The Role of Instagram Visual Content to User Purchased Intention through Product Information Availability

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ABSTRACT

The majority of mobile phone users around the world currently use their devices to access social media. Image-based social media has become popular in this decade, Instagram is the fastest image-based social media reaching more than 1 million users as of April 2023. Instagram images and visual content play a big role in influencing user engagement and purchase decisions. However, there are several previous researchers support the superiority of verbal over visual. Otherwise previous studies also found that not only the visuals of the content itself can influence purchase intentions, but also the presentation of product information with concrete images can encourage social media users to carry out more hedonic searches, thereby generating purchase intentions. Based on this background. This study aims to examine the direct effect of visual of Instagram content and purchase intention, examine the influece between product information availability and purchased intention, and examine the influence of Instagram visual content to customers purchased intention through product information availability. This research used quantitative approach with causality analysis. By using two types and sources of data, namely primary data and secondary data. The data collection method is carried out directly on people who have used Instagram for shopping. The sample in this study was taken from a population that is considered representative which is 156 respondents. Statistical analysis used to test the mediating effect of product information availability in the relationship between Instagram visual content and purchase intention uses PROCESS MACRO Mediation by Hayes analysis. The result shows that visual of Instagram content indirectly and significantly influence purchase intentions through product information availability, and there is partial mediation in the relationship between visual of Instagram content and purchase intention through product information availability.

Keywords: Visual of Instagram content, purchased intention, product information availability

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INTRODUCTION

In this current climate, more than 70% of worldwide mobile phone users use their devices to access social media, and it shows that social media become a mobile primary activity (e-Marketer Report, 2020). Likewise, at least once a month more than 80% of users of worldwide social networks use social media (Herzallah et al., 2022). Among social media that exist, image-based social media become popular in this decade (Bazi et al., 2022), and Instagram become the fastest image-based social media reaching more than 1 million users as of April 2023 (Datareportal, 2023). These increasing numbers create new opportunities for companies and brands to take advantage of marketing their products and services through social media especially Instagram (Wissen & Anatan, 2023). Using social media, especially Instagram, brands, and companies could increase the interaction between them and their customers, and in the end improve customers' purchase intention (Tien et al., 2019; Tourani, 2022; Saffanah et al., 2023).

In image-based social media, the image and visuals of the Instagram content play a big role in impacting user engagement and their purchase decision (Li & Xie, 2020). The characteristics of an image on social media platforms such as its quality, source of the image, human face presence, colourfulness, and colour harmony could impact user engagement (Li & Xie, 2020; Hou & Pan, 2023). It is also supported by a recent study that said the quality of the image could become one of social media's purchased intention stimuli (Vazquez et al., 2023) The importance of visual content has escalated since 2012 as the increase of smartphone and its corresponding applications. Users tend to see brand communication through visual content since it could save them time in looking for the information the brand provides (Kujur & Singh, 2020). Consequently, organizations tried to enhance their digital communication and user engagement through interesting visual content that fulfils users' demands, and in addition, this enhancement could give an indirect contribution to the organization's reputation and product purchase intention (Ahmad Al-Gasawneh et al., 2023).

For social commerce platforms such as Instagram, visual content especially related to image vividness contributes a big impact on purchased intention, and besides that, it has a positive and significant impact on user engagement (Li & Xie, 2020; Hou & Pan, 2023; Vazquez et al., 2023). Hence, the visual element has to be prepared well as a tool to do social media marketing to elicit targeting customer's interest, appetite, and action (Chan et al., 2023) such as purchasing a product after viewing stimulated the content visually (Xu & Schrier, 2019; Song et al., 2021).

In contrast, some prior researchers supported verbal superiority over visual, such as the detailed product information positively influences consumer online shopping experience than the visual of the product, a perceived aesthetic that becomes an element of an image visually has no effect on purchased intention (Hapsari et al., 2022; Hou & Pan, 2023). Since there is an inconsistency in the prior studies' results related to the relationship between content visual and purchase intention, this study aims to examine the effect of visual content on purchase intention.

