Consumer response due the social media marketing activities of Indonesia top brand healthy snack

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Article Info	ABSTRACT
	Purpose: A healthy lifestyle is being carried out by many people, including in Indonesia, especially during the shifting era of COVID-19. Everyone is consuming nutritious food, one of which can be done by consuming healthy snacks. The purpose of this study was to determine the impact of social media marketing activity carried out by Soyjoy, as a Top Brand Healthy Snack in Indonesia, especially on awareness and purchase intention from consumers. Research design, data, and methodology: A quantitative approach with the type of survey research through distributing questionnaires to 400 consumers as well as Soyjoy Instagram followers, sent via direct messages feature, using purposive sampling technique for 3 months. 89.5% or a total of 358 respondents filled out the questionnaire. Data analysis based on PLS-SEM. Results: This study shows that social media marketing activities have a positive effect on brand awareness and purchase intention directly, and indirectly brand awareness can mediate the relationship between social media marketing and purchase intention. Significantly, Soyjoy's social media marketing is more capable of influencing brand awareness than purchase intention. Conclusions: This study also proposes that brands can develop social media marketing activities to increase the significance value of consumer awareness and purchase intention, especially in the pandemic era, the promotional media that can be maximized is social media.

INTRODUCTION

The trend of healthy lifestyles around the world is increasing, especially because of the COVID-19 Virus which forces all humans to lead healthy lives. One of the supporters of living a healthy lifestyle is eating nutritious foods and containing health benefits. Meals means broad which has a lot of variety including snacks. Even though it is not the main food, sometimes snacks are an obstacle to a healthy lifestyle. Through research conducted by Snapcart, the top three snack categories consumed by Indonesians, are chips, biscuits/cookies, and bread/cakes. It is very clear that the food does not contain high nutrients and is good for health. The snacking trend in the future, according to the Indonesian people, is that they want delicious and nutritious snacks. The three main expectations of Indonesians are rich in vitamins (60%), low in sugar (57%), and fresh (56%) (Damaledo, 2019).

In this regard, there is one healthy snack product that is a Top Brand in Indonesia, namely Soyjoy. Soyjoy is a multinational product originating from Japan made from whole soybeans with rich nutritional benefits, as well as being the first healthy snack brand in Indonesia that appeared in 2007. In 2017, market share of healthy snack in Indonesia is around 11%, the market is concentrated among few companies occupying a significant share. Some of the major players are Otsuka Pharmaceutical Co., Ltd., Otsuka Pharmaceutical Co., Ltd., Kalbe Farma (FITBAR), Nestlé S.A., NuGo Nutrition, PREMIER NUTRITION CORPORATION. Soyjoy as the product of Otsuka Pharmaceutical Co., Ltd., got the predicate for the Healthy Snack category has been obtained since 2015. How can the brand get the Top Brand title? Top Brand measurement parameters consist of three indicators, namely top of mind, last usage, and future intention (topbrand-award.com).

To inform the products, in new era almost all the healthy snack brand used social media for the promotions such as Kalbe Farma (FITBAR), Nestlé S.A., NuGo Nutrition, and Soyjoy from Pharmaceutical Co., Ltd. Social media is one part of a marketing strategy that functions as a medium that markets the products, companies, and brands which is commonly referred to as Social Media Marketing (Clow, 2016). Moreover, according to a study that revealed about internet users in Indonesia, during the covid COVID-19 pandemic, Internet use in youth increased by 19.3%, with an average user of 11.6 hours per day (Luthfia et al., 2021). This condition is also a concern for brands to carry out promotional activities on social media by adjusting the character of their audience. Social media has various characters and kinds, one of which is Instagram which is also used by Soyjoy with the account name @*soyjoyid*. Instagram is used as the main marketing medium by Soyjoy. The activities carried out include daily regular content, quizzes, online campaigns, and others. The content presented by Soyjoy has a variety of forms such as designs, photos, and videos.

