

Restaurant Marketing Efforts on Instagram: Influence on Consumer Behavior

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Abstract

This study investigates the relationship between Instagram marketing efforts and willingness to pay a premium price as mediated by trust and brand image in order to validate the theory with practical application, particularly in the restaurant industry. To test the proposed hypothesis, this study employs a quantitative approach with a causal research design. Data was gathered through a survey of 100 respondents via an online questionnaire, which was distributed to social media users in Indonesia who had visited a restaurant that was actively marketing on social media. In addition, a structural equation model was developed to analyze these research data. This study evaluates the company's Instagram marketing efforts as a whole, combining six factors (entertainment, interaction, trendiness, customization, electronic word of mouth, and risk). The results of this study reveal that marketing efforts through Instagram directly encourage consumers to pay premium prices and influence consumer brand preferences. Out of the six indicators, entertainment and perceived risk have the greatest influence on consumer brand preference and consumer willingness to pay a premium price.

Keywords

consumer behavior; covid-19; marketing; restaurant; social media



I. Introduction

The Covid-19 pandemic has forced a shift in the economy's pattern to a "Less Contact Economy" (Alwendi, 2021). To address this, information and communication technology must be used to strengthen human hyper-connectivity. If the business wants to continue to grow, it must not fall behind in adapting to these changes. More specifically, the restaurant business is one of the sectors that is aggressively adapting through social media marketing (Aryansah et al., 2020; Lesmana & Valentina, 2021). Social media is the choice to adapt to this change because of its ease of use to carry out branding and marketing activities of the company in a variety of new interactive ways (Godey et al., 2016). Social media now reaches more than two-thirds of internet users and has evolved into a powerful tool for businesses to improve brand image and customer trust (Hariyanti & Wirapraja, 2018; Moslehpour et al., 2022; Spillecke et al., 2013; Wibowo et al., 2020). According to a report released in January 2021 by We are Social and Hootsuite, the number of social media users in Indonesia reached 170 million, or approximately 61.8 percent of the population (Kemp, 2021). The outbreak of this virus has an impact of a nation and Globally (Ningrum et al, 2020). The presence of Covid-19 as a pandemic certainly has an economic, social and psychological impact on society (Saleh and Mujahiddin, 2020). Covid 19 pandemic caused all efforts not to be as maximal as expected (Sihombing and Nasib, 2020).

Furthermore, the data from Indonesian Central Statistics Agency in 2019 stated that 67.6 percent of culinary businesses use the internet/online media for promotion (Badan Pusat Statistik, 2019). In addition, the results of a poll conducted by Kumparan on Instagram in 2020, 96 percent of voters preferred to look for references to places to eat on Instagram (Kumparan, 2020). Instagram is one of the most popular social media platforms used for social media marketing by modern restaurants in Indonesia (Nabila & Elvaretta, 2020). As of February 2022, there were approximately 101 million Instagram users in Indonesia, accounting for 36.6 percent of the country's total population (NapoleonCat, 2022). Despite the fact that many restaurants use Instagram as a marketing tool, one of the challenges is measuring the effectiveness of social media marketing efforts in changing consumer behavior (Godey et al., 2016).

This study attempts to assess the impact of social media marketing efforts (SMME) on Instagram on Indonesian consumers. The Indonesian market segment has sufficient wealth, as evidenced by the growing economy and increased consumer purchasing power (World Bank, 2022). Kim and Ko's Model (Kim & Ko, 2012) and Sano's Models (Sano, 2014) are two models that can be used to assess the impact of social media marketing efforts. Kim and Ko's model has five assessment dimensions: entertainment, interaction, trendiness, customization, and electronic word of mouth (e – WOM) (Kim & Ko, 2012). Meanwhile, Sano's model has slightly different assessment dimensions: interaction, trendiness, customization, and perceived risks (Sano, 2014). Most previous studies only refer to one model as an assessment dimension (Godey et al., 2016; Moslehpour et al., 2022; Wang et al., 2019). The novelty of this study is to combine both Kim and Ko's assessment dimension models with Sano's model. Therefore, the assessment dimensions of social media marketing efforts in this study are entertainment (ENT), interaction (INT), trendiness (TRD), customization (CUST), electronic word of mouth (e – WOM), and perceived risks (RISK).

