

The Affecting Factors of Purchase Intention on Food and Beverage Products via Instagram for Millennials in Pandemic Situation

Author: Aditya Pratama¹; Evelyne Gitania Novione²; Pingkan Sri Ayu Rumengan³

Affiliation: Young Professional Business Management Program, Bina Nusantara University¹; Young Professional Business Management Program, Bina Nusantara University²; Young Professional Business Management Program, Bina Nusantara University³

E-mail: Aditya_inc99@yahoo.com¹; EvelyneEGN@yahoo.com²; Pingkanrumengan@gmail.com³

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ABSTRACT

Problem – Food and beverage is now a highly developed business. Pandemic situations might change factors affecting purchase intention on food and beverage products through Instagram.

Purpose – Researchers want to find out whether there is a significant effect of celebrity endorsement, message, and e-WOM on purchase intention for food and beverage products through Instagram for millennials during the pandemic in the Jakarta area.

Design/methodology/approach – Post-test-only, randomly distributed, and data were collected by a questionnaire to 130 millennials respondents in Jakarta who had ever bought food and beverage products via Instagram.

Findings – The results showed that celebrity endorsement had a significant negative effect on purchase intention, while message and e-WOM had significant positive effect on purchase intention.

Research limitations/implications – This article provides information for further research on affecting factors of purchase intention in pandemic situations.

Practical implications – To increase purchase intention, companies need to take consideration of figures selection on celebrity endorsement, content of message, and e-WOM on Instagram.

Value – This article explains how celebrity endorsement, message and e-WOM affect purchase intention in this pandemic situation.

Keywords: Celebrity Endorsement, Message, e-WOM, Purchase Intention, Pandemic Situation

Aditya Pratama; Evelyne Gitania Novione; Pingkan Sri Ayu Rumengan, Vol 8 Issue 7, pp 45-54 July 2020

1. INTRODUCTION

Nowadays, the internet is very important for supporting any activities especially for business purposes. Television and Radio have become very old-school for people to find some information including food and beverage products while these days the internet simplifies the process so people can do anything at any time they need. People can do so much on the internet and social media. They can buy and sell some stuff online. The use of social media these days has an opportunity to be used as a trading platform (social commerce) in the food and beverage products especially in this pandemic situation when everyone is supposed to remain at home and online shopping using social media has become a new habit (Curty & Zhang, 2012). In 2018, according to McKinsey social commerce has a big role to develop digital transaction activities and social commerce is also used as a link to all-digital services to reduce the cost of advertising services in conventional media before the rise of the use of e-commerce in Indonesia (Das, et al., 2018).

Social media provides new opportunities for marketers to be able to carry out marketing communications (Moriansyah, 2015). In Atmoko (2012), explained that Instagram is an application used to share photos through social networks taken by users, and add digital filters. Based on NapoleonCat which is a social media marketing analyst company in Warsaw, Poland reports that there were more than 61,610,000 active Instagram

users in Indonesia until the end of November 2019 and were dominated by those aged between 18-24 years (Putri, 2019). William Wongso said that of the many types of content found on Instagram, culinary is one of the most popular content for the people of Indonesia (Amadea, 2018). It was said in Wood (2019), that 69% of millennials tend to take at least 1 photo of food during their visit to a restaurant or place to eat, then 30% prefer places that have an attractive appearance because places with an attractive appearance become their choice to be uploaded on their Instagram. By posting these photos, people will see and have an interest in buying. Currently, purchase intention continues to be a focus for businesses, one of which is in food and beverage products.

First factor related to purchase intention in this phenomenon is celebrity endorsement. According to Khan et al., (2016), the effect of celebrity endorsement to purchase intention is often discussed today and has become a phenomenon. With social media celebrities will be able to invite their fans to communicate more intensely (Khan, et al., 2016). This can be used as an opportunity for companies to carry out promotional activities considering that almost all groups are active users of social media (Khan et al., 2016). The second factor related to purchase intention in this phenomenon is the advertising message on the promotion itself whether verbal or nonverbal while promoting the product. In previous studies, it was explained that important messages must take precedence to attract consumers' buying interest and convince them of the products advertised by the company (Bovee, 1995; Sumartono, 2002; Hemamalini & Kurup, 2014; Saleh, 2017). Next, the third is e-WOM. In the research of Zhang et al., (2016), it was mentioned that in decision making, the younger generation is active in the use of social media, it would be possible to share opinions through electronic word of mouth (e-WOM), both positively or negatively. In some previous studies it can be concluded that e-WOM has an important role that influences the attitudes and decisions of consumer purchases (Thurau, T et al., 2004; Permadi et al., 2014; Abubakar & Ilkan, 2016).