Other prior studies found that not just the visual of the content itself that could impact purchased intention, visual content that presents the product information with concrete image also encourages social media users to do more hedonic browsing by that purchased intention more advanced because purchased intention is driven by information adoption (Fan et al., 2023). Besides that, the quality of information has a significant impact on purchase intention (Dirgantara & Akbar, 2022), and the internet plays a big role in how customers look for product information, the higher the consumer's enthusiasm for using the internet, the higher the consumer's intention in searching or buying the online product (Astuti & Nindyaswari, 2022). In addition, information such as description

of the product, photo of the product, and product rating & review significantly and positively influence purchase intention (Mokobombang & Kusumawati, 2023). According to the background, the author expects that information availability could influence purchase intention. So, the second and third objectives of this study are to examine the influence of product information availability on purchase intention and to determine whether visual content influences purchase intention with the availability of product information.

Nowadays social media become the cheapest digital communication tool to be accessed (Saeidi & Baradari, 2023). Instagram become more popular social media than Facebook among young community internet users and businesses and is predicted to reach more than 1800 million users by the end of 2023 (Georgiev & Ivanov, 2023). Put forward visual content to enhance customer's appeal in buying a product (Yoo, 2023). Instagram successfully grabbed the young community's attention especially tech-savvy millennials with more visual extension and less verbal description content (Duggan, 2021). That is why this study used social media users especially Instagram as the respondent.

LITERATURE REVIEW

Visual of Instagram Content

Image-based social media plays a big role in influencing user engagement and purchasing decisions. Content-sharing activity on social media platforms such as Instagram produces large data sets that are freely available for researchers to use (Conti & Lexhagen, 2020) Recent research explains that the role of images or visual displays displayed online can create new values for companies. Characteristics of images on social media platforms such as quality, image source, presence of human faces, colourfulness, and colour harmony can influence user engagement (Li & Xie, 2020; Hou & Pan, 2023). Companies try to build digital communications and increase user engagement through visual content that is attractive and in accordance with user requests (Ansgar Zerfass et al., 2017). However, there is research that states that aesthetic perception which is a visual image element has no effect on purchase intention (Hou & Pan, 2023). Based on what was explained previously, this research will test the influence of visual content on purchase intention.

Product Information Availability

Apart from the visual content, the quality of the information also significantly influences purchasing intentions. Social media such as Instagram have changed the communication landscape to become the main source for disseminating information (Centobelli & Ndou, 2019; Wegerer & Volo, 2021). Previous research states that the credibility of information uploaded on social media can influence individual attitudes (Kang & Namkung, 2019). Information such as product descriptions, product photos, as well as product ratings and reviews have a significant and positive effect on purchase intentions (Mokobombang & Kusumawati, 2023). There is also research that states that hashtags that often contain subjects or words that are relevant to the topic make searches easier because they often consist of simple words and are related to the subject. In the online environment, popularity as described by the number of followers and "Likes" has a dominant influence because it is considered a trusted and credible source of information (Lee et al., 2021). Based on the description above, researchers will test the effect of product information

availability on purchase intentions. Based on the literature review, this research will test whether visual content has an influence on purchase intention with the availability of product information.

Purchased Intention

Purchase intention (intention) is the action or behavior that a consumer will carry out (likelihood or tendency) (Ujang Sumarwan, 2015) Purchase intention can also be defined as a person's desire to own a product. When a consumer has a high purchase intention, the higher consumer's willingness to buy (Schiffman & Kanuk, 2008). A previous study states that the factors that influence purchase intentions on Instagram consist of three dimensions, namely information, technology, and people (Wirani et al., 2020). According to this research, sellers on Instagram can increase buyers' trust by providing information that can be taken into consideration before making a purchase. Other research also suggests that the quality of information has been proven to influence purchase intentions. Good quality information can be considered one of the necessities when shopping via Instagram (Chen et al., 2018). For Instagram users in Indonesia, the products or services being sold have quality information if information is available about price, stock, materials used, ordering procedures, and display of photos or videos of the best quality. The results of this study also support the results of other research which also states that image quality influences perceptions of quality and purchase intention (Teo et al., 2019; Muharam et al.,2021).

