

CHAPTER II

LITERATURE REVIEW

2.1 Social Media

Social media, also known as social networking sites, had been defined by Ellison and Boyd (2013) as:

A networked communication platform in which participants 1) have uniquely identifiable profiles that consist of user-supplied content, content provided by other users, and/or system-level data; 2) can publicly articulate connections that can be viewed and traversed by others; and 3) can consume, produce, and/or interact with streams of user-generated content provided by their connections on the site.

Social media can also be characterized as a framework that permits communal participants to correspond mutually (Peters et al., 2013). From a business perspective, Grizane and Jurgelant (2017) summarized that social media is an instrument that enables its consumers to plant and view figures in varying formats and is possible to be exploited for marketing grounds with continuous renewing. Therefore, it can be concluded that social media is a systematized instrument that can be updated constantly to ensure a two-way communication with consumers that are part of the business' online audience and community.

2.2 Instagram

Instagram is a photograph sharing application that has exceeded expectations by being a successful correspondence and advertising device to display items with visual portrayals (Ting, Ming, de Run, & Choo, 2015). Whereas according to Hird (2013), Instagram is an online social network owned by Facebook that is highly visual based which allows followers both on Facebook and itself to view photos and videos posted by a user.

Hochman and Schwartz (2012) narrated that:

“Instagram is a mobile location-based social network application that offers its users a way to take pictures, apply different manipulation tools (‘filters’) to transform the appearance of an image and share it instantly with the user’s friends on the application itself or through other social networking sites.”

2.3 Instagram Content

Instagram features several methods of sharing in addition to the classic feed such as the 24-hour lasting stories, private direct messages and long-form videos in IGTV (Features, n.d.). According to Hemley in Buinac and Lundberg (2016), there are five image types that boosts viewers' interactions which are:

2.3.1. Customer-Centric Photos

McLaughlin (2009) stated that the word customer signals “a marketization of social care wherein welfare was a commodity for the customer.”

Customer-centricity is defined by Fader (2012) as “a strategy to fundamentally align a company's products and services with the wants and needs of its most valuable customers.” While a customer-centric photo should demonstrate the brand's goods utilized and may also be an image that was initially posted first by the customers (Buinac & Lundberg, 2016).

To summarize, customer-centric photos are images that are appealing to potential and existing customers by showing that it fulfills their needs and desires while also promoting the fact that it has been consumed by other customers as well.

2.3.2. Employee-Centric Photos

Employees are viewed as perplexing individuals inspired by characteristic prizes and social concerns and, by certain records are qualified for reasonableness and equity (Budd & Bhave, 2010), meaning that employees should not be viewed as two dimensional tools that are paid to operate for a company's goal.

Favoring employees will reflect well on the company as employees will favor guests as a result (Haines, 2019). Showing images of employees can illustrate the environment and the brand personality itself.

2.3.3. Instagram Contest Photos

Running Instagram contests can help the creator account to connect with the audiences and gaining new followers (Herman, 2020). Even though not everyone will participate, creating a contest by posting pictures on Instagram with a hashtag

is beneficial for both for the brand and partakers as the company receives free advertising from partakers as they stand a chance to win a prize (Ha, 2015). Re-posting photos from Instagram contest photos shows the effort that the account has made to connect with participants and that engaging with the account itself can be rewarding.

2.3.4. Product Photo

To really show what a brand really is, the products need to be highlighted as well. Sihare (2017) claimed that “A customer easily understands the product details if we placed product image in an attractive form instead of text form.” Therefore, a good quality photo of the product with various takes and perspectives could raise the interest of potential customers as well. .” A research has also showed results that there are influences present if a visual representation was used while promoting a product (Li, Wang, & Chen, 2014). By acting as the link between the brand and the potential customers, product photos become the evidence of a product’s original existence and integrity (Do, 2018). Therefore, a good visual representation of a product is the link between a brand and customer and is a form of communication of the product’s qualities.

2.3.5. Photos with Bloggers

Having bloggers to pose and post pictures related to the products and services of a brand would add credibility to the company as bloggers would typically review their experience. A research done by Putra (2019) revealed that apart from its recent popularity, the audience’s interest can also be augmented by looking at eye-catching visuals that endorses posts as compared to looking at still images of the property. At the center of social networks, bloggers appear as the key opinion leaders who holds effect onto other people’s intention of consumption (Cavusoglu & Atik, 2017). It can be derived that photos with bloggers has the power to drive the opinion of others with the visual quality of their photos and credibility.

2.4 Brand Image

According to Winarso in Isoraite (2018), “brand image is also regarded as a description of the offer of the company which includes the symbolic meaning associated customers through specific attributes of the products or services.” The reason that there exists an importance of having a good brand image is explained by Wijaya (2013) who stated that, “the image of a brand represents the perception that can reflect objective or subjective reality. Image formed by representation of perceptions is the basis for the decision of purchasing a product even for having the brand loyalty.”

Wijaya (2013) had also concluded that elements that impact and form brand image are as follows:

2.4.1. Brand Identity

Often do analysts swap the term brand image with other terms such as brand identity, however Aaker had explained that a brand’s image is seen by the audience while a brand’s identity is what the company desires to depict (Malik, Naeem, & Munawar, 2012). Wheeler (2013) has a different definition, “Brand identity is tangible and appeals to the senses. You can see it, touch it, hold it, hear it, watch it move. Brand identity fuels recognition, amplifies differentiation, and makes big ideas and meaning accessible.”

Combining those two definitions, it can be interpreted that brand identity is the characteristics that a company would like to depict through things that are tangible to audiences.

2.4.2. Brand Personality

The reflection of what one performs or utters is what is defined as personality (Alpattani, 2015).

