

## Factors Affecting Consumer Attitudes and Intentions on the Intention to Buy Products through Retail Brand Pages on Social Media: Office Workers in Indonesia

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### Abstract

*The development of social media as a means of selling and the high number of social media users make consumer-brand engagement behavior on social media, especially Facebook, need to be studied more deeply. In line with this, this study aims to study 5 antecedents of attitudes towards consumers' intentions to engage with retail brands through social media which ultimately affect the intention to buy products, and 1 antecedent of moderation on attitudes towards product purchase intentions. The study was conducted on office workers in Indonesia with a quantitative survey method on 195 respondents. The analytical method used is Structural Equation Model I (SEM). This study found that consumer attitudes towards engagement with retail brands through Facebook were influenced by enjoyment, peer communication, and credibility, while attitudes had a strong influence on intentions to engage with retail brands through Facebook and subsequently strongly associated with intention to purchase through that Facebook page. This supports previous research. The first new things found were that consumer attitudes had a positive effect on consumers' purchase intentions and the second was that expectations of confirmation moderated attitudes toward purchase intentions through retail brand Facebook pages. The managerial contribution of this research helps retailers understand how to attract consumers to engage with retail brands on Facebook.*

### Keywords

Facebook; social media; attitudes; intentions; confirmation expectations; consumer engagement



### I. Introduction

Social media users in Indonesia currently reach 160 million people (Datareportal, 2020). This affects the marketing model which is starting to shift from conventional marketing to marketing through social media. Social media platforms are rapidly changing the way consumers interact with products and retail companies (Kao et al., 2016; Sidharta et al., 2021). Retail brands use technology to reach consumers, and almost all have some form of presence on social media. Several studies have shown that shoppers use social media to make online purchases as well as interact with companies (Haslehurst et al., 2016).

Social media in the real world is connecting with people or colleagues, friends, and using that media to meet new people. In cyberspace, the principle is the same, but the power of technology provides another advantage, namely users are no longer obstructed by place and space. Users can view people's profiles and send e-mails anytime and from any computer. In fact, sometimes, communicating through cyberspace feels more comfortable and complete than communicating face to face. Overall adults tend to use social media for personal reasons and not work. (Khairifa, F. 2019)

There are two social movements that are often used as the topic of study and the reference to the success of social media movements in creating citizen digital activism in Indonesia, namely "Coins for Prita" and "Cases of Lizards vs. Crocodiles" (Lim, 2014). However, in recent years, there is a wave of new types of activism that is different from the social movements and campaigns that we are familiar with, namely 'quiet digital activism' (silent activism).<sup>2</sup>This silent digital activism also utilizes newer technologies and finds new strategies for organizing social and economic life. This new type of digital activism also seeks to change society more directly by giving individuals the ability to work and collaborate without depending on government or company infrastructure (Karatzogianni in Bo'do, S. et al 2019).

Consumer behavior can be caused by social influences (Rychalski & Palmer, 2017) but can also be influenced by knowledge, previous attitudes, personality traits (Yu & Yu 2017), according to Imelia & Ruswanti (2017) one of the factors that influence consumer attitudes is the country of origin. Attitudes towards engagement with retail brands through social media are influenced by several factors, namely perceived usefulness, perceptions of the usefulness of technology having a significant impact on its use (Venkatesh et al., 2003); compatibility, if someone feels they have a strong match between a need and an innovation, they have a positive attitude towards the innovation (Shih & Fang, 2004); enjoyment, Moon & Kim (2001) found that enjoyment is a key factor in user acceptance of the internet; credibility, according to Grabner-Kräuter & Kaluscha (2003) lack of credibility is the main barrier for consumers to use e-commerce sites; peer communication.

