



# The role of perceived influence, brand engagement in self concept and expected value brand towards intention to purchase recommended brand on instagram content *@jogjafoodhunter*

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## ABSTRACT

Marketing activities are essential to a business, including Instagram content such as *@jogjafoodhunter*. This study aims to analyze the role of perceived influence, brand engagement in self-concept, and brand expected value towards the intention to purchase recommended brands on Instagram content *@jogjafoodhunter*. Quantitative research design with the SmartPLS approach Active followers on the Jogja Food Hunter Instagram account was used in this study, and a sample of 300 people was taken by purposive sampling. The research instrument, in the form of a questionnaire, has been tested for validity and reliability – statistical data analysis with a confidence level of 95% ( $p < 0.05$ ). The results showed that various factors influence consumers' intentions in seeing, reviewing, buying, using, and recommending a product based on promoting influencers. In our findings, *@jogjafoodhunter*'s content is influenced by brand expected value, intention to buy suggested brands, perceived influence, brand engagement in self-concept, and intention to purchase. All variables have a significant positive effect with a  $p$ -value of 0.000 ( $p < 0.05$ ). The better the marketing of content food products, specifically on Instagram *@jogjafoodhunter*, the higher the interest and purchasing power of consumers in the recommended products.

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## INTRODUCTION

Marketing activities are essential to the food business, including providing content on Instagram. Instagram is a new trend to attract consumers to use a product or buy a recommended product (Eman, 2022; Jiménez-Castillo & Sánchez-Fernández, 2019). This certainly gives rise to a new paradigm for all circles, including the role of influencers in recommending a product (Balaban et al., 2022; Gomes et al., 2022). Consumers who use digital platforms are happy because, in addition to being economical, they are easy to obtain and contribute to environmental protection without having

to leave the house to obtain a good or service (Mertha Adnyana & Sudaryati, 2022). This was also conveyed by Herrando & Martín-De Hoyos (2022), advertising on social media is part of the trend in people's lives today and is effective and efficient in the governance of a company or service provider. Also, the fact that there are influencers is a starting point that makes products more appealing to the public. Textual and visual stories about the personal lives and lifestyles of influencers who have used the products in the past are used to do this (Casaló et al., 2020; Mustikasari et al., 2022).

Research by Childers et al. (2019) reveals that companies are now switching to using influencers to promote their brands because an influencer can connect the target audience with a brand and maintain direct communication with followers. This is undoubtedly a favorable condition to create a new perspective on a brand and help consumers get to know the brand introduced by a business mediated by influencers (Silaban, Chen, et al., 2022; Sokolova & Kefi, 2020). Like the phenomenon in the Yogyakarta region, many culinary businesses use the services of influencers for their food recommendations (Farahdiba, 2022a). Instagram promotional media makes it easier for business actors to recognize consumer behavior and attract new consumers (Hsu & Tsou, 2011; Staniewski & Awruk, 2022). This is what is used by food influencers (Farahdiba, 2022b; Pinda, 2021). The Instagram account that is included in the culinary influencers in Yogyakarta is the *@jogjafoodhunter* account, which works as an advertising intermediary for culinary business people and is considered one of the most effective marketing methods in persuasive communication to expand consumer reach (Nugroho & Azzahra, 2022; Santos et al., 2022). The Instagram account *@jogjafoodhunter* publishes food and beverage culinary in the Yogyakarta area packaged in photos and videos with exciting audio and visuals. This certainly makes it easier for followers of *@jogjafoodhunter* to find Yogyakarta culinary references (Hidayati, 2022).

People's fast-paced and instant habits have resulted in the existence of social media becoming the main ingredient in supporting daily life (Alalwan, 2018; Zhang et al., 2017). The high public interest in buying and searching for online food makes it essential to identify factors that affect people's interest and purchasing power in the products recommended by influencers. Until now, several studies have examined what contributes to shaping an individual's purchase intention (Bu et al., 2022; Jiménez-Castillo & Sánchez-Fernández, 2019). However, doubts arise in the literature related to the influence of an influencer, considering that some evidence states that there is a high level of popularity of influencers who are unable to attract and influence followers who have followed them, which has implications for a decrease in buying interest in a product or service. As Sokolova & Kefi, (2020) revealed, a high level of popularity does not guarantee a strong influence on one's followers on social media. This study aimed to analyze the role of perceived influence, brand engagement in self-concept, and brand expected value towards the intention to purchase recommended brands on Instagram content *@jogjafoodhunter*.

