

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of Study

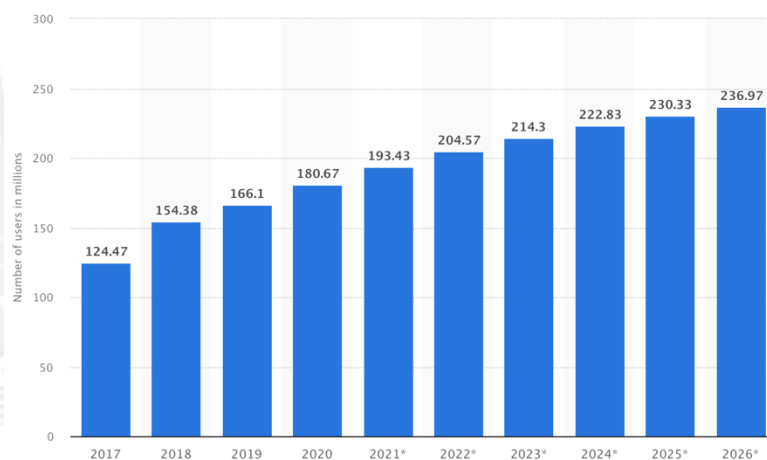
The era of social media has been changed a lot in the past few years, social media could bring a huge impact for everyone. Everyone could easily participate in social media to share an information about something valuable or entertaining and they also could promoting a brand through social media (Simplilearn, 2022).

Social media refers to explain about the use of computer-based technology in order to facilitate their users to share ideas, information to a communities in the form of photo, videos, or text via websites or applications (Dollarhide, 2021). Social media is a digital tools that allows anyone to create and share any content to the public instantly without any hesitation due to the wide range of social media options (Hudson, 2020).

The characteristics of social media according to (Lucas, 2022), firstly, social media could be easily accessible everyone and it's also become a meeting point for the internet geek. Secondly, the biggest percentage of social media users come from the young generation, teenagers, and middle aged. Thirdly, social media provides a direct access to client without any third party interruptions. Lastly, advertising

through social media could save a lot of cost being compared with another conventional way of advertising method.

In other hand, there are so many social media platform that could be used as a marketing tools, such as Instagram, Facebook, Twitter and etc. People nowadays using social media platform to do business, because by using social media they could easily grow their business without having an issues about a limited advertising budget (Dowd, 2021). Social media plays an important role in shopping situation right now and will keep growing as a platforms for company to commercialize their products and to maintain their relationship with the customers (Blood-Rojas, 2017).



**Figure 1. 1 Social Media Users in Indonesia 2017-2026**

Source:<https://www.statista.com/statistics/247938/number-of-social-network-users-in-indonesia/>

From the figure 1.1, it shows that the social media users has been growing since 2017 and will be keep growing up to 236 millions of users on 2026. Social media

has been taking over a shopping lifestyle for a years and keep rising since pandemic happens (López, 2022). There are some social media platforms that are usually being used such as: Facebook, Instagram, Pinterest, Twitter, and etc.

Instagram is an online photo-sharing platform that allows their users to edit and upload their photo or video through mobile apps that have been acquired by Facebook since 2012 (Holak & McLaughlin, 2017). Instagram was created by Kevin Systrom and Mike Krieger in 2010, which they are classmates at Stanford University (D.Harrison, 2020).

At first, Kevin Systrom has created an apps called Burbn which only could share a photo, update a live location, and post their plans just like an ordinary Facebook. After Mike Krieger team up with Kevin Systrom, they decided to delete Burbn apps and innovate it become an online photo sharing apps which the users could take a photo and edit it directly without any additional apps called Instagram (Blystone, 2022).

