

ANALYSIS OF FACTORS AFFECTING THE DECISION OF PURCHASING GLUTEN-FREE CAKES THROUGH SOCIAL MEDIA

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Abstract

This study analyzes characteristics of consumers and factors influence of purchase decision free-gluten cakes. This study use combination of purchasing decision model and social media marketing. For the purpose, the causal research design is used. Convenience sampling method is used to conduct an online survey. The samples on the survey are collected and filtered is 155 samples. This model contains 3 variable (social media marketing, attitude, and reference group) to measure consumers to make the purchase decision. The data was subject to descriptive analysis and PLS SEM method using SmartPLS version 2.7.3. The results showed that social media marketing and purchasing decisions had an insignificant relationship of 0.277 ($t\text{-test} < 1.96$). Meanwhile, attitudes and purchasing decisions had a significant positive relationship of 3,543 ($t\text{-test} > 1.96$), and the reference group and purchasing decision had a significant positive relationship of 8.943 ($t\text{-test} > 1.96$). This research provided some insights into the growing business actors of gluten-free cakes. In online sales, sellers can use the strategy of segmentation, targeting, and positioning in conducting online marketing strategies.

Keywords: Purchase Decision, Social Media Marketing, Free-Gluten Cake, Reference Group, Consumers Attitude

INTRODUCTION

Innovations in the growing bakery field today are gluten-free cakes. This trend appears for those suffering from the celiac disease that is a disease in which the causative factor is the inability to digest food containing gluten (Heap and Van Heel, 2009). Gluten-free cakes are not only marketed among people who have celiac disease alone, but are widely consumed by the public because they have several benefits for the body. The number of cakes that use gluten-free materials has grown from 35% in 2008 to 38% in 2010 in the United States. People in the United States see that gluten-free cakes are common, seeing increasing numbers of items being advertised in some media. This positive trend can develop in some countries, especially in Indonesia as the emergence of local producers of gluten-free cakes.

Gluten can be found in wheat, jam, and rye (Renzetti et al, 2008). It is found in bread and pasta products. Grains that do not contain gluten can be contaminated by contact with grains containing gluten (Gélinas et al, 2008). This may occur during the processing of wheat, wheat milling and contact with production facilities. There are several gluten substitutes in gluten-free products. Rice flour, corn, and cassava are used to make the products. Cassava flour is a common ingredient in the world as a substitute for gluten flour. Based on Fatsecret data, the fat contained in cassava flour is smaller than that of gluten flour which is 1% and 5%, respectively. So this flour is suitable to take as the material of products that are safe against body weight.

Online media are complex media so that purchasing through these media has a unique pattern compared to the traditional one. There are three factors that can influence purchasing decisions, namely social media marketing, attitudes, and the reference group. The first factor is social media marketing that producers take as a strategy to attract consumers through contents they distribute. The second is attitudes toward information obtained about the product and the credibility of the sellers. The third one is the influence given by family members, friends, and the community as their references to buying the products.

The writing of this research was arranged based on three stages. The first one is reviewing related literature and related theories and presenting concepts and hypotheses. The second stage is putting forward the design and research results, including the process of data collection and validation of related hypotheses. Finally, the third one is discussing and analyzing the results of research and presenting the results in the form of conclusions.

PREVIOUS RESEARCH

There are several studies showing the relationship between social media marketing and purchasing decisions. Brown and Hayes (2008); Weinberg (2009) stated that consumers share content in social media in the form of recommendations, reviews, and opinions about the

company's performance as well as about the experience of good or bad. Sinha and Swearingen (2001); Silverman et al (2001) states that consumers prefer recommendations from people they trust like friends and family members rather than strangers or recommendations that exist in social media.

Sarwoko and Churiyah (2007); Wahyuni (2008); Fredereca and Chairy (2010); Saputra and Samuel (2013), in order to deciding which products and brands to buy, consumers will choose the products and brands that are evaluated in the most profitable, so that there is a good attitude and positive on the various products offered by the company. Usvita (2013); Winarti (2015); Miauw (2016); attitude is an evaluation that reflects the likes or dislikes of the object, so that by knowing the results of the evaluation can be predicted how the potential will be the purchase. Indicators that influence the attitude variable in determining the purchase of the product is considered more healthy, quality, taste better, safe and efficacious (Sumarwan et al, 2013; Soediono, 2016). Attitude variables can have an impact on the frequency of repeat purchase (Cosmin, 2012).