## RESEARCH METHOD

Designing quantitative research with a statistical approach using smartPLS (Darwin et al., 2021). All primary data was obtained through online questionnaires using Google forms distributed through social media. The subjects and population of this study were active followers of *@jogjafoodhunter*, with a study sample determined to have as many as 300 respondents determined using purposive sampling. The selected respondents must meet the inclusion and exclusion criteria, including Instagram users who know and follow the Instagram account *@Jogjafoodhunter*, domiciled in Yogyakarta, with a minimum age of 15 years. The questionnaires distributed have met the standards of validity and reliability tests.

The following hypothesis is developed were developed in this study: 1) The first hypothesis, namely perceived influence, has a positive impact on brand engagement in self-concept when followers see content *@jogjafoodhunter*; 2) The second hypothesis, namely perceived influence, has a positive effect on brand expected value when followers see content *@jogjafoodhunter*; and 3) The third

hypothesis, namely perceived influence, has a positive effect on intention to purchase recommended brands when followers see content @jogjafoodhunter.; 4) When followers see content @jogjafoodhunter, the fourth hypothesis, namely brand engagement in self-concept, has a positive effect on brand expected value; 5) When followers see content @jogjafoodhunter, the fifth hypothesis, namely brand engagement in self-concept, has a positive effect on the intention to purchase recommended brands; and 6) When followers see content @jogjafoodhunter, the sixth hypothesis, namely brand expected value, has a positive effect on the intention to purchase recommended brands.

Data analysis in this study was used in two ways: descriptive data analysis to analyze the distribution of research respondents related to age, place of residence, and interest in influencers and @jogjafoodhunter content—statistical analysis using Structural Equation Modeling Partial Least Square (SEM-PLS), which passes through various stages. Hypothesis testing uses the t-test indicator. If the *p-value* value is <0.05, the hypothesis has a significant (accepted) effect. If the *p-value* > 0.05, the hypothesis has no significant effect (rejected) with a level of evidence of 95% (Darwin et al., 2021).

## RESULTS AND DISCUSSIONS

### Analysis of *R-Square* values ( $R^2$ ) Dependent Variables

The inner model used to measure and predict the relationship of independent variables obtained in the variables brand engagement in self-concept, brand expected value, and intention to purchase recommended brands have an *R-Square* of 0.279, 0.438, and 0.561. These results indicate that the variable brand engagement in the self-concept is explained by 28%, and the remaining 78% is explained by other variables that were not analyzed in this study. Furthermore, in the brand expected value, the purchase intention described was 44%, with the remaining 58% of other variables not studied in this study. Meanwhile, the intention to purchase recommended brands variable was explained at 56%, and the remaining 44% of other variables were not studied in this study. Table 1 shows the results of the analysis of the dependent variable's *R-Square* value ( $R^2$ ).

**Table 1.** Analysis of *R-Square* values ( $R^2$ ) dependent variables

	<i>R Square</i>	<i>R Square Adjusted</i>
Brand Engagement in Self-Concept	0.279	0.277
Brand Expected Value	0.438	0.435
Intention to Purchase Recommended Brands	0.561	0.557

### Hypothesis testing between variables

Hypothesis testing between variables using bootstrapping techniques through path coefficients aims to identify the results of the formulated hypothesis. In this study, hypothesis testing focused on *t-values* (>1.96) and *p-values* (<0.05), indicating that there are significant associations between the variables studied (Darwin et al., 2021). The direction of the relationship is determined based on the value that appears in the category of negative or positive relationships. Table 2 shows the results of testing the hypothesis of the path coefficient between variables.

**Table 2.** The results of testing the path coefficient (hypothesis) between variables

	<i>Original Sample</i>	<i>t- Stat.</i>	<i>p-values</i>
Perceived influence → brand engagement in self-concept	0.529	12.204	0.000
Perceived influence → brand expected value	0.480	7.691	0.000
Perceived influence → intention to purchase recommended brands	0.321	5.21	0.000
Brand engagement in self-concept → brand expected value	0.268	5.27	0.000
Brand engagement in self-concept → intention to purchase recommended brands	0.310	6.24	0.000
Brand expected value → intention to purchase recommended brands	0.261	3.92	0.000

The results of hypothesis testing between variables related to the first hypothesis related to the influence of perceived influence on brand engagement in self-concept obtained a significant positive relationship direction with *t-statistics* of 12,204 ( $>1.96$ ) and *p-value* 0.000 ( $p<0.05$ ). Thus, there is a perceived influence on brand engagement in self-concept. In this case, the perceived influence variable on brand engagement in the self-concept is influenced by the activities of the followers of an influencer who feel the perceived influence of the content watched by them and tends to result in the emergence of brand engagement in the self-concept (Nyadzayo et al., 2020). Therefore, it can be said that the stronger the perceived influence on the content of social media influencers, the higher the involvement with brand engagement in self-concept. Jiménez-Castillo & Sánchez-Fernández (2019) stated that a follower who feels influenced through the interaction provided by an influencer makes the emergence of engagement with influencers and recommended brands higher.

