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THE IMPACT OF INSTAGRAM AS A SOCIAL MEDIA TOOL ON CONSUMER PURCHASE DECISION ON NIKE

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Abstract
The world has been changed and globalized with technology's revolution with communication and the spread of information, while social media is now known as an important part of marketing strategies. Instagram is one of the social media platforms that most people use. Nike is one of the market leaders' sneakers brand in the world but in Indonesia, there is a decreasing band index of Nike in the last three years. Therefore, the researcher conducted a study to analyze the factor that could influence customer purchase decisions and focused on Nike brands. This study using celebrity endorsement, Instagram advertising, E-WOM, perceived quality as the X variable with brand awareness as a mediating variable. This research used a quantitative method using PLS-SEM to analyze the respondent (n= 305) who in age 20-40 which is the Millennials generation. The result showed that perceived quality did not significantly influence both purchase decision and brand awareness. Whereas celebrity endorsement, Instagram advertising, and E-WOM significantly influence consumer purchase decisions and brand awareness. This research also found that brand awareness has a positive relationship with the purchase decision

INTRODUCTION

Technological revolution makes people's lifestyle becomes instantaneous change, people have high mobility in their daily activities, the Internet has become the basic needs of humans now (Adat & Gupta1, 2017). Indonesia is one of the largest internet users globally, and most of them are using social media (Aji et al., 2019). Based on data from We are social, in 2020, there are 175,4 million internet users in Indonesia; compared to last year, the percentage raised by 17% means an increase of 25 million users this year. The figure above shows that 338.2 million Indonesians currently have access to the Internet on their mobile phones. Interestingly, 160 million people are active users of social media. This data shows that a brand can consider social media marketing to increase brand awareness or even increase the sale.

Based on the data from we are social (2020), Youtube is social media the most used in Indonesia. Followed by WhatsApp and Facebook in the second and third positions. Instagram is in the fourth

position with 79% of users in Indonesia. Instagram is successful in quickly gathering users to become one of the largest and most influential social media platforms, Instagram has become an important marketing platform (Iqbal, 2020). Even though Instagram has many active users, that doesn't mean a consumer will immediately know and recognize the product and deciding to make a purchase decision, but the brand can taking advantage of the feature and opportunities that exist on Instagram, one of them is an endorsement.

Celebrity Endorsement promotes the brand by using the product daily or representing the product they use by providing the opinion or promoting them online to other users, the influencer is also usually posting a picture or video of them using the brand with the integrated material and text (Sokolova & Kefi, 2019).. The popularity or the number of followers will impact the sales and created a new form of marketing called "Influencer Marketing" where the brand collaborates with an influencer to promote their product (Sokolova & Kefi, 2019).

Besides collaborating with an influencer or celebrity, Instagram also offers Instagram ads. Instagram ads are Instagram post or story that a brand pay to Instagram to promote their product to Instagram users, its look like the regular post by the brand but it has the "advertisement" label (Gaber et al., 2019). Instagram is also letting the consumer comment or recommend the brand about the product, this behavior is called electronic word of mouth (E-WOM). A customer can exchange information about the product itself. It means the conversation between the customers about the product. It can be product information or recommend a product to others (Sokolova & Kefi, 2019). Normally before deciding to buy some product, the consumer will perceive the quality or the whole of product or services. This is defined as a perceived quality (Aji et al., 2019). According to stats from Unmetric, of the top Instagram brands, it is top fashion brands that claim the highest average number of Instagram followers, with an average of 35.5 million. These are followed by athleisure brands, which are followed by an average of 21.8 million Instagram users (Unmetric, 2019). Nike takes an opportunity to use Instagram as its marketing platform to raise brand awareness and influence purchase decisions. Nike targeted its market on athlete sport, but along with the times, most of the people use Nike in their daily lives. Clothes that are used for sports have shifted into everyday clothes both formal and non-formal along with the change of lifestyle of the global community from sportswear to athleisure (Jokhu, 2020).

In Indonesia, According to the data from Top Brand Index (2020), there is a decreasing number of band index of Nike in Indonesia in the last three years, which can be seen from 2018 Nike reach 25.6%, 21.1% in 2019 and 2020 decrease until 18.1 %. This implies that Nike has experienced a decline in the brand image which has an impact on decreasing scales. The local pride movement is one of the factors affecting the decreasing market share in Indonesia. In Indonesia, the local governments have promoted local products in the belief that it benefits the national economy by encouraging the growth of local businesses (Sulhaini et al., 2020). Nike still needs to adapt to the latest issues, especially with their local

brands that can easily adjust to Indonesian consumers with this issue, such as wanting to develop the prowess of social media. It is beautiful that we did this research, but we focus on social media as one of the contexts in this study.

