

ICMEM

The 8th International Conference on Management in Emerging Markets

The Influence of Consumer Behavior and Consumer Perception of Social Media Content on Purchase Intention of Powdered Breast Milk Services

Adi Wibowo¹

¹School of Business and Management, Institut Teknologi Bandung

Abstract: This study investigates the impact of consumer behavior and perception on the purchase intention of powdered breast milk services provided by Mengasihi. With the rapid growth of social media usage in Indonesia, particularly Instagram, businesses face new challenges and opportunities in digital marketing. Mengasihi, a company offering breast milk processing services, currently experiences low conversion rates despite high engagement on its social media platforms. This research aims to identify the key factors within consumer behavior and perception that influence mothers' purchase intentions. The study employs a mixed-method approach, combining qualitative insights from preliminary interviews with mothers and quantitative analysis of social media content and user interactions. Findings indicate that consumer preferences, such as short, informative videos and minimal text posts, significantly enhance user engagement and purchase intention. The preference for local models and interactive posts with giveaways further underscores the importance of cultural relevance and user involvement in shaping consumer perception. The results suggest that by aligning Instagram content with consumer preferences and enhancing the perceived value of social media interactions, Mengasihi can improve its conversion rates and achieve a more stable cash flow. This research provides practical recommendations for optimizing marketing strategies, emphasizing the importance of understanding consumer behavior and leveraging digital platforms effectively to drive business growth.

Keywords: *consumer behavior, consumer perception, purchase intention, powdered breast milk services, instagram marketing, user engagement*

I. INTRODUCTION

Social media has become an integral part of daily life, revolutionizing how individuals and businesses communicate and engage with one another. In Indonesia, the number of social media users surged to 204 million in 2022, positioning the country as one of the largest internet user bases globally. This figure is projected to reach 269 million by 2028, covering over 70% of the population. The proliferation of social media offers significant opportunities for businesses to enhance their marketing strategies and improve customer engagement (Statista, 2022).

The impact of social media on business is profound, reshaping marketing strategies and providing new avenues for customer interaction. Platforms like Instagram have become essential for businesses to connect with their target audiences, fostering brand awareness and customer loyalty. Social media marketing (SMM) focuses on creating and sharing content on social networks to achieve marketing and branding objectives. This includes posting text updates, images, videos, and other content that drives audience engagement, as well as leveraging paid social media advertising (Valerio et al., 2019).

The significance of social media in business is further emphasized through its influence on consumer behavior and consumer perception. Consumer behavior reflects how individuals make purchasing decisions based on various stimuli, including the content they encounter on social media. Consumer perception, on the other hand, pertains to how consumers interpret and make sense of the information presented to them, which ultimately affects their purchase decisions (Yadav & Rahman, 2017).

In the context of powdered breast milk services, social media plays a crucial role in shaping consumer behavior and perception. The ability to effectively influence consumer behavior through targeted content and create positive consumer perceptions can help businesses like Mengasihi convert consideration into conversion. Despite the potential of social media, only about 20% of consideration is successfully converted into conversion for Mengasihi, indicating a need for improved strategies to better align with consumer behavior and perception, ultimately boosting sales and customer loyalty (Beard & Easingwood, 1996). Understanding the factors that influence consumer behavior and perception on social media is essential for businesses to enhance their marketing efforts. This study aims to investigate the influence of consumer behavior and consumer perception on the purchase intention of powdered breast milk services, providing insights that can help businesses optimize their strategies and improve customer engagement and conversion rates.

II. METHODOLOGY

This chapter outlines the methodology employed in this study, which investigates the influence of consumer behavior and consumer perception on the purchase intention of powdered breast milk services. The research design is primarily quantitative, utilizing structured questionnaires to collect data from respondents. This approach enables a systematic examination of relationships between variables and provides a robust framework for analyzing the impact of these consumer factors on purchase intentions (Kothari, 2004; Hair, Black, & Babin, 2013).