Seeing the results of previous studies, there have been many studies that discuss the social media phenomenon that is associated with purchase intention. The model used to test this phenomenon such as the effect of e-WOM on purchase intentions discussed in the journal Sa'ait et al., (2016), the effect of celebrity endorsement on purchase intention in the scope of the

mobile lin advertisement contained in the journal Khan (2018), the influence of celebrity endorsement on purchase intention in the scope of mobile advertisement discussed in the journal Abbas et al., (2018), the effect of e-WOM, brand image, and product knowledge on purchase intention in the journal Imbayani & Gama (2018), as well as the phenomenon of the use of social media and the influence of peers on millennial generation on purchasing decisions written in the journal Wiridjati & Roesman (2018). However, from the journals above, only discuss purchase intention in general, and not specifically research about food and beverage products on Instagram. Whereas in this day and age this is a phenomenon that is quite important to study, seeing food and beverage has a huge opportunity to be developed further in Indonesia. In addition, currently the condition of Covid-19 changes the situation of consumers about shopping. Lockdown and social distancing regulations require consumers to stay at home. This causes a change where the consumers cannot visit the offline store, so they have to go online to buy some stuff. So, further research needs to be done in the phenomenon of social media and purchase intentions in the food and beverage field at millennial generation through Instagram as one of popular social commerce applications for millennials, especially in this pandemic situation. Therefore, this article will discuss the phenomenon of social media in the food and beverage field in millennial generation through Instagram, by looking further at various factors related to purchase intention especially for this pandemic situation. This gives a big impact on business especially for food and beverage products, which is a highly developed business especially in this pandemic situation.

The purpose of this study is to identify the effect of celebrity endorsement, messages, and e-WOM on the purchase intention of food and beverage products through Instagram for millennials in Jakarta during a pandemic situation. In addition, this research can be used as material to add insight and knowledge related to the issue of celebrity endorsement, messages, e-WOM, and purchase intention, especially for companies that want to market food and beverage products to millennials through Instagram, so for the future companies can determine better promotion strategies.

2. THEORETICAL FRAMEWORK

2.1 Celebrity Endorsement

Celebrity endorsement is every individual who gets public recognition and uses it to appear with a product in an advertisement (McCracken, 1989). This term is used and continues to be developed in subsequent purchase intention studies such as (Shimp, 2000; Patra & Datta, 2010), and in 2014 by Karasiewicz & Kowalczyk celebrity endorsements are defined as people known to the public because of actions or achievements that have been carried out in any form. This definition of celebrity endorsement is used in this study. In using celebrity endorsements, celebrities and brands must be able to represent information and associate consumers' memories of the product (Dewi, 2017). Both of these have a relationship in the endorsement process. Endorsers are individuals and characters who act as sources of information to convey messages (Mowen et al., 2002).

Rossister & Percy (1998) explained that the main characteristics of celebrity endorsement can be assessed from personality, likeability, experience, credibility, and attractiveness. With a good assessment of these five things raises an interest in celebrity endorsers as well as physical characteristics as well. The appeal will make the public have a good opinion about the celebrity endorser. Will be an added value for celebrity endorsers if the ads that are starred are in accordance with their characteristics (Mubarok, 2016). Pringle & Binet (2005) explain that celebrity endorsers have an effective effect on an advertisement because it generates purchase intentions. By using celebrity figures on social media they have the opportunity to increase relation on their own social media, but can also advertise at the same time on the celebrity's social media with greater reach in approaching new potential customers (Schluschen, 2016).

It is said in Mubarok (2016) that using celebrity endorsement which has good characteristics can influence positive attitudes or consumer responses to endorsed products, so consumers have consideration in the buying process and can indirectly influence consumer behavior through the subconscious. After being affected unconsciously, consumers who want and will be interested in the product, will have the desire to buy, in the end will make a purchase of the desired product in the future. This statement is also in accordance with the results of research contained in the journals Juliana et al., (2018), which said that celebrity endorsers have a significant influence on purchase

intention. In addition, written in Abbas et al., (2018), that celebrity endorsement is important and increases purchase intention.