In this article we tries to bridge the relationship between advertising in social media and purchasing decisions.   The advertising had easy information to understand about the product and attractive appearance and the ease of responding to an advertisement to influence consumer behavior in making a decision, this proves that the use of advertising on social media can increase the decision making (Amelia, 2020). Therefore, based on the background and the big potential of Millenials, this research seek for the impact of celebrity endorsement, Instagram advertising, electronic word of mouth, perceived quality on consumer purchase decision which the variable are adapted from (Sanawiri, 2019; Amelia, 2020; Prasad et al., 2017; Tjin et al., 2018).

METHOD

This research is using quantitative method. Quantitative approaches employ fewer questioners and procedures and are better related to answering questions about their triggers, such as word scales and measures that are used to calculate or quantify something (Scheurich, 2014). The target population for this research is the millennial generation. Budiyati in Thematic Gender Statistics: Profile of Indonesian Millennial Generation (2018), states that the Indonesian millennial generation of Indonesian citizens born between 1980-2000, this statement is conclusion from the opinions of experts from various fields, occupations, and countries that have also been agreed upon by various ministries in Indonesia (Budiati et al., 2018). Lee & Kotler (2016), also stated that Millennial are born between the years 1980-2000.

The sampling technique used was convenience non-probability sampling which means the researcher selects the respondent that are more readily accessible since the chance to p anticipate is not equivalent for all eligible individuals in the target population. The sample of this study will be a minimum of 150 individuals who are Nike users and age between 20-40 years which is the millennial generation.

The Number of 150 respondent because the minimum of the sample for the population is 5 times the number of the question according to the (Walker & Maddan, 2013) and the equation is below:

Samples: 5 X 30 = 150

Because the number of 150 is the minimum number, the research took 321 respondents. From 321 respondents the researcher discovered 305 that were valid to be processed. The data will be analyze using Partial Least Squares Structural Equation Modeling (PLS-SEM). According to (Ghozali & Latan, 2015) the purpose of PLS is to help the researcher to predict the hypothesis. There are two widely used sub-models to test using the Structural Equation Model (SEM) – Partial Least Square (PLS); which are the Outer Model and Inner Model. This research is focused on investigating Nike users and how social

media such as celebrity endorsements, Instagram advertising, E-WOM, and perceived quality influence them to purchase a Nike product, Further operational variables can be seen in table 1.

Table 1. Operational Variable

Variable	Indicator	Statements
Celebrity Endorsement	CE1	I know Nike's product from one of the celebrities on social media
	CE2	I am interested in using Nike's Product because one of my favorite celebrity use Nike
	CE3	The character of celebrity in Nike's ads made me attracted to buy Nike's product
	CE4	The celebrity expertise in advertising Nike products made me interested in buying Nike products
	CE5	Celebrity appearances in Nike's ads made me interesting in Nike's product
Instagram Advertising	IA1	I Know Nike's product from Instagram ads
	IA2	I use Instagram advertising as a reference for purchasing
	IA3	Instagram ads provide the infor mation that I need
	IA4	I feel that Nike's Instagram ads are enjoyable and entertaining
	IA5	I want to buy Nike's product after seeing Nike's ads on Instagram
EWOM	WM1	I often read others' online product reviews before purchasing Nike's product
	WM2	I get recommendations about Nike products on Instagram
	WM3	I got information about the quality of Nike products on Instagram
	WM4	I get information about other people's positive experiences with Nike products
	WM5	I decided to buy Nike's product after reading other users' positive comments on Instagram
Perceived Quality	PQ1	I think Nike's have a good quality of product
	PQ2	I think Nike's products have an attractive design
	PQ3	I think Nike's products are very comfortable to wear
	PQ4	I think Nike's product is so durable
	PQ4	I purchasing Nike's products because I am satisfied with the quality of the products
Brand Awareness	BA1	I know Nik's products from social media Instagram
	BA2	I prefer to use Nike products among competitors ex: Adidas
	BA3	I prefer to purchase Nike's product because I remember the brand more than other competitors
Purchase Decision	PD1	Nike products sold through Instagram have their advantages
	PD2	Nike's product that was sold through Instagram can increase my interest to purchase them
	PD3	I decided to buy a product after reading the complete caption of the product photo/video uploaded on Instagram
	PD4	I am interested in purchasing Nike's products after seeing Nike product ads on Instagram
	PD5	I want to purchase Nike's products after seeing positive responses from other Instagram users

Source: adjusted by researcher, 2020

The result of this is shown in the Table 2, the respondents are grouped in terms of gender into two groups, which are female and male. The following table indicates the outcome of the gender-based grouping of respondents, the data showed that 179 respondents are female (55, 8 %) and 142 male respondents (44%). In contrast to the distribution of respondent characteristics based on their age. It is shown most of the respondent are age between 20-24 years old with 72% number of the respondents, followed by 20% of the respondent age between 25-30 years old, 7% within 31-35 years old, and the rest is 0,6% in age from 36-40 years old, while the respondent characteristic is based on the occupation. Most of the respondent is a student with 73% continued with Employee is 13%, and Entrepreneur is also 13%, the last is a civil servant with only 1% of the respondent. Next, the last profile is the distribution of respondents based on the monthly income, the most significant income per month of the respondent is around Rp. 2, 000, 0000-Rp. 4,999,999 shows by the number of 43% then 38% is around 0- Rp. 1,999,999 followed with 15% respondent with Rp. 5,000,000- Rp. 9, 999,999 per month and the last is 4% with the number of Rp. 10,000,000.

