

THE INFLUENCE OF LIKERS AND VIEWERS ON ONLINE SHOP PRODUCT REVIEW IN INSTAGRAM

PENGARUH LIKERS DAN VIEWERS TERHADAP GAMBARAN PRODUK TOKO ONLINE
PADA INSTAGRAM

by:

Tri Sutrisno Kangiden¹

¹Faculty of Economics and Business
International Business Administration (IBA) Program
University of Sam Ratulangi Manado

email:¹kangiden_aie@yahoo.com

Abstract : *Online Social networking websites are very popular and become a part of life, many firm sees this as an opportunity to target new media for marketing. The purpose of this research is to find the reasons of using Instagram platform for marketing. The research is conducted from users as well organizations through online survey of instagram. This research is causal type research uses quantitative method which is using questionnaire as a tool to gather data and analysis. The study is conducted through Instagram and will be implemented on Review product. The results showed a linear relationship in the Multiple Regression model, in the other words all the variables affecting consumer preferences simultaneously. Partial test results showed that variables such as Likers, most have a very significant influence. The marketers used instagram in their marketing process by posting the product review and considering about the importance of Likers influences in advanced to see people's interest. The owner of online shop must also evaluate other important factors that affect the consumer preference, regarding with the continuity of business in the future.*

Keywords: *marketing, online shop, likers, viewers*

Abstrak: Situs-situs jejaring sosial *online* yang sangat populer dan telah menjadi bagian dari kehidupan, banyak perusahaan melihat ini sebagai kesempatan untuk menargetkan media baru untuk pemasaran. Tujuan penelitian ini untuk menemukan alasan menggunakan *platform* baru, yaitu *Instagram* dalam pemasaran. Penelitian ini dilakukan pada pengguna media sosial serta organisasi melalui survei online para pengguna *instagram*. Penelitian ini merupakan penelitian kausal dengan metode kuantitatif yang menggunakan kuesioner sebagai alat untuk mengumpulkan data. Penelitian dilakukan pada media sosial *Instagram* dan diimplementasikan pada ulasan produk. Hasil penelitian menunjukkan adanya hubungan linear dalam beberapa model persamaan regresi, dengan kata lain semua variabel mempengaruhi preferensi konsumen secara bersama. Hasil uji secara parsial menunjukkan bahwa variabel seperti *Likers*, sebagian memiliki pengaruh yang sangat signifikan. Para pelaku pemasaran menggunakan *instagram* dalam proses pemasaran mereka dengan *memposting review* produk dan mempertimbangkan tentang pentingnya pengaruh *Likers* dengan maksud melihat minat masyarakat kedepannya, pemilik toko *online* sebaiknya mengevaluasi faktor penting lain yang mempengaruhi preferensi konsumen, untuk kelangsungan bisnis di masa depan.

Kata kunci: *pemasaran, toko online, likers, viewers*

INTRODUCTION

Research Background

Online Social networking websites are very popular and have become a part of life. These sites have made significant impact in the individual's life. When analyzing the users scope of social networking, it can be concluded that the modern social communities influence in individuals private life, whereas the traditional networking or social communities is more interrelated to business circle. This change has undoubtedly offered many firms an opportunity to target this new medium for marketing. There are some companies who have shown interest and have created their presence yet they are not focusing seriously. If this medium is explored intelligently then the social network medium has a potential to provide many new ways to market the audience with the help of registered users indirectly, without knowing them.

Social media tools are gaining popularity and are increasingly used in regular operations of many companies, ranging from start-ups and small and medium enterprises to large corporations. Despite extensive use of social media, little is known on the specific impact that these tools and technologies have on business process performance. Social media marketing is the marketing strategies that smart business are employing in order to be a part of a network of people online. Just as friends gather in public pubs, coffee shops, or barber shops, groups of people are gathered and connected through various online tools and websites (Williams, 2009).

People nowadays prefer spending more time in gossiping, playing games, browsing friend's profiles and chatting with their friends on social networking sites rather than physically meeting. Success of the online social networks with growing trends has allowed organizations to penetrate this new domain for marketing their products. Many social networks allow companies to market their product through different tools provided by them. Instagram has offered many marketing tools for the companies to target their audience like creating groups, pages, social ads yet in Indonesia specially Manado the way it can be used for marketing has not be explored by most of the organizations. The basic purpose of this research is to find the reasons of using Instagram platform for marketing. The research will be conducted from users as well organizations through online survey.