This study discusses the effect of celebrity endorsement, messages, and e-WOM on food and beverage purchase intentions on Instagram in the millennial generation. This has also been examined by (Mubarok, 2016; Juliana et al., 2018, Abbas et al., 2018), but there are slight differences on the variables, the focus of the type of product, and the advertising media used. Then the similarity between this article and the journals above is on the research target of the millennial generation, and the use of celebrity endorsements. By looking at the results of previous studies regarding the effect of celebrity endorsement on purchase intention, the hypothesis 1 of this study is H1: Celebrity endorsement has a significant positive effect on purchase intention

2.2 Message

Advertising messages are news delivered to listeners or viewers through advertising media (Bovee, 1995). Advertising message is something that has been planned by the company so that it can be accepted by its listeners both verbally and nonverbally (Sumartono, 2002). Saleh (2017) explains that in the preparation of advertisements, there are a number of things that need attention, which are contents of message, message structure, message format, and message source.

According to Hemamalini & Kurup (2014), along with technological developments, advertising messages from various sources and communication media are increasingly appearing in front of consumers, and have become one of the factors that influence consumers in considering a product to be purchased. Important messages must take precedence over holding consumers attractive and convincing them about the advertised product.

Expressed in Hemamalini & Kurup (2014), that the message proves that there is a significant relationship with the effectiveness of advertising that influences purchase intentions. Framing positive messages must be used in advertising activities because they are more persuasive than negative messages. It was also said by Indriyanti & Ihalauw (2002), that repeated advertising messages, influential in attracting attention, arousing interest, and encouraging consumers to make purchases. Advertising message is a very important component for consumers when viewing information about the quality of a product or service, and will be an

important reference in the process of purchasing decisions (Imbayani & Gama, 2018).

This research discusses the effect of celebrity endorsement, message, and e-WOM on purchase intention of food and beverage on Instagram in millennial generation. (Hemamalini & Kurup, 2014; Indriyanti & Ihalauw, 2002; Imbayani & Gama, 2018) have also studied this, but there are slight differences on the variables, the focus of the type of product, and the advertising media used. Then the similarity between this article and the journals above is on the research target of the millennial generation, and the use of messages in advertising. By looking at the results of previous studies regarding the effect of messages on purchase intention, the hypothesis 2 of this study is:

H2: Message has a significant positive effect on purchase intention

2.3 e-WOM

e-WOM is a form of marketing communication that contains positive or negative statements made by potential consumers, as well as former consumers about a product, which is available to many people through internet social media Thureau, et al., (2004). This understanding is used and continues to be developed in subsequent e-WOM studies such as (Zhang et al., 2009; Cheung & Thadani, 2012; Kumadji & Kusumawati, 2014) defining e-WOM is a statement put forward by potential consumers, actual, or former information about a product or service offered by a company via the internet.

Goyette et al., (2010) explain that e-WOM has 3 main characteristics, namely intensity, valence of opinion, and the content related to product or service. According to Qing & Wategama (2014), e-WOM occurs when there are people who intend to post their opinions and when there are people who want to seek opinions about a product or brand, where there are social relationships between them or are in the same age range, the same education, or the same social status. It was said by Wiridjati & Roesman (2018), that along with the popularity of social media among the public, e-WOM began to become a source of information for influential products or services. In this discussion, what is influenced by e-WOM is consumer buying interest through Instagram social media.

e-WOM is able to influence the buying intentions of consumers (Sa'ait et al., 2016). This statement is supported by Hamidun & Sanawiri (2018) which states that e-WOM has a significant effect on purchase

intention. In addition, explained also by Imbayani & Gama (2018), that e-WOM can have a positive impact in the form of increasing the effectiveness of marketing activities which increase buying interest and also negatively in the form of destroying a company's brand image. This opinion is also supported by Imbayani & Gama (2018), which states that when they want to buy a product, they tend to concern other people's review and buying experience.

This research discusses the effect of celebrity endorsement, message, and e-WOM on purchase intention of food and beverage on Instagram in millennial generation. This was also examined by (Sa'ait et al., 2016; Hamidun & Sanawiri, 2018; Imbayani & Gama, 2018), but there were slight differences on the variables, and the focus of the type of product under study. Then for the similarity between this article and the journals above, the research target is the millennial generation, the media used for advertising is Instagram and lastly the use of e-WOM. By looking at the results of previous studies regarding the effect of e-WOM on purchase intention, the hypothesis 3 of this study is

H3: e-WOM has significant positive effect on purchase intention

2.4 Purchase Intention

Purchase intention is the tendency of personal actions related to the product (Bagozzi & Burnkrant, 1979). This term is used and continues to be developed in subsequent purchase intention studies such as, the study of factors that affects purchase intention (Spears & Singh, 2004; Shah, et al., 2012; Wang & Tsai, 2014; Wang, et al., 2017), and in 2018 purchase intention was defined as the desire to choose a product or service needs (Patel & Vaghela, 2018).