Tabel 2 Respondents Profile

	Total	Persentase (%)
Gender		
Female	179	55,8
Male	142	44
Age		
20-24	230	72
25-30	65	20
31-34	24	7
35-40	2	1
Occupation		
Student	233	73
Employee	43	13
Civil Servant	41	1
Entrepreneur	4	1
Monthly Income		
0- Rp. 1,999,999	118	38
Rp. 2,000,0000-Rp. 4,999,999	139	45
Rp. 5,000,000- Rp. 9, 999,999	45	15
Rp. 10,000,000	13	4

Source: Questionnaire

RESULTS AND DISCUSSION

The researcher uses SmartPLS tools to analyze the hypothesis proposed in this research. The researcher can process the data by using SmartPLS by taking two measurements, which are the outer model and the inner model. The validity test are test based on the loading factor and Average Variance Extracted (AVE), where according to (Chin & Marcoulides, 1998; Hair et al., 2019), the loading factor is >0.7,

and the AVE is > 0.5. Beside the loading value and AVE, to test validity and reliability can be seen from the value of composite reliability (CR). The test uses the form of composite reliability that can be established from Composite Reliability (CR), with CR> 0.7 threshold reliability (Garson, 2016).

Table 3 Outer model measurement PLS

variable	Indicator	Loading	Composite Reliability	Average Variance Extracted
Celebrity Endorsement	CE1	0.791	0.896	0.743
	CE2	0.875		
	CE3	0.868		
	CE4	0.844		
	CE4	0.844		
Celebrity Endorsement	CE1	0.791	0.896	0.743
	CE2	0.875		
	CE3	0.868		
	CE4	0.844		
	CE4	0.844		
Instagram Advertising	IA1	0.838	0.972	0.719
	IA2	0.854		
	IA3	0.864		
	IA4	0.845		
	IA5	0.836		
EWOM	WOM1	0.801	0.896	0.633
	WOM2	0.785		
	WOM3	0.840		
	WOM4	0.730		
	WOM5	0.817		
Perceived Quality	PQ1	0.725	0.883	0.718
	PQ2	0.783		
	PQ3	0.775		
	PQ4	0.765		
	PQ5	0.829		
Brand Awareness	BA1	0.836	0.896	0.602
	BA2	0.877		
	BA3	0.869		

Purchase Decision	PD1	0.863	0.922	0.704
	PD2	0.843		
	PD3	0.839		
	PD4	0.844		
	PD5	0.806		

Source: Smart PLS

In the Table 4 shoed the data of R square adjusted of purchase decision and brand awareness. According to Garson (2016), R2 is essential to test each estimate construct with both model explanatory power and sample predictive power. The higher R2 in the 0 to 1 range implies better explanatory power (Garson, 2016). According to (Hair et al., 2019), the R2 value has substantial power if it has more than 0.75 value, moderate power if it's about 0,5, and low power if it's 0,25. Based on Table 4, the R-Square value for Brand Awareness is 0.581, which means moderate power. This value explains that Brand Awareness can explain by Celebrity Endorsement, Instagram Advertising, E-Word of Mouth, and Perceived Quality. The R2 value for Purchase Decision belongs to a strong categorization since it has a 0.756 R-Square value. This value means Celebrity Endorsement, Instagram Advertising, E-Word of Mouth, and Perceived Quality and Brand Awareness explain 75% of Purchase Decision, which other 25% can be clarified as not included in this research.

Table 4 R Square Adjusted

	R Square Adjusted	Result
BA	0.581	Moderate
PD	0.756	Strong

Source: Smart PLS

The path coefficient is a calculation to determine whether the hypotheses are significant or not significant. To use bootstrap in the Smart PLS, the researcher should equate the T- Statistic and P- value (Sarwono & Narimawati, 2015). The hypothesis is significant when the T-Statistic value I higher than 1.96 and P-Value is lower than 5% (Garson, 2016). Based on Table 5, H1 explains the relation of celebrity endorsement on brand awareness is has positive impact. The value of influence celebrity endorsement variable to brand awareness can be seen from the amount of the T-statistic is 4.335 (more than 1.96) and the P-value is 0.000 which is less than 0.005. In H2, the relationship between celebrity endorsement and purchase decision is significant with T- Value 3.320. This finding is similar to the research by Sharma and Gil (2015), they indicated that celebrity endorsement is excellent and most incredible for creating a reasonable situation among customer. Another result from H3 found that Instagram advertising has a positive impact on brand awareness. Instagram advertising to brand awareness has a T-statistic of 3.882 (more than 1.96) and a P-Value of 0.000 (less than 0.05), which

means that the result of this variable meets the qualification of a significant relationship, same with H5 also found that Instagam advertising significantly influence purchase decision with T-value 2.975.