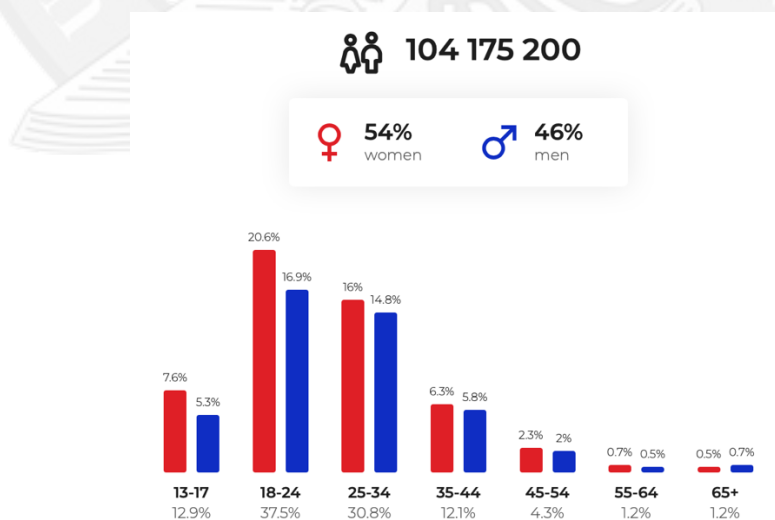


Figure 1. 2 Instagram Users in Indonesia 2022

**Source:** <https://napoleoncat.com/stats/instagram-users-in-indonesia/2022/01/>

Instagram users have been growing drastically from time to time, in 2022 total of Instagram users in Indonesia around 104 millions of active users. Nowadays, many brands using Instagram to market their product by providing a visual content. Brands should use an attractive visual content to attract and communicate with their audience effectively (Goodman, 2021). Because human brains tends to remember more visual things longer rather than just only text content, visual also has been prove to improve understanding and motivation to take an action while consuming the content (Sheikh, 2020).

Visual content such as a product photo plays an important role in selling product through social media. Product photo could help the brands to create an impression to their target customers, product photo also could increase the product description which could easily attract buyers to purchase the product (Malvika, 2015). However, the image quality also plays an important role because buyers could closely check the product through the images by zooming and it could give them the perception of the product itself (Hills, 2022). In the other hand, by having a professional product photo, it will helps to convinced the customers that the brands care for what their wants & needs which could make their customers become a loyal customer and could repeatedly re-purchase the product (C-reel, 2022).

Customers also will be faced by a lot of choices that are available online, so brands have to provide an eye-catching product photo with an information on it to capture the sales quickly (Newell, 2021). Product photo that are being provided

with additional information, people will likely to remember it about 65% in same time. People find it more easier to read and remember about the photo and the infographic that are being provided (Drake, 2018).

Glory of Fats is a company that engaged in food and beverages industry, which provide light snacks for the customer in order to enjoy they tea time or free time. Glory of Fats was founded by Fifiangely and established since 2018 based in Medan. Moreover, Glory of Fats just only accepting by pre-ordered through social media, and just only accepting the orders on certain days only. At that time, Glory of Fats just only selling one kind of snacks such as Korean Garlic Bread and successfully sold more than 750 packs. But now, Glory of Fats has opened their first offline store in Jakarta which located at Golf Island, PIK. With an aesthetic Korean concept, Glory of Fats successfully attract a lot of customers (GloryofFats, 2022). Besides that, Glory of Fats also has a competitor with the same model business named Scarlett's Café. Scarlett's Café being established since 2021 and by that time Scarlett's Café only accepting by pre-ordered and now Scarlett's Café has opened their offline store in Jakarta which also located at PIK.

Various researcher have been conducted to learn about the connection of informativeness, photo colour, visual aesthetic, and social presence towards purchase intention (Li, Wang, & Chen, 2014). There are 2 research gap have been founded. The first gap is about informativeness, where the researchers found out the variable only partially supported towards customers purchase intentions. The second gap is about visual aesthetic, where the researchers found out the variable

also partially supported towards customers purchase intentions. (Li, Wang, & Chen, 2014).

In this research, it will discussing about informativeness, photo colour, visual aesthetic, and social presence. The definition of informativeness is how good company or brands could provide an information to help their customer to easily make a better decisions before purchasing the product (Alalwan, 2018).



**Figure 1. 3 Sample of Informativeness**

**Source: Prepared by the writer.**

Photo colour is a visual perception that are being triggered by light that come from different wavelength which being passed through environment and being interpreted by human brain (Chi, Pab, & Huang, Examining The Direct And Interaction Effects Of Picture Color Cues And Textual Cues Related To Color On Accommodation-Sharing Platform Rental Purchase, 2021).