In particular, there are four gaps found in this study, namely: First, there is a lack of consistent research on consumer interactions with retail brands through Facebook (Tsai & Men, 2013; Yadav et al., 2013), as well as the potential impact of these interactions on buying behavior (Bianchi & Andrews, 2018) in Indonesia. Second, research on social media is generally conducted on cognitive variables (eg perceived usefulness) as drivers of intention to engage in social media, and few studies have considered affective variables (eg enjoyment), relational variables (peer communication), and the influence of social media credibility on purchase intention (Bianchi & Andrews, 2018). Third, there has never been any research on the relationship between consumer attitudes towards engagement with retail brands and consumer intentions to purchase retail products through Facebook (Bianchi & Andrews, 2018). Fourth, according to Wang, et al. (2019), when consumers' expectations of products match reality, their purchase intentions will also increase. So that this study includes a new variable of confirmation expectation as a moderator of consumer attitudes towards consumer intentions to buy retail products.

## II. Review of Literature

Several studies have investigated the implications of social media on corporate communication costs (Gecti & Dastan, 2013), branding (Bruhn et al., 2012), word of mouth (Chu & Kim, 2011), sales (Chen et al., 2011). ; Kumar & Mirchandani, 2012), segmentation (Foster et al., 2011), market research (Patino et al., 2012), public relations (Luo & Jiang, 2012), customer identification (Hall-Phillips et al., 2016), as well as the interaction between consumers and brands (Tsai & Men, 2013).

Brand and consumer engagement is defined as "the level of a customer's emotional, cognitive, and behavioral investment in his or her engagement with a particular brand" (Hollebeek, 2011). This conceptualization shows that consumer involvement with retail brands requires interactive behavioral manifestations between personal relationships with brands (Brodie et al., 2011). Referring to van Doorn et al. (2010) and Lin et al. (2014).

According to confirmation expectation theory (ECT), satisfaction depends on the extent to which consumers perceive their initial expectations of a service to be confirmed or decided during actual use (Oliver, 1980).

## **2.1 Relationship between Variables**

Relationship between perceived usefulness and attitude towards engagement with retail brands through social media

**H1.** Perceived usefulness increases consumer attitudes towards engagement with retail brands through social media.

Compatibility Relationship and Attitude towards Engagement with Retail Brands through Social Media

**H2.** Compatibility improves consumer attitudes towards engagement with retail brands through social media.

The Relationship of Enjoyment and Attitude towards Engagement with Retail Brands through Social Media

**H3.** Enjoyment increases consumer attitudes towards engagement with retail brands through social media.

Credibility Relationship and Attitude towards Engagement with Retail Brands through Social Media

**H4.** Credibility enhances consumer attitudes to engage with retail brands through social media.

Peer-to-peer Communication Relationships and Attitudes towards Engagement with Retail Brands through Social Media

**H5.** Peer communication improves consumer attitudes towards engagement with retail brands through social media.

Relationship of Attitude towards Engagement with Retail Brands and Intention to Purchase an Item through Social Media

**H6.** Attitudes increase consumers' intention to engage with retail brands through social media.

Relationship of Intention to Engage with Retail Brands through Social Media and Intention to Purchase an Item through Social Media

