USERS' ENGAGEMENT TOWARD THE BRAND ACCOUNTS IN INSTAGRAM BASED ON THE AISAS MODEL

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Abstract. Instagram user database has been developing at a stunning rate since it was first launched in 2010. The study concentrates on the part of Instagram social media on impacts by cross communication of Dentsu. The purpose of this research is to identify the user's engagement toward the brands on Instagram based on their behaviour and how do the users' behavior toward the brands they follow in light of three initial phases of the model AISAS of Dentsu. The research used the combination of variables that related to user's engagement whether there is a relationship or association between phases in Attention, Interest, and Search. The main variables taken from the previous research which is each dimension of phase has some of variables. The research has been done starting from June 2015 by using quantitative method. The questionnaires are filled by 300 respondents from Instagram users on the undergraduate students in ITB and UNPAD. The data collection was tested using chi square test and analyzed by using IBM SPSS 20 through statistical analysis. In summary, the respondents' behavior toward the brands on Instagram has positive relationship and it has positive correlation of the respondents' behaviour based on the AISAS model. The results indicated that users' behavior toward brand on Instagram have significantly association with positive correlation.

Keywords: Cross communication, AISAS, user engagement, marketing, Instagram.

Introduction

Along with the explosion of internet user, Internet has been considered as the new channel for companies to implementing their sales promotion activities. The social media are fundamentally changing the way companies communicate, collaborate, and create their marketing activities. "*On this day, Instagram has been appointed as the supreme ruler of the social media universe*"(Uzunian, 2013). According to Knibbs (2013) brands that post attractive pictures and videos on Instagram are having a good chance to create positive feedback. People also tend to be more interested in and open to good-looking ads and content. Instagram's strategy, which connects good pictures and promotion, is leading compared to Facebook and Twitter. Selecting a place or medium for advertising is not easy as we thought, either online or offline, marketers must be able to predict whether the decision will have an impact both on the sales performance or not, likewise using Instagram as advertising media. This research will analyze the college students' behavior in activities on social media Instagram especially in attention to follow other Instagram user. The result of this study will create a better marketing activity and also as strategy for promotional program that will be applied

Research objective

Objective of the research based on the problem statements are as follow:

1. To identify user's engagement toward the brands on Instagram based on their behavior among college students in Institut Teknologi Bandung and Universitas Padjadjaran.
2. To analyze how do the correlations between users' engagement variables toward the brands on Instagram.

Research Question
In order to solve the problem statement above and overcome the objective, the research questions consist of:

1. What are the users' behaviors toward the brands on Instagram among college students in Bandung?
2. How do the correlations between users' engagement variables toward the brands on Instagram based on three initial phases of the AISAS model?

Research limitation
The research scope is to identify the respondents of Instagram user among college students undergraduate program in ITB and UNPAD Bandung. The sample size only focus on the respondents that has Instagram account that at least have been experienced once of following other account to get updates in Instagram. The research only focus on the three initial phases of the AISAS Model which are Attention, Interest and Search The research will be more referred to marketing factors only in this research.

Literature Review

Social Media Role in Marketing
Social media is created for private use and when companies use them professional it can bring them closer to the consumers and the companies must act truly honest to avoid negative viral marketing (Ström, 2010). Pitt et al (2012) believes that companies have to embrace the tools able online and engage with their consumers in an innovative and non-traditional way in order to become viral. Perrey and Spillecke (2011) agree that online consumers can spread their dissatisfaction or satisfaction faster than ever thanks to social media. This contributes to the importance of doing well thought out marketing and the rewarding that comes from it.

Instagram as the Social Media
Instagram describes themselves as "a fun and quirky way to share your life with friends through a series of pictures. Imagine a world more connected through photos" (Instagram, 2014). Recently Instagram started to use sponsored advertising in the US, Instagram is doing this to increase its profit and to make more business out of the company. This will put more pressure on the companies to post pictures that will create positive feelings among the followers, instead of creating a feeling of spam and irritate the users of Instagram.