Against this background, this study will examine Instagram users related to the following research questions:

RQ1: Does the visual of the Instagram content influence customers' purchase intention?

RQ2: Does product information availability influence purchase intention?

RQ3: Does visual of the Instagram content influence customer's purchase intention through Product information availability?

RESEARCH METHOD

This research uses a quantitative approach with causality analysis. By using two types and sources of data, namely primary data and secondary data. The data collection method is carried out directly on people who have used Instagram for shopping. The research instrument used was a questionnaire. The sample in this study was taken from a population that is considered representative, namely 156 people. The sampling technique used in this research was nonprobability sampling with the accidental sampling method. The scale used to carry out calculations is the Likert Scale. The assessment of each variable is in the range 1-5, with a score of 1 (strongly disagree) to a score of 5 (strongly agree). The higher the score the higher the respondent's assessment of the visual content of Instagram, the availability of information obtained on Instagram, and the potential consumer's purchase intention. The measuring instrument used is valid in measuring what it wants to measure, through construct validity (CRIT $p \geq 0.2$) shown in Table 1. The measurements are also reliable, namely constant over time and individuals with the same criteria tested using Cronbach alpha ($\alpha \geq 0.7$) shown in Table 2.

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Table 1. Result of construct validity

Variable	Item	CRIT
Product information availability	I could get accurate information through Instagram	0.768
	I could get related product information through brand in Instaram Instagram	0.756
	Instagram give clear and detailed information that I looking for.	0.876
	Information that I got from brand in Instagram give me explanation I expected.	0.859
	For me brand provide enough information that I looking for	0.832
Visual of Instagram Content	I can navigate Instagram easily	0.666
	Instagram of the brand could be interesting from its visual.	0.857
	Instagram of brand could give best visual if its well organized.	0.876
	Instagram of the brand could give best visual through good multimedia content	0.860
	For me good combination of color used give good visual content	0.892
	Using proper font could give good visual content.	0.860
Purchased Intention	After seeing Instagram of the brand, I would like buying its product in necxt 12 month	0.877
	After seeing thc content provided in Instagram of ther brand I would like to buy its product next year.	0.879
	I probably buy the product for myself after seeing Instagram of the brand	0.876

Source: Processed data

Table 2. Result of measurement reliability

Variable	Cronbach Alpha
Product information availability	0.930
Visual of Instagram Content	0.945
Purchased Intention	0.941

Source: Processed data

Statistical analysis used to test the mediating effect of product information availability in the relationship between visual of Instagram content and purchase intention used PROCESS MACRO Mediation by Hayes analysis. There are three variables in this study namely:
1.   Visual Instagram content is defined as visual elements of Instagram content such as photos, motion graphics, GIFs, interactive content, and so on.

2. Product information availability refers to the ability to provide product-related information quickly and accurately, and easy to access so that it can be used for customers to make decisions.

3. Purchased intention refers to people's desire to own a product. Materials and Methods should be described with sufficient details to allow others to replicate and build on published results. Please note that the publication of your manuscript implies that you must make all materials, data, computer code, and protocols associated with the publication available to readers.
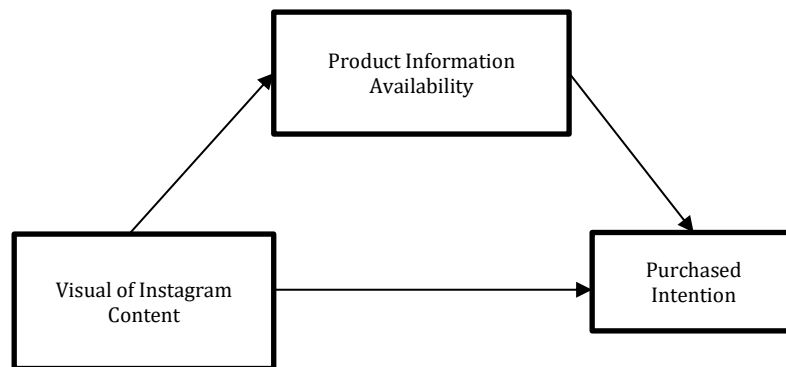

