



# Determinants of Social Media Usage (Face-book) to Create Brand Awareness among Indonesian Consumers

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**Purpose:** The current study intends to determine the usage of social media (face-book) as found to be compatible, cost effective and interactive for users. The effect of social media usage (specifically face-book) on brand image is under discussion in the present study.

**Design and Methodology approach:** A quantitative approach has been taken in this study for a statistical analysis on collected data through a survey questionnaire administered to 265 social media users in Jakarta Indonesia. SEM (structural equation modelling) has been used for the testing of the hypothesis in the present study.

**Findings:** The current study found 1) impact of compatibility has insignificant impact with face-book usage, 2) strong positive impact of cost effectiveness, 3) interactivity was a strong and positive impact on face-book usage, 4) usage of face-book has a strong positive impact on brand awareness.

**Limitations of Research:** Limited sample examination for proposed constructs is a limitation of study; the sample covers only Jakarta and young online users in Indonesia which limits the generalized findings.

**Practical implication:** Innovative and better quality is expected by face-book services which is being used widely for online services. Online users consider various factors for online selection of media especially face-book. The right selection of media is necessary as it impacts brand image.



**Key words:** Social Media Usage, Facebook, Brand Awareness

## **Introduction**

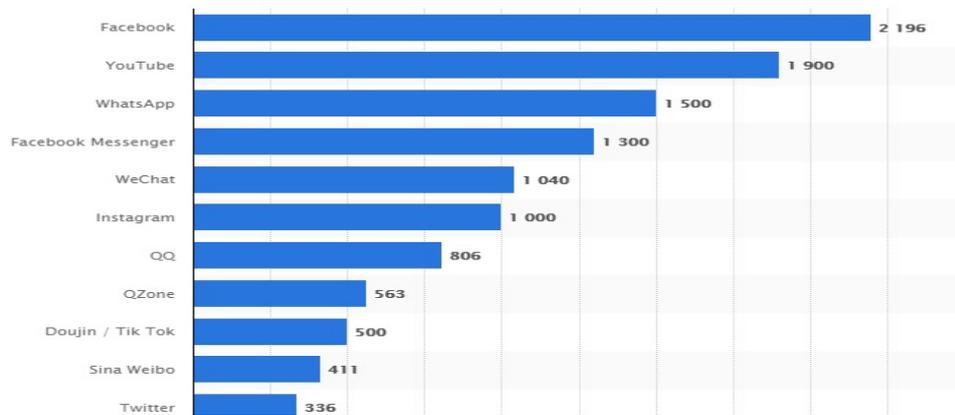
Internet usage has increased over the years since its invention and social media usage is largely dependent on the internet which is found to be effective in various aspects of life for rapid information sharing (Jermsttiparsert, Sutduean, & Sriyakul, 2018). The Indonesian Internet Services Providers Association (APJII) conducted research on frequent social media usage by Indonesian peoples and found 129.2 million people use internet and social media frequently. Social media communication is distinctive from the traditional communication technologies often used in today's organizations. Simply, social media acts as a digital platform among stakeholders of an organization connected to each other to share information electronically. This digital platform of communication is distinctive from traditional communication means such as physical offices, conference rooms and halls at the workplace and anyone can participate. Dramatic changes in technology and communication equipment enable organizations and people to use social media interaction for their own purposes (Leonardi, Huysman, & Steinfield, 2013; Anjum, More and Ghouri, 2012; Mancini, 2015; Kontsevaia and Berger, 2017; Topçu, 2017). Due to dramatic technological changes, industry analysts predict transformation in the ways organizations use to communicate.

Transformative communication and advanced technologies need regulatory innovations with the vision of "one policy, one system, universal Service". Obar and Wildman (2015) conducted a study on social media and governance challenges, while addressing telecommunication policy and governance of social media. In the study emergence and diffusion of web 2.0 was considered to be that the Internet and World Wide Web enabled people and organizations to socially interact. The study focused on the emergence of social media services as business and social interaction platforms, such as 'Face-book' launched in 2004 and currently having 1.4 billion users worldwide. Later in 2006, twitter launched and currently has 288 million users with 500 million tweets each day as per figures revealed by twitter and cited by Obar & Wildman in 2015.