Regarding the finding that purchase intention and awareness of one brand are things that need to be managed for brands, especially from a multinational brand that has received the Top Brand Award. Consumer involvement in social media has a positive effect on consumer brand awareness and purchase intention (Hutter et al., 2013). According to Isacsson and Gretzel (2011), social media such as Instagram, Twitter, and Facebook are included in the category of Online Social Networks where these media are sources of information that are created, distributed, and used by users to find out more about a product, brands, services, and others (Blackshaw & Nazzaro, 2014). Social media is also a means to share information in the form of text, images, audio, and video with each other for consumers and companies, or vice versa (Kotler & Keller, 2011).Social media is one part of a marketing strategy that functions as a medium that markets products, companies, and brands which is commonly referred to as Social Media Marketing (Clow, 2016). Social Media Marketing can also be referred to as a marketing strategy used by many people in the form of online networks (As' ad & Alhadid, 2014). Bilgin (2018) explains that Social Media Marketing activities include entertainment, interaction, trendiness, advertisement, and customization.

Therefore, the more users receive information, the more likely they are to remember and recognize a brand or a product that can have a significant impact on brand awareness or brand awareness due to exposure to content received by social network users (Hutter et al., 2013). In the journal "Effects of The Intensity of Use of Social Media on Brand Equity", Sashi (2012) also explains that the intensity of social media use does have a significant effect on brand awareness. Agreeing with Sashi, Inversini and Masiero, (2014) also emphasized that online social networks, one of which is social media, have one function to generate awareness of a brand.

The widespread use of social media by companies in the tourism, food, and fashion industries is supported because of social media trends that have become part of the lives of most people. Social media has become a communication tool that supports existing relationships and activities become more enjoyable. Therefore, social media provides an opportunity for companies to provide a platform to nurture brands and influence consumers' purchasing decisions (Kim & Ko, 2010).

Hutter et al. (2013) explained that social media has characteristics where users can interact with brands that can increase consumers' positive attitudes towards a brand and help the purchasing decision-making process. Therefore, social media activities can influence consumer purchasing decisions (Sashi, 2012). This can also be preceded by the influence of awareness of the brand from a potential consumer, brand awareness can directly affect cognition, affection, and conation, and also intention to buy in the future although indirectly (Sharifi, 2014). In this case, if it is related to marketing activities on Instagram which is the communication center of Soyjoy. Why Instagram? Based on Global Web Index (GWI) research about social media users in Indonesia, Instagram was in third position after Youtube and WhatsApp with 91,47 million users. Instagram also very popular used by many brand to promote their product and communicate the selling point. We could find out how the relationship and influence of Instagram activities on awareness and purchase intention of a healthy snack brand.

RESEARCH METHODS

Quantitative research by using the survey method, the purpose of survey research is to generalize from a sample to a population so that inferences can be made about some characteristic, attitude, or behavior of this population (Creswell & Creswell, 2017). The survey method was chosen because it examines the influence and relationship between social media marketing, brand awareness,

and purchase intention variables by distributing questionnaires to a predetermined sample. The number of samples determined for this research data collection is taken from the number of Instagram followers @*soyjoyid* as many as 44,100, the calculation of the number of samples using purposive sampling technique, which includes people who are selected based on certain criteria made by researchers based on research objectives (Kriyantono, 2010). Where to calculate the respondents number using the formula Slovin.

The questionnaire was distributed through Instagram direct messages to 400 followers who met the predetermined criteria. Of the 400 questionnaires, 358 were successfully collected. Of these, 358 could be used for analysis, resulting in a response rate of 89.5%. The percentages of men and women are quite far, where there are more women (65.1%) than men (34.9%). This is also related to the index of healthy snack enthusiasts in Indonesia, the majority of whom are women. Their age ranges are 18-21 years (12.6%), 22-25 years (36.6%), 26-29 years (25.1%), 30-33 years (14.5%), > 33 years (11.2%). The statements in the questionnaire were distributed using a 5-point Likert-type scale. These indicators are used as a benchmark for compiling research instrument items in the form of statements or questions (Sugiyono, 2015). The indicator derivative of each variable refers to the theory used in this study which will be further detailed in.

