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# Comparative Study Between the Effect of Television Advertising, Social Media of Instagram, and Brand Image in the Decision of Purchasing New Product

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Abstract---Television advertising is one of the most effective methods used by companies to introduce and give information about a product to their target consumers. However, as technology advances in the early 2000s, the number of internet users in the world and Indonesia has increased annually. There are currently 160 million Indonesian people who are actively using social media, whose spending 3 hours 26 minutes using social media and 3 hours 4 minutes watching television. The current study was carried out in investigating the effect of television advertising, social media, and brand image on consumers' decisions in purchasing new products. In this case, the researcher collected data from 250 respondents who used aromatherapy wind oil throughout Indonesia. The results of this study are expected to be used to improve the manufacture of advertising media plans that will be used by companies in the current digitalization era. The results of this study indicated that the role of television advertising greatly influences purchasing decisions compared to Instagram social media for a new product.

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### Introduction

Television is used as advertising media because it has the ability to emerge emotions, create fantasy, and provide a strong visual impact (Majeed & Razzak, 2011). Promotional strategies which are carried out through television advertising are currently still considered the most effective medium in conveying messages and providing public information (Kotler et al., 2012). The internet makes the world feel as if it is in the palm of your hand, in which everyone can access anything from anywhere only through a device. In addition, the presence of the internet and social media makes communication becomes much easier and closer. Technology use is very close to us. We may not realize it, but it has practically taken over our world. Computers, gadgets and the internet are a big part of our daily lives and business. Based on the data reported, the number of internet users in Indonesia has increased every year. According to Hootsuite (2021), people spend 7 hours 59 minutes using the internet and 3 hours 26 minutes using social media every day, while current television users only spend 3 hours 4 minutes per day. One of the reasons social media is growing rapidly in Indonesia is because of the ease of access to social media. Furthermore, among the 270 million Indonesian people, 64% or 175 million people are active internet users, 160 million people are active social media users, and 63 million people are active Instagram users (Hootsuite, 2021).

Advertising through traditional media might have several limitations, including its expensive price and its one-way communication (Bürgin & Wilken, 2021). In this case, advertising is gradually moving from traditional media to the World Wide Web due to several features owned by the World Wide Web which allows the marketers to overcome the limitations of traditional mass media (Mulhern, 2009). According to (Kotler et al., 2012), social media is a means for consumers to share text, image, video, and audio information with each other and with companies and vice versa. The shift in media from television to social media makes changes in a company's communication strategy in introducing a brand. In the past, television advertising was considered the most effective and inexpensive tool which could reach many target consumers. However, companies are currently competing to use social media to communicate their brand instead. Such a shift emerges many questions whether television advertising can still be effective as a means of communication for a brand in the current massive social media era, or social media such as Instagram can replace or even kill television advertising slowly due to the ease of access and personalization (Scammel, 2007).

According to research conducted by wearesocial.org in 2015, people spend more time on social media than television. This further causes the growth of social media to create opportunities to be employed as media advertising. Eventually, the current research was performed to compare the television advertising and Instagram social media and brand image in creating purchase intentions. This research was conducted to find out whether television or social media advertising affect consumers' purchase intentions for a product that has just been launched, in this case the aromatherapy wind oil product (Shareef et al., 2019; Jackman, 2020; Widhiasthini, 2020).

# **Literatur Riview**

# **Television advertising**

The first reliable contributor to the growing popularity of TV advertising is the broad scope provided by commercial advertising to their end-users. TV sets are practically common anywhere so it is probably safe to say that the modern world would not be able to cope with the increasing amount of information without their help (Coombs & Batchelor, 2014; Kelly et al., 2019). The attractiveness of advertising positively affects purchases (Wang et al., 2013). As an advertising media, TV has three main advantages. First, its influence on consumer tastes and perceptions is pervasive. Second, it can reach a wide audience cost-effectively. Third, sound and moving images create a strong impact (Ramalingam et al., 2006). Effective advertising is advertising that helps advertisers to achieve their goals (Doyle & Saunders, 1990). The average American watching live TV for at least five hours per day, thus his creates many opportunities for advertisers to attract adults and teens and market their products and services without worrying about potential penetration and conversion rates (Blades et al., 2019).