According to statista.com Facebook is leading active users in 2018 with 2.2 billion users worldwide (Statista, 2018). The latest observation of online active users on social media reveals:

Popular social media networks worldwide as 2018 see Figure 1 below (Users in Millions)

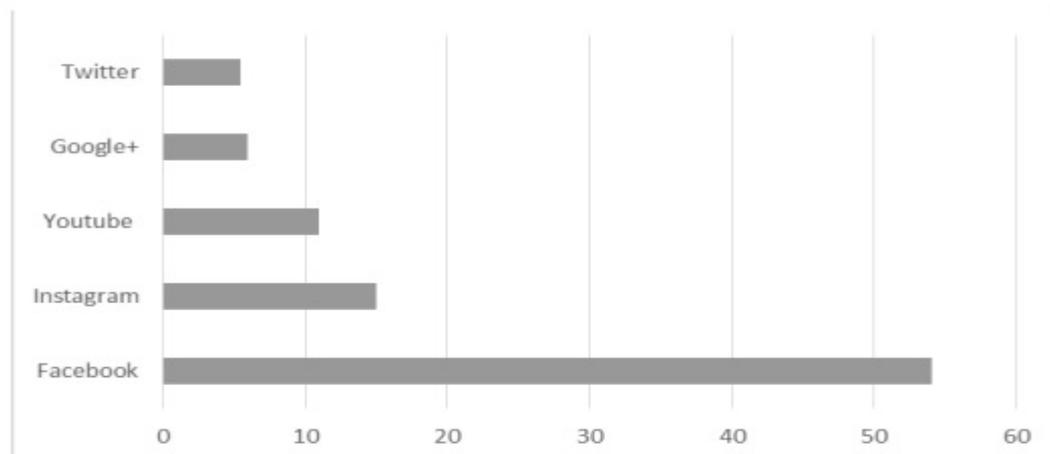
**Fig 1.**



Source: *statista.com* as October 2018

The above mentioned statistics show the importance and significance of social media in today's world, further, Facebook is observed as the highest user attraction among all other social media tools. A comparison of 2015 statistics, 1415 million accounts to 2018 when there were 2196 active users of Facebook, shows an incline in social media usage in recent years. Indonesian people use social media on a large scale and statistics state that face-book usage in Indonesia is found to be 54%, around 71.6 million people; Indonesian people use Instagram as their second choice with 15%, around 19.9 million people and YouTube is ranked 3<sup>rd</sup> with 11% usage by Indonesian people, around 1.5 million people. The data below in figure 2 shows clearly that usage of face-book is higher among Indonesian people and remaining social network mechanisms are below in comparison to face-book.

**Fig 2.** Usage of social media among Indonesian people



Source: <http://www.apjii.com>, 2016



It is also found in research that 61% of Indonesian face-book users are connected with different pages for online shopping for retail and e-commerce in Southeast Asia as launched by face-book (Pancaningrum & Rahayu, 2017; Davidovitch, & Belichenko, 2018; Koç & Dündar, 2018; Okoroma, 2018; Samat, et.al. 2018). Face-book is used by various firms and organizations for their own advertising in accordance with allocated budget. This rapid technological adoption and development has changed the basis of competition for business as social media usage as cheap and easily accessible for a large number of users which helps companies to create awareness and selling items online. Face-book is used widely for marketing in today's world; it is different than traditional marketing tools and found to be very effective as it has significant effect on commerce (Carter, 2013). Useful features are provided by face-book for consumers and business as an attractive platform for business to be conducted virtually to break the physical boundaries. Today, business uses face-book pages, applications for advertising, plug-ins, for achievement of business goals as they increase brand awareness, launch of products, customer services, and product and service sales (Haydon, Dunay, & Krueger, 2012; Pancaningrum & Rahayu, 2017; Sunar & Shaari, 2017; Wu & Pei, 2018). Face-book is found to be helpful and to contribute to the achievement of various important goals for business organizations, which include the following important points

1. Reduction in marketing cost
2. Enhancing sales
3. Improving control for conversation
4. Attention to customers
5. Customer loyalty
6. Create intensive campaign for customers

It is believed that advertisement and brand awareness can be created by using face-book pages widely and rapidly. Effective ads are judged on specific criteria which include: demonstration of a marketing plan which needs to be formative of perspective of consumer and need, enabling users to create unique ways to advertise and create brand awareness, and the fulfilment of promises and avoidance of unclear strategies. Pancaningrum and Rahayu (2017) argued that face-book is found to be an effective tool for better advertising and enhanced awareness of a brand through face-book usage.

