

CHAPTER II

LITERATURE REVIEWS

2.1. Theoretical Background

2.1.1. Social Network Services

Social media is a communication tool that plays a role in creating forms of interaction that were not previously available to ordinary people (Brogan, 2010 in Liedfray et al., 2022). Social media is a group of internet-based applications that build Web 2.0 ideology and technology with the possibility of exchanging messages and information between users (Kaplan & Haenlein, 2010). Social media allows users to be able to present themselves or interact, share, collaborate, communicate with other users which will eventually form a virtual social bond (Nasrullah, 2015 in Liedfray et al., 2022).

Social media can be categorized into various media in the form of social networks, discussion forums, blogging, live streaming (Utami, 2023). Social networks allow users to stay connected with each other and become a place for users to communicate, exchange images and information, and videos. While the discussion forum is a form of social media that facilitates users to discuss and exchange opinions about all types of interest. Online discussion forums are a forum for conveying ideas, ideas, or communicative opinions that are used as social media in a broad scope to actively discuss and interact as well as an alternative search to find easy-to-understand solutions to the desired topic of discussion using a connected internet connection (Desrianti et al., 2015). Some examples of well-known discussion forums are Reddit, Kaskus and Digg. Blogging is a platform that is almost similar to a diary or journal but in digital form to accommodate users to be able to express ideas or thoughts about whatever they want. Some examples of famous blogging are Tumblr, WordPress, Weebly. Live streaming is a type of social media where users broadcast live without editing, which allows them to communicate directly with content providers. An example is live streaming in the form of YouTube Live, Instagram Live, Facebook Live, TikTok Live.

Social media is very useful in human life where social media is a source of new knowledge and is a place for exchanging information with many users who

communicate with each other through a platform. In addition, the amount of educational content can also provide additional new insights for users. Social media is also very useful in the business world because social media provides various types of platforms that can help business people to be able to promote the products that will be sold.

2.1.2. Uses and Gratification

Uses and gratification is an example of a theory in the field of mass communication where this theory has the idea that individual differences will cause audiences to seek and use responses to different media content because they are influenced by social and psychological factors in each different individual. The essence of this theory is that in general individuals use mass media for certain motives (Kriyantono, 2014). Uses and gratification theory has various types of basic concepts according to namely social resources, needs, expectations, mass media, different patterns of media users, satisfaction of needs, other unexpected consequences (Katz et al., 1974:20 in Humaizi, 2018).

2.1.3. Theory of Planned Behavior (TPB)

Theory of Planned Behavior (TPB) is a form of expansion and modification of the previous theory, namely Theory of Reasoned Action (TRA). Fishbein & Ajzen (1975) in IDTesis (2018), stated that in Theory of Reasoned Action (TRA) there are 2 main factors in the process of forming one's intention, namely attitude toward behavior and subjective norms. In Theory of Planned Behavior (TPB) there is an additional factor, namely perceived behavioral control (Ajzen, 1991 in IDTesis, 2018).

Theory of Planned Behavior (TPB) is a theory that aims to assess and predict an individual's behavior. To predict individual behavior can be seen from 3 things, namely attitude toward behavior which aims to evaluate each individual for positive and negative behavior, subjective norms in the form of individual trust in others which will influence the individual's behavior due to the influence of other people, and the third is perceived behavioral control, namely the perception that an individual has to display a behavior (Wikamorys & Rochmach, 2017 in Laga, 2020).

2.1.4. Subjective Norm (SN)

Subjective Norms are opinions or opinions that are owned by someone around us which can ultimately influence our behavior (Kazemi et al., 2013). This can be interpreted that the subjective norm will refer to the pressure that we can feel to engage in a behavior or not. On the other hand, subjective norms will be the main actors in every decision making. This is because subjective norms can suggest, process, and strengthen an action in consumer purchases (Lee, 2009 in Aryadhe et al., 2018). Opinions and recommendations from people around us, the experiences they have can be an indicator for measuring subjective norms (Schierz et al., 2010 in Winata, 2019).

2.1.5. Perceived Behavioral Control (PBC)

Perceived behavioral control is an ease or difficulty in carrying out a behavior (Ajzen, 2002 in Maulana, 2017). Perceived behavioral control can also be interpreted as individual control related to certain behaviors (Ismail & Zain, 2008 in Maulana, 2017). The basis of PBC is an attempt to deal with situations where people may not have full volitional control over the desired behavior (Ajzen, 2002 in Maulana, 2017).