Table 1 Point of Measurement and References

Variable	Dimensions	Source
Social Media Marketing	1. Entertainment The pushed component who were creating an emotion or positive feeling about the brand of the consumer	Bilgin, 2018
	2. Interaction Being the interactive media and collecting suggestions from the audience	Bilgin, 2018
	3. Trendiness Introducing the up to datet information about products or general informations	Bilgin, 2018
	4. Advertisement Advertising and campaigning the brand promotion for expand the product informations	Bilgin, 2018
	5. Customization The action of creating satisfaction of the consumer and developing interpersonal communication	Bilgin, 2018
Brand Awareness	1. Unaware of Brand The lowest level, the public or target market are not aware of the presece of the brand	David A. Aaker (Kartajaya, 2010)
	2. Brand Recognition The public or the target market are knowing the product. Knowing one of the character of the product as the bare minimum.	David A. Aaker (Kartajaya, 2010)
	3. Brand Recall The public or the consumer are able to remember the brand.	David A. Aaker (Kartajaya, 2010)

	Dimensions	Source
	4. Top of Mind The highest level, becoming the first brand that are come up in consumer's mind.	David A. Aaker (Kartajaya, 2010)
Purchase Intention	1. Interest The owning feeling of the consumer.	Husein, 2012
	2. Attending The consumer's presence could affecting the brand activity.	Husein, 2012
	3. Information Collecting the knowledge and the other facts from related brand as consumer consideration.	Husein, 2012

The present study uses structural equation modeling (SEM). SEM is also known as a second-generation technique that offers simultaneous modeling of relationships among multiple independent and dependent constructs (Gefen et al. 2000. In comparison to CB-SEM, PLS-SEM was chosen to comply with the predictive-oriented objective of this study (Hair et al. 2017). In SEM, the author uses a partial least square method (PLS) – a good way of managing complex data in a low-structure situation (Esposito Vinzi et al. 2010). PLS-SEM testing will be carried out using the SmartPLS software. Before conducting the main survey, the researchers applied a pilot study to 30 Soyjoy consumers who are also Instagram followers. Most of them said that the language and statements in the distributed questionnaires were understandable and clear. Based on the results of Cronbach's Alpha calculations, all variables have a coefficient value of > 0.6 in line with what is said (Duli, 2019).
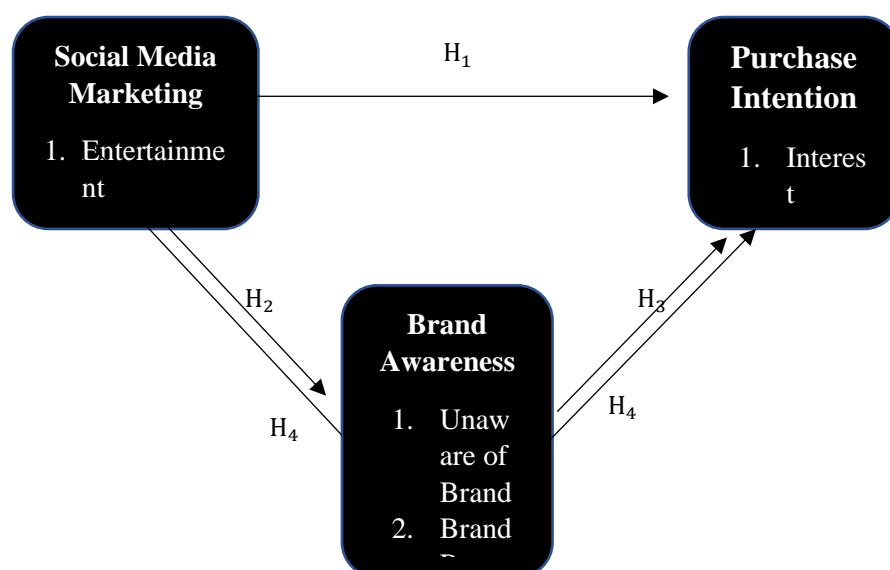
Figure 1 Hypoteses Development

