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Consumer benefits received in the Instagram account on brand trust and commitment

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Abstract

This study aims to determine the effect of consumer benefits on active participation that has implications for brand trust and brand commitment. This study used a quantitative approach using SEM analysis with SmartPLS 3.0 program and primary data of 146 respondents who were followers of Instagram account @starbucksindonesia. The results showed that two types of consumer benefits affected the level of active participation followers namely social-psychological benefits (2,914> 1.65) and hedonic benefits (4,997> 1.65). In conclusion, some consumer benefits were able to influence active participation which has implications for brand trust and brand commitment.

Keywords: Instagram, Benefits, Brand, Trust, Commitment.

Beneficios para el consumidor recibidos en la cuenta de Instagram sobre la confianza y el compromiso de la marca

Resumen

Este estudio tiene como objetivo determinar el efecto de los beneficios para el consumidor sobre la participación activa que tiene implicaciones para la confianza y el compromiso de la marca. Este

estudio utilizó un enfoque cuantitativo utilizando análisis SEM con el programa SmartPLS 3.0 y datos primarios de 146 encuestados que eran seguidores de la cuenta de Instagram @starbucksindonesia. Los resultados mostraron que dos tipos de beneficios para el consumidor afectaron el nivel de seguidores de la participación activa, a saber, los beneficios sociopsicológicos (2,914> 1.65) y los beneficios hedónicos (4,997> 1.65). En conclusión, algunos beneficios para el consumidor pudieron influir en la participación activa, lo que tiene implicaciones para la confianza y el compromiso de la marca.

Palabras clave: Instagram, Beneficios, Marca, Confianza, Compromiso.

1. INTRODUCTION

In this modern era, the use of the internet seems to be a mandatory requirement for everyone. According to data from the ITU (International Telecommunication Union), the number of internet users around the world has increased significantly, including in Indonesia. The increased use of the internet also has an effect on increasing the use of social media, one of which is the Instagram media platform. According to a survey that was conducted by Taylor Nelson Sofres (TNS) showed that there were 22 million Instagram users in Indonesia at the beginning of 2016. 89% of them are users aged between 18-34 years. Besides, data released by TNS Indonesia showed that 45% of Instagram users in Indonesia generally have high potential to transact the products they encounter on Instagram (PROKHOROVA, 2019).

The significant growth of Instagram makes many brands do their marketing activities by creating Instagram accounts. Among the many business sectors that use Instagram as a marketing medium, the

business sector engaged in food and beverage has realized the importance of maintaining relationships between consumers and brands, specifically brand communication strategies.

The coffee shop is one of the interesting sectors to look at coffee that now has become a part of the lifestyle. Among the popular coffee shops in Indonesia, Starbucks is a global brand that has become one of the market leaders in the coffee shop business in Indonesia. They also use social media accounts on Instagram with the name @starbucksindonesia as a marketing tool. Besides that, this showed that Starbucks Indonesia can attract followers and be diligent in managing their Instagram accounts by posting photos regularly. However, the large number of followers in the Instagram account cannot be used as a benchmark for the brand's success in managing their Instagram accounts. Writers have agreed that active member participation is a prerequisite for measuring the success of an online community. What can be done to increase active follower participation on accounts provides the consumer benefits desired by their followers.

When followers of an account receive the benefits as same as they expect, then they will have the motivation that encourages them to be more involved as active followers in the activities of the account they are following. Each follower can have the goal of getting different benefits from one another. Customer benefits can be identified through 4 components, such as function benefits, social-psychological benefits, hedonic benefits, and monetary benefits. Someone's active participation in an account of social media can affect brand trust and

commitment to the brand. Brand trust is an important component in making good decisions where active participation in online communities can facilitate communication between consumers and brands as well as the information exchange between consumers, commonly the communication and information obtained by these followers contribute to trust in the brand whereas Brand commitment is defined as a strong and positive psychological attachment from consumers to a particular brand. Brand commitment can also be influenced by the level of brand trust followers. When consumers believe that brands, products, and services can be trusted, they tend to develop a commitment to the brand.

Based on the explanation above, this study aims to find out whether the four Consumer benefits received by Starbucks Indonesia account followers can affect the level of active participation that has implications for brand trust and brand commitment or not.

2. THEORETICAL FRAMEWORK

2.1. Internet Marketing in Social Media

In the current era, many companies use the internet to carry out various marketing activities (BAKER, YU, GAM, & BANNING, 2019). Henceforth, the marketing concept is influenced by market conditions (GUNAWAN, 2018). The social environment in social media is the main reason for companies to choose social media as an

effective platform for implementing their marketing strategies. The emergence of social media has provided new media for companies to carry out brand communication where they can make social media an effective marketing tool.