Figure 1. Research Model
Source: Own study

This study aims to examine the influence of visual Instagram content on purchased intention, the influence of product information availability on purchased intention, and the influence of visual Instagram content on customers' purchased intention through product information availability. The research model can be seen in Figure 1.

RESEARCH RESULTS & DISCUSSION

The profile of the respondents is presented in this section. The respondents who took part in the survey were those who were Instagram users who have been shopping on Instagram, and consisted of 156 respondents of which 57.1% of female respondents (n= 89 persons), while the rest male respondents. Table 3 illustrates the demographic profile of the survey respondents.

Table 3. Demographic and profile of respondent

Characteristics	Frequency	Percentage (%)
Gender		
Male	67	57.1
Female	89	42.9
Age (years old)		
Below 20	21	13.0
20 – 30	52	33.0
31 – 40	25	16.0
41 – 50	25	16,0
> 50	33	21,0
Academic		
High School	34	21.8
Bachelor's Degree	62	29.7
Master and Doctoral Degree	60	1.8

Occupation		
Household	4	2.6
Private Company Employee	5	3.2
State-owned Employee	3	1.9
Civil Servants/ National Armed Force/ Police	98	62.8
Student	42	26.9
Others	4	2.6
Monthly Income		
< Rp 1.000.000	39	25.0
Rp 1.000.000 – Rp 2.999.999	12	7.7
Rp 3.000.000 – Rp 4.999.999	9	5.8
Rp 5.000.000 – Rp 7.000.000	17	10.9
> Rp 7.000.000	79	50.6
Duration of Instagram use per day		
1 – 3 hours	14	9.0
4 – 7 hours	66	42.3
Above 7 hours	76	48.7

Source: Processed data

From Table 1, the majority of the respondents are in the age between 20 – 30 years old which consist of 33.0%, followed by the respondent in the age above 50 years old, 16% respectively in the age range 31- 40 years old and 41 – 50 years old, and 13,0% respondents in the below 20 years old. Other information related to respondents can be seen in Table 1. All of the respondents who participated in this study are Instagram users who have experienced purchasing products or services on Instagram. The majority of them have been using Instagram above 7 hours a day (n= 76 respondents), followed by 4 – 7 hours per day (42.3%).
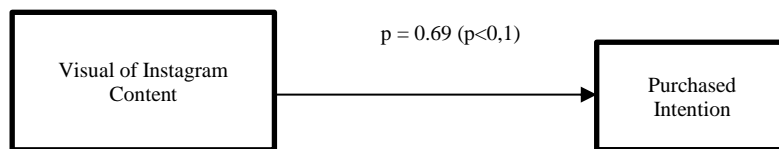

Figure 2. First research question model
Source: Processed data

After explaining the demographic of the respondents. The author shows the analysis to answer the research question. Firstly, the author examined the influence of visuals of Instagram content on purchased intention using statistical analysis and found that visuals of Instagram content significantly could influence purchased intention with a significant level = 0,69 ($p<0.01$). The first research question model is shown in Figure 2.
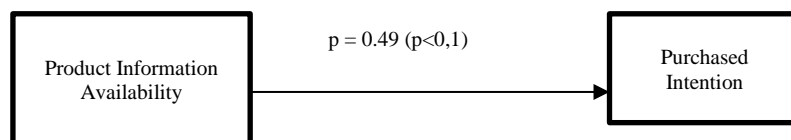

Figure 3. The second research question model
Source: Processed data

The result of the second research question is product information availability significantly influences purchase intention with a significant level of 0.46 (p<0.1). Figure 3 shows the second research question model.