H1: Social media marketing has a positive effect on purchase intention
H2: Social media marketing has a positive effect on brand awareness
H3: Brand awareness has a positive effect on purchase intention
H4: Social media marketing is positively related to purchase intention through brand awareness

RESULTS AND DISCUSSION
Reliability and Validity

Testing the reliability of variables measured by looking at the value of composite reliability and Cronbach's Alpha, must show > 0.70 (Naylor et al., 2012).

Table 2 Measurement Model for Reflective Construct

Construct	Indicator	Loading	AVE	CR	CA
Social Media Marketing	SMM1	0.888	0.799	0.952	0.937
	SMM2	0.898			
	SMM3	0.902			
	SMM4	0.905			
	SMM5	0.874			
Purchase Intention	PI1	0.904	0.761	0.941	0.920
	PI2	0.872			
	PI3	0.760			
	PI4	0.896			
	PI5	0.920			
Brand Awareness	BA1	0.800	0.819	0.957	0.944
	BA2	0.919			
	BA3	0.914			
	BA4	0.951			
	BA5	0.932			

From figure 2, all-composite reliability and Cronbach's Alpha values are above 0.70, indicating that the indicators used in this study are reliable. Convergent validity can be ensured by assessing discriminant and convergent validity. The Average Variance Extracted (AVE) is a criterion to measure convergent validity and should be more than 0.50. AVE is a good test of convergent validity (Naylor et al., 2012). Looking at the data in figure 2, the AVE values of the three are above 0.50, this already indicates that the data collected is declared valid. But it must also be seen from discriminant validity whose results can be seen in table 3. Discriminant validity examines the extent to which a construct is different from other constructs. Discriminant validity was assessed by examining the square root of the AVE as recommended by (Fornell and Bookstein, 1982 in Hair et al., 2011). Table 3. is the result of the Fornell-Lacker test for social media marketing, purchase intention, and brand awareness.

Table 3 Discriminant Validity using Fornell-Lacker

	Brand Awareness	Purchase Intention	Social Media Marketing
Brand Awareness	0.905		
Purchase Intention	0.450	0.872	
Social Media Marketing	0.585	0.541	0.894

In discriminant validity testing, the value of the square root of the AVE of a latent variable is compared with the correlation value between the latent variable and other latent variables. It is known that the square root value of AVE for each latent variable is greater than the correlation value between the latent variable and other latent variables. So, it is concluded that it has met the requirements of discriminant validity.

Structural Equation Model

For data analysis in this study, SmartPLS software was used, which can be used as a PLS-SEM data analysis tool (Ratmono, 2013). There are two models of influence (bootstrapping) to test the formulated hypotheses, direct and indirect effects.

Table 4 Result of Signification Test Dirrect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Social Media Marketing -> Brand Awareness	0.585	0.585	0.059	9.902	0.000
Social Media Marketing -> Purchase Intention	0.422	0.425	0.056	7.519	0.000
Brand Awareness -> Purchase Intention	0.203	0.200	0.063	3.221	0.001

Based on the results in Table 4, it is known that the coefficient value of the SMM path to PI is 0.422 (Original Sample column), which is positive, which means that HR has a positive effect on the PI. It is known that the T-Statistics value is 7.519 > 1.96 and P-Values 0.000 <0.05, by the provisions written in (Hajli, 2014), it is concluded that social media marketing has a significant effect on purchase intention. The path coefficient value of SMM to BA is 0.585, indicating a positive value, which means that SMM has a positive effect on BA. It is known that the value of T-Statistics is 9.902 > 1.96 and P-Values 0.000 <0.05, it is concluded that social media marketing has a significant effect on brand awareness. Furthermore, the last one, the path coefficient value of BA to PI is 0.203, this also shows a positive value, which means that brand awareness has a positive effect on purchase intention. It is known that the T-Statistics value is 3.221 > 1.96 and the P-Values is 0.001 < 0.05, following the provisions written in (Hajli, 2014). It is concluded that brand awareness has a significant effect on purchase intention.