Attention, Interest, and Search as the Cross Communication Model
Dentsu decided to use the new digital, networking, and internet technologies to develop innovative marketing method and strategy and thus the Dentsu Way was created with its Cross Communication approach. Then Dentsu developed a framework to visualize the Scenario Idea depicted the transition from 'AI', the passive, to 'SAS', the active. It is needed to consider the breadth of target group that will affect the depth of customer involvement. The researcher conclude that 'AIS' is a beginning of the entire process model. The consumer will notices a product, service, or advertisement (attention) and takes an interest the consumer will gathers information (search) about item in question. That search may perform on the Internet (social media)

Users' Engagement Based of AISAS Model
It is recognized that user engagement is a subjective aspect of consumer behavior with no commonly agreed framework. Therefore, based on a synthesis from the literature on components of customer value of social media habit, three step dimensions of the AISAS model can be considered crucial in

the formation of users' engagement: attention, interest, and search. Each dimension has some of variables. Attention dimension consist of social influence brand attention and community identification. Interest dimension consists of Informativeness and effectiveness, figure and group intention, Social identity, curiosity, and advantageous. And Search dimension consists of social media type and visit occasion.

Methodology

Descriptive Research
The descriptive research provides research questions and method of analysis populations before the research started. The research was constructed using quantitative approach by distributing questionnaires to sample that has been categorized. However, the number of the data obtained from the respondents is 300 college students. Once the data collected, the researcher will conduct analysis assisted with the calculation using Chi square test, in this case the researcher using IBM's SPSS 20 for windows. Afterwards researcher will get the conclusion from the data to collected and analyzed.

Table 1. Questionnaire Design

Dimension	Variable	Question Number
Attention	Social influence *(Woisetschläger, Hartleb, & Blut, 2008)*	1
	Brand attention *(D. Lee & Kim, 2011)*	2
	Community identification *(Woisetschläger, Hartleb, & Blut, 2008)*	3
Interest	Informativeness *(Wiertz & de Ruyter, 2007)* and Effectiveness *(Colliander & Dahlén, 2011)*	4, 5
	Figure *(Wei & Lu, 2013)* and Group intention *(Zeng, Huang, & Dou, 2009)*	6, 7
	Social identity *(Zeng, Huang, & Dou, 2009),*	8
	Curiosity *(Pai & Tsai, 2011)* and Advantageous *(Tsai, Cheng, & Chen, 2011)*	9, 10
Search	Social media type *(Akar & Topçu, 2011)*	11
	Visit occasion *(Olbrich & Holsing, 2012)*	12

Cross Tabulation Analysis
Crosstab analysis used to determine whether there is a significant association between the two variables. Chi square test result or P-value must be below than 0.05, so it can be concluded that there is a relationship between variables. This indicates that there is significant relationship between variables compared. Then for correlation test for nominal data is testing with statistic technique named contingency coefficient (CC)

Data Analysis

Findings Respondents' Demography Profile and Habit

Table 2. Respondents' Demography Profile and Habit

Demographic & Habit Variables	Categories	Frequency	Percentage
Gender	Male	99	33%
	Female	201	67%
Age	17 years old	3	1%
	18 years old	12	4%
	19 years old	24	8%
	20 years old	117	39%
	21 years old	114	38%
	22 years old	21	7%
	>22 years old	9	3%
University	Institut Teknologi Bandung	135	45%
	Universitas Padjadjaran	165	55%
Frequency in a Week	One day	3	1%
	Two days	3	1%
	Three days	0	0%
	Four days	9	3%
	Five days	21	7%
	Six days	33	11%
	Seven days (Every day)	231	77%
Watching Time	00:00 - 06:00	9	3%
	06:01 - 12:00	24	8%
	12:01 - 18:00	45	15%
	18:01 - 00:00	222	74%

Table 2. Respondents' Demography Profile and Habit (Continued)