The research methodology follows a detailed process, starting with the identification of the research problem and objectives. A comprehensive literature review was conducted to establish the current state of knowledge and to identify gaps that this study aims to address. The literature review also informed the development of research hypotheses, which guide the empirical investigation (Kerse, 2023). Respondents for the study were selected using a purposive sampling technique, targeting individuals who are active social media users and potential consumers of powdered breast milk services. This method ensures that the sample is relevant to the research objectives and can

provide meaningful insights into the research questions (Nugraha, 2022).

The questionnaire design is a critical component of the methodology, structured to capture demographic information, social media usage patterns, and perceptions of consumer behavior and consumer perception. The questionnaire items were developed based on established scales from previous studies, ensuring validity and reliability. Pre-testing of the questionnaire was conducted to refine the questions and enhance clarity (Santoso, 2019).

Data collection was carried out through online surveys, utilizing the extensive reach of social media platforms to distribute the questionnaire. This method facilitates the efficient gathering of responses from a geographically dispersed sample, enhancing the generalizability of the findings. The collected data were subjected to rigorous statistical analysis using various tools and techniques (Daft, Lengel, & Trevino, 1987). Multiple regression analysis was employed to test the hypotheses and examine the relationships between the independent variables (consumer behavior and consumer perception) and the dependent variable (purchase intention). This statistical method allows for the assessment of the combined effects of consumer behavior and perception on purchase intention. Additionally, classical assumption tests, including tests for normality, multicollinearity, and heteroscedasticity, were conducted to ensure the robustness of the regression model (Hasim et al., 2020).

The methodological rigor applied in this study ensures the reliability and validity of the findings, providing valuable insights into the role of consumer behavior and perception in shaping purchase intentions. The results of this research contribute to a broader understanding of consumer psychology in the context of social media marketing strategies, offering practical implications for businesses aiming to enhance their social media presence and effectiveness (Kothari, 2004; Hair, Black, & Babin, 2013).

III. ANALYSIS AND RESULTS

In this chapter, the findings from the main research are presented. Data collection was carried out through an online questionnaire survey, targeting respondents who met the predetermined criteria. The results were analyzed using SPSS software, including analyses of

validity, reliability, descriptive statistics, classical assumption tests, and multiple linear regression tests.

Hypothesis

In this study, several hypotheses were developed to explore the factors influencing the purchase intention of Mengasihi's powdered breast milk service. Specifically, the hypotheses examine the influence of consumer behavior and consumer perception on purchase intention. The significance of these factors was tested using regression analysis.

Regression Analysis

A multiple linear regression model was employed to analyze the relationship between independent variables and the dependent variable (purchase intention). The results indicated that all independent variables significantly influence purchase intention, with consumer behavior and visual engagement having the highest coefficients. This suggests that these factors are strong predictors of purchasing decisions for the powdered breast milk service.

Mixed Methods Approach

The study adopted a mixed-methods approach, combining quantitative data collection through surveys with qualitative insights gathered from interviews. This approach ensured a comprehensive understanding of the factors influencing purchase intention. The quantitative data provided statistical validation for the hypotheses, while the qualitative data offered deeper insights into consumer motivations and perceptions.

Significance Level

The significance level for hypothesis testing was set at 0.05. Variables with a p-value less than 0.05 were considered statistically significant, indicating a strong likelihood that the observed relationships were not due to chance. The results confirmed that all tested variables had a significant impact on purchase intention, reinforcing the validity of the hypotheses.

Discussion with Previous Studies

The findings of this study align with previous research on consumer behavior and digital marketing in the context of mother and baby products. Studies by Francis (2020) and David (2021) similarly highlighted the importance of visual content and consumer knowledge in influencing purchase decisions. Additionally, the results extend the existing literature by focusing on the specific context of powdered breast milk services in Indonesia, a relatively new area of research.

Respondent Demographics

The respondents for the main study were selected through purposive sampling, focusing on individuals who are active social media users and potential consumers of powdered breast milk services. The demographic data collected include age, gender, educational background, and social media usage patterns. This information provides a comprehensive understanding of the respondent profile and helps contextualize the analysis.

Validity Test

The validity of each measurement item for the research variables was assessed using Pearson Correlation. An item is considered valid if the significance value is less than 0.05 and the R-Count is greater than the R-Table. For this study, the R-Table value was determined based on the sample size and a significance level of 5% (0.05). All measurement items were found to be valid, as they met these criteria, indicating that the items accurately measure the intended constructs (Kothari, 2004).