2.2. Brand Trust and Brand Commitment

Brand trust is defined as the security that is owned by the product user, in his interaction with a brand based on the perception that the brand can be trusted and pay attention to the interests and welfare of consumers. The response of the brand can make consumers think that the brand pays more attention to consumers. Brand trust consists of 3 components, namely product/services, reliability and promises (KANG, TANG, & FIORE, 2014) whereas Brand Commitment is defined as a strong and positive psychological attachment from consumers to certain brands (KAHLE & HOMER, 1988). Highly committed consumers tend to have loyal attitudes towards a brand, maintain relationships with brands, and tend to avoid considering alternative offers from other brands (BUTLER & STEPHENCANTRELL, 1994). Frequent follower interaction with brands can increase follower positive attitudes, strengthen follower ties with brands, and cause followers to have a high commitment to the brand. Brand commitment consists of 3 components, namely reservation, loyalty and better deals (KANG ET AL., 2014).

2.3. Theoretical Foundation of Consumer Benefits

Consumer benefits are tangible and valuable values about the experience and costumers' trust through interaction between costumers and brands. The key to operating a successful online community is providing the value to the customer or creating the benefits customer wants Customer benefits are divided into 4 components, namely function benefits (information, communication, experience), social-psychological benefits (self-identity, involvement, belonging, relationship), hedonic benefits (amusement, fun, enjoyment, excitement), and monetary benefits (special deals, better price, free coupons) (KANG ET AL., 2014).

2.4. Active Participation

Member participation is defined as the extent to which members are involved in the community (DABHOLKAR, 2015). Active participation can increase members' brand knowledge and enable them to help other members to solve problems with product use and make informed purchasing decisions (FLAVIÁN & GUINALÍU, 2006). Followers who are active in the online brand community usually show a high level of interest in the brand and its products and services and will continue to update their information about the brand and communication with other followers from the online community (BAGOZZI & DHOLAKIA, 2002). Active participation can be

measured by 4 factors, namely active participation, frequent visits, enthusiasm, and activities (KANG ET AL., 2014).

The hypotheses in this study are:

H1: Functional benefits received by followers have a positive effect on the active participation of followers in Instagram account @starbuckindonesia.

H2: Social-psychological benefits received by followers have a positive effect on the level of follower active participation in the Instagram account @starbuckindonesia

H3: Monetary benefits received by followers have a positive effect on the level of active participation of followers in Instagram account @starbuckindonesia

H4: Hedonic benefits received by followers have a positive effect on the level of follower active participation in the Instagram account @starbuckindonesia

H5: The level of active participation of followers has a positive effect on brand trust followers.

H6: The level of active participation of followers has a positive effect on brand commitment.
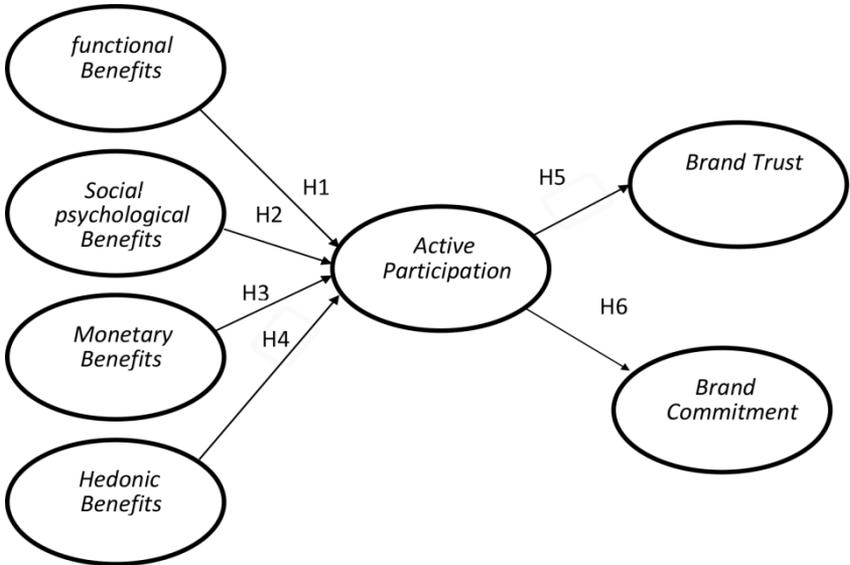
Figure 1: Conceptual Model (KANG ET AL., 2014)

3. METHOD

3.1. Data Collection

The study approach used in this study was a quantitative research approach. Starbucks was chosen based on its popularity as a coffee shop. It has many outlets in 2016 that was about 248 spread across several cities in Indonesia. That is the reason why Starbucks is being one of the leading coffee outlets in Indonesia. As one of the leading coffee outlets in Indonesia, Starbucks makes social media as one of their marketing strategies. Starbucks created an Instagram account @starbucksindonesia in October 2012 to get closer to

consumers. The Instagram account of @starbucksindonesia noted that it had more than 371 thousand followers in May 2017. Outperforming the number of other Instagram followers account coffee shops in Indonesia which were only in the tens of thousands of followers.