This study examines the restaurant business using the SMME framework to determine the effectiveness of SMME on Instagram in influencing consumer behavior (CB) which is represented by brand preference (PREF) and willingness to pay a premium price (PRICE), as well as mediated by trust (TRUST) and brand image (BI). By analyzing and reviewing previous studies, we created a model to describe our study. The research model is shown in the diagram below (Figure 1).

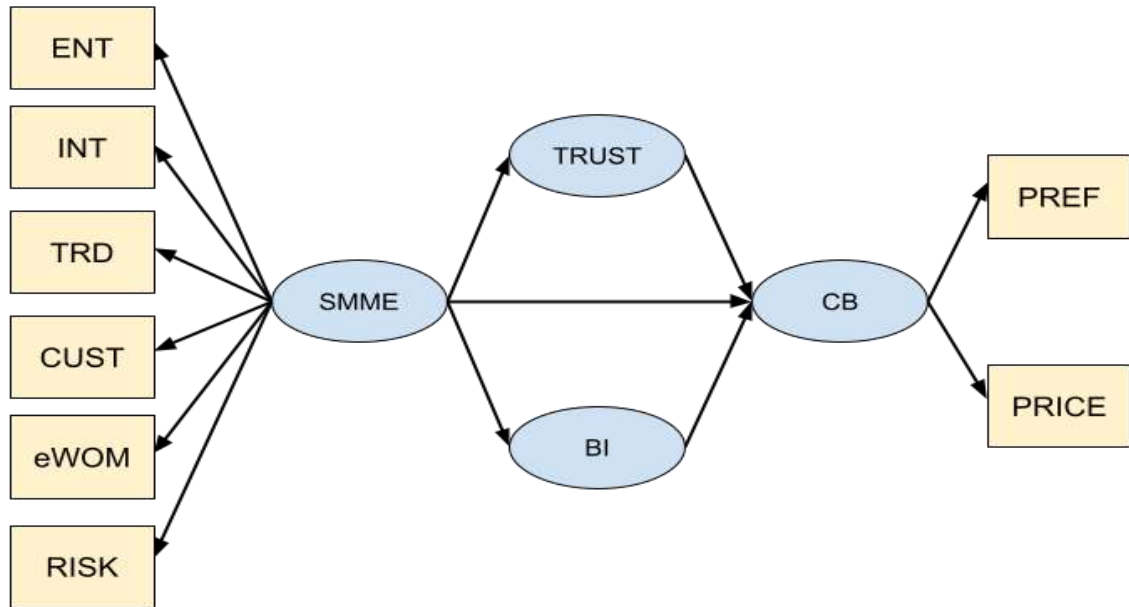


Figure 1. Framework for determining the effectiveness of SMME.

This study employs a survey to conduct an empirical investigation of restaurant customers in Indonesia. Individuals who are actively looking for restaurant references on social media, Instagram, were included in this survey. We also explore whether SMME activities on Instagram can influence consumer behavior effectively. We analyzed two dependent factors, namely, preference and willingness to pay a premium price, using a statistical technique. We therefore aim to contribute to the expanding literature on digital marketing and the influence of marketing efforts through social media on consumer retention during the COVID-19 pandemic. This study concludes with a discussion of the findings' implications for future research and managerial practice.

II. Review of Literature

2.1.Measuring Social Media Marketing Effort on Instagram

Social media is an online application group founded on the technological and ideological underpinnings of Web 2.0 that enables users to make and share content (Kaplan & Haenlein, 2010). In terms of marketing, social media is a marketplace where both customers and sellers coexist with numerous facilities and engage in a variety of ways (Wang et al., 2019). Social Media Marketing (SMM) is the technique of leveraging social media technology to readily engage with consumers by delivering cheaper costs, creating personal relationships, and trading offerings (Wang et al., 2019). Creating relevant and valuable content for consumers enables businesses to more precisely forecast their customers' future purchasing behavior, boost the popularity of brand postings, attract new customers, gain exposure, increase revenues, and develop loyalty (Moslehpour et al., 2022).