*H1: Television advertising has a positive effect on purchase intention H2: Television advertising has a positive effect on brand image* 

# Social media

Instead of focusing on short-term advertising through technology, companies are adept at integrating social media mechanisms to enhance consumer relationships. Companies often focus on the three most widely used social media platforms to be used in product marketing and branding, which are Facebook, YouTube and Twitter (Muntinga et al., 2011). Social media provides a unique opportunity to use word-of-mouth marketing to a wide audience, support consumer-to-consumer communication, and advance brand awareness through large-scale social networks (Kozinets et al., 2010). Almost one in four people worldwide use social networking sites, which is around 1.73 billion people. In 2017, the global social media users are estimated at around 2.55 billion people" (Schivinski & Dabrowski, 2016). In Indonesia, social network or social media users are 170 million, or equivalent to 61.8% of the total Indonesian population of 270 million according to the data reported by Hootsuite (2021).

Social media can be defined as "consumer-made media that includes various new online sources of information, created and used by consumers who aim to share information with others on certain interest topics" (Kohli et al., 2015). Different from printed media or television advertising, social media is not an advertising platform in and of itself, and as a result, companies are challenged to determine how consumer information and engagement affect the branding process. Positive comments on social media sites can have a positive impact, but negative comments can also become part of the brand dialogue and may not be controlled by companies due to marketing using social media (Pütter, 2017). At the same

time, consumers participate in the discussions and exchanges that affect the branding process, while being very concerned about their participation in the branding or marketing process (Kohli et al., 2015).

Social media sites such as Facebook have provided new ways to introduce brandrelated content and create exchanges with consumers by generating consumer interactions (Shen & Bissell, 2013). This approach value is based on the shift in the case that the internet is used and social places are progressing. A decade ago, the first online activity was pornography, but now it has shifted to social networking (Shen & Bissell, 2013). As a result, about 93% of businesses use some forms of social network for marketing and branding (Shen & Bissell, 2013). Furthermore, Shen and Bissell in their research conducted in 2013 stated that in a certain year, there are more than 200 million active online users in the United States who spent more than 29 hours on online browsing, product ratings, and networking. Among this high number of social network users, Facebook is the leader with the most time spent of more than 7 hours per person per week (Shen & Bissell, 2013).

#### Instagram

According to Kotler et al. (2014), social media is a means for consumers to share text, image, video, and audio information with each other and with companies and vice versa. Meanwhile, Mayfield (2008), defined social media as media that makes it easier for users to participate, share and take roles, especially blogs, social networks, online wikis/encyclopedias, virtual forums, including virtual worlds (with 3D avatars/characters). As one of the social media, Instagram is currently widely used by companies in marketing their products where companies and potential buyers can interact until the purchasing and selling process occurs. Furthermore, (Dwi, 2012), through his book entitled Instagram Handbook, claimed that the Instagram application has five main menus, all of which are located at the bottom, those are (1) Home Page: The main page displays the latest photos from fellow users who are followed; (2) Comments: Photos on Instagram can be commented in the comments column; (3) Explore: Explore is a display of popular photos that are most liked by Instagram users; (4) Profile: On the profile page we can find out in detail about user information, both ourselves and other fellow users; (5) News: The feed of this feature displays notifications on various activities carried out by Instagram users (Dehghani & Tumer, 2015; Zollo et al., 2020; Rinartha et al., 2018).

H3: Instagram social media has a positive effect on purchase intention H4: Instagram social media has a positive effect on brand image

#### Brand image

According to Kotler (2009), "Brand Imagery describes the extrinsic properties of the product or service, including how the brand attempts to meet customers psychological or social needs". The brand image describes the extrinsic nature of a product or service including how the brand looks for the psychological or social needs of customers. Alfian (2012), suggested the factors for the formation of a brand image, among others are (1) Product excellence is one of the factors forming

a Brand Image, in which the product excels in the competition. This is because the excellence of quality (model and comfort) and characteristics cause a product to have its own characteristics for the customers (Kim & Ko, 2012; Gensler et al., 2013; Alalwan, 2018). Favorability of brand association is a brand association where customers believe that the attributes and benefits provided by the brand will be able to meet or satisfy their needs and desires so that they form a positive attitude towards the brand. The strength of a brand is a brand association depending on how the information enters the customer's memory and how the process persists as part of the brand image. (2) The strength of this brand association is a function of the amount of information processing received in the coding process. When a customer actively describes the meaning of information on a product or service, a stronger association will be created in the customer's memory. The importance of brand associations in customer memory depends on how a brand is considered. (3) The uniqueness of the brand is the association of a brand, inevitably it must be shared with other brands. Therefore, a competitive advantage must be created that can be used as a reason for customers to choose a particular brand. By positioning the brand more leads to experience or selfbenefit from the image of the product. From the differences that exist, both from products, services, personnel, and channels that are expected to provide differences from competitors, which can provide advantages for producers and customers (Bilgin, 2018; Jasmani & Sunarsi, 2020).