## **Literature Review**

Social networking sites attracted a huge number of users around the world evidenced by the fact that face-book has 1.59 billion users on the planet. The huge subscription to social networking sites shows the importance and scope of the platform in creating awareness and



increases effective and rapid communication among consumers. Social networking sites the most famous and widely used being face-book are being used by major brands around the world such as CocaCola, Gillette, Guarana Antartics and various other brands to interact with consumers and establish relationships (Cardoso, Fleury, Feldmann, & de Araújo, 2017). Worldwide, various businesses including sporting teams, furnishing businesses, cinemas, boutiques, book stores, mobile phone and laptop merchants, retailers, parks and tourism and many more have developed their face-book pages to create awareness and for effective communication strategies (Encel, Mesagno, & Brown, 2017). From careful observation of previous decades, it is evident that conducting business over the internet has been continuously changed over time while various diverse consequences have been reported. Social networking sites and media have successfully created a niche in the business world, as organizations are currently hiring social media experts and managers to establish their own departments which are different to the traditional marketing sector (Ramsaran-Fowdar & Fowdar, 2013).

Social media such as face-book is a widely used and accepted mode for communication and web presence to enhance awareness. As statistics show face-book is found to be heavily utilized with millions of users across the world (Carlson, 2011; Pancaningrum & Rahayu, 2017). Moreover, various researchers have referred to social media sites for creation of profiles for information dissemination about services and products. Social networking sites are found to be helpful to create better relations and reach to customers worldwide, breaking physical boundaries (Pancaningrum & Rahayu, 2017; Threatt, 2009). Social media including face-book contain a healthy bulk of information to be shared among the general public and benefits from the low cost and easy global access afforded by the medium (Ali & Haseeb, 2019; Haseeb, Abidin, Hye, & Hartani, 2018; Haseeb., 2019; Suryanto, Haseeb, & Hartani, 2018).

Face-book provides an option for news-feed status and enables a wide number of people to view it rapidly and further can be delivered to emails of a target audience (Pancaningrum & Rahayu, 2017; Ramsaran-Fowdar & Fowdar, 2013; Shannon, Stabeler, Quigley, & Nixon, 2009). However, face-book users are empowered to create their own profile while uploading any type of content or can propose anything to the community which may include incorrect, false or unrealistic information to other face-book users (Pancaningrum & Rahayu, 2017; Ramsaran-Fowdar & Fowdar, 2013; Treadaway & Smith, 2012).

The current study entails the exploration of social media, specifically face-book usage among the Indonesian community in creating brand awareness and antecedents for social media networks usage. The current study includes compatibility, cost effectivity and interactivity as



antecedents for face-book usage and its' influence and contribution to creating brand awareness on a large scale among Indonesian users.

***Marketing tool and social media (face-book):***

Face-book as social media is a widely used marketing tool for various brands and internet based business models across the world. Social networking sites helps to identify taste and demand of consumers and significantly help create segment and target markets (Ramsaran-Fowdar & Fowdar, 2013; Treadaway & Smith, 2012). The information posted by users can be accessed to analyze their needs or choices and can be used for direct marketing (Pancaningrum & Rahayu, 2017; Mazaro, 2018).

Various marketing objectives can be achieved through face-book usage, which include following: according to (Ramsaran-Fowdar & Fowdar, 2013) these are the widely accepted objectives of organizations in use of social networking site face-book for their online operations

- A strong profile of business can be created and spread messages widely to target population and to attract new markets
- Face-book enables creation of groups of people of similar interest, so organizations can create groups on social media that attract large number of people without physical boundaries
- Business or fan pages can be created for powerful and rapid information dissemination among users which helps enhance awareness about brand and products or services widely and cost effectively
- Events' sharing is one of the most popular features provided by face-book which attracts large number of users to view latest updates or to view latest activity. Events related to current activities can be shared by business page owners to attract and enhance awareness among large number of viewers
- Social ads are found to be very helpful and influential via social media to access large number of viewers rapidly. Ads and polls can also be created by page owners for their business to attract and to gain information from viewers
- Personal message is also an influential feature of face-book to access users for information sharing and to gain customer base.