Kim and Ko proposed five measurement variables to identify SMME: entertainment, engagement, trendiness, personalization, and e-WOM (Kim & Ko, 2012). Entertainment, according to Kim and Ko, has a favorable impact on customer attitudes and the establishment of increasing connections between businesses and consumers (Kim & Ko, 2012). Furthermore, marketers use social media to present amusing and humorous content in order to give engaging information to customers, such as images and videos published on Instagram in order to satisfy the consumers' demand for joy, which grabs their attention

(Masa'deh et al., 2021). Interaction is the second measurement variable in SMME, and it occurs when consumers share their opinions on social media platforms and come across, exchange, and argue with others who have similar opinions about specific products or brands (Muntinga et al., 2011). Accordingly, interaction refers to the amount of space offered by social media platforms for people to talk and exchange ideas, as well as bidirectional exchanges and data sharing (Dessart et al., 2015; Kim & Ko, 2012). Companies are urged to promote user involvement and participation on certain topics and discussions on social media platforms in order to generate and develop a customer's relationship to the brand (Bowen & Bowen, 2015; Zhu & Chen, 2015).

The third measurement variable is trendiness. It assesses whether the owner of the social media account provides the most up-to-date information about services or products (Godey et al., 2016). Trendy information comprises the most recent information about a brand or product, as well as comments and new ideas, which increases customer brand trust and, as a result, reinforces the consumer's favorable behavior toward the brand or product (Godey et al., 2016). Customization is the fourth measurement variable. Customization is divided into two categories: customized messages and broadcasts based on a given message (Zhu & Chen, 2015). Customized messages (for example, Instagram posts) are sent to a specific person or a small audience, whereas broadcasts are sent to everyone who is interested. It also refers to the extent to which a service is tailored to meet individual preference (Simonson, 2005).

Electronic Word of Mouth (e – WOM) is the fifth SMME measurement variable. A number of previous studies have found that Electronic Word of Mouth (e-WOM) can significantly influence consumer interest in products or brands (Babić et al., 2015; Masa'deh et al., 2021; Vahdat et al., 2020). Unlike physical word of mouth, which fades after the individual has spoken, e – WOM remains visible until a post is removed. Nevertheless, the post may still be available in Internet caches (Cooley & Parks-Yancy, 2016). Furthermore, in addition to the five SMME measurement variables from Kim and Ko's model, we added one measurement variable from Sano's model, namely perceived risk (Sano, 2014). The risk perception variable was added because social media is expected to help online businesses reduce the perceived risks faced by the intangible buying and selling process (Sano, 2014). Previous research defined perceived risk in terms of the uncertainty and consequences associated with a consumer's actions (Bauer, 2001), and it was approached from a variety of perspectives, including physical risk, functional risk, social risk, time-loss risk, financial risk, opportunity cost risk, and information risk (Lu et al., 2005). In this study, we employ financial risk and psychological risk to evaluate SMME on Instagram in the restaurant business. Therefore, in this investigation, the following hypothesis is proposed:

Hypothesis 1 (H1): *Restaurant marketing efforts on Instagram (SMMEs) have a positive and direct influence on the consumer behavior (brand preference and willingness to pay premium price).*

2.2 Social Media Marketing Effort and Trust

In social media marketing context, marketers face a difficult challenge in gaining consumers' trust due to the lack of face-to-face communication and the prevalence of user-generated content (PWC, 2018; Yahia et al., 2018). This is especially evident in growing economies such as Indonesia. The majority of issues that consumers face when purchasing online are related to trust, such as disappointed expectations, malfunctioning products, delays in product delivery, and inflated prices, among others (Irshad et al., 2020). Marketing practitioners firmly believe that trust plays a vital role in influencing customer

decisions (Moslehpour et al., 2021). As a result, the following hypothesis is proposed in this study:

Hypothesis 2 (H2). *Social media marketing efforts positively affects trust.*

2.3 Social Media Marketing Effort and Brand Image

Brand image refers to the collection of memories associated with a brand in the minds of customers; it demonstrates how the brand is remembered in the consumers' thoughts (Lane, 2013). Previous research investigated the impact of brand image on customer behavior in the service sector; also, people prefer to buy services or products with well-known brand names (Lien et al., 2015). As a result, businesses should focus on developing their brand image. When customers are loyal to a brand, they will continue to follow its evolution and avoid rivals, which benefits the firm (Hur et al., 2011). As a consequence, in this investigation, the following hypothesis is proposed:

Hypothesis 3 (H3). *Social media marketing efforts positively affects brand image.*

2.4 Trust and Consumer Behavior (Brand Preference and Willingness to Pay Premium Price)

Prior research has acknowledged the significance of brand trust and, as a result, has explored consumer decision-making, such as willingness to pay, as it pertains to trust. Chang et al. (2013), for example, found that trust had a beneficial influence on willingness to pay in online transactions (Chang et al., 2013). Similarly, Konuk (2019) discovered that consumer trust influences the willingness to pay positively (Konuk, 2019). Empirical research has also revealed a link between trust and brand preference (Dam, 2020). In light of this, the following hypothesis is offered in this study:

Hypothesis 4 (H4). *Trust positively affects consumer behavior (brand preference and willingness to pay premium price).*

Hypothesis 5 (H5). *Trust mediates the relationship between social media marketing efforts and consumer behavior (brand preference and willingness to pay premium price).*

2.5. Brand Image and Consumer Behavior (Brand Preference and Willingness to Pay Premium Price)

Brand image is considered as a significant antecedent that has a direct impact on price and online buy intentions (Aghekyan-Simonian et al., 2012). Brand image conveys signals that can influence consumer preferences for products or services, resulting in significant benefits that boost brand preference (Gómez-Rico et al., 2022). Most scholars believe that having a better brand image correlates with being able to charge a premium price and having a preference for a brand (Godey et al., 2016; Keller & Lehmann, 2006; Khan et al., 2019). Taking into consideration, the following hypothesis is proposed in this study:

Hypothesis 6 (H6). *Brand image positively affects consumer behavior (brand preference and willingness to pay premium price).*

Hypothesis 7 (H7). *Brand image mediates the relationship between social media marketing efforts and consumer behavior (brand preference and willingness to pay premium price).*

Table 1. Similar study has been conducted on social media marketing efforts (SMME).

Author	Research	Research Variable
(Moslehpour et al.,	What Makes GO-JEK Go in Indonesia? The Influences of	SMME (Entertainment, Interaction, Trendiness,

2022)	Social Media Marketing Activities on Purchase Intention	Customization, Word of Mouth), Trust, Brand Image, Purchase Intention
(Wang et al., 2019)	Success of Social Media Marketing Efforts in Retaining Sustainable Online Consumers: An Empirical Analysis on the Online Fashion Retail Market	SMME (Entertainment, Interaction, Trendiness, Customization, Word of Mouth), Brand Association, Brand Preference, Brand Attachment, Brand Loyalty, Buying Commitment
(Khan et al., 2019)	Role of Social Media Marketing Activities (SMMAs) in Apparel Brands Customer Response: A Moderated Mediation Analysis	SMME (Entertainment, Interaction, Trendiness, Customization, Word of Mouth), Brand Equity (Brand Awareness and Brand Image), Customer Response (Price Premium Willingness, Customer Loyalty)
(Chen & Lin, 2019)	Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction	SMME (Entertainment, Interaction, Trendiness, Customization, Word of Mouth), Social Identification, Perceived Value (Aesthetics, Playfulness, Consumer ROI, Service Excellence, Satisfaction (Continuance Intention, Participate Intention, Purchase Intention)
(VanMeter et al., 2018)	Don't Just "Like" Me, Promote Me: How Attachment and Attitude Influence Brand Related Behaviors on Social Media	Attachment to Social Media, Attitude toward Social Media, Attachment to Brand, Attitude toward Brand, Recommending Brand to others on Social Media, Recommending Brand to others
(Godey et al., 2016)	Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior	SMME (Entertainment, Interaction, Trendiness, Customization, Word of Mouth), Brand Equity (Brand Awareness, Brand Image), Consumer Response (Preference, Loyalty, Price Premium Willingness)
(Sano, 2014)	Do Social Media Marketing Activities Enhance Customer	SMME (Interaction, Trendiness, Customization), Customer