H5: Brand image has a positive effect on purchase intention

# **Purchase decision**

According to Lestari & Hudrasyah (2016), attitude on advertising is a significant factor on attitudes towards brand and purchase intentions (as cited in Yang et al., 2006). Purchase intention represents the possibility of the consumer to plan or be willing to purchase a particular product or service in the future. An increase in purchase intention means an increase in the probability of purchase (Dodds et al., 1991; Leon & Kanuk, 2007). One of the theories that influence purchase intention is the Theory of Reasoned Action (TRA) proposed by Ajzen, called Theory of Planned Behavior (TPB) (Kotler & Lee, 2008). The Theory of Planned Behavior is explained as a construct that complements TRA. According to (Kotler & Lee, 2008), the target individual has a high probability of adopting a behavior if the individual has a positive attitude towards the behavior, gains approval from other individuals who are close to and associated with the behavior, and believes that the behavior is carried out well by adding a variable to this construct, namely Perceived behavioral control (Perceived behavioral control).

# Hypothesis



Figure 1. Hypothesis

# **Material and Methods**

This research was conducted through a descriptive method aiming to test the effect between variables of television advertising and social media. Meanwhile, the research instrument used is a questionnaire. The population that becomes the target of this survey are consumers who used aromatherapy wind oil. From the population, the research samples selected were 250 respondents who had used Plossa products. Furthermore, this research was conducted from June - August 2021. The researcher informed the research objectives in distributing this questionnaire and emphasized the anonymity and confidentiality of all information provided (Dewindaru et al., 2022; Godey et al., 2016; Sharma, 2014).

Questions raised in the questionnaire are displayed in general, starting from data on gender, age, and occupation, data on television advertising, Instagram social media, and brand image. Furthermore, the analysis used is the Structural Equation Modeling (SEM) PLS version 20. This analysis tool was used by researchers in this study because this method is most suitable to be used to develop theory at an early stage and to build a relationship that does not have a theoretical basis of Invalid source specified. Some goodness of fit criteria in the PLS SEM that must be met include the first loading factor value of all indicators must be above 0.55. Both Average Variance Extracted (AVE) values must be greater than 0.5. The three Composite Reliability (CR) values must be greater than 0.6. The four square roots of AVE must be greater than the correlation between variables. The five R2 values must be greater than 0.25 in which the closer to 1, the better the Invalid source specified. The steps of in analyzing the data using PLS are as follows: (1) designing a structural model (inner model), which describes the relationship between latent variables based on substantive theory, (2) designing measurement models, (3) constructing path diagrams; (4) estimating the path coefficient, loading score, and weights.

Furthermore, the PLS parameter estimation method was obtained through a three-stage iteration process using PLS, those are (1) determining the weight estimate to determine a score or to calculate the latent analysis variable data; (2) determining path estimation (estimation for inner or outer model) that connects

latent variables and loading estimate between latent variables and their indicators; 3) determining the average estimate and parameter location for latent indicators and variables; (3) evaluating the goodness-of-fit. The PLS goodness-of-fit evaluation model is based on predictive measurements that have nonparametric properties and consists of two categories, those are the measurement model or outer model and the structural model or inner model. The variables used in this study are exogenous latent variables, namely variables whose values are not influenced by other variables. Therefore, each exogenous variable is an independent variable. The next variable is the endogenous variable which is considered to be affected by other (independent) variables (Rusfian & Alessandro, 2021; Chen et al., 2011).

#### Result

The outer model test was conducted to determine the correlation between the construct and its indicators. Correlation presents further shows the validity and reliability of a construct with its indicators. The validity test was carried out through two measurements, those are convergent validity and discriminant validity. The following is the respondent description in this study. Based on the total of 250 respondents, it can be seen that:

	Respondents' Identity				
Gender	Male	32%			
	Female	68%			
Age	15-24 years old	17.60%			
	25-34 years old	54.40%			
	35-44 years old	18.40%			
	above 45 years old	9.60%			
Occupation	Students	2.40%			
	Private Employee	64%			
	Civil Servant	1.20%			
	Entrepreneur	19.20%			
	Others	13.20%			

Table 1	
Respondents	data

#### Path analysis

#### Validity test

Validity test was conducted to measure whether a questionnaire is valid or not. An item is declared valid if the statement on the questionnaire is able to reveal something that will be measured by the questionnaire (Ghozali, 2011). The validity test carried out in this study used the loading factor, average variance extracted (AVE), and cross-loading value.