The reference group has a positive and significant influence on the purchasing decision or on the decision to do something (Kim, 2013; Dian and Artanti, 2013; Prakoso and Iriani, 2015; Yuniarti, 2015; Oktavia, 2016). While in research conducted by Wang and Chang (2013); Selvakumar (2009); Sianturi et al (2012); Zahra et al (2016), The information and advice provided by the reference group in his research directly does not affect the consumer to decide to make a purchase, the consumer needs more than just information and reliable advice to make a purchase, this is because consumers pay attention to the attitude indicated others, and the change of interest purchases that consumers have because of an unanticipated factor. The gender of the consumer also influences the reference group variable in determining the purchasing decision. The male has more negative evaluations and tends not to choose, the product associated with the dissociative reference group (i.e. the female group) rather than the neutral product. This finding is moderated by whether the product is consumed in public or private and public consciousness (White and Dahl, 2006).

HYPOTHESES

For studying the factors influencing toward the purchase decision, following hypotheses were tested:

H1: Social media marketing has positive relationship towards purchase decision of free-gluten cakes.

H2: Attitude has positive relationship towards purchase decision of free-gluten cakes.

H3: Reference group has positive relationship towards purchase decision of free-gluten cakes.

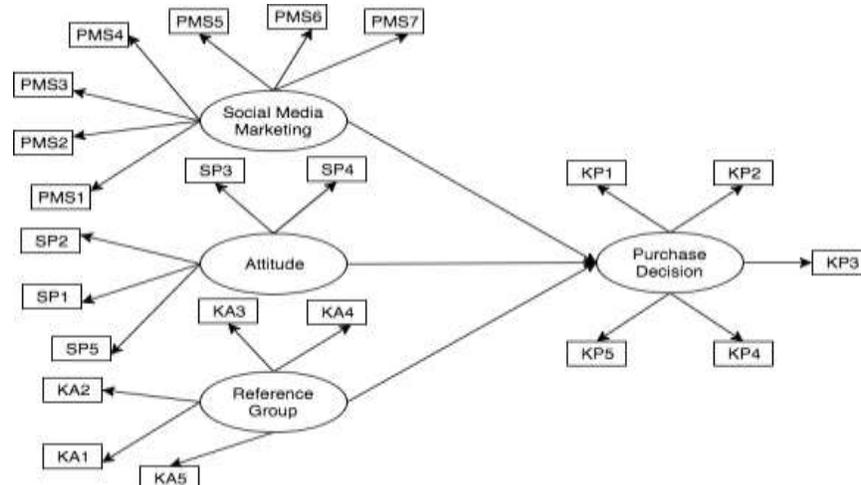
RESEARCH METHOD

This research is a causal research (survey), namely research that aims to show or test that a variable becomes the cause or determine other variables (Aaker et al, 2004). Survey method is an analysis by taking samples from respondents as representative of the population and using questionnaires as a primary data gauge on each individual. This method is a cross-sectional survey. Respondents were chosen intentionally (purposive sampling), i.e. those who have already purchased healthy cakes at GulaGurih.

Data were collected by distributing questionnaires to respondents. Charging questionnaires conducted by respondents conducted online through the tool questionnaire is web survey provided by Google. Spread the questionnaire itself is done by the owner of GulaGurih account, which had previously been given socialization about the contents, how to fill and anyone who consumers who entered criteria become respondents by researchers. The distribution is done by the owner GulaGurih through WhatsApp message application, then the respondent is asked to fill out their own questionnaire given. In the spreading of this questionnaire, the required data must be filled in completely. The use of Likert scale in questionnaire according to Sumarwan (2015), which is scale 1 to strongly disagree, scale 2 to disagree, 3 for neutral scale, 4 to agree on the scale, and scale 5 to strongly agree.

This study used descriptive analysis and PLS-SEM assisted by SmartPLS 3.2.7 program. Structural Equation Modeling (SEM) is a method of predicting constructs in models with many factors and collinear relationships. The measurement of latent approaches to other factors that influence and can be measured is called the indicator variable. PLS-SEM is also used as a confirmation of the theory used to test proportions. PLS-SEM can also be used for modeling structure with reflective or formative indicators.

