim to analyze the effect of brand resonance on purchase decisions.
- f. Aim to analyze the effect of self-congruence on purchase decisions.
- g. Aim to analyze the effect of brand trust mediates between social media marketing features and purchase decisions.
- h. Aim to analyze the effect of brand resonance mediates between social media marketing features and purchase decisions.
- i. Aim to analyze the effect of self-congruence mediating between social media marketing features and purchase decisions.

D. Research Benefit

1. Theoretical Benefits

For the academic community, this research is expected to increase knowledge regarding the direct and indirect effects of Jiniso's social media marketing features. For further study, this research is expected to add insight regarding brand trust, brand resonance, and the self-congruence impact of Jiniso's social media marketing features to increase purchase decisions and automatically increase sales. For Authors, this research can implement the author's knowledge and add to the researcher's insight into the world of work.

2. Practical Benefit

The results of this study can add to knowledge, especially in the marketing field. In addition, the results of this study can be used as reference material or references for similar research in the future to improve the weaknesses of this study. Research can provide benefits in managing social media marketing features, brand resonance, building brand trust, and creating a quality impression to improve purchasing decisions.