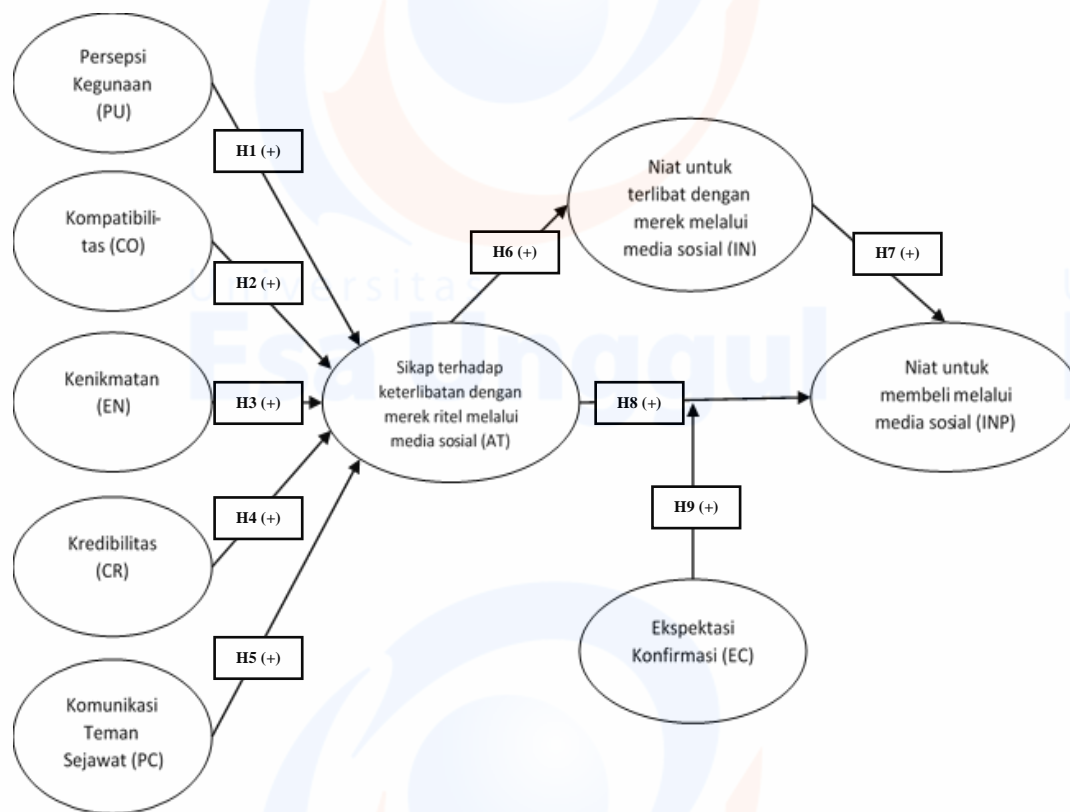
**H7.** Consumer intentions to engage with retail brands through social media increase consumer intentions to purchase through social media.

Relationship of Attitude towards Engagement with Retail Brands and Intention to Purchase an Item through Social Media

**H8.** Attitudes increase consumers' purchase intentions towards retail products.

The Effect of Confirmation Expectations

**H9.** Confirmation expectations will strengthen consumer attitudes towards involvement with retail brands towards retail product purchase intentions.



**Figure 1.** Research model

### III. Research Method

In this study, the data collection method used an online survey conducted on consumers. The survey will be pre-tested with an initial sample of 30 consumers in Indonesia, which is expected to result in minor changes to the wording of some of the questions to increase meaning.

The population of this study consists of Facebook users in Indonesia who have followed a retail brand's Facebook page and work in an office. The questionnaire was developed in Indonesian to ensure the respondent's understanding of the questions, the questionnaire was distributed in the period between January 2021 and April 2021. The respondents of this study were the general public who worked in offices.

### IV. Result and Discussion

From the results of descriptive statistics, a general description of the sample of social media behavior is obtained (see Table 1). Although these characteristics do not allow the generalization of the data to a wider population, the aim was to reach a sample of participants who used social media and to examine their attitudes and intentions to engage with retail brands through social media. It was found that 100 percent of respondents had used Facebook at least once. Most (87%) respondents visited Facebook pages less than one ( $\leq 2$ ) hours per week. All respondents visited or liked a retail brand's Facebook page at least once.

**Table 1.** Demographics of Respondents

| Variable       | Category                          | %    |
|----------------|-----------------------------------|------|
| Gender         | Man                               | 52.3 |
|                | Woman                             | 47.7 |
| Age            | 18-24                             | 13.7 |
|                | 25-35                             | 32.5 |
|                | 36-45                             | 34.0 |
|                | 46-55                             | 15.2 |
|                | 56-65                             | 4.6  |
| Marital status | Single with kids                  | 1.5  |
|                | Single without kids               | 33.0 |
|                | Couple with child                 | 54.8 |
|                | Childless couple                  | 10.7 |
| Last education | < high school                     | 0.5  |
|                | Diploma                           | 12.7 |
|                | S1                                | 61.9 |
|                | S2                                | 13.7 |
|                | S2 <                              | 1.5  |
|                | high school                       | 9.6  |
| Job-status     | Executive / Manager               | 34.0 |
|                | Teacher                           | 17.3 |
|                | Office / Cashier / Administration | 48.7 |