*p<0.05
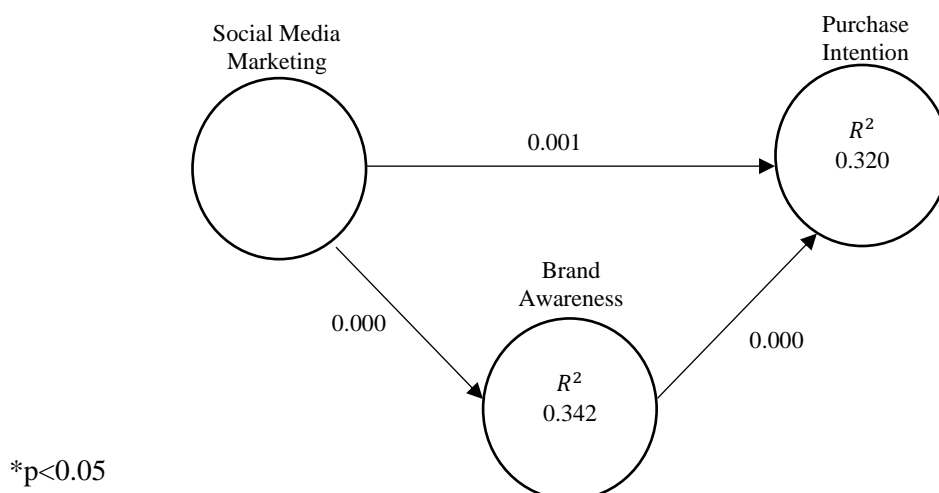
Figure 2 Value of Determination Coefissient (R Square)

The validity of the research model is assessed by the structural paths and R2s (Chwelos et al. 2001). The determination test is to determine the influence of the independent variable on the dependent variable. The coefficient of determination (r-square) of brand awareness is 0.342. This value can be interpreted that the influence of social media marketing on brand awareness is 34.2%. The coefficient of determination (r-square) of purchase intention is 0.320. This value can be interpreted that the influence of social media marketing and brand awareness on purchase intention is 32%.

Through Table 5. we can see the indirect effect of this research, how brand awareness becomes a medium of influence between social media marketing and purchase intention. Judging from the p-values and t statistics, they are still with the same provisions as before (Hajli, 2014). Based on the results in table 5., the indirect effect of SMM on PI, through BA is 0.119, with P-Values = 0.002 <0.05 and T Statistic = 3.189 > 1.96, it is concluded that social media marketing indirectly has a significant effect. on purchase intention through the brand awareness variable. In other words, brand awareness is significant as a mediator of the relationship between social media marketing and purchase intention.

Table 5 Result of Signification Test Indirrect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
SMM -> BA -> PI	0.119	0.116	0.037	3.189	0.002

Goodness of Fit Model

This test was conducted to determine the extent to which the model used was following the research needs. This test also uses SmartPLS with SRMR test or also known as Root Mean Square of Approximation. If the resulting Goodness of Fit score is good, then the model can be accepted, while for poor Goodness of Fit results, the model must be modified or rejected (Latan & Temalagi, 2013). A model can be accepted if the RMSEA value obtained is less than 0.08 (Sugiyono, 2015). The results of the SRMR value from this study were 0.044 < 0.08, this indicates the model in this study is appropriate and good.

Discussions

The main purpose of this study is to examine the role of social media marketing for healthy snack brands in Indonesia on brand awareness and purchase intention. Of the three variables, in this study, four hypotheses were determined, with details of three hypotheses testing direct influence and one hypothesis being an indirect effect test.