# **Convergent validity**

The validity criteria using the loading factor value can be seen as follows:

- If the loading factor value > 0.7, then the questionnaire item is valid
- If the loading factor value < 0.7, then the questionnaire item is not valid.

After processing the data using SmartPLS, the loading factor was obtained as shown in the table. In this case, the factor loading must be greater than 0.7 (Hair et al., 2011). Among the 41 questionnaire indicators employed in this study, several indicators have a loading factor of less than 0.7. After processing the data using SmartPLS software, the following results are obtained:

	X1 TV	X2 SOCIAL	Y BRAND	Z PURCHASE
	DVERTISING	MEDIA	IMAGE	DECISION
X11	0.836			
X12	0.836			
X13	0.705			
X14	0.781			
X15	0.760			
X16	0.819			
X17	0.710			
X21		0.794		
X210		0.780		
X22		0.779		
X23		0.821		
X24		0.743		
X25		0.834		
X26		0.667		
X27		0.743		
X28		0.592		
X29		0.683		
Y1			0.772	
Y2			0.863	
Y3			0.863	
Z1				0.758
Z2				0.837
Z3				0.728
Z4				0.742
Z5				0.368

Table 2 Factor loading score

Source: Data Processing Results from SmartPLS, 2020

Based on the results of the loading factor above, it can be summed up that all questionnaire indicators are valid because each indicator has a value above 0.7. Therefore, based on these results, it can be concluded that

- Indicator of television advertising messages (X1.1 & X1.2): Plossa Aromatherapy's advertising messages cause a sense of customers' willingness to try and a strong memory gives the greatest effect on the variable of Television Advertising, in which the indicator value is 0.836.
- Indicator of messages conveyed in Instagram posts (X2.5) have the greatest effect on social media variables, in which the indicator value is 0.834.
- Brand indicators and product functions (Y2 and Y3) have the greatest effect on the Loyalty variable, in which the indicator value is 0.863.

# Validity test using average variance extracted

After processing the data using SmartPLS, the average variance extracted (AVE) value was also obtained. In this case, the condition that must be met is that the average variance extracted (AVE) value of each variable is greater than 0.5 (Ghozali, 2011). After processing the data using SmartPLS software, the following results were obtained:

	Average Variance Extracted (AVE)
X1 TV ADVERTISING	0.609
X2 SOCIAL MEDIA	0.558
Y BRAND IMAGE	0.695
Z PURCHASE DECISON	0.499
Order Date Decision Decision	-1t frager Que ant DI Q. 0000

	Tabl	e 3	
Average	variance	extracted	score

Source: Data Processing Results from SmartPLS, 2020

Table 3 presents that all variables have an AVE value above 0.5. Since the criteria above was fulfilled then the variables are valid and convergent validity can be considered achieved.

# Partial least square

To test the research hypothesis, Partial Least Square (PLS) analysis with the SmartPLS 3 program was used



Figure 2. Partial least square Source: Data Processing Results from SmartPLS, 2020

# **Reliability test**

A reliability test is a measurement of a questionnaire which is an indicator of a variable (Ghozali, 2017). A questionnaire is considered reliable if the respondent's answer to the statement is consistent.

# Reliability test using composite reliability and Cronbach's alpha

A reliability test is a measurement of a questionnaire which is an indicator of a variable (Ghozali, 2017). A questionnaire is considered reliable if the respondent's answer to the statement is consistent (Ghozali & Latan, 2012). Composite Reliability and Cronbach's Alpha reliability tests were carried out by looking at the composite reliability value of each indicator in the instrument.

- If the composite reliability and Cronbach's Alpha produced is more than 0.60, then the items of the research instrument are declared reliable.
- If the composite reliability and Cronbach's Alpha produced is less than 0.60 then the items of the instrument are declared unreliable

Alpha	Reliability Level
0.20-0.40	Less Reliable
>0.20 - 0.40	Fairly Reliable
>0.40 - 0.60	Sufficiently Reliable
>0.60 - 0.80	Reliable

	Table 4		
Reliability level u	ising Cronbacl	n alpha	method

Source: Hair et al. (2011)

>0.80 - 1.00

Table 5
Composite reliability and Cronbach's alpha

	Cronbach's Alpha
X1 TV ADVERTISING	0.892
X2 SOCIAL MEDIA	0.911
Y BRAND IMAGE	0.781
Z PURCHASE DECISION	0.730

Source: Data Processing Results from SmartPLS, 2020

Based on table 5, it can be concluded that all constructs are reliable. This is because each construct has a composite reliability value and Cronbach's Alpha of more than 0.6.