Note: n = 195

Lisrel 8.80 was used for the single-measurement model and confirmatory factor analysis (CFA). Before the CFA analysis was carried out, the construct validity test measurements in this study showed that all indicators were acceptable/valid on all variables with a factor loading value ( $>0.50$ ), and at-value greater than the t-table (1.96) at the 5% significance level. Meanwhile, the construct reliability test is said to meet the reliability requirements if the CR (Construct Reliability) value is above 0.60 and the VE (Variance Extracted) value is above 0.50 (Hair et al., 2014). The results of the scale reliability test of the measurement revealed that the construct had met the reliability requirements.

Based on the analysis of the suitability of the model (table 2) from the first group to the seventh group, all test results obtained a good fit including Chi-Square, ECVI, AIC and CAIC, Fit Index. There are results in the form of close fit, namely RMSEA, and in the form of marginal fit, namely Critical N and Goodness of Fit. So, it is concluded that the fit of all models has met the requirements. All constructs underwent factor analysis. This procedure illustrates that no single factor or common factor accounts for most of the variance in the independent and dependent variables, indicating that there is no problem of bias in the data.

**Table 2.** Analysis of Model Suitability

| <b>Group</b> | <b>Indicator</b>           | <b>Value</b>   | <b>Keterangan</b>   |
|--------------|----------------------------|----------------|---------------------|
| 1            | <i>Degree of Freedom</i>   | 408            | <b>Good Fit</b>     |
|              | <i>Chi Square</i>          | 669,99         |                     |
|              | <i>NCP</i>                 | 220,03         |                     |
|              | <i>Confidence Interval</i> | 156,23; 291,78 |                     |
| 2            | <i>RMSEA</i>               | 0,053          | <b>Good Fit</b>     |
|              | <i>Confidence Interval</i> | 0,044 ; 0,061  |                     |
|              | <i>P-Value</i>             | 0,29           |                     |
| 3            | <i>ECVI Model</i>          | 4,47           | <b>Good Fit</b>     |
|              | <i>ECVI Saturated</i>      | 5,44           |                     |
|              | <i>ECVI Independence</i>   | 218,15         |                     |
|              | <i>Confidence Interval</i> | 4,15 ; 4,84    |                     |
| 4            | <i>AIC Model</i>           | 868,03         | <b>Good Fit</b>     |
|              | <i>AIC Saturated</i>       | 1056           |                     |
|              | <i>AIC Independence</i>    | 42320,35       |                     |
|              | <i>CAIC Model</i>          | 1380,79        |                     |
|              | <i>CAIC Saturated</i>      | 3312,14        |                     |
|              | <i>CAIC Independence</i>   | 42457,09       |                     |
| 5            | <i>NFI</i>                 | 0,98           | <b>Good Fit</b>     |
|              | <i>CFI</i>                 | 0,99           |                     |
|              | <i>NNFI</i>                | 0,99           |                     |
|              | <i>IFI</i>                 | 0,99           |                     |
|              | <i>RFI</i>                 | 0,98           |                     |
|              | <i>PNFI</i>                | 0,81           |                     |
| 6            | <i>Critical N</i>          | 139,23         | <b>Marginal Fit</b> |
| 7            | <i>GFI</i>                 | 0,83           | <b>Marginal Fit</b> |
|              | <i>Standardized RMR</i>    | 0,033          |                     |
|              | <i>AGFI</i>                | 0,78           |                     |
|              | <i>PGFI</i>                | 0,64           |                     |