Table 6 Summary of Results

Path	Hypotheses	Result
Social Media Marketing -> Purchase Intention	H_1	Supported
Social Media Marketing -> Brand Awareness	H_2	Supported
Brand Awareness -> Purchase Intention	H_3	Supported
Social Media Marketing -> Brand Awareness -> Purchase Intention	H_4	Supported

The conclusions of all hypotheses are depicted in Table 6., which means all the hypotheses are accepted, the research questions already answered. If we look to the result of first hypothesis in this research, social media marketing that Soyjoy has done so far through Instagram give the positif impact to the consumers purchase intention. The element of social media marketing activities could be delivered the messages form the brand to the consumers. Where the consumers get the information as well and they were interest to the content of Soyjoy's Instagram. How about the impact of social media markting activities to the awareness of their audiences? This also has a significant positive effect, by the content on Instagram, the audiences were knew Soyjoy as healthy bar snack in Indonesia.

Respondent aware to the brand, the awareness give positive impact to the consumer purchase intention also. All the efforts of Soyjoy's Instagram that include entertainment, interaction, trendiness, advertisement, and customazitation element (Bilgin, 2018) describe a fruitful effort which could be measured as well.

The empirical analysis in this study provides several findings, looking at H_1 and H_2 from the direct effect test, the results of both show a positive influence number. This shows that both hypotheses are accepted where marketing activities on social media can affect brand awareness and purchase intention, this is related to previous research (Hutter et al., 2013). It was also revealed that the more users receive information on social media, the more likely they will remember and about a brand, this is related to brand awareness of the concept (Hutter et al., 2013).

Comparing the results of the influence test between H_1 and H_2, social media marketing variables more significantly affect brand awareness (34.2%) compared to purchase intention (32%). This is also in line with previous research which says that the use of social media does have a significant effect on brand awareness (Sashi, 2012). It can be explained from the influential figures in the two hypotheses, for H_1 that social media marketing has a positive effect of 34.2%, which means that 65.8% is influenced by other variables. Meanwhile, H_2 is also accepted, where social media marketing has a positive effect of 32%, of which 68% can be influenced by other variables or components.

In this study, it can also be seen that the brand awareness of Soyjoy consumers in Indonesia directly affects the desire to buy in the future, according to what was said (Sharifi, 2014). The results of this study also show an indirect effect test, this is done to find out what if the previous research is combined here. From the test results, the fourth hypothesis in this study can be accepted, Soyjoy's social media marketing indirectly has a significant effect on purchase intention through the brand awareness variable. In other words, significant brand awareness can be a mediator between the relationship between social media marketing and purchase intention. To see the suitability of the model used in this study, the researcher also conducted a Goodness of Fit Model test to find out how good this model was. The results were found to be suitable and it can be stated that this model is suitable.

CONCLUSION

Overall, the hypotheses written in this study are acceptable and have a positive value. Although the significant number is not too high, at least it influences the variables of social media marketing, brand awareness, and purchase intention either directly or indirectly according to the specified hypothesis. Although social media marketing affects purchasing intention, it is not as high as the influence of social media marketing on brand awareness, but the difference between the two is not that far, only 2.2% different. In addition, seeing the results of a positive indirect influence, may also indicate that someone's purchase intention will not appear directly when he follows related brand activities on social media, he needs to know and get to know him first.

The number of influence is not too large is an input that it is possible to cooperate with other variables to become strong, such as brand equity or others. In addition, the variables of social media marketing, brand awareness, and purchase intention here were applied in the field of healthy snacks, maybe it can be tried in other product fields. Discern at the phenomenon, the factors that support the purchase of healthy food in Indonesia are the taste and texture. In addition, it also allows the need for the development of Soyjoy's Instagram social media activities so that they can have a greater impact on consumers so that the desire to buy them appears more, like, them trying to cooperating with influencers. The use of influencers in communicating health information has the impact of spreading accurate information to followers, which can maximize its impact on social media.

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