Nowadays, competition among the organizations has increased so much that they are looking for every opportunity to survive their existence in the global world. Few years back, concept of internet marketing was not common among enterprises, but today even small sized companies do have their own website. Internet marketing has explored many new techniques of marketing their products. Marketing on social networking is also one of them.

Research Objectives

Regarding to all the problem statements that are mentioned in the previous section, there can be derived, that there are any significant influence of Likers on Product Reviews, Viewers on Product Reviews, and Likers and Viewers on Product Reviews.

THEORETICAL FRAMEWORK

Marketing

Kotler and Keller (2009:5) broadly defined that marketing deals with identifying and meeting human and social needs. in social definitions, marketing is a social process by which individuals and group obtain what they need and want through creating, offering, and freely exchanging products and services of value with others. Kotler and Keller (2009:5) founds that there will always, one can assume, be need for some selling. But the aim of marketing is to make selling superfluous.

Sales Promotion

Sales promotion is any initiative undertaken by an organization to promote an increase in sales, usage or trial of a product or service (Initiatives that are not covered by the other elements of the marketing communications or promotions mix). Sales promotions are varied (Marketing Teacher.com). The International

Chamber of Commerce (ICC) defines sales promotion as : Marketing devices and techniques which are used to make goods and services more attractive by providing some additional benefit, whether in cash or in kind, or the expectation of such a benefit. (Boddewyn & Leardi, 1989). Smiths (1998) has described that there are three main categories of sales promotion which are Consumer promotions (premiums, gifts, competitions and prizes, e.g. on the back of breakfast cereal boxes), trade promotions (point-of-sale materials, free pens and special terms, diaries, competition prizes, et cetera) and Sales force promotions including incentive and motivation schemes.

Marketing Communication

Marketing communications provides the means by which brands and organizations are first presented to the audiences and then to engage them over the long term. The goal is to stimulate a succession of purchases, and the task of marketing communications is to engage audiences to enable transactions. (Fill, 2006). Marketing communications plays a vital role in the development of brands and is the means by which products become brands, that is, how customers can see how a product is different and understand what the brand stands for and what its values are. (Fill, 2006: 22).

Marketing Communication Mix

The marketing communications mix consists of a set of tools that can be used in various combinations and different degrees of intensity in order to communicate with the target audience. The internet and digital technologies have enabled new interactive forms of communication, where the receiver has greater responsibility for their part in the communication process. This has led to a development of marketing communications mix in such way that the original emphasis on heavyweight mass communication campaigns has given way to more direct and highly targeted communication activities using direct marketing and the other tools of the mix. This shift has resulted in that relationships were established by the audience, not the brand owner. (Fill, 2006). Mangold and Faulds (2009) purpose that social media be considered a hybrid component of the promotional mix and therefore be incorporated as an integral part of the organization's IMC strategy. They write that the role of social media is consistent with the use of traditional IMC tools. That is, companies can use social media to talk their customer through such platforms as blogs, as well as Facebook and Twitter groups.

Social Media

Zarrella (2010) social media is best defined in context of the previous industrial media paradigm. Traditional media, such as television, newspapers, radio, and magazines, are one way, static broadcast technologies. Social media marketing allows companies to create new connections with customers and communicate with them, instead of sending one-way messages to people. Social media is based on a natural, authentic conversation between people about a subject of mutual interest. (Scott, 2010).

Instagram

Instagram is an online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, and share them on a variety of social networking platforms, such as Facebook, Twitter, Tumblr and Flickr. Instagram was created by Kevin Systrom and Mike Krieger, and launched in October 2010. The service rapidly gained popularity, with over 100 million active users as of April 2012. The service was acquired by Facebook in April 2012 for approximately US\$1 billion in cash and stock. In 2013, Instagram grew by 23%, while Facebook, as the parent company, only grew by 3%. (Wikipedia Article). In instagram there are likers and viewers which is likers are people who followed an online shop account and have been doing online transactions with that account on instagram while viewers are just people or accounts simply follow or rather visited the instagram profile.

Previous Research

Smiths (2011) *The Impact of Social Media on Business Performance*, he found that empirical evidence that supports the propositions and concludes that (in this case study) the use of social media enhances business capabilities. Kaushik (2012) *The Impact Of Social Media on Marketing*, As the popularity of social media is growing and there is no turning back it seems social media will overtake to other functional areas of marketing to a large extent. Farooq and Jan (2012) *The impact of social networking to influence marketing through product review*. The study reflects that with the increasing growth of Social Networking websites, people opt to

share more and more information and this growth has opened a way for the organization to penetrate the new domain.