Structural tests are also carried out to find out the value of  $R^2$  in each equation which serves to see how far the independent variable can explain the dependent variable. Based on the SEM analysis, the results obtained are the first, the Attitude variable towards involvement with retail brands through social media (AT) is influenced by the variables Perception of Usefulness (PU), Compatibility (CO), Kinikmatan (EN), Credibility (CR), and Peer Communication peers (PC) with an  $R^2$  value of 0.92. Thus it can be interpreted that 92% of the variance of Attitude towards engagement with retail brands through social media (AT) can be explained by Perceived Usefulness (PU), Compatibility (CO), Kinkmatan (EN), Credibility (CR), and Peer Communication ( PC), while the remaining 8% is explained by other variables outside the variables in the study. The results of the study areas are depicted in the T-Value diagram (see Figure 2). The hypothesis is accepted if the T-Value value > 1.96 and is not accepted if the T-Value < 1.96. As shown in Table 2, the results show H1, H2, H4, H5, and H9 have t-value < 1.96 so the hypothesis is not supported. In addition, the results of the study also show that H3, H6, H7, and H8 have t-value > 1.96 so that the hypothesis being tested is supported by research data (see table 5.3).

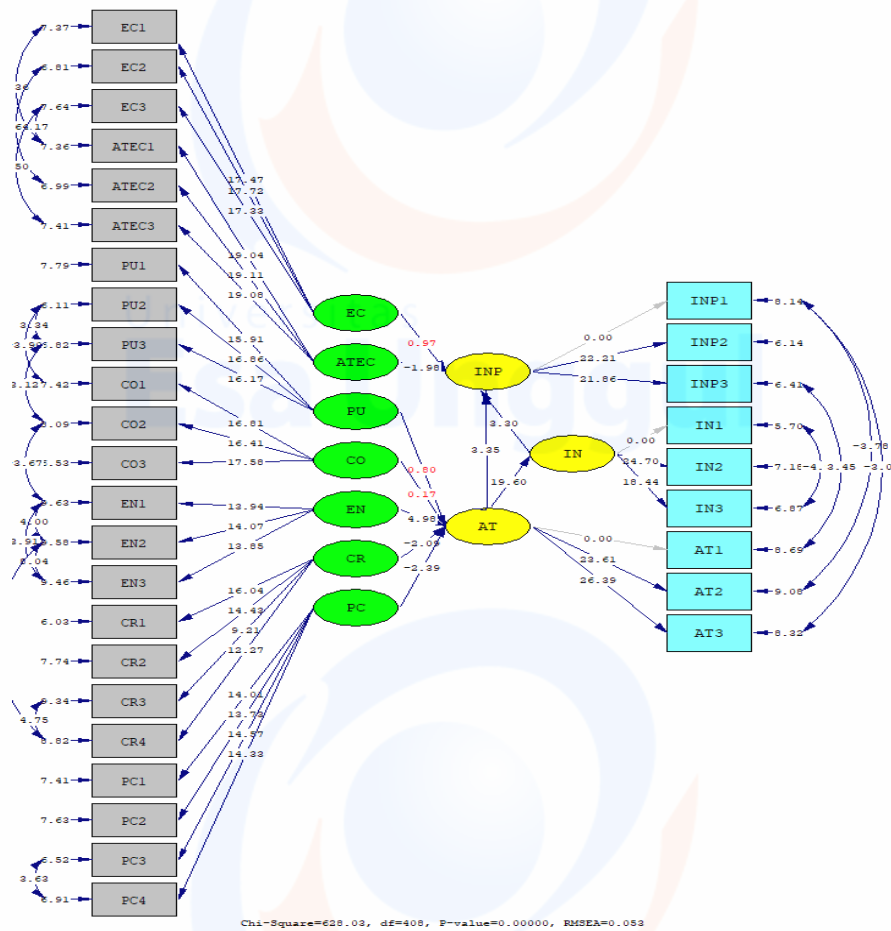


Figure 2. Path Diagram T-Value

Table 3. Hypothesis testing results

| Hipotesis | Alur       | Pernyataan Hipotesis  | T-Value | Hasil                          |
|-----------|------------|---|---------|--------------------------------|
| H1        | PU → AT    | Persepsi kegunaan meningkatkan sikap konsumen terhadap keterlibatan dengan merek ritel melalui media sosial.                        | 0,80    | Data tidak mendukung hipotesis |
| H2        | CO → AT    | Kompatibilitas meningkatkan sikap konsumen terhadap keterlibatan dengan merek ritel melalui media sosial.                           | 0,17    | Data tidak mendukung hipotesis |
| H3        | EN → AT    | Kenikmatan meningkatkan sikap konsumen terhadap keterlibatan dengan merek ritel melalui media sosial.                               | 4,98    | Data mendukung hipotesis       |
| H4        | CR → AT    | Kredibilitas meningkatkan sikap konsumen untuk terlibat dengan merek ritel melalui media sosial.                                    | -2,09   | Data tidak mendukung hipotesis |
| H5        | PC → AT    | Komunikasi teman sejawat meningkatkan sikap konsumen terhadap keterlibatan dengan merek ritel melalui media sosial.                 | -2,39   | Data tidak mendukung hipotesis |
| H6        | AT → IN    | Sikap meningkatkan niat konsumen untuk terlibat dengan merek ritel melalui media sosial.  | 19,60   | Data mendukung hipotesis       |