Brand engagement is generally defined as a manifestation of customer behavior towards a brand and is driven by interactivity between consumers and brands (de Veirman et al., 2017). Brand engagement reflects the existence of motivation that occurs based on the existence of good interactivity between individuals and particular objects. However, brand engagement is further broken down into brand engagement in self-concept, which refers to customers' propensity to utilize a brand to help them define their identities (Nyadzayo et al., 2020). According to observational learning theory, people engage with peers, the media, and outside socialization agents to form their consumer attitudes and behavior patterns. A brand's "brand engagement" might be described as an emotional attachment (Mertha Adnyana & Sudaryati, 2022; Silaban, Chen, et al., 2022). Remember that brand engagement begins with online activities consisting of reading, viewing, and hearing digital content and information from social media. Information can be in the form of promotions or experiences from other brand users. The primary trigger for customers to feel compelled to interact with a brand is that they feel they are getting information about the product/service. There is a process of choosing and filtering the message source obtained. They then realize the need for the brand. In the end, there is the formation of a self-connection with a familiar brand, which occurs when consumers have a close relationship with a specific brand and then incorporate it into their identity (Nyadzayo et al., 2020; Salehzadeh & Pool, 2017).

Furthermore, in the second hypothesis relating to the influence of perceived influence on brand expected value, a significant positive relationship direction was obtained with *t-statistics* of 7,691 ( $> 1.96$ ) and a *p-value* of 0.000 ( $p< 0.05$ ). Thus, there is a perceived influence on the brand's expected value. This is because the social media environment initially encourages followers to participate in and participate in activities in it, and then seeing content or information about a brand promoted by the influencers they follow indirectly influences them to form an expectation of value for a brand or brand expected value. Therefore, the higher the perceived influence felt by followers, the more consumers will be involved in forming a brand's expected value. This is in line with the research of Jiménez-Castillo & Sánchez-Fernández (2019), which proves that the perceived influence variable positively affects the brand expected value variable.

This variable is closely related to the decisions and behavior of an individual. This is to Silaban et al. (2022) research, The impact that influencers exercise in the digital world helps to shape follower value by illustrating how individual choices and actions shape expectations of value in a business. People benefit from having access to a variety of information sources because it enables them to compare the advantages and disadvantages of various brands. In the end, a product or service develops a present value. Expectations in relation to the suggested brand. Lee & Watkins (2016) explain that comparing individuals with influencers can lead to an increase in product valuations because individuals want to achieve similar levels of influence that influencers have, which will later impact the purchases made. This is where an expectation of a brand's value is formed, making it essential to evaluate the value of a product (Jia et al., 2022; Osivnik et al., 2020).

A significant positive relationship direction with *t-statistics* of 5.21 ( $> 1.96$ ) and a *p-value* of 0.000 ( $p<0.05$ ) was obtained in the third hypothesis relating to perceived influence on intention to

purchase recommended brand. Thus, there is a perceived influence on the intention to purchase recommended brands. The analysis results suggest that perceived influence is a major signal in establishing an inclination to acquire recommended brands for clients. Influencers spread informative content that conveys a message related to a product or brand as an attraction that causes their followers to feel the influence exerted through the content and encourages buying intentions towards a particular brand (Schivinski et al., 2022). Purchase intention includes the consumer's willingness to purchase a specific product. This result supports what Jiménez-Castillo & Sánchez-Fernández (2019) found in a previous study: a variable called "perceived influence" has a positive effect on the intention to buy recommended brands. Furthermore, purchase intention relates to consumers' buying interest in a product. In general, before deciding on a purchase, consumers are faced with several alternatives to evaluate a particular product brand (Nurhandayani et al., 2019; Staniewski & Awruk, 2022). Consumers decide to buy after passing through various points of sale based on knowledge of a product (Lê Giang Nam, 2018; Penttinen et al., 2022). The purchase decision process goes through several stages, namely problem recognition, information search, alternative evaluation, purchase decision, and behavior after the purchase (Nguyen et al., 2022; Silaban, Silalahi, et al., 2022). Jiménez-Castillo & Sánchez-Fernández (2019) Describe how members' use of social media and other outside sources has a big impact on how people behave. The opinions of other people are used to inform purchase decisions and are disseminated through eWOM, which is regarded as high-quality material and has influencer credibility (Fazizah & Alfianto, 2019; Hidayat & Astuti, 2019; Pentury et al., 2019)