Upload or Not	Yes	285	95%
	No	15	5%
Initiate Used Time	1 – 6 months ago	12	4%

	6 months – 1 year ago	39	13%
	1-2 years ago	150	50%
	More than 3 years ago	99	33%
Following Other Account	Yes	285	95%
	No	15	5%
Brands Followed	Fashion Product	174	58%
	Sportswear	45	15%
	Foodblog	18	6%
	Body Care & Cosmetics	24	8%
	Accessories (Necklace, rings, & earrings)	30	10%
	Other	9	3%

Following is the table used the biserial point correlation analysis technique show that all items have a correlation of more than 0.30, so it can be concluded that all items on the statement used are valid question and can be used as a measuring tool for research

Table 3. The Validity Test

Question Items	Validity Test		
	Point Biserial Coefficient	Critical Point	Conclusion
Statement 1	0,499	0,30	Valid
Statement 2	0,416	0,30	Valid
Statement 4	0,457	0,30	Valid
Statement 5	0,576	0,30	Valid
Statement 6	0,561	0,30	Valid
Statement 7	0,684	0,30	Valid
Statement 8	0,671	0,30	Valid
Statement 9	0,548	0,30	Valid
Statement 10	0,562	0,30	Valid

Reliability Test

Table 4. The Reliability Test

Kuder Richardson-20	Critical Point	N of items
0,716	0,60	9

Question	Reliability Test

Items	*Kuder Richardson-20*	Critical Point	Conclusion
Statement 1	0,766	0,60	Reliable
Statement 2	0,936	0,60	Reliable
Statement 4	0,966	0,60	Reliable
Statement 5	0,810	0,60	Reliable
Statement 6	0,750	0,60	Reliable
Statement 7	0,646	0,60	Reliable
Statement 8	0,667	0,60	Reliable
Statement 9	0,673	0,60	Reliable
Statement 10	0,830	0,60	Reliable

To be categorized as reliable, the *Kuder-Richardson-20* reliability coefficient must be greater than 0.60. However based on the results of reliability test above showed that KR-20 value of 71.6 %, this can be said to reliable.

Besides, there are some correlations between variables. This indicates that there is significant relationship between variables compared. Then for correlation test for nominal data is testing with statistic technique named contingency coefficient, below is the table of the results:

Table 5. The Correlation of Social Influence and Community Identification

		Community Identification									P Value	CC
		Hobbies	%	Organization	%	Religious Community	%	Total	%			
Social Influence	No	25	8.3	25	8.3	20	6.7	70	23.3			
	Yes	118	39.3	77	25.7	35	11.7	230	76.7		0.018	0.162
Total		143	47.7	102	34.0	55	18.3	300	100			

Table 6. The Correlation of Informativeness Aspect with Effectiveness Aspect

		Effectiveness							
		No	%	Yes	%	Total	%	P Value	CC
Informativeness	No	9	3.0	1.0	0.3	10	3.3	0.000	0.319
	Yes	48	16.0	242	80.7	290	96.7		
Total		57	19.0	243	81.0	300	100		

Table 7. The Correlation of Figure or Ambassador with Group Intention

		Group Intention							
		No	%	Yes	%	Total	%	P Value	CC
Ambassador	No	59	19.7	16	5.3	75	25	0.000	0.361
	Yes	77	25.7	148	49.3	225	75		
Total		136	45.3	164	54.7	300	100		

Table 8. The Correlation of Figure or Ambassador with Group Intention

		Advantageous							
		No	%	Yes	%	Total	%	P Value	CC
Curiosity	No	31	10.3	97	32.3	128	42.7	0.003	0.164
	Yes	20	6.7	152	50.7	172	57.3		
Total		51	17	249	83.0	300	100		

Table 9. The Correlation of Curiosity Aspect with Advantageous Aspect

		Visit Occasion									
		Updates	%	Discount	%	Location	%	Total	%	P Value	CC
Social Media	Instagram	162	54.0	70	23.3	13	4.3	245	81.7	0.004	0.220
	Facebook	13	4.3	10	3.3	4	1.3	27	9.0		
	Twitter	10	3.3	13	4.3	5	1.7	28	9.3		
Total		185	61.7	93	31.0	22	7.3	300	100		

By using 10 variables that is divided from three initial phases in AISAS model of the data analysis, all the 10 variables are having a positive relationship or association between one variable to another. Those variables have significant values which are below 0.05 and the contingency coefficient test result showed that there is valuable correlation between variables. And the correlation between variables categorized as weak correlation.