Research Hypothesis

The hypotheses for this research are:

H₁: There is a significant influence of Likers on online shop Product review.

H₂: There is a significant influence of Viewers on online shop Product review.

H₃: There is a significant influence of Likers and Viewers on Product review.

RESEARCH METHOD

Type of Research

The purpose of this research is to know the impact of social media base on market segmentation on marketing. This research is causal type. Causal since the purpose is to determine if one or more variables cause another variable to occur or change. This research is a quantitative method since using questionnaire as a tool to gather data and analysis.

Place and Time of Research

The study was conducted in Instagram and will be implemented on Review product. That field is a perfect location to do this research and find if Instagram can influence product review. This research regarding the twitter follow product reviews as respondents from September – October 2014 and the survey started on September 2014

Conceptual Framework

The figures below show the correlation between Likers and Viewers on Product Reviews in conceptual framework.

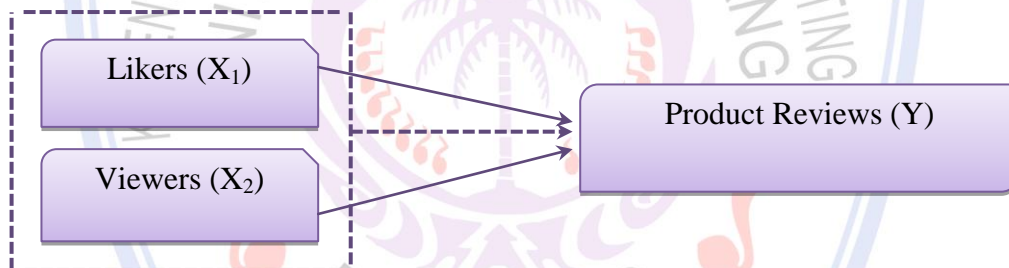


Figure 1 Conceptual Framework

Source: Data Processed, 2015

Population and Sample

Population is the entire group of people, events or things of interest that the researcher wishes to investigate. (Sekaran and Bougie 2009:365). The population in this research is the Instagram users account in Manado. Sample is a subset of a population that comprises some members selected from it. The sample in this research is the followers. The samples taken are 100 respondents. The ratio should never fall below five observations for each independent variable, but to avoid making the result specific to the sample, at least 15 – 20 respondents per variable is desirable ratio.

Data Collection Method

The primary data used in this research is the questionnaire that has been distributed to the Instagram users account in Manado. Primary data refer to information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study. Individual provide information when interviewed, administered questionnaires, or observed. Group depth interviews, or focus groups, are the other rich source of primary data (Sekaran and Bougie 2009:365).

Data Analysis Method

Validity and Reliability Test

The reliability of a measure is established by testing for both consistency and stability. Consistency indicates how well the items measuring a concept hang together as a set, Cronbach's alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another (Sekaran and Bougie 2009:276). Since reliable scales are not necessarily valid, researchers also need to be concerned about validity. It assesses whether a scale measures what is supposed to be measured. Thus validity is a measure of accuracy in measurement.

Multiple Regression Analysis Method

Multiple regressions explore the relationships among the variables and use the framework of the methodology whether there is significant relationship between variable Y and one or more of the predictors. The most valuable (and correct) use of regression is in making predictions; see the next point. Only a small minority of regression exercises end up by making a prediction, however.

RESULT AND DISCUSSION

Results

a. Validity Test

The validity test of variable X_1 indicators shows the total number for $X_{1.1}$ is 0.838; $X_{1.2}$ is 0.866, $X_{1.3}$ is 0.734 and $X_{1.4}$ is 0.825. All the indicators are above 0.3 means that the indicators are valid. Validity test of variable X_2 indicators shows the total number for $X_{2.1}$ is 0.921; $X_{2.2}$ is 0.712, $X_{2.3}$ is 0.803 and $X_{2.4}$ is 0.766. All the indicators are above 0.3 means that the indicators are valid. From the table above shows the validity test of variable Y indicators. The table shows the total number for Y_1 is 0.773, Y_2 is 0.685, Y_3 0.828, and Y_4 0.776. All the indicators are above 0.3 means that the indicators are valid.