	Satisfaction, Promote Positive WOM and Affect Behavior Intention?	Satisfaction, Behavior Intention, Word of Mouth
(Kim & Ko, 2012)	Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand	SMME (Entertainment, Interaction, Trendiness, Customization, Word of Mouth), value equity, relationship equity, brand equity, customer equity, and purchase intention

III. Research Method

The purpose of this research is to look at the impact of social media marketing efforts on trust, brand image, and consumer behavior toward a restaurant brand. The six SMME measuring instruments described by (Kim & Ko, 2012) and (Sano, 2014) were employed. We created a quantitative survey that was aimed at consumers and followers of restaurant businesses on Instagram that had made big expenditures in social media marketing. The questionnaire was translated into Bahasa Indonesia, the respondents' mother tongue. On a standard five-point Likert scale, we asked respondents to express their thoughts and opinions. The questionnaire was distributed online through Instagram, Facebook, Twitter, and WhatsApp. 100 responses met the criteria for further investigation. Responses were analyzed using Smart-PLS 3 statistical software.

Some analysis techniques were used during the investigation, including descriptive statistical analysis, exploratory and confirmatory factor analysis, reliability analysis, structural equation modeling (SEM), and bootstrapping. Before conducting the exploratory factor analysis, Kaiser-Meyer-Olkin (KMO) was used to assess the construct validity and feasibility of the data collection. To ensure that no items correlate with each other, the KMO value must be greater than 0.50, and the loading factor of each item must be greater than 0.50 (Hair et al., 2010). Cronbach's alpha was also used to assess reliability. Afterward, we conducted exploratory and confirmatory factor analyses on the following scales: SMME, trust, brand image, and consumer behavior.

IV. Result and Discussion

This section summarizes the key findings of the study by explaining the findings of the data analysis. Figure 2 depicts the analysis results in the form of a framework.

Hypothesis 1 (H1): *Restaurant marketing efforts on Instagram (SMMEs) have a positive and direct influence on the consumer behavior (brand preference and willingness to pay premium price).*

The study confirms that SMME has a direct influence on customer desire and willingness to pay a premium price, and this influence is statistically significant at the $p < 0.01$ level. All of the SMME components are statistically significant. H1 was not rejected. This demonstrates that the SMME indicators proposed by (Kim & Ko, 2012) and (Sano, 2014) can be analyzed jointly rather than separately. There are two indicators that have the greatest influence on consumer behavior (brand preference and willingness to pay a premium price) out of the six, i.e. entertainment and perceived risk. Social media

marketing was chosen as a defining variable because it allows organizations to easily and quickly communicate with their customers (Seo & Park, 2018), reduces costs for arranging customer interaction (Kim & Ko, 2012), and gains popularity in the e-commerce context (Yadav & Rahman, 2017).

Hypothesis 2 (H2). *Social media marketing efforts positively affects trust.*

H2 is tested using a structural equation model that connects SMME to trust. (Table 2). SMME has a significant impact on trust at the $p < 0.001$ level. All of the SMME components are statistically significant. H2 was not rejected. This supports the results of previous research (Irshad et al., 2020; Moslehpour et al., 2022; PWC, 2018; Yahia et al., 2018). Thus, the evidence suggests that the restaurant's social media marketing activities influence consumers' trust in the restaurant. Restaurant will be able to maintain a better relationship with customers if they have trust in the restaurant.