According to Aaker in Ahmad and Thyagaraj (2015), brand personality is an understanding in which human's personas are integrated to a brand. Therefore, a brand personality means the idea of how a brand seems as a person.

2.4.3. Brand Association

Wijaya (2013) explained that:

Brand association is specific things that deserve or always associated with a brand, can arise from a unique offering of a product, recurring and consistent activities for example in terms of sponsorship or social responsibility activities, issues that are very strong related to a brand, or, person, owner, and the certain symbols and meanings that are very strong attached to a brand.

Thus, brand association can be thought of as things that reminds customers of a certain brand, be it an activity, an object or a subject.

2.4.4. Brand Behavior and Attitude

In psychology, attitude is understood as a cultivated habit of having judgment that can be either positive, negative or uncertain towards other individuals, objects or incidents (Cherry, 2020). From the business side, Kotler et al in Shin et al (2014) interprets brand attitude as one's desirable or non-desirable individual assessment, psychological inclination and conduct likelihood towards a brand.

2.4.5. Brand Competence and Benefit

Wijaya (2013) elaborated that "brand competence and benefit are the values, advantages and distinctive competencies offered by a brand in solving consumer problems, which enable consumers to get benefit because their needs, desires, dreams and obsessions manifested by what it has to offer". Every company wants to convince their customers that they can fulfill customers' expectations and thus the customers need to be convinced of the brand's key competencies (Wirunphan & Ussahawanitchakit, 2016). How brands show their ability to exceed guests' expectations could be concluded as what brand competence and benefit is.

2.5 Instagram and Brand Image

Martinus and Chaniago (2017) remarked that the role of social media can be both an opportunity and a challenge, depending on how the company uses the media. Research shows that through Instagram, businesses have access to display a greater amount of their character and viewpoints that isn't exactly suitable with other media (Hellberg, 2015).

Therefore it can be concluded that, if the company has successfully managed its Instagram account, it would mean that its page will be to drive a positive and attractive brand image for the audience to perceive.

2.6 Previous Research

Results from a study about the effectivity of Instagram as a marketing tool for luxury brands done by Khan (2018) implies that Instagram marketing should be taken seriously as it not only promotes brand awareness and engaging potential clients but it also does build brand image.

Table 2.6.1 Previous Research 1

Author, Year and Title of Research	Purpose of Research	Conclusions or Implications
Samar Khan 2018 Instagram as a Marketing Tool for Luxury Brands	“To measure the relationships between Instagram marketing, brand equity, and customer behavior towards brand.”	Marketing efforts on Instagram have positive effects on consumer preference, brand loyalty, and consumer-based brand equity.

From another research by Bilgin (2018), the results of analysis showed that the social media marketing activities does have an effect on brand image perceptions, although it was not reflected by the brand awareness.

Table 2.6.2 Previous Research 2

Author, Year and Title of Research	Purpose of Research	Conclusions or Implications
Yusuf Bilgin 2018 The Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty	“To examine the effect of social media marketing activities on brand awareness, brand image and brand loyalty.”	“Analysis results have shown that social media marketing activities have a significant effect on consumers' brand awareness, brand image and brand loyalty. Nevertheless, findings have shown that brand awareness does not reflect on brand image and brand loyalty that perceived by the consumers who are at similar level.”

Similarly, Arif et al (2017) proved their hypotheses of positive and important connection between social media brand communication and brand image, shall positive contents be communicated through it.

Table 2.6.3 Previous Research 3

Author, Year and Title of Research	Purpose of Research	Conclusions or Implications
<p>Sumbal Arif, Anam Bhatti, Mariam, Muhammad Umar Sadiq 2017</p> <p>Impact of Social media brand communication on Brand Knowledge: Mediating role of Brand Image & Brand Awareness Application of CBBE model theory of Keller</p>	<p>“To explore the relationship between the social media brand communication and brand knowledge by considering brand image and brand awareness as mediators.</p>	<p>“There is a positive and significant relationship among social media brand communication and brand knowledge. brand image and brand awareness have extensively mediated the relationship between social media brand communication and brand knowledge”</p>

2.7 Thinking Framework

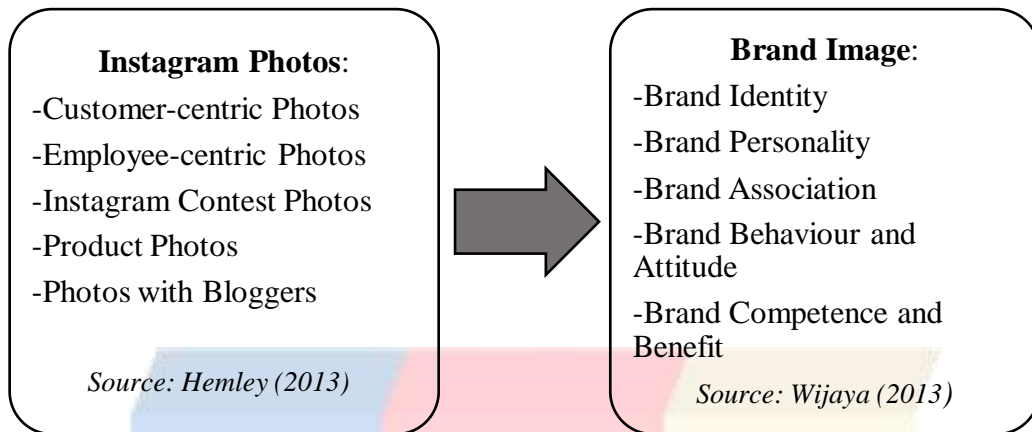


Figure 2.7 Thinking Framework

The study will be done by referencing Hemley (2013) and Wijaya (2013) and their theories of Instagram content and brand image respectively.