The respondent in this study was someone who was a follower of the @starbucksindonesia Instagram account and has visited Starbucks stores aged about 18 to 34 years. The age range was chosen based on a survey conducted by Taylor Nelson Sofres (TNS) Indonesia in early 2016, of the total 22 million, Instagram users in Indonesia 89% were users aged between 18-34 years. Thus, the age range of 18-34 years is the majority of Instagram users in Indonesia.

The number of respondents needed in this study amounted to 140 respondents. For this reason, the writers distributed around 700 questionnaires online to randomly selected respondents to get the number of respondents needed. From 700 questionnaires distributed, 168 respondents responded and filled out the questionnaire completely. However, some respondents had ages outside the expected age range (18-34 years) in this study and some others answered that they had never visited Starbucks. Hence, they were considered ineligible as respondents in this study. There were 146 respondents of 168 respondents who responded, filled out the questionnaire completely and following the characteristics of the desired respondents in this study. Then, the total respondents used were 146 people.

3.2. Survey Instrument

The survey was divided into three areas, such as (1) consumer benefits, (2) active participation, brand trust, and brand commitment, (3) demographic information and experiences of Starbucks Instagram account followers. The first part of the survey measured the components of consumer benefits based on adapted statements based on related studies (exogenous variables). Data measurements were made using a Likert scale from 1 (strongly disagree) to 5 (strongly agree). The second part of the survey analyzed active participation, brand trust, and brand commitment (endogenous variables). The indicators used were adapted from related studies. The third part of the survey analyzed demographics such as education, gender, and age.

3.3. Data Analysis

Data analysis used validates test and Partial Least Square (PLS) using SmartPLS 3.0. software. The validity test has 2 stages of evaluation, namely evaluation of convergent validity and discriminant validity. Convergent validity is evaluated in three stages: loading factors, composite reliability or Cronbach's alpha and AVE. Whereas discriminant validity is evaluated by looking at the value of cross loading comparing the correlation between constructs and roots of AVE.

4. RESULTS

4.1. Descriptive statistics

Demographics regarding respondents in the form of sex, age, and last education will be explained in table 1.

Table 1: Demographic characteristics of the respondents

Data	Frequency	Percentage
Sex (n=150)		
Female		
Male	108	72
	42	28
Age (n=150)		
18-21 Years Old	41	25,3
22-25 Years Old	72	49,4
26-29 Years Old	26	17,8
30-34 Years Old	11	7,5
Last Education (n=150)		
JHS	4	2,1
SHS	45	30,1
Bachelor	94	63,7
Master Degree	7	4,1
Status (n=150)		
Students	8	4,1
Undergraduate Students	41	28,1
Fresh graduate	14	9,6
Workers	78	51,4
Others	9	6,8
Duration follows the account of		
@starbucksindonesia (n=150)		
Less than 1 month	20	13,7
Between 1-3 months	19	13
Between 4-6 months	22	15,1
More than 6 months	89	58,2

The number of female respondents dominated the questionnaire with 108 people (74%) while male respondents were 38 (26%). The majority age of respondents in this study is in the age range between 22-25 years were 72 people (49.4%), 18-21 years were 37 people (25.3%), 26-29 years were 26 people (17, 8%) and 30-34 years were 11 people (7.5%). The number of respondents with a bachelor's degree (S1) dominated with 93 people (63.7%), 44 senior high school graduates, 6 master graduates (S2), and the last 3 junior high school graduates. Respondents with working status dominated more than half of the total respondents, 75 people or 51.4%. The duration of respondents in following the Instagram account @starbucksindonesia which is more than 6 months was 85 people or 58.2%.

4.2. Item Measurement

Item measurements in the questionnaire are listed in table 2 using a Likert scale.