**Figure 1. 4 Sample of Photo Colour**

**Source: Prepared by the writer.**

Visual aesthetic is an aesthetic properties that could be found in the photo itself, and become a strong determinant to fulfil the pleasure that are being experienced by the viewers when interacting with it (Li, Wang, & Chen, 2014).



**Figure 1. 5 Sample of Visual Aesthetic**

**Source: Prepared by the writer.**

Social presence is an object media where allows the viewers to experience the product through photo as being present psychologically (Li, Wang, & Chen, 2014).



**Figure 1. 6 Sample of Social Presence**

**Source: Prepared by the writer.**

By doing this research, writer is interested to explore more about the relationship of the variables and the importance of visual contents. Therefore, the title that has been chosen by the writer in this research is **“The Effect of Informativeness, Photo Colour, Visual Aesthetic and Social Presence Towards Customer Purchase Intentions on Glory of Fats Instagram”**

## **1.2 Problem Limitation**

Based on the background of study that have been stated above, the problem limitations on this research are stated as below:



1. This study research focuses on the examination of the influence of informativeness, photo colour, visual aesthetic, social presence on Glory of Fats Instagram account.
2. The respondents of this research that should be on the age range of 18 – 30 years old and ever visit Glory of Fats Instagram account for the past 6 months.

### **1.3 Problem Formulation**

The Problem formulation of this research is stated as below:

1. Does informativeness has a significant effect customer's purchase intention on Glory of Fats customers?
2. Does photo colour has a significant effect customer's purchase intention on Glory of Fats customers?
3. Does visual aesthetic has a significant effect customer's purchase intention on Glory of Fats customers?
4. Does social presence has a significant effect customer's purchase intention on Glory of Fats customers?

### **1.4 Objective of the Research**

1. To find out the influence of informativeness towards customer's purchase intention Glory of Fats customers.
2. To find out the influence of photo colour towards customer's purchase intention on Glory of Fats customers.

3. To find out the influence of visual aesthetic towards customer's purchase intention on Glory of Fats customers.

4. To find out the influence of social presence towards customer's purchase intention on Glory of Fats customers.

### **1.5 Benefit of the Research**

This research is being conducted based on the objectives that has been set, and being expected that this research could bring some benefit for the readers who can be explained below:

#### **1.5.1 Theoretical Benefit**

The objective of this research is expected could contribute as a theory development to deliver some knowledge, in the subject of purchase intention, informativeness, photo color, visual aesthetic, and social presence. In addition, this research is being expected could be used as a reference for the future research.

#### **1.5.2 Practical Benefit**

##### **1. For Writer**

By doing this research, the writer could get more knowledge about the impact of informativeness, photo color, visual aesthetic, social presence towards customer purchase intentions.

##### **2. For Glory of Fats**

By doing this research, it is being expected that Glory of Fats could implemented the result of the study that has been conducted to improve the

informativeness, photo color, visual aesthetic, and social presence towards customer purchase intentions.

## **1.6 System of Writing**

The system of writing of this study could be seen as follow:

### **CHAPTER I: INTRODUCTION**

In this chapter of the study, the writer provides a briefly explanation of the background of study, the problem formulation, the objective of the research and the benefits of the research.

### **CHAPTER II: LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

In this chapter, it contains the theoretical background of Informativeness, Photo Color, Visual Aesthetic, and Social Presence towards Customer Purchase Intention, previous research, hypothesis development, research model, and framework of thinking.

### **CHAPTER III: RESEARCH METHODOLOGY**

In this chapter, it contains the method of how the research are going to be conducted. Starting from research design, population and sample, data collection method, operational variable, and data analysis method.

### **CHAPTER IV: DATA ANALYSIS AND DISCUSSION**

In this chapter, it contains a discussion about the overall data that have been collected after being processed and analyzed.

## **CHAPTER V: CONCLUSION**

In this chapter, it contains a discussion about the conclusions of this research from the result that has been analyzed, the implication of the research that has been conducted, and recommendation for the further research.