The correlation between E-WOM and brand awareness has a T-statistic is 2.667 which is more than 1.96, and the P-value is less than 0.05 which is 0.008, according to that result, H6 is significant which is E-WOM is significantly impacted on brand awareness of Nike product. Furthermore, H7 obtained positive relation between E-WOM on purchase decision, with a T-statistic value of 6.303 and P-value is 0.00 which less than 0.05. These results indicate that in conducting promotions, E-WOM will increase Nike product's purchasing decisions and brand awareness. Another research from Prasad et al. (2019) stated that E-WOM has a direct effect on the purchase decision.

Unexpectedly, 2 hypotheses are not reached the required value, which can be stated as not significant. The two hypotheses are H7 Perceived Quality on Brand Awareness with T-Value (1.721) and P-Value (0.086), H8 Perceived Quality on Purchase Decision with T-Value (1.780) and P-value (0.076). H9 which is the last hypothesis is showed positive relation between brand awareness on purchase decision, the data analysis shows that brand awareness to purchase decision has a T-statistic 3.503, which is more than 1.96, and a P-value 0.001, which less than 0.05. This result means that brand awareness significantly influences purchase decisions on Nike products. This statement also supported by the research from Novansa and Ali (2017), entitled "Purchase Decision Model: Analysis of Brand Image, Brand Awareness and Price (Case Study SMECO Indonesia SME products)", who found brand awareness has a positive impact on the consumer purchase decision.

Table 5 Hypothesis Result

Hypothesis	P-Value	t-value	Result
H1: CE -> BA	0.000	4.335	Significant
H2: CE -> PD	0.001	3.320	Significant
H3: IA -> BA	0.000	3.882	Significant
H4: IA-> PD	0.000	2.975	Significant
H5: WOM -> BA	0.008	2.667	Significant
H6: WOM -> PD	0.000	6.303	Significant
H7: PQ -> BA	0.086	1.721	Not Significant
H8: PQ-> PD	0.076	1.780	Not Significant
H9: BA -> PD	0.001	3.503	Significant

Source: Smart PLS

CONCLUSION

This researcher aims to analyze the impact of celebrity endorsement, Instagram advertising, electronic word of mouth, and perceived quality on purchase decisions on Nike products. This study is aimed to

fill the theoretical gaps from previous research. This research is used as a quantitative method and using SmartPLS to analyze the data with a total of the respondents are 305. Additionally, the researcher found 2 rejected hypotheses. There are some result in this current analysis. First, celebrity endorsement significantly impacts on brand awareness of Nike product and also significantly impact the customer purchase decision on Nike products, and also Instagram advertising has a positive impact on both brand awareness and consumer purchase decisions of Nike products. Since celebrity endorsement and Instagram advertising has a significant relationship with brand awareness and purchase decision, the companies should be considered to use both of them. Companies can use celebrity endorsement to represent their product. Still, the companies need to pay attention to selecting an influencer's suitable endorser with their type of product to be promoted. Both in terms of quality, expertise, abilities, and followers possessed by the endorser so that the information conveyed is more targeted. Companies also need to Paying attention to the use of advertising content, namely the appearance of attractive advertisements that are tailored to the target market, as well as detailed information that is easy to understand because advertising content plays an essential role in determining consumer perceptions of a product so that it can influence purchasing decisions. The relation between electronic word of mouth and both brand awareness and the purchase decision is favorable. Nike should give heed to how customers respond to their product, such as their complaints, comment, recommendation, etc. When consumers buying Nike products online, E-WOM acts as an informative stimulus to trigger effective customer responses, namely awareness. This finding is in line with previous research by Maria et al., (2019), which found that electronic word of mouth is significantly impacted Go-Jek brand awareness in Samarinda. Another research from Prasad et al. (2019) stated that E-WOM has a direct effect on the purchase decision. While, Perceived quality does not impact bot of brand awareness and purchase decision, perceived quality should not be neglected by companies. In this research case, the environment and society play an important role in shaping an individual's action. Companies also should work towards improving the social acceptability of their products. This study is only focused on analyzed the millennials generation. To get a more comprehensive view, a future researcher should analyze more than one generation and explore the different results from each era. Future research may investigate whether gender or a monthly income of the customer may influence the purchasing decision of Nike Products.

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