The results of the fourth hypothesis test related to the influence of brand engagement in self-concept against the brand's expected value obtained a significant positive relationship direction with *t-statistics* of 5.27 (>1.96) and *p-value* of 0.000 ( $p < 0.05$ ). Thus, there is an influence of brand engagement in self-concept on brand expected value. This shows that the ethics of a consumer engaging with a brand in their self-image is formed. At that time, an expectation or expectation of a value for the brand is formed according to what they want. Today's consumers compare the risks incurred with the value or what they get if they choose a brand (Choi et al., 2016; Erdiyana et al., 2022). This statement reinforces previous research by Eman (2022), It claimed that brand self-concept engagement effects brand anticipated value in a favorable way. Consumers will build brand engagement in a digital environment as a result of their interactions and involvement with influencers, which will subsequently help them develop their impression of brand value. (Febriyantoro & Arisandi, 2018; Jiménez-Castillo & Sánchez-Fernández, 2019) Followers who develop more significant engagement with a brand will be able to identify that brand in their self-concept, which has implications for increasing their expectations of value towards a brand. According to Jiménez-Castillo & Sánchez-Fernández (2019) and Santos et al. (2022) in the digital environment, the interactions and dependency relationships built with online opinion leaders can trigger the creation of value where consumers will develop brand engagement, which will later contribute to the development of their perception of the brand value.

There is a fifth hypothesis relating to the influence of brand engagement in self-concept on the intention to purchase recommended brands. We obtained a significant positive relationship direction with *t-statistics* of 6.24 (>1.96) and a *p-value* of 0.000 ( $p < 0.05$ ). Thus, there is an influence of brand engagement in self-concept on the intention to purchase a recommended brand. Brand Engagement in the self-concept is used as a manifestation of a consumer's motivation toward a brand. Before the emergence of purchase intentions, a consumer collects information about the brand and then makes a comparison and evaluates and assesses a product or service owned by a brand. Meanwhile, purchase intention is the transaction behavior by customers after evaluating goods and services. The greater the consumer involvement in a product, the higher the purchase intention. This validates previous research conducted by Jiménez-Castillo & Sánchez-Fernández (2019), which proved that there is a positive influence of brand engagement in self-concept on the intention to purchase recommended brands. Brand engagement is part of the relationship developed by

individuals with a brand. The higher the brand engagement, the more it will affect the behavior of individuals towards the brand (Djafarova & Rushworth, 2017). Consumers who have engagement and often learn and consider the information about a product, which is the persuasive impact of an influencer, will be more easily influenced by word of mouth on social media. The more the consumer is involved, the more likely they will buy the suggested product (Jia et al., 2022; Khan et al., 2022).

In the sixth hypothesis related to the influence of brand expected value on intention to purchase recommended brands, a significant positive relationship direction was obtained with *t-statistics* of 3.92 ( $> 1.96$ ) and *p-value* of 0.000 ( $p < 0.05$ ). As a result, the choice to purchase suggested brands is influenced by changing brand anticipated value. This fact reinforces the research by Jiménez-Castillo & Sánchez-Fernández (2019), which reveals a positive influence between the brand's expected value and the intention to purchase recommended brands. The expected value of a brand by consumers is the understanding of the value or benefit of yang contained in the product, which will later become an advantage for consumers compared to the risks incurred by paying high prices (Abbasi et al., 2022; Choi et al., 2016). One factor that influences a consumer's intention to purchase is perceived value. An alternative metric for determining consumer satisfaction and a predictor of repeat business is perceived value. (Salehzadeh & Pool, 2017). Choi et al. (2016) found that brand value significantly affects consumers' purchasing interests. When consumers positively perceive brand value, it is also possible to increase their purchase intention. In the context of digital influencer-followers, if the expectation of follower value regarding the brand recommended by the influencer is high, so does their intention to buy the brand (Gomes et al., 2022). When businesses choose influencers, they do so in the hopes that the influencers will benefit the target market, which could in turn encourage them to look for, purchase, and use the products of the recommended brand.

## CONCLUSION

Marketing activities are essential to a business, including on Instagram with content such as @jogjafoodhunter. Various factors influence consumers' intentions in seeing, reviewing, buying, using, and recommending a product based on the promoting influencers. In our findings, content from @jogjafoodhunter is influenced by brand anticipated value, desire to buy suggested brands, perceived influence, brand engagement in self-concept, and brand engagement in self-concept. All variables have a significant positive effect with probability values of 0.00 ( $p < 0.05$ ). The better the marketing of a food product, including on Instagram @jogjafoodhunter, the higher the consumer's interest and purchasing power in a recommended product. In the future, further testing is needed related to social media influencers who use other social media platforms such as Facebook, Line, Twitter, TikTok, and other apps.

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