Various benefits have been identified by using social networking sites for business which include easy access to consumers as large numbers of users access internet and face-book



(Statista, 2018). One of the major benefits of social networking site usage such as face-book is associated with cost, as usage of face-book pages for business and awareness helps to reduce cost and increases delivery to a wider number of internet and face-book users easily and quickly which results in reduced cost of communication (Ramsaran-Fowdar & Fowdar, 2013). Rapid growth of face-book usage across the world and particularly, in Indonesia, is discussed in a part of the study by Statista (2018), who found face-book to be helpful as a direct marketing platform for interacting with consumers, and helping to improve brand reputation by accessing consumers directly.

The current study entails compatibility, cost effectiveness and interactivity as influential factors in usage of face-book as a social networking site and further its contribution to creation of brand awareness.

### ***Brand Awareness:***

Brand awareness was found to be one of the critical issues when any consumer thinks about a specific service or product category and familiarity with the name of specific brand (Johansson & Bozan, 2017; Shimp, 2003). It is a big challenge for companies to create brand awareness especially for newly established businesses. Established brands also strive to maintain their brand name and awareness among consumers and to attract new markets and customers. The researcher, Shimp (2010) identified brand awareness at two levels and named them as brand recognition and recall. The initial level of awareness is described as brand recognition and recall is associated with a deeper form of brand association. Consumers can identify brand names among the list of other brands, whereas few consumers recalled a specific brand without any hint or reminder, this was found to be a deeper level of awareness stated as brand recall (Wijaya & Kusumawati, 2018).

The purpose of marketing is to move brands to a recognizable format and further deepening levels of awareness, such as brand recognition through to brand recall. This level of higher awareness exists when consumers recall the specific brand whenever they think about any service or product category (Wijaya & Kusumawati, 2018). Ads for products and services attract customers and provide awareness and knowledge to consumers while creating brand image as well. Usage of social media including face-book, twitter and Instagram is found in both Indonesia and around the world for business marketing, advertising, brand awareness and sales (Haydon et al., 2012; Pancaningrum & Rahayu, 2017). Involvement of consumer' cognition and affection is known as empathy and it assists in brand attractiveness and improves brand strength.



Khoirina and Sisprasodjo (2018) stated that usage of social media has increased in recent years for brand awareness by various known brands. SME and large businesses use social media sites and applications such as face-book and Instagram to attract customers and ensure effective communication. The face-book page and linkages for customers create a personalised view and sense of understanding among followers which is found to be effective for brand awareness and recognition. Cardoso et al. (2017) found in their study of face-book and customer relationship management that fan pages were positively influential in increased number of fans and awareness. Thus, as the management of organizations formulate best strategies for enhancing customer relationship and increased brand awareness among followers, there is a major attraction to usage of social networking sites including face-book for better and effective communication to a wider number of people, which is also helpful to strengthen brand awareness and attract consumers (Zauner, Koller, & Fink, 2012). It has also been observed that creating innovative marketing strategies involves social networking sites as a profitable tool for creating brand awareness and advertisement (Cardoso et al., 2017).

Further, dramatic and rapid development of technology and social media awareness and usage enabled companies to adopt latest technological development for gaining competitive advantage by approaching customers effectively through social networking sites. It was found to be helpful and a contributing factor for companies to adopt usage of face-book pages for marketing purposes. The focus of the current study is also face-book usage among company users. Usage of face-book is highest as seen already in statistics from 2018, and Indonesia was found to be have the highest usage of face-book as compared to other social networking applications. Researchers (Cardoso et al., 2017; Waters, Burnett, Lamm, & Lucas, 2009; Zauner et al., 2012) found that the social networking sites were used by companies for relationship strength and brand awareness among followers to gain competitive advantage. It is highly recommended by Cardoso et al. (2017) to conduct a study on influential factors for face-book usage and its impact on brand awareness. A further comparison can be conducted between Google+, Instagram, Twitter, You-tube, Vine and others.