Hypothesis 3 (H3). *Social media marketing efforts positively affects brand image.*

H3 is evaluated using a structural equation model that links SMME and brand image. At the $p < 0.001$ level, SMME has a significant impact on brand image. H3 was not rejected. This corroborates previous research findings (Hur et al., 2011; Lane, 2013; Lien et al., 2015). It implies that if restaurants can effectively manage social media marketing, their brand image will improve. In the minds of consumers, brand image, as well as all the other factors that influence it, is important. Social media is an effective tool for building a positive brand image.

Hypothesis 4 (H4). *Trust positively affects consumer behavior (brand preference and willingness to pay premium price).*

H4 is evaluated using a structural equation model that connects customer trust and behavior (brand preference and willingness to pay premium prices). Trust has no significant positive effect on consumer behavior. H4 has been rejected. These results do not support previous studies (Chang et al., 2013; Dam, 2020; Konuk, 2019). This could be due to the Indonesian people's declining purchasing power, as indicated by the current year-on-year inflation rate of 4.94% (Badan Pusat Statistik, 2022). Furthermore, the Indonesian purchasing power parity value remains unchanged year on year at 4,766 IDR/USD (CEIC, 2022). As a result, even though consumer confidence is high, consumer purchasing power remains low.

Hypothesis 5 (H5). *Trust mediates the relationship between social media marketing efforts and consumer behavior (brand preference and willingness to pay premium price).*

H5 is evaluated through the use of a structural equation model that connects SMME, trust, and customer behavior (brand preference and willingness to pay premium price). The relationship between social media marketing efforts and consumer behavior is mediated by trust. Trust cannot mediate between SMME and consumer behavior. This result is different from the direct relationship between SMME and consumer behavior. H5 was rejected.

Hypothesis 6 (H6). *Brand image positively affects consumer behavior (brand preference and willingness to pay premium price).*

H6 is evaluated using a structural equation model that links brand image and customer behavior (brand preference and willingness to pay premium prices). At the level, brand image has no significant positive effect on consumer behavior. H6 was rejected. This could also be attributed to Indonesians' declining purchasing power, as evidenced by the 4.94% year-on-year inflation rate. (Badan Pusat Statistik, 2022). Moreover, the purchasing power parity value in Indonesia remains constant year on year at 4,766 IDR/USD (CEIC, 2022). As a result, despite high consumer trust, purchasing power remains low.

Hypothesis 7 (H7). *Brand image mediates the relationship between social media marketing efforts and consumer behavior (brand preference and willingness to pay premium price).*

H7 was assessed using a structural equation model that linked SMME, brand image, and customer behavior (brand preference and willingness to pay premium prices). Brand image mediates the relationship between social media marketing efforts and consumer behavior. Brand image cannot significantly mediate the relationship between SMME and consumer behavior. In contrast to the direct relationship between SMME and consumer behavior, this result. H7 has been rejected.