b. Reliability Test

Table 1 Reliability Statistics

No	Variables	Cronbach's Alpha
1	X_1 Likers	.834
2	X_2 Viewers	.816
3	Y Product reviews	.760

Source: *Processed Data, 2014*

From the **Table 1** shows the Cronbach's Alpha > 0.6, indicated that all research instruments indicator of variable are reliable.

c. Multiple Regression Analysis Method

In calculating the regression between the influence of Likers (X_1) and Viewers (X_2) on Product Reviews (Y) as the dependent variable, with the help of a computer program package Based on the statistical software SPSS Version 15.0, of the data processing on the attachment is as follows:

Table 2. Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF	B	Std. Error
1	(Constant)	.545	.196		2.776	.004		
	X ₁	.615	.133	.684	4.610	.000	.141	7.078
	X ₂	.148	.137	.161	1.084	.001	.141	7.078

a Dependent Variable: Y

Source: Processed Data, 2014

From the analysis, obtained by linear regression equation as follows:

$$Y = \alpha + b_1X_1 + b_2X_2 + e$$

$$Y = 0.545 + 0.615 X_1 + 0.148 X_2$$

From the multiple linear regression equation above, it can inform the interpretation as follows:

- Constant value of 0.545 means that if the variables in this research of Likers and Viewers simultaneously increased by one scale or one unit will increase product reviews of 0.545.
- Coefficient value of 0.615 means that if the variables in this research of Likers increased by one scale or one unit it will improve and increase product reviews of 0.615.
- Coefficient value of 0.148 means that if the variables in this research of Viewers increased by one scale or one unit it will improve and increase product reviews of 0.148.

Coefficient Correlation (r^2)

The correlation coefficient is used to measure influence of Likers and Viewers on Product Reviews. The correlation coefficient values can be seen in the table 3 shows the analysis of correlation (r) is equal to 0.836 indicating that the Correlation of influence of Likers and Viewers on Product Reviews have a strong relationship.

Table 3. Model Summary (b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.836(a)	.698	.692	.33292	2.206

a Predictors, (Constant): X₁, X₂

b Dependent, (Variable): Y

Source: Processed Data, 2014

Discussion

This research discovers that there are some factors that influence product reviews through instagram. Based on the result of F-test there is a linear relationship in this multiple regression equation model, in other words all the independent variables influence the consumer preference simultaneously. The result shows that Likers have significant influence to product review through instagram. Generally respondents agree that many of instagram likers show that the product is good, and respondents interest to buy product just because instagram likers, and if the likers just a few, maybe the product review is not good enough. We can conclude that the number of likers can make that product famous, and increasing in reputation.

Another result showed that Viewers have no significant influence to product review through instagram. Data showed that many of instagram viewers do not mean that the product is good. Maybe some of instagram users just coincidence to look after the product, and they do not even interest. We can conclude that viewers cannot change the reputation of the products. Respondent does not care or concern about how many viewers that look

after the product. Based on Kaushik (2012), the popularity of social media is growing and there is no turning back it seems social media will overtake to other functional areas of marketing to a large extend.

CONCLUSIONS AND RECOMMENDATION

Conclusions

Social media are gaining popularity and are increasingly used in regular operations of many companies, including start-ups, small, medium-sized, and large organizations. The purpose of this research is to explore the impact of social media and to analyze to what extent social media have impact on organizational capabilities and business performance. We develop a research model and two simple propositions based on the resource based view of the firm. We analyze the impact of six social media applications on six business capabilities and on business performance.

Growing popularity of social media compelled the marketers to think about this media along with traditional functional areas of marketing. Social media is based primarily on internet or cellular phone based applications and tools to share information among people. The number of social media users is more than the population of some of the countries today. Impact of social media on marketing can be judged by comparing marketing before the social media and marketing after the introduction of social media and type of technologies used in social media. There are three constructive findings that can be concluded from the overall result in this research, which are listed as follow:

1. Likers have significant influence on Product Reviews through instagram partially.
2. Viewers does not have significant influence on Product Reviews through instagram partially.
3. Likers and Viewers significant influence on Product Reviews through instagram simultaneously.

Recommendation

There are two practical recommendations that can be concluded from the overall result in this research, which are listed as follow:

1. The marketers that used instagram to post product review consider about the importance of Likers regarding with it in advanced.
2. The other hand, the owner of product review through instagram must also evaluate other important factors that affect the the consumer preference, regarding with the continuity of business in the future.

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