***Influential factors for usage of social media (Face-book):***

***Compatibility:***

Compatibility is known as the feeling of sympathy and like mindedness, and it encourages individuals to adopt or act in specific manners. The current study considers compatibility with social networking sites such as face-book which avails companies to use fan-pages for communication and rapid information sharing with customers (Aljasir, Bajnaid, Elyas, & Alnawasrah, 2017). It is found in the research that social media is perceived to be a strong influence on users as to the intention of customers due to compatibility. Researchers (Aljasir



et al., 2017; Chiang, 2013) found that general public perception is related to social media compatibility and results shows that face-book accounts also enhance compatibility with customer culture.

Compatibility with social networking sites such as face-book defines the degree of technological development and adoption of company fits with values, practices and current needs (Khoirina & Sisprasodjo, 2018).

#### ***Cost Effectiveness:***

Cost is one of the major issues found to be influential in adoption of technology such as usage of social networking sites. Cost reduction is found to be one of the major objectives of various organizations, as cost effectiveness consideration of any initiative has to be made to compare its cost and relative benefits. Social media plays a vital role in reducing cost for organizations while approaching large numbers of customers rapidly and effectively (Khoirina & Sisprasodjo, 2018). The previously conducted studies also found that cost cutting and effectiveness can be achieved through usage of social media as found by Ernst and Young (2010) where adopted technology reduced cost.

#### ***Interactivity:***

Interaction is one of important features provided by social media though internet utilization. Interaction of customers with organizations or vice versa was found to be very effective. Interactivity is defined as an action of effective and rapid communication process, it enables organizations or customers to interact through social media sites such as the widely used face-book medium which was found to be very effective and influential in brand awareness (Khoirina & Sisprasodjo, 2018).

#### ***Theoretical context of the study:***

Roger's (1962) Theory of Diffusion of Innovation relates to technological adoption and usage (Khoirina & Sisprasodjo, 2018). The theory posits that innovation spread in organizations and individuals is adopted for the purpose of better results and other diverse purposes. The adoption of social networking sites such as face-book also comprises various organisational purposes and objectives which include cost and communication effectiveness, interactivity and compatibility of users or customers (Ahmed, Majid & Zin, 2016; Rogers, 2004; Hang, 2018). Social networking sites are increasingly popular among various organizations and individuals to build community rapidly and effectively within minimum

time frame through internet and social networking sites. It has been stated that this paper will examine the influences of compatibility, cost effectiveness and interactivity on face-book usage and further its impact on creating brand awareness through wide usage (Statista, 2018).