Figure 1: Purchase Decision of Free-Gluten Cake



Hypotheses Testing Approach

Testing Relationship between Social Media Marketing and Purchase Decision

Social media brings a new dimension for word-of-mouth marketing as an increased interest in certain environments which has influenced the way of communicating by individuals who love digital communication that ultimately helps for the emergence of social media as a platform for communication (Richardson et al, 2008). Social media is not to control what is said about the company, but about influencing conversations among social media users (Safko and Brake, 2009). Doing a good strategy and a bit of research on social media, companies will benefit from social media.

$$PD = \beta_1 * SMM + \epsilon_{smm} \quad (\text{Model 1})$$

PD is purchase decision and SMM is social media marketing. For estimating above models, there are several theories explaining about social media marketing. One of the theories is Sean Nelson's theories which are contains about 4C (Communication, Collaboration, Context, Connection) social media marketing. Then the four pillars of social media marketing strategy were developed by Safko and Brake (2009) which was used to explain the concepts behind social media marketing and how the concept can be used within organizations as their strategy.

Testing Relationship between Attitude and Purchase Decision

According to Sumarwan (2011), attitudes are the expression of consumer's feeling about an object whether like or not. Attitudes can also describe consumer's trust in the various attributes and benefits of the object. Another definition states that attitudes are Person's enduring favorable or unfavorable evaluations, emotions, or action tendencies toward some object or idea (Kotler, 2005). A person's attitudes toward an object often arise in the context of the situation.

$$PD = \beta_1 * ATT + \epsilon_{att} \quad (\text{Model 2})$$

PD is purchase decision and ATT is consumer attitude. For estimating above models, there are factors influencing consumer's attitudes toward the product. Hawkins et al (2007) explained that there are four factors influencing of attitudes. First, good knowledge of a product often encourages a person to like the product. Therefore, positive attitudes toward a product reflect the consumer's knowledge of a product. Second, value-expressive is a functioning attitude that expresses one's self-worth, lifestyle and social identity. Third, utilitarian is the consumers express their attitudes toward a product because the benefits of the product can avoid risk. Fourth, ego-defensive is the consumer attitudes to generate better confidence to improve self-image and overcome factors from the outside.

Testing Relationship between Reference Group and Purchase Decision

Sumarwan (2014) stated that the reference group is an individual or group of people who significantly influence one's behavior, whereas, in the marketing perspective, the reference group is a group that serves as a reference for a person in purchasing and consuming decisions. The reference group is divided into 2 types, namely the positive and negative reference groups. A positive reference group is a group in which individuals want to be involved. While the negative one is a group in which the individuals do not want to be involved (White and Dahl, 2006).

$$PD = \beta_1 * RG + \epsilon_{rg} \quad (\text{Model 3})$$

PD is purchase decision and RG is reference group. In perspective of consumer behavior, the influence of reference groups can lead to purchasing decision. There are three types of reference group influences identified in research on consumers (Sumarwan, 2014). First, normative influence is the influence of reference group on a person through the social norms that must be obeyed and followed. The normative effect will be stronger on a person to follow the reference group if there is (1) strong pressure to comply with existing norms, (2) social acceptance as strong motivation and (3) purchased products and services will be seen as symbols and social norms. Second, the influence of value expression will influence a person through its function as a carrier of value expressions. Third, information influence will influence the choice of products or brands of a consumer, because the reference group is a highly-trusted advisor since it has better knowledge and information.

Source of Data

Survey is distributed by sending online survey link to 300 consumers via messaging app on smartphone. To reduce the possibility of data duplication, respondents were asked to fill in the name and birth date as a filter. After the completion of taking questionnaires, it was shown that the total respondents were 155.

Table 1: Cross tabulation demographics and nominal purchase of gluten-free cakes

Demography	Average purchase free-gluten cakes (hundred rupiah)				Total
	< 300	300 - 500	500 - 1000	>= 1000	
Age					
< 20	1.29	0.00	0.00	0.00	1.29
20 - < 30	43.23	10.97	0.65	4.52	59.35
30 - < 40	25.16	9.03	0.65	0.65	35.48
>= 40	3.23	0.65	0.00	0.00	3.87

Table 1...