# Discussion

In evaluating the structural model with PLS, it was started by looking at the R-Square for each endogenous latent variable as the predictive power of the structural model. Changes in R-squares are used to explain the effect of certain exogenous latent variables on endogenous latent variables whether they have a substantive effect. Meanwhile, the significant test between constructs used the path coefficient value or t-statistic test on each path.

The R Square value is the coefficient of determination on the endogenous construct. According to Chin (1998), the R square value of 0.67 is considered strong, 0.33 is considered moderate and 0.19 is considered weak.

Table 6

R square model value				
	R Square	R Square Adjusted		
Y BRAND IMAGE	0.478	0.468		
Z PURCHASE DECISION	0.520	0.506		

Source: Data Processing Results from SmartPLS, 2020

Based on table 6, it can be seen that the purchase intention variable (Z) has an R-square value of 0.520 (52%), therefore all variables are categorized as Strong. Furthermore, in order to determine the effect between variables, it can be carried out through the bootstrapping method. In the PLS method, the decision to accept or reject a hypothesis is based on a significant value (P value), < 0.05, in this case, the significance value can be determined by looking at the parameter coefficient values and the T statistical significance value > 1.96.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Results
X1 TV ADVERTISING -> Y BRAND IMAGE	0.458	0.463	0.071	6.463	0.000	Accepted
X1 TV ADVERTISING -> Z PURCHASE DECISION	0.444	0.451	0.134	3.321	0.001	Accepted
X2 SOCIAL MEDIA -> Y BRAND IMAGE	0.333	0.335	0.071	4.696	0.000	Accepted
X2 SOCIAL MEDIA -> Z PURCHASE	0.119	0.120	0.086	1.373	0.170	Rejected
Y BRAND IMAGE -> Z PURCHASE DECISION	0.266	0.264	0.121	2.201	0.028	Accepted

Table 7 T-Statistic value

Source: Data Processing Results from SmartPLS, 2020

#### Table 8 Mediation test

	Original	Sample	Standard	T Statistics	Р	Results
	Sample	Mean	Deviation	( O/STDEV )	Values	
	(O)	(M)	(STDEV)			
X1 TV	0.122	0.123	0.061	1.990	0.047	Accepted
ADVERTISING ->						
Y BRAND IMAGE						
-> Z PURCHASE						
DECISION						
X2 SOCIAL	0.088	0.089	0.046	1.935	0.054	Rejected
MEDIA -> Y						
BRAND IMAGE ->						
Z PURCHASE						
DECISION						

Source: Data Processing Results from SmartPLS, 2020

Based on the results of the statistical tests carried out, it can be concluded that among the three hypotheses that have been tested using the PLS Structural Equation Model (SEM) analysis. Four hypotheses are significant and proven to have an effect. Based on the results, the conclusion of hypotheses is drawn as follows: H1: Television advertising has a positive effect on purchasing decisions, H2: Television advertising has a positive effect on brand image, H3: Social media has a negative effect on purchasing decisions, H4: social media has a positive

# effect on brand image, H5: Brand image has an effect on purchasing decisions. H1: This result is considered to be in line with previous research (Majeed & Razzak, 2011), which discovered that advertising repetition and perceived quality have a significant positive impact on purchasing decisions. H2: This hypothesis is supported by previous research (Malik et al., 2013), that advertising has a very significant effect on the formation of brand image. H3: This research is not in line with previous research, where previous research has proven that social media has a positive impact on purchase decisions (Gupta, 2016). H4: This study is in accordance with previous research where social media has a positive influence on the formation of brand image (Jokinen, 2016). H5: This research is in line with previous research where a brand image has a positive impact on purchase decisions (Foster, 2016).

# Conclusion

In conclusion, television advertising has a positive role on purchasing decisions and brand image, while social media only has a positive effect on brand image and has a negative effect on purchasing decisions for newly launched products. This research is expected to be used as a reference for both future research and in the industry where for new products in Indonesia, television advertising still has a positive influence on brand image and purchasing decisions.

#### Implication

This research has limitations in which it only tests a new product and is also limited to the aromatherapy wind oil product industry.

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