Reliability Test

The reliability of the constructs was evaluated using Cronbach's Alpha. A construct is considered reliable if the Cronbach's Alpha value is greater than 0.7. The results showed that all constructs had Cronbach's Alpha values exceeding 0.7, confirming the consistency and reliability of the measurement items used in this research (Hair, Black, & Babin, 2013).

Descriptive Statistics

Descriptive statistics were employed to summarize and describe the data collected from the respondents. This included measures of central tendency such as mean, median, and mode, as well as measures of dispersion such as standard deviation and variance. The descriptive statistics provided insights into the general trends and patterns in the data, helping to understand the characteristics of the sample and the distribution of responses (Daft, Lengel, & Trevino, 1987).

Classical Assumption Tests

Classical assumption tests were conducted to ensure the validity of the regression model. The normality test used the Kolmogorov-Smirnov test to verify if the data distribution was normal. The multicollinearity test employed the Variance Inflation Factor (VIF) to check for multicollinearity issues among the independent variables. The heteroscedasticity test was performed using the Rank Spearman and a scatter

plot to examine if the variance of the residuals was constant across observations (Hasim et al., 2020).

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to assess the influence of consumer behavior and consumer perception on the purchase intention of powdered breast milk services. The regression analysis aimed to determine the strength and direction of the relationship between the independent variables (consumer behavior and consumer perception) and the dependent variable (purchase intention). The results indicated that both consumer behavior and consumer perception significantly influenced purchase intention, with positive regression coefficients and p-values less than 0.05. This suggests that these factors have a strong positive impact on purchase intention, reflecting the importance of understanding and shaping consumer behavior and perceptions in driving the success of powdered breast milk services.

IV. DISCUSSION

The main research yielded significant insights into the influence of consumer behavior and consumer perception on the purchase intention of powdered breast milk services. The data collected from the survey provided a comprehensive understanding of the variables under study. The validity and reliability tests confirmed that the constructs and question items were robust and consistent. The descriptive statistics revealed key trends and patterns in the data, while the classical assumption tests ensured the reliability of the regression model.

The findings indicate that both consumer behavior and consumer perception positively impact the purchase intention of powdered breast milk services. Understanding consumer behavior, which includes the motivations, preferences, and decision-making processes of potential customers, plays a crucial role in shaping their intentions to purchase. Additionally, positive consumer perception, characterized by favorable views of the brand, trust in product quality, and satisfaction with previous experiences, enhances the appeal of the brand and fosters a stronger connection with potential customers.

The multiple linear regression analysis further supported these conclusions by demonstrating a significant relationship between the independent variables (consumer behavior and consumer

perception) and the dependent variable (purchase intention). The positive coefficients indicate that improvements in understanding and influencing consumer behavior and perception can lead to higher purchase intentions among the target audience.

Moreover, the research highlighted the importance of maintaining a consistent and positive brand image. Brands that effectively understand and cater to consumer behavior, while fostering positive perceptions through reliable products and effective communication, are more likely to influence purchase decisions. This aligns with previous studies that emphasize the role of consumer psychology in modern marketing strategies (Valerio et al., 2019; Yadav & Rahman, 2017).

V. CONCLUSION

Based on the research findings, it is evident that consumer behavior and consumer perception significantly influence the purchase intention of powdered breast milk services. To capitalize on these insights, Mengasihi should focus on enhancing its understanding of consumer behavior by tailoring its marketing efforts to meet customer preferences and needs. Additionally, the company should work on fostering positive consumer perceptions by ensuring product quality, transparency, and customer satisfaction. These strategies will not only improve brand awareness but also foster a deeper connection with potential customers, ultimately driving purchase intentions.

The study underscores the need for a strategic approach to understanding and influencing consumer behavior and perception. By leveraging these insights, Mengasihi can effectively reach and engage its target audience, build a strong brand presence, and increase its market share. Future research could explore the impact of specific consumer behavior patterns on purchase intentions and examine the role of consumer perception in influencing brand loyalty.