### **Research Methodology:**

#### ***Research Design and Measure***

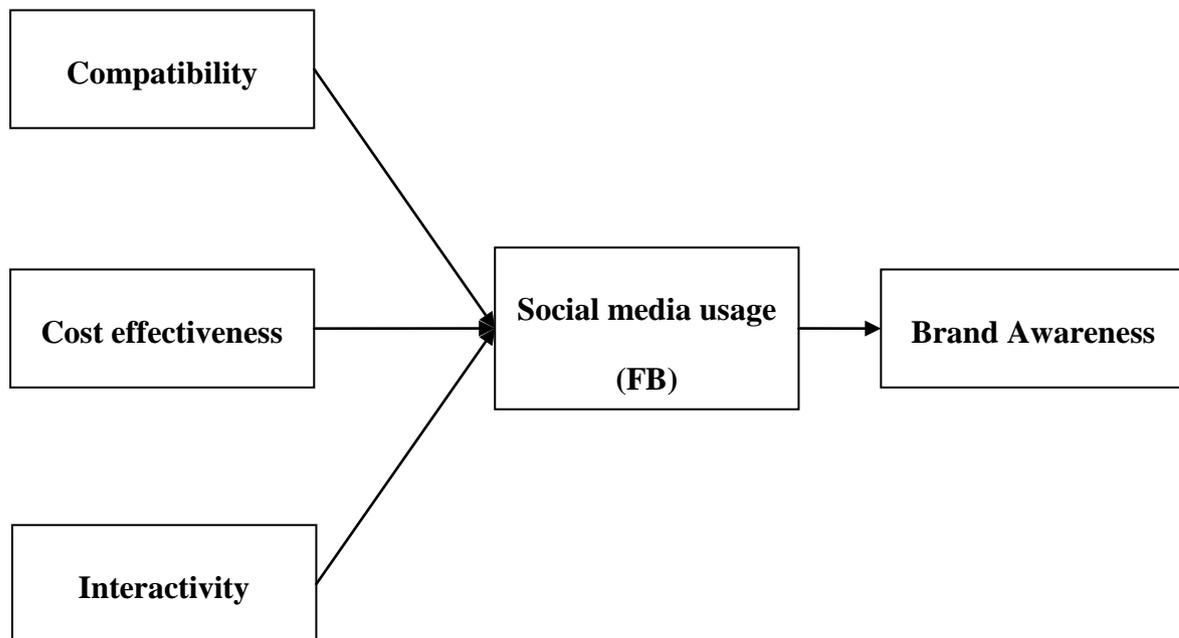
A structured questionnaire was used for in this quantitative research approach. Hair et al., (2010) suggested actual statistical measures of theorized hypotheses on empirical data. The questionnaire comprises two sections, section one consists of demographic information including respondent, product or service offered and tenure in business. The second section consists of questions related to interested or selected constructs including compatibility, cost effectiveness and interactivity and brand awareness. The responses to questions was examined and measured on a five point Likert scale ranging from 1 to 5; where 1 represents 'not at all' 5 represents 'large extent' and 3 neutral. The items to measure cost effectiveness were adapted from (Ainin, Parveen, Moghavvemi, Jaafar, & Mohd Shuib, 2015), further the items to measure compatibility and interactivity were adapted from (Odoom, Anning-Dorson, & Acheampong, 2017) and social media (face-book) usage was adapted from same study. The measurement scale for brand awareness was adapted from (Dehghani & Tumer, 2015).

Table 1 below uses Cronbach's alpha and composite reliability on the study constructs. In order to evaluate the study hypotheses, a structural equation modelling (SEM) approach was employed. Level of significance is considered as 5% and validity and reliability as presented in the tables below:

**Table 1:** Reliability

<b>Variable</b>	<b>Composite Reliability</b>	<b>Cronbach's Alpha</b>	<b>Remark</b>
<b>Brand awareness</b>	0.904	0.876	Good
<b>Social media usage</b>	0.950	0.941	Good
<b>Interactivity</b>	0.938	0.917	Good
<b>Compatibility</b>	0.914	0.874	Good
<b>Cost effectiveness</b>	0.808	0.564	Good

#### ***Research framework:***



***Hypotheses Development:***

- H1:** Compatibility has effect on social media usage (Face-book)
- H2:** Cost effectiveness has effect on social media usage (Face-book)
- H3:** Interactivity has effect on social media usage (Face-book)
- H4:** Social media usage (Face-book) has effect on creating brand awareness

***Population and sample:***

The study participants considered were all Indonesian firms operating online and using face-book for their awareness and their product or service selling. However, the sample has been drawn from well-known Indonesia companies of in: the handicraft industry, Atashoptenganan, a second business operator related to the apparel industry, Tanahbang-collections, and thirdly from the food and beverage industry, Pempek Sulthan Oandang Agan. These business are using their face-book pages to create awareness and attract customers globally. The researcher administered 400 questionnaires and there were 305 respondents; however 25 were incomplete and 15 were incorrectly completed as they overwrote some options. Hence the researcher used 265 fully complete and valid questionnaires deemed appropriate for analysis.

## Results and Analysis:

### *Structural model Measurement:*

The relevancy of the model with latent variables is demonstrated by R-Square ( $R^2$ ). The value of  $R^2$  falls closer to 1, which shows relevancy with the model, as Cohen (1998) also cited in various other studies that value of  $R^2$  between 0.26, 0.13 and 0.02 for dependent variable in SME indicate a model as either a “good” or “weak” fit.

**Table 2:** R-Square

Latent Variables	R-Square	Remarks
Social network usage (FB)	0.643	Good
Brand Awareness	0.365	Good

### *Discriminate Validity*

Latan and Ghozali (2015) described the principle for discriminate validity as an indication of latent variables which can be seen as the value of AVE compared with correlation among latent variables. The value of AVE square root on latent variables was found to be bigger than the correlation which indicates good discriminate validity.