Setyawan & Susila (2014) explained in their research about purchase intention that there are several things that are the main characteristics of purchase intention, namely the first intention as a link of motivational factors that influence a person's behavior. Second, intention describes the level of one's desire to try. Third, intention describes the size of expectations. Fourth, intention is related to sustainable action.

According to Lucas & Britt (2012), there are several main things that make a person have buying interest, while in this research, the main thing that encourages buying interest in a person is feeling attracted to a product which in this case is a food and beverage product. As for fulfilling consumer interest, there are

various factors that can influence such as celebrity endorsement in the journal Fink et al., (2020); Abbas et al., (2018), message in the journal Arshad & Aslam (2015); Hemamalini & Kurup (2014) and e-WOM in the journal Tien et al., (2019); Dhanesh & Duthler (2019); Sa'ait et al., (2016) which will be further investigated in this study as variables that influence purchase intention.

2.5 Millennials

According to Hady (2016), the millennial generation are those who were born in the early 1980s until 1999. From the National Socio-Economic survey data, it is said that as many as 33.75% of Indonesia's population are millennial. They were the first generation globally connected by the internet and social media. Now, social media has become a source for millennials to find any kind of information. This statement is supported by Haryanto (2019) who explains that millennials are the most internet users nowadays. This makes millennials rely on the internet as a tool to get information (Badan Pusat Statistik, 2018). The survey results from APJII show that more than 80% of millennials are active users of the internet (Haryanto, 2019).

Marketeers explained that millennial generation in Indonesia are the most potential buyer for online shopping compared to other generations because they are very active in using the internet and social media (Perdana, 2017). APJII research also shows that 11% of internet users in Indonesia make online transactions, and millennials are potential consumers of online shopping (Widiartanto, 2016). Therefore, this article focuses on the millennial generation in Indonesia, especially Jakarta.

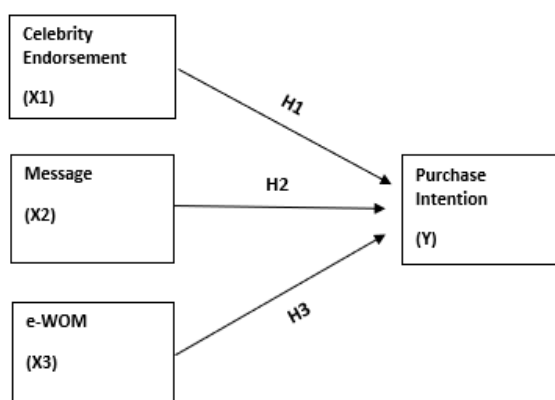


Figure 1: Theoretical Framework

3. METHODS

Data for this study were collected during the 2020 pandemic through an online questionnaire (google form), used a convenience sampling method with a total sample of 130 people included in the millennial generation of Instagram users in Jakarta. The data processing method used in this study is Regression Analysis using IBM SPSS Statistic 22. The first step is to test the validity as evidence that shows that the instrument, technique, or process used to measure a concept, second performs a reliability test to measure the consistency of the respondent's answers, third classical assumptions test, and fourth conducted a correlation test to analyze the strength or weakness of the studied variables. After testing the classical assumptions, a regression test is performed to see the effect of the independent variables on the dependent variable.

From 130 respondents found that 33.1% were male and 66.9% were female, where 71.5% of respondents were domiciled in Jakarta. The whole respondent were the millennial generation whose age ranges from 20-29 years. It was also found that 51.5% of respondents had the last high school or vocational education, 37.7% were S1 and the rest were D3 10.8%. Furthermore, as many as 53.1% of respondents were those who worked in formal companies, 35.4% of them were students, and 11.5% were entrepreneurs with employees. All respondents (100%) have done online shopping where 35.4% of respondents shop online 1-2 times a month, 32.3% 3-4 times a month and the remaining 32.3% shop less than once in one month only. Product categories that have been purchased are F&B as much as 100%, hobbies 41.5%, fashion 31.5%, beauty products 23.1%, and electronic products 22.3%. The majority of food and beverage products purchased are in the form of finished products shipped.

In the first try of validity and reliability test, there were 3 indicators on the celebrity endorsement variable that are invalid so we re-do the test. Based on the results of the second data processing for the validity and reliability test, it can be concluded that all indicators and variables are declared valid and reliable. For other tests all indicators were in accordance with the regression test requirements. In simple regression testing the following results were obtained.