Sex					
Male	3.87	1.29	0.00	0.00	5.16
Female	69.03	19.35	1.29	5.16	94.84
Occupation					
Teacher / Lecture	3.23	0.00	0.00	0.00	3.23
Housewife	18.06	9.03	0.00	0.65	27.74
Civil servant / SOE	9.03	1.94	0.00	1.29	12.26
Private employees	29.68	7.10	1.29	2.58	40.65
Student	1.94	0.65	0.00	0.00	2.58
Entrepreneur	10.97	1.94	0.00	0.65	13.55
Number of family member					
< 3	5.16	0.00	0.00	0.00	5.16
3 - < 6	60.65	18.06	1.29	5.16	85.16
6 - < 9	5.81	2.58	0.00	0.00	8.39
>= 9	1.29	0.00	0.00	0.00	1.29

According to demographic results on the samples, it can be seen that most consumers spent less than IDR 300,000 to purchase gluten-free cakes. The largest percentage of age category and nominal of purchase was happening in a group of 20-30 and of <IDR 300,000 that is 43.23%. The largest percentage of sex category and purchase nominal was happening on the female group and of <IDR 300,000 that is 69.03%. The largest percentage for occupation category and purchase nominal was happening on private employee group and of <IDR 300,000 that is 29.68%. The largest percentage for occupation category and purchase nominal was happening within private employee group and of <IDR 300,000 that is 29.68%. The largest percentage of the total number of family members and the nominal of purchase was on the group of 3 - 6 and of <IDR 300,000 that is 60.65%.

RESULTS

Reliability, convergence validity and discriminant validity on a multi-item scale were measured by following instructions of Fornell and Larcker (1981) and Gefen and Straub (2005). The accepted limit value for Cronbach's alpha value and discriminant validity is > 0.7. Convergent validity was assessed through the average variance extracted (AVE) value. The AVE value of

the constructs is > 0.5 , where the condition was accepted in the model test (Gefen and Straub, 2005).

Correlation between the focus constructs and the entire constructs was assessed by checking whether the squared root value for each construct's AVE value is or not greater than the correlation between the focus constructs and the entire constructs. The validity result showed that AVE squared root value was greater than correlation value between the constructs. These results met the requirements for discriminatory validity. Multicollinearity was also examined by assessing the index of variance inflation factor (VIF) (Gefen and Straub, 2005).

Results H1

Social media marketing values of cronbach's alpha $0.878 > 0.7$, composite reliability values $0.896 > 0.7$ and average variance extracted $0.554 > 0.5$. All this value are meet acceptance criteria for reliability and validity testing.

Table 2: Reliability and validity Social Media Marketing

Constructs	Cronbach's alpha	Composite reliability	Average Variance Extracted
Social Media Marketing	0.878	0.896	0.554

Root mean square average variance extracted value of focused social media marketing is greater than the correlation between the social media marketing constructs and the entire constructs is 0.744 which meets acceptance criteria for discriminant validity. Value VIF of this construct is $1.737 < 3.3$ which meets acceptance criteria for multicollinearity validity. The relationship between social media marketing and purchase decision have not significant value based on t-test value $0.27 < 1.96$ according to acceptance criteria > 1.96 .

This relationship means that social media is only for selling platform, consumer engagement has not happened on this platform. Consumers do not trust the product that is posted on social media post before they taste the product directly and ask the information about the product to their friends or families. Because consumers are not meeting directly with the seller to test the products and see conditions of products whether product display is similar to photo or not in social media post. The social media marketing factors have not any impact to influence the consumer to buy free-gluten cakes.

Table 3: Discriminant Validity and Collinearity Social Media Marketing

Discriminant validity	VIF	Causality Relationship	Coefficient	T-Test
SMM	0.744	Social media marketing → Purchase decision	0.02	0.27
ATT	0.651			
RG	0.085			
PD	0.280			

Results H2

Attitude values of cronbach's alpha $0.781 > 0.7$, composite reliability values $0.850 > 0.7$ and average variance extracted $0.552 > 0.5$. All this value are meet acceptance criteria for reliability and validity testing.