PBC can reflect the ease and difficulty that a person feels in certain behaviors (Dezdar, 2017). When the perceived PBC is high, it will strengthen one's intention to perform the behavior, and increase effort and persistence. In this way, perceived PBC can influence behavior indirectly impacting intention. Correct PBC can be useful in obtaining information about the actual control a person exercises in a situation so that it can be used as an additional direct predictor of behavior (Ajzen, 2002 in Maulana, 2017). According to Dezdar (2017) PBC will greatly affect humans in the use of technology.

2.1.6. Purchase Intentions

Purchase intention is a decision made by the customer after conducting an analysis related to the brand of a product (Shah et al., 2012). Purchase Intention is a situation where consumers tend to buy certain products at certain times (Akbariyeh et al., 2015).

Decisions made by customers in analyzing a product brand will be influenced by external and internal factors (Gogoi, 2013). According to Armstrong

and Kotler (2014) there are 6 processes of customer intention in analyzing a product brand, namely awareness, knowledge, interest, preference, persuasion, and purchase.

2.1.7. Attitudes

Attitude is an attitude that is owned by an individual towards an object where there is a feeling of support or partiality or a feeling of not supporting or not taking sides with the object (Berkowitz in Mahmudah, 2016). As for the notion of attitude that attitude can be defined as the readiness of each individual to act in a certain way towards certain things (Sarwono, 2000 in Mahmudah, 2016).

Customer characteristics in terms of customer attitudes towards technology use and customer needs to interact with service employees can influence customer service quality and willingness to try and adopt technology-based sales (Dabholkar, 1996 in Annam & Yallapragada, 2006)

2.2. Previous Studies

Table 2.1
Previous Studies

Title	Author	Variable	Tools	Conclusion
Clothing Brand Purchase Intention through social media	Hostench & Saumell (2018)	-Uses and gratifications -Subjective norm -Attitude -Behavioral control -social media intentions -social media use -Self-image congruity -Purchase intention	Questionnaires	Uses & gratification on attitude, social media intentions and social media use and uses & gratification have a significant influence to predict purchase intentions.
Relationship Analysis among Apparel Brand Image, Self-Congruity, and Consumers' Purchase Intention	Chen et al., (2021)	-Fashion image brand -Self consistency -Perceived quality -Self motivation -Brand familiarity -Consumer purchase intention	Questionnaires	The garment sector depends on customer purchase intention since individuals participate in the sales process to the greatest extent. Purchase intent from consumers may be

Title	Author	Variable	Tools	Conclusion
				influenced by perceived quality, self-consistency, and clothing brand image. Brand familiarity and internal drive play an important role.
Integrating theories to predict clothing purchases on social media	Hostench & Saumell (2019)	<ul style="list-style-type: none"> -Uses and gratifications -Self-image congruity -Subjective norm -Attitude toward social media brand pages -Intention to use social media brand pages -Perceived behavioral control -Purchase intention 	Online questionnaires	To increase the use of social media, the main focus is on information search and free time which will increase consumer purchase intention to buy a product. In order for the marketing strategy to work well, marketers must be able to learn and understand marketing strategies based on the user's SIC
Indian consumers' purchase intention behavior toward US versus local brands	Kumar, Kim & Pelton (2008)	<ul style="list-style-type: none"> -Self concept -Need for uniqueness -Clothing interests -Perceived quality -Emotional values -Purchase intention 	Direct questionnaire distribution	Purchase intention is strongly influenced by self-concept and NFU although the effect is not direct. Clothing interest and emotional value are also included in the factors that influence consumer purchase intention. If you focus on uniqueness and emotional aspects, you will indirectly be able to adjust the demands and desires that exist among consumers and this will attract consumers' attention to a product which will increase their purchase intention.
Sustainable plastic clothing	Kumagai (2020)	<ul style="list-style-type: none"> - Brand luxury -Additional cost 	Surveys	In marketing, if the marketing manager is able

Title	Author	Variable	Tools	Conclusion
and luxury brands: a discussion of contradictory consumer behavior		-Brand attitude -Purchase intention		to increase brand equity it will be possible for a brand to have a positive response from consumers. In today's digital era, companies must be able to utilize the media in marketing their products to increase purchase intention.