To examine the third research question, the author used PROCESS MACRO Mediation by Hayes analysis which results model shown in Figure 4, and the analysis result shown in Table 2.
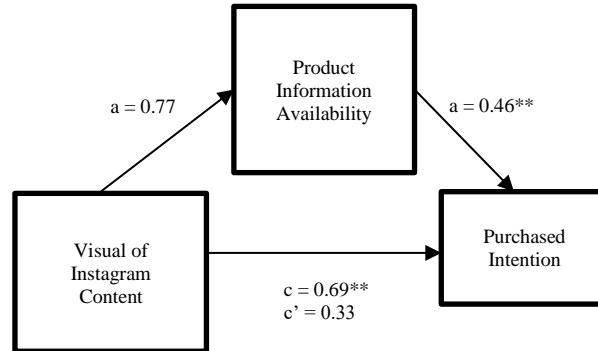

Figure 3. The second research question model
Source: Processed data

Table 4. Visual of Instagram content, product information availability, and purchase Intention coefficient

Predictor	Criterium							
	M (Product Information Availability)				Y (Purchased Intention)			
		Coeff.	SE	P		Coeff.	SE	P
X (Visual of Instagram Content)	A	0.77	0.03	0.00		0.33	0.13	0.02
M (Product Information Availability)		-	-	-		0.46	0.15	0.00
Constant	i_1	1.33	0.75	0.08	i_2	5.26	1.48	0.01
	R^2	0.80				R^2	0.47	
		F (1.154) = 618.8, $p \leq 0.01$				F (2.153) = 70.27, $p \leq 0.01$		

Source: Processed data

As Table 4 shows, it is known that Instagram views significantly influence the availability of product information (p<0.01), and the availability of product information significantly influences purchase intentions (p<0.01). Furthermore, Instagram views have a significant effect on purchase intention (p<0.01).

Based on Figure 1, it can be seen that Instagram views indirectly and significantly influence purchase intentions through the availability of product information, ab = 0.36**, BCa CI (0.06, 0.64). When comparing the direct effect and the total effect, both effects are equally significant but the direct effect becomes smaller when autonomy is controlled as a mediator (c'< c). Therefore, there is partial mediation in the relationship between Instagram visual content and purchase intention through the availability of information. This shows that the higher the quality of the Instagram visual content, the higher the purchase intention when the Instagram visual content provides reliable product information.

Table 5. Multiple regression coefficient

	Effect	*SE*	**Boot SE**	**Boot LLCI**	**Boot ULCI**
Indirect	0,36		0,15	0,06	0,64
Direct	0,33	0.13		0,06	0,60
Total	0, 69	0.06		0,57	0,82

Source: Processed data

Based on Table 5, it is known that the indirect effect is 0.36. This means that a one-unit increase in purchase intention is estimated to have a difference of 0.36 in product information availability as a result of relatively high product information availability, thus resulting in higher purchase intention. This indirect impact is statistically different from zero as shown by the 95% bootstrap confidence interval which is overall above zero (0.06 – 0.64).

CONCLUSIONS

From the result and discussion section, the author can conclude that visuals of Instagram content indirectly and significantly influence purchase intentions through product information availability, and there is partial mediation in the relationship between visuals of Instagram content and purchase intention through product information availability. This study has given another insight related to social media marketing area especially the other influence factor that affects the relationship between visual content and purchased intention.

For business, it is recommended to utilize informative visual content which can be used as a medium for interactive marketing to increase purchasing intentions. Meanwhile, suggestions for further research include looking for other predictors that predict purchase intentions. Apart from that, further research can also be developed by taking a larger number of samples and using the latest literature.

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