Table 4: Reliability and validity Attitude

Constructs	Cronbach's alpha	Composite reliability	Average Variance Extracted
Attitude	0.781	0.850	0.552

Root mean square average variance extracted value of focused attitude is greater than the correlation between the attitude constructs and the entire constructs is 0.743 which meets acceptance criteria for discriminant validity. Value VIF of this construct is $1.747 < 3.3$ which meets acceptance criteria for multicollinearity validity. The relationship between attitude and purchase decision has significant value based on t-test value $3.55 < 1.96$ according to acceptance criteria > 1.96 .

This relationship means that information about the attribute of products, benefits of product and ingredients of products from any source affected an attitude of consumers. An attitude of consumers produces an output which the information is accepted or not. Information is accepted if the information is suitable to their needs. Their needs are fulfilled by processing and analyzing important information that answered and became solutions to their needs. Consumers trust with getting this information can solve and fulfill their needs if they consume this product. This conditions can influence the consumer to buy free-gluten cakes.

Table 5: Discriminant Validity and Collinearity Attitude

Discriminant validity	VIF	Causality Relationship	Coefficient	T-Test
ATT				
ATT	0.743	Attitude → Purchase decision	0.32	3.55
SMM	0.651			
RG	0.113			
PD	0.400			

Results H3

Reference group values of cronbach's alpha $0.707 > 0.7$, composite reliability values $0.828 > 0.7$ and average variance extracted $0.532 > 0.5$. All this value are meet acceptance criteria for reliability and validity testing.

Table 6: Reliability and validity Reference Group

Constructs	Cronbach's alpha	Composite reliability	Average Variance Extracted
Reference Group	0.707	0.828	0.532

Root mean square average variance extracted value of focused attitude is greater than a correlation between the reference group constructs and the entire constructs is 0.730 which meets acceptance criteria for discriminant validity. Value VIF of this construct is $1.013 < 3.3$ which meets acceptance criteria for multicollinearity validity. The relationship between the reference group and purchase decision have significant value based on t-test value $8.35 < 1.96$ according to acceptance criteria > 1.96 .

This relationship means that experience information of closest group is shared to consumers of products. The closest group can be their friends and families of consumers. This group can provide trusted information about feedback on the products and experience when buying the product. The positive output of processing information from the closest group can influence consumers to buy free-gluten cakes. Because that information can felt the experience of a group to consumers, so consumers trust this product have same taste and form which are contained in group feedback.

Table 7: Discriminant Validity and Collinearity Reference Group

Discriminant validity	VIF	Causality Relationship	Coefficient	T-Test
RG				
RG	0.730	Reference group → Purchase decision	0.50	8.35
SMM	0.085			
ATT	0.113			
PD	0.547			

SUMMARY AND CONCLUDING REMARKS

This study proposed a model of gluten-free cakes purchasing decision. Purchasing decision was reviewed by three factors, namely social media marketing, attitudes, and reference group. This model was tested employing 155 respondents who were consumers of one of the online manufacturers of gluten-free cakes, namely GulaGurih. The main findings summarized in the analysis of research results are as follows.

Firstly, social media marketing was not very effective to influence consumers to buy gluten-free cakes. Gluten-free products were a new kind of products in Indonesia so that consumers had not fully believed in the contents distributed by the manufacturers. Information integrity in terms of social media marketing was also important to build consumer interest in purchasing the product. Involvement between producers and consumers was not intertwined in social media, so producers did not get useful feedback to attract other consumers.

Secondly, attitudes had an impact on the purchase of gluten-free cakes because consumers enjoyed benefits from those products when receiving information from various sources about gluten-free products, ingredients used and benefits for the body. Exposure to such information was processed and assessed as a comparison of gluten-free products to other products. The exposure produces a response which was an interest to try the cakes and prove whether the information is true or not.

Thirdly, reference group had the greatest impact in influencing consumers to buy gluten-free cakes. References that resided in their social networks such as friends, relatives, and their families had a greater influence than the others/outside's references. Consumers without any reconsideration bought the cakes when recommended through their nearest social network. Information gained through nearby social networks was more reliable and they knew the preferences of each other within the network so that the purchasing decision process went faster.

LIMITATIONS AND FUTURE RESEARCH

This study covered only 3 factors that influence the decision of purchasing gluten-free cakes, namely social media marketing, attitude, and the reference group. In addition to these 3 factors, there are many other factors that influence the purchase decision. Other factors include factors of perception, preference and product attributes. The addition of the product is not done due to limited time and cost.

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