| H7        | IN → INP   | Niat konsumen untuk terlibat dengan merek ritel melalui media sosial meningkatkan niat konsumen untuk membeli melalui media sosial. | 3,30    | Data mendukung hipotesis       |
| H8        | AT → INP   | Sikap meningkatkan niat beli konsumen terhadap produk ritel.  | 3,35    | Data mendukung hipotesis       |
| H9        | ATEC → INP | Ekspektasi konfirmasi akan menguatkan sikap konsumen terhadap keterlibatan dengan merek ritel terhadap niat beli produk ritel.      | -1,98   | Data mendukung hipotesis       |

#### 4.1. Discussion

The findings confirm three significant antecedent variables of attitude that are indirectly related to consumer engagement intentions with retail brands: enjoyment, credibility, and peer communication. Furthermore, credibility on social media (Facebook) was found to be quite strongly associated with attitudes to engage with retail brands through their Facebook page. This finding supports previous research linking social media credibility with consumer interactions with brands through social media (Eastlick et al., 2006; Gefen et al., 2003; Pavlou & Fygenson, 2006). However in this study credibility negatively affects attitudes to engage with retail brands through their Facebook page.

The results showed that peer communication has a strong relationship with attitude. These results support previous research which has shown that peer communication has a strong impact on attitudes toward shopping orientation (Lueg et al., 2006) and consumer decision making (Smith et al., 2005). However, the results of this study indicate that consumers' intention to engage with retail brands through social media is negatively affected by peer communication. This research was also carried out qualitatively, namely the natural collection of interview data (Tamaschke, 1996), this was done to get a complete picture of the research object. Qualitative interviews were conducted on 5 office workers who are Facebook users and are willing to be the object of the interview according to the sampling requirements according to Sugiyono (2017). From the interviews, it was found that all respondents admitted that they communicated with their colleagues about retail brand Facebook pages.

Expectation confirmation is the perception that the user's expectations are in line with the reality of using social media services. If individual expectations match the actual performance of social media services, it will increase user trust and increase purchase intention (Wang et al., 2019). Consumers form satisfaction, or influence, based on their level of confirmation and their expectations on which to base their confirmation (Bhattacharjee, 2001). Bhattacharjee (2001) also revealed that confirmation expectations are cognitive beliefs (the extent to which user expectations of system use are realized during actual use) derived from previous use.