In conclusion, Mengasihi must prioritize strategies that enhance consumer behavior understanding and foster positive consumer perceptions to drive sales. By focusing on these aspects, the company can create a compelling brand image that resonates with its audience and encourages them to choose Mengasihi's powdered breast milk services over competitors. The insights gained from this research provide a valuable

foundation for developing effective marketing campaigns that align with the company's goals and customer needs.

Based on the SWOT analysis, it is essential for Mengasihi to tailor their social media content, particularly on Instagram, to align with the identified strengths, weaknesses, opportunities, and threats. Content preferences must be carefully considered to ensure that the content resonates with the market's interests. Additionally, adapting the visual elements to what the audience enjoys is crucial, as visual engagement is a key factor in capturing the attention of mothers, especially during the initial awareness phase of Mengasihi's Instagram posts. Mengasihi should also create content that mothers can enjoy while multitasking, reflecting consumer behavior. The content needs to be compelling enough to catch attention when shared for the first time. In terms of service awareness and knowledge, Mengasihi needs to produce trustworthy content, even if it's not from well-known brands. Building trust through Instagram content can foster purchase intention for Mengasihi in the future. Therefore, understanding consumer behavior and preferences should guide Mengasihi in creating market-appropriate content. Currently, the content produced by Mengasihi does not fully align with market expectations to enhance purchase intention. Adjusting the content strategy to better match consumer preferences and behavior is crucial for success.

This approach is feasible because Mengasihi has not previously implemented such a strategy. With the results now available, it can be concluded that Mengasihi has the opportunity to completely revamp its content to align with the preferences of its target market—mothers. By understanding and catering to the specific needs and desires of this demographic, Mengasihi can create more engaging and relevant content that resonates with its audience, ultimately leading to better customer engagement and increased brand loyalty. This shift in content strategy represents a significant step forward in effectively reaching and serving their customer base.

REFERENCES

- [1] Beard, C., & Easingwood, C. (1996). New Product Launch: Marketing Action and Launch Tactics for High-Technology Products. *Industrial Marketing Management*, 25(2), 87-103.
- [2] Statista. (2022). Number of internet users in Indonesia from 2017 to 2022 with forecasts until 2028. Retrieved from Statista website.
- [3] Valerio, P., Schneider, M., Olivieri, G., & Cavalieri, L. (2019). Social Media Marketing: A Strategic Approach. *Journal of Marketing Management*, 35(1-2), 78-92.
- [4] Yadav, M., & Rahman, Z. (2017). Measuring Consumer Perception of Social Media Marketing Activities in E-commerce Industry: Scale Development & Validation. *Telematics and Informatics*, 34(7), 1294-1307.
- [5] Kerse, Y. (2023). The relationship between brand awareness and purchase intention: A meta-analysis study. *Business & Management Studies: An International Journal*.
- [6] Daft, R. L., Lengel, R. H., & Trevino, L. K. (1987). Message Equivocality, Media Selection, and Manager Performance: Implications for Information Systems. *MIS Quarterly*, 11(3), 355-366.
- [7] Hasim, M. A., Ishak, M. F., Halim, N. N. A., Ahmad, A. H., & Suyatna, P. N. (2020). Media richness on Instagram influences towards consumer purchase intention: Exploring the moderating effect of brand equity. *Dinasti International Journal of Education Management and Social Science*, 1(6), 1001-1011.
- [8] Kothari, C. R. (2004). *Research Methodology: Methods and Techniques*. Second Revised Edition. New Age International (P) Ltd. Publishers.
- [9] Nugraha, B. (2022). *Pengembangan Uji Statistik: Implementasi Metode Regresi Linier Berganda dengan Pertimbangan Uji Asumsi Klasik*. Pradina Pustaka.
- [10] Santoso, S. (2019). *Mahir Statistik Parametrik*. PT Elex Media Komputindo.
- [11] Hair, J. F., Black, W. C., & Babin, B. J. (2013). *Multivariate Data Analysis*. Seventh Edition ed. Pearson Education Limited.
- [12] Valerio, L., Pestana, M. H., & Korgen, K. (2019). The influence of social media marketing on purchase intention. *Journal of Marketing and Consumer Research*, 57, 78-89