Table 2: Item Measurement Properties

Statement	Mean	Category
Functional Benefits		
Latest Information	4,212	Strongly agree
Beneficial Information	4,096	Agree
Connected media between efficiency brand	4,315	Strongly agree
Ideal media to share the connected activity with the brand	4,041	Agree
Total		
	4,166	**Agree**
Socio-psychological Benefits		

Involvement	3,479	Agree
Relationship	3,527	Agree
Self-identity	3,534	Agree
Belonging	3,075	Neutral
Total	**3,403**	**Neutral**

Monetary Benefits

Special deal	4,295	Strongly agree
Quiz	3,568	Agree
Economically profit	3,445	Strongly agree
Economically profit without non-followers	3,589	Agree
Total		
	3,724	**Agree**

Hedonic Benefits

Interested	3,432	Agree
Enjoy	3,623	Agree
Enthusiastic	3,788	Agree
Booster	3,527	Agree
Total	**3,592**	**Agree**

Active participation

Actively like and comment	3,486	Agree
Actively join the event	2,993	Neutral
Frequently visit	3,301	Neutral
Enthusiasm	3,247	Neutral
Total	**3,256**	**Neutral**

Brand Trust

Right Information	4,178	Agree
High expectation	4,172	Agree
Best brand	4,110	Agree
Trusted brand	4,432	Agree
Total	**4,223**	**Strongly agree**

Brand Commitment

Routinely customer	3,842	Agree
Loyal customer	3,884	Agree
Difficult to choose another choice	3,438	Agree
Still choose Starbuck than another brand	3,815	Agree
Total		
	3,744	**Agree**

Based on table 2, it was found that the average value of respondents was divided into three groups, namely very high, high and neutral. The average respondents included in the group were very high namely brand trust (4,223). Then, the average which was classified as high was functional benefits (4,166), monetary benefits (3,724), hedonic benefits (3,592), and brand commitment (3,744). The last group, which was neutral, was found in social psychological benefits (3,403) and active participation (3,526).

4.3. Path Coefficient Estimation

At this stage, an estimated value for the path relationship will be seen in the structural model obtained by the bootstrapping procedure. The path coefficient values are presented in table 3.

Table 3: Path coefficiency value

Hypotheses	Construct	Original sample	Sample mean	Standart deviation	T statistic	P values	Conclusion
H1→	Functional benefits active participation	-0,003	0,005	0,063	0,050	0,960	Rejected
H2→	Social psychological benefits active participation	0,284	0,280	0,098	2,914	0,004	Approved
H3→	Monetary benefits active	0,101	0,100	0,066	1,536	0,125	Rejected

	participation						
H4→	Hedonic benefits active participation	0,507	0.507	0,101	4,997	0,000	Approved
H5→	Active participation brand trust	0,455	0,464	0,064	7,140	0,000	Approved
H6→	Active participation brand commitment	0,430	0,438	0,075	5,762	0,000	Rejected

Based on data from table 3 about the value of the path coefficient can be interpreted that there were significant results on several variables, namely: (1) social-psychological benefits variable to the active participation variable with an original sample value of 0.284 and has a statistically significant t value, namely 2,914> 1.65. Based on such results, the H2 research hypothesis was accepted; (2) the hedonic benefits variable to the active participation variable with an original sample value of 0.507 with a statistical t value of 4.997> 1.65. With such results the research hypothesis h4 is accepted; (3) the active participation variable on brand trust variables with a positive original sample value of 0.455 with a statistical t value of 7.140> 1.65. According to these results, the research hypothesis h5 was accepted; (4) active participation variable on brand commitment variable with a positive original sample value of 0.430 with a statistical t value of 5.762> 1.65. Based on the results of the research hypothesis, h6 is

accepted. While the insignificant results are found in the variables: (1) the functional benefits variable for the active participation variable was not significant because it has a statistical t value below the critical value, which was equal to 0.050 <1.65. According to these results, the research hypothesis h1 is rejected or unacceptable; (2) the monetary benefits variable to the active participation variable was not significant because it has a statistical t value below the critical value, which was 1.536 <1.65. Thus, the research hypothesis h3 is rejected.

5. CONCLUSION

Based on the analysis of the relationship between functional benefits, social-psychological benefits, monetary benefits, and hedonic benefits of brand trust and brand commitment mediated by active participation in this study, it can be concluded that some consumer benefits affect the level of active participation that has implications for brand trust and brand commitment. Socio-psychological and hedonic benefits have a positive influence on active participation as well as active participation in brand trust and brand commitment; hence it can be used as brand communication strategies. While functional and monetary benefits did not have a positive influence on active participation.

The results obtained have implications for owners and academics. Owners were expected to pay more attention to the active participation of followers on Instagram by giving benefits to the

followers. Especially, the hedonic benefits and social psychological benefits that were proven in this study can increase the active participation of followers, namely by exploring the psychological interest of followers toward coffee through interesting posts with good quality images and content. Besides, the results of this study and the previous study were done by Kang et al. showed identical results. Therefore, it can be concluded that the conceptual model of research applied by previous studies on Facebook fan-page can also be applied in the brand Instagram account. Thus, it was interesting for further study to test this conceptual model by applying it in social media besides Facebook and Instagram.

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