**Table 3:** Discriminate validity:

Variables	COM	CE	INT	SMU (FB)	BA
COM	<b>0.769</b>				
CE	0.786	<b>0.81</b>			
INT	0.582	0.765	<b>0.935</b>		
SMU (FB)	0.788	0.761	0.643	<b>0.826</b>	
BA	0.601	0.585	0.405	0.641	<b>0.825</b>

**Description:** The above table 3 shows discriminate validity figures, the figure in bold (AVE) has to be bigger than correlation values in the same column, in the first column COM

(compatibility) variable was found to be lower as compared to correlation between COM and CE (cost effectiveness), but with little and insignificant difference such as 0.01 or 0.001 which posits good discriminate validity. The remaining variables such as CE (cost effectiveness), INT (Interactive), SMU (FB) (social media usage) and BA (Brand awareness) were found to have higher AVE value in subsequent columns as compared to correlation values. These values demonstrate good discriminate validity.

### ***Structural Model:***

The independent variable will be significantly influential on the dependent variable and can be based on t-statistics test with 5% error margin and significance level. The T-value must be higher than the cut-off point of 1.96.

**Table 4:** T-Statistics

<b>Correlation</b>	<b>t-Vale</b>	<b>Original sample</b>	<b>Remarks</b>
<b>COM--→SMU (FB)</b>	0.866	0.094	Insignificant
<b>CE--→SMU (FB)</b>	2.440	0.324	Significant
<b>INT--→SMU (FB)</b>	4.140	0.452	Significant
<b>SMU (FB)-→BA</b>	8.421	0.604	Significant

**Description:** Table 4 above shows the t-Value statistics, the cut-off point is 1.96; a value below the cut-off point will be rejected, and a value higher than 1.96 will be considered as accepted and significant. The first value from compatibility to social media usage (FB) was found to be insignificant as the value is reported as 0.866 which is lower than the cut-off point. So the hypothesis H1 is rejected; whereas, H2, CE (cost effectiveness) was found to be 2.440 which is higher than the cut-off point 1.96; and accepted. Further, H3; INT (Interactivity) reported as 4.140 t-value and is higher than the 1.96 cut-off point and accepted as significant. H4; the final relation between SMU (FB) and BA (Brand Awareness) was found to be 8.421; which is higher than all other values and the cut-off point of t-value 1.96; and is accepted.

### **Conclusion:**



The current study was conducted to examine the influential factors for usage of social media, as it is observed to be used increasingly with the passage of time. The technology development and adoption at each level of an organization helps to improve its operations, quality, cost reduction and profit maximization. The current study included three independent variables namely compatibility, interactivity and cost effectiveness for analysis of the usage of social media. Social media is widely used presently in each field of life as shown in statistics revealed in the earlier sections of the paper and face-book is observed to be highly used around the world including Indonesia. This study was conducted on Indonesian organizations presence on face-book and social media usage for their business marketing and advertising and brand awareness creation.

Interestingly, the study found that the majority of people use social media for their awareness and sales or individual purposes due to its cost effectiveness, literature has shown that cost effectiveness in usage of social media can be demonstrated by the target audience reached and how rapidly information can be shared to the public audience. The result of the current study also verifies the previous literature and hypotheses of the study that cost effectiveness influence usage of social media (face-book) for creation of brand awareness and business operations. Further, interactivity was found to be highly significant as shown in the literature which states that interaction through social media enhances the connection to a maximum number of people, breaking physical boundaries through virtually availability which improves business through an internet based business model.

Interactivity then was found to be a very significant influential factor for usage of social media and establishment of links with and in relation to creating brand awareness. Contrarily, compatibility was found to be insignificant, as the literature shows that compatibility may be influential for adoption of technology and social media but hypotheses for compatibility and adoption of social media were found to be insignificant. Ultimately, face-book as a social media tool was found to be significantly influential in creating brand awareness which is verified by the available literature. This study is further verification that social media plays a vital and significantly important role in creating brand awareness among Indonesian business operators. The adoption of technology and appropriate social media helps organizations to create a more competitive image among competitors in today's technologically advanced global market.

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