Table 1. Measurement

Measurement	Operational Variable	Source
Purchase Intention	Likert Scale	Wowor & Lunarjanto, (2011)
Celebrity Endorsement	Likert Scale	Magnini, honeycutt, & cross (2008)
Message	Likert Scale	Hemamalini & Kurup, (2014)
e-WOM	Likert Scale	Wiridjati & Roesman, (2018)

4. RESULT AND DISCUSSION

Table 2. Result

Operational Variable	Mean Score	Standard Deviation
Celebrity Endorsement	35.0687	4.56945
Message	9.8550	2.85043
e-WOM	11.2519	2.01664
Purchase Intention	10.9008	2.27649

Table 3. Anova

ANOVA^a

Model	Sum of Squares	df	Mean Square	f	Sig.
Regression	7.032	3	2.344	4.393	.006 ^b
Residual	67.764	127	.534		
Total	74.795	130			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), e-WOM, Celebrity Endorsement, Message

From the table above, we can find that celebrity endorsement, message and e-WOM have a significant effect on purchase intention. This can be seen from the significance value that is equal to 0.006. So, it can be concluded that hypothesis 1 “Celebrity endorsement

has a significant positive effect on purchase intention” is rejected, hypothesis 2 “Message has a significant positive effect on purchase intention” is accepted, and hypothesis 3 “e-WOM has significant positive effect on purchase intention” is accepted.

Table 4. Coefficients
Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.118	.733		6.985	.000
Celebrity Endorsement	-.538	.171	-.271	-3.158	.002
Message	.093	.069	.117	1.354	.178
e-WOM	.021	.097	.018	.212	.832

a. Dependent Variable: Purchase Intention

From the SPSS calculation above, the results of the influence of celebrity endorsement (X1), message (X2), and e-WOM (X3) on purchase intention (Y) were found. Can be stated in the regression equation as follows:

$$Y = 5.118 - 0.538X1 + 0.093X2 + 0.021X3$$

From the calculation of the table above it can be seen that,

- If the other variables are constant, the Y value will change by 5.118.
- If the other variables are constant, the Y value will change by -0.538 per unit X1.
- If the other variables are constant, the Y value will change by 0.093 per unit X2.
- If the other variables are constant, the Y value will change by 0.021 per unit X3.

The result for celebrity endorsement is not in accordance with the research of (Mubarok, 2016; Juliana et al., 2018; Abbas et al., 2018) which states that celebrity endorsement has a significant positive effect on purchase intention. In this case millennials tend to consider by the figure used for endorsement activities before buying a product, where if they do not like the figure or the figure is considered unattractive, it will negatively affect their buying interest, and if they have negative feelings toward a chosen celebrity, they are more likely to have negative feelings toward the endorsed brand as well (Han, et al., 2019). In case of message the result is in accordance with the research of (Hemamalini & Kurup, 2014; Indriyanti & Ihalauw, 2002; Imbayani & Gama, 2018) which states that message has significant positive effect on purchase intention. Customers also consider the contents of messages or messages delivered by endorsers where even though they do not like the figures used, if the message content can be trusted and the messages

conveyed are interesting, it can increase buying interest from customers. As for the e-WOM variable, the result is in accordance with the research of Sa'ait et al., 2016; Hamidun & Sanawiri, 2018; Imbayani & Gama 2018) who found that e-WOM has a significant and positive effect on purchase intention.

In this modern era, before buying a product online, customers certainly need to see reviews or ratings from previous buyers, especially millennials. The aim is to find out the quality of the item before buying it, the better the review and rating given to the product will attract buying interest and if the review of the product turns out to be poor, it will reduce the customer's buying interest for the item (IDN Research Institute, 2020). In this pandemic condition, it does not change the behavior of the customer towards celebrity endorsement, message and e-WOM because the customer still has a habit of shopping online. But with this pandemic situation online shopping activities will increase so that companies need to pay more attention to who the figure will be used as an endorser and control the messages and comments given in promotional activities. In addition, for further research, researchers can increase the number of respondents so as to increase the level of accuracy of the results of this study. Then subsequent studies can also expand the scope of the area of research and the scope of the target respondents to other generations.

5. CONCLUSION AND RECOMMENDATION

This article concludes that for the context of the sale of food and beverage products through Instagram on millennial generation in a pandemic situation, celebrity endorsement has a significant negative effect on purchase intention, while message and e-WOM have significant positive effect on purchase intention. In order to increase purchase intention in food and beverage products through Instagram, companies need to pay attention about the figure that will be used for

the promotional activities. Moreover, it is important to control the content of messages or messages delivered by endorsers. Lastly, companies need to take concern about comments given by other customers. The limitation of this article is that the samples used are only 130 and delivered only based on the Jakarta area. For further research to increase the accuracy level of study, researchers can add more numbers of respondents, expand the scope of the research area such as in big cities in Indonesia and expand to another generation.

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