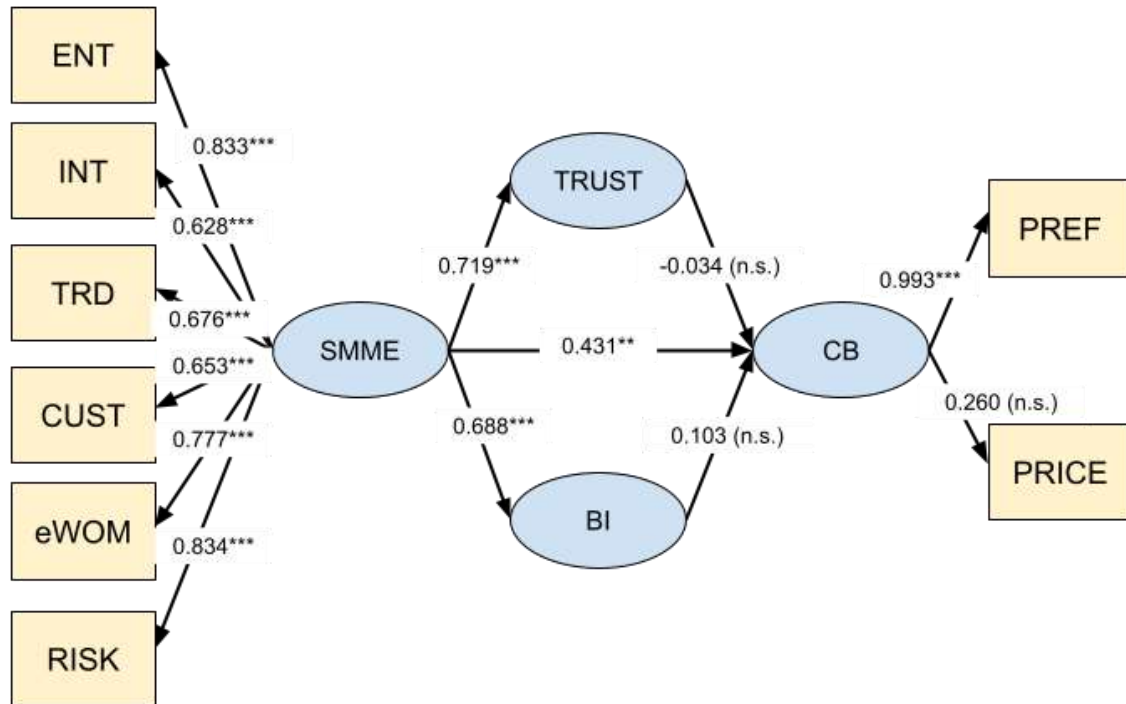


Figure 2. The result of SEM path analysis.

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$, n.s. = not significant.

V. Conclusion

The purpose of this study was to investigate how social media “Instagram” marketing, trust, and brand image influence consumer behavior (brand preference and willingness to pay a premium price). One of the most important aspects of marketing is social media marketing. This study provided a theoretical explanation of the factors that consumers use as the primary consideration when purchasing a product influenced by social media marketing. This study demonstrates that social media marketing has a direct and significant influence on consumer behavior (brand preference and willingness to pay at a premium price). However, when mediated by trust and brand image, social media marketing has no significant effect on consumer behavior (brand preference and willingness to pay at a premium price). Nonetheless, this study demonstrates that the indicators for measuring social media marketing effort proposed by (Kim & Ko, 2012) and (Sano, 2014) can be analyzed together rather than separately. If performed appropriately, social media will provide numerous benefits and conveniences to the company. The findings of this study add to the theoretical understanding of the importance of social media marketing in encouraging consumer behavior (brand preference and willingness to pay at a premium price).

Our paper's contribution to managerial aspects is: The dimensions of social media marketing include entertainment, interaction, trendiness, customization, word of mouth, and perceived risk, all of which influence consumers' purchase intentions. Two factors in particular are more important and have a direct influence on consumer behavior i.e. entertainment and perceived risk. According to this concept, companies should invest more work and attention into developing appealing content that may pique customer interest, making consumers inclined to disseminate positive information about the company. If restaurants could pay more attention to customers' complaints and ideas through individual interactions, customers would feel appreciated and the company's services would improve.

The first drawback of this study is the generality and number of respondents. The respondents are all Indonesian consumers who are only engaged in the restaurant industry and only on the Instagram social media platform. The paper's findings are applicable to the restaurant industry but may not be applicable to other businesses. As a consequence, more study might be conducted by evaluating the data for different nations, industries, or companies. Recommendations for comparing customers in other nations, sectors, and companies might produce more interesting and in-depth study findings. Furthermore, in the analysis, only one independent variable (social media marketing), two mediating factors (trust and brand image), and two dependent variables (brand preference and willingness to pay a premium price) were employed. Future research might include brand awareness as a mediation variable, information and advertisement as other aspects of social media marketing variables, and brand loyalty as another dependent variable. Additionally, quantitative approaches were employed in this study to assess the impact of social media marketing on customer purchase intentions. In future investigations, qualitative or mixed-method analysis might be used.

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