Table 10. The Correlation between Attention and Interest Dimensions

		Attention							
		No	%	Yes	%	Total	%	P Value	CC
Interest	No	9	3.0	10	3.3	19	6.3	0.001	0.332
	Yes	28	9.2	253	83.5	281	92.7		
Total		37	12.2	263	86.8	300	100		

The Chi-square results showed a P value of significance probability 0.001 which is below 0.05 it can be concluded that there is a positive relationship or association between the first dimension (Attention) and the second dimension (Interest). The contingency coefficient test result showed that there is valuable correlation between dimensions with 0.332 and categorized as weak between the attention dimension and interest dimension.

Table 11. The Correlation between Interest and Search Dimensions

		Interest							
		No	%	Yes	%	Total	%	P Value	CC
Search	No	49	16.1	26	9.7	75	24.7	0.003	0.381
	Yes	87	28.7	138	45.5	225	74.3		
Total		136	44.8	164	55.2	300	100		

The Chi-square results showed a P value of significance probability 0.003 which is below 0.05 it can be concluded that there is a positive relationship or association between the second dimension (Interest) and the third dimension (Search). The contingency coefficient test result showed that there is valuable correlation between dimensions with 0.381 and categorized as weak between the interest dimension and search dimension.

Conclusion and Recommendation

The results to answer the research question that has been designed to achieve the objectives of this research have been concluded as follows.

1. College students have a positive behavior towards the brands on Instagram. They always or more often following the brands that they want to receive updates from the accounts on Instagram. This statement is supported by the results of the data analysis showed that there were 285 respondents (95%) of the 300 respondents are likely or will always follow the brands that they want to receive updates from. The majority of the college students in Bandung also have an active habit in using Instagram by uploading a posting in their account. Active means they not only use Instagram to look for posting uploaded by other users, but also uploading a post like other users. This fact supported by the results of the data analysis showed that there were 285 respondents of the 300 respondents have been experienced of upload a posting in Instagram. So, it can be said that college students have a positive behavior towards the brand on Instagram and also they were an active Instagram user.

2. All the 10 variables are having a positive relationship or association between one variable to another. Those variables have significant values which are below 0.05 and the contingency coefficient test result showed that there is valuable correlation between variables. Following the conclusion of each variables correlation measurement:
   - The Correlation of Social Influence and Community Identification (p-value 0.018)
   - The Correlation of Informativeness with Effectiveness Aspect (p-value 0.000)
   - The Correlation of Figure or Ambassador with Group Intention (p-value 0.000)

- The Correlation of Curiosity Aspect with Advantageous Aspect (p-value 0.003)
- The Correlation of Social Media Used with Users' Visit Occasion (p-value 0.004)

The correlation between dimensions are also having a positive relationship that consist of the correlation between Attention and Interest (p-value 0.001), also the Interest and Search dimensions (p-value 0.003).

Recommendation

If the brands want to target advertising to college students, it would be better if they can set time of its updates. The researcher recommends bringing it up at night or between 18:01 – 00:00, this time period can be said as a peak hours for college students to using Instagram. So the more likely the brands posting can be seen by college students. Then Focus on the apparel brands. Instagram users among college students are an active user. This can be used to raise users' active action for the brands. Researchers suggest, the brands create a competition among students regarding the brands in order to post on their accounts so that action can be viral marketing and would be very beneficial for the company. Choose a figure or brand ambassadors are much favored by the students because this is a way to get the attractiveness of the college student. It would be better if the company posting updates as necessary because if post frequently shall be deemed disturb the user and vice versa.

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