#### V. Conclusion

The results of this study are in accordance with the TRA framework (Fishbein & Ajzen, 1975), and TAM (Davis, 1989) so that they can be applied in understanding consumer behavior in the digital space (Bianchi & Andrews, 2018). Although consumer engagement with social media has previously been analyzed by several authors (e.g. Bianchi & Andrews, 2018), little research has examined consumer engagement with retail brands through social media sites (Bianchi & Andrews 2018). This study corroborates the literature on consumer engagement with retail brand Facebook pages, and possible influence on purchase intention. This study examines a conceptual model that proposes specific antecedents that may influence consumers' intentions to engage with retail brands through social media and purchase products and services through these channels. This study also strengthens the literature by providing information related to consumer brand engagement behavior through social media platforms that focus on the relationship between retail brands and consumers (Bianchi & Andrews 2018), the results of the study can explain the role of social media in encouraging consumer engagement with retail brands.



In several kinds of literature (Bhattacharjee, 2001; Oliver, 1980; Wang et al., 2019) confirmation expectations affect consumers' purchase intentions towards products and the findings of this study expand the literature by finding that confirmation expectations significantly moderate consumer attitudes in their intentions to buy products through retail brand social media pages.

There are several implications generated in this study that help retail entrepreneurs understand consumer engagement behavior with retail brands (van Doorn et al. 2010). So far, retail companies have been trying to find ways to encourage consumers and potential customers to join their social media pages to foster good and sustainable relationships. The results of this study present several factors that can increase consumer engagement with retail brands through social media. It can provide insight to marketers to develop and operate their strategies on social media (Bianchi & Andrews, 2018).

The first strategy that can be done by marketers is that they must focus on consumer enjoyment in visiting retail brand Facebook pages. This can be developed by making the content of their retail brand's Facebook page interesting so that it can encourage Facebook page visitors to comment. Marketers can also post content that can encourage Facebook page visitors to interact and communicate with each other. This will lead to consumer attitudes to engage with retail brand Facebook pages, thereby creating consumer intentions to engage with retail brand Facebook pages.

Peer communication is also something that needs to be developed, consumers of social media users interact with their peers about retail brand social media pages but harm their attitude to engage with retail brand Facebook pages. Therefore, retail companies can develop their strategy by making the content of their social media pages more interactive, namely the first by posting or creating interesting content that can be done or involve colleagues to create positive peer communication. Second, retail marketing managers can focus on offering social benefits to their users and positive campaigns that encourage consumers to share posts and information related to retail brand products and services among colleagues and friends in a positive way.

The results of this study also provide insight for retail product marketers through social media, namely the attitude antecedents will be able to encourage, firstly for the ultimate goal of a product purchase, consumer attitudes to engage with retail brand social media pages have a greater effect on purchase intention without having to engage with retail brand Facebook page. The second is to attract consumers to engage with retail brand social media pages, the attitude of being involved can encourage consumers to engage with retail brand social media pages.

In general, the results of this study indicate that the suitability or suitability of social media pages may no longer be attractive to consumers. Therefore, ensuring consumer engagement and long-term buying behavior requires a strategy that emphasizes visitor enjoyment, provides interesting and appropriate content, as well as positive social relationships between users on retail brand Facebook social media pages.

Overall, the findings of this study contribute to the growth of knowledge about consumer engagement on social media platforms and provide theoretical and managerial implications that can help scholars and practitioners in the future.

This study has several limitations, first, the sample only involves consumers who work in offices because they are considered potential online shoppers. In developing countries, such as Indonesia, the demographic segment of office workers tends to have access to digital technology. Therefore, they can provide more relevant information for research, thereby overcoming the challenges of collecting reliable data for the retail market (Fastoso & Whitelock, 2011). New researchers can conduct similar research using samples

drawn from larger populations or in other demographic segments. Second, this study focuses on only one social media site: Facebook. Although Facebook is the world's leading social media site (Clement, 2020b), future studies should consider other social media sites where retailers and brands have a presence, such as YouTube, Twitter, and Instagram, to gain a broader understanding of consumer engagement- brands through social media.

Finally, this research is a portrait of consumer attitudes and intentions at a certain point in time. As the current study uses a cross-sectional survey method, the findings relating to the relationship between consumer attitudes and intentions to engage with retail brands through social media should be interpreted with caution. In other words, the results are not meant to draw any conclusions about a causal relationship.

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