2.3. Hypothesis Development

1. *Effect of Uses & Gratification on Attitude*

Several factors from uses & gratification theory can be found that uses & gratification can significantly influence attitudes in using mobile payment services in Ghana (Alhassan et al., 2020). Mobile money service providers in Ghana provides the understanding of user gratification by mobile phone payment services. Government, telecommunication companies, and mobile banking providers could improve the gratification among consumers from user behavior. And by promoting the mobile payment technology in Ghana could create favorable environment.

H1: Uses & Gratification has a positive effect on attitude

2. *Effect of Uses & Gratification on Social Media Intention*

Liu and Shrum (2002) found that social interaction and entertainment are the two main reasons for users to get User Intention in social media. Interactivity process could be useful in advertising context. In addition, according to Qin (2020), content-consumption behavior has a significant influence on consumer positive attitudes towards social media pages. Content consumption and content contribution intentions could be improved by using social media. This study declared that the influence of social media could influence the user intentions to have the interact with brands in social media.

H2: Uses & Gratification has a positive effect on social media intention

3. Effect of Uses & Gratification on Social Media Use

Uses & gratification has a relationship with social media. Uses & gratification has several positive effects in coordinating, accessing the use of social media in American students at US universities (Xu et al., 2012 in Hostench, 2019).

Cheung et al. (2011) in Hostench (2019) argue that uses & gratification and intention to use Facebook have a positive influence. This is also proven by research conducted by Ku et al. (2013) in Hostench (2019), that gratification is a race in using social media among students in Taiwan. The uses & gratification theory also has a significant influence on social media use (Hossain, 2019). Subjective norm has an important role between uses & gratification and usage intention since subjective norm could give the consideration for the user to access the social media.

H3: Uses & Gratification has a positive effect on social media use

4. Effect of Social Media Intention on Social Media Use

The relation of intention to use social media and using social media has been tested in literature social media among students (Al-Debei et al., 2013; Kang et al., 2013). SN has a positive relationship with intention to follow a brand on Twitter (Chu et al, 2016), intention to use Facebook (Al-Debei et al, 2013; Baker and White, 2010; Hsu et al, 2014; Tariq et al, 2017; Wu et al in Hostench, 2019). This study learned the usage of Facebook in Jordan. The researchers used Facebook because Facebook is one of the examples of the largest website. The highlights of this research are examine the continuance participation and behavior on Facebook, the utilization of theory of planned behavior to perceived value construct. And it can be concluded that perceived value and continuance post adoption intentions and behavior have rapidly influence the usage of Facebook.

H4: Social media intention has a positive effect on social media use

5. Effect of Attitude on Social Media Intention

According to Zabadi et al. (2017) social media can increase the level of consumer trust and indirectly encourage purchase intention through social media. This study declared that learn and analyze the effect of social media toward consumer's behavior has a significant issue since purchasing is the most important process in businesses. This research also learned to understand the consumers' expectation, satisfaction, and interest from using social media. The implication of this research are e-vendors could enhance the quality of their website and by enhancing the quality of the website could improve the usefulness among consumers. E-vendors could encourage their consumers to visit their pages through social media. This study could be useful for those industries that want to start the online business through social media.

Poude et al. (2011) & Tsai et al. (2009) in Wang et al. (2015) also suggested that attitude has a positive effect on social media intention. This study states that motivations, attitudes toward social media and internet self-efficiency do greatly influence social media use among Chinese college students. The use of social media is more attractive for users that are sociable and have the positive attitudes of using social media.

H5: Attitude has a positive effect on social media intention

6. Effect of Behavioral Control on social media Intention

There is a significant influence of behavioral control on social media intentions among facebook users (Al-Debei et al., 2013). Behavioral control that causes the emergence of an intention to do something to the individual. Ho et al. (2017) suggested that behavioral control has a negative impact on social media addiction behavior that occurs in adults. This is because if someone has good behavior control, it will easily reduce the tendency to rely on social media usage. This research learned that theory of planned behavior has significantly influence the use and addiction of Singaporean adolescents and adults. For adolescents that adopt favorable evaluation of social media and believe that the use of social media is prevalent are more likely show the addictive tendencies towards social media use.

This study believes that the more individuals have the conscious to control themselves to use social media, the less addictive tendencies that they might show.

H6: Behavioral control has a positive effect on social media intention

7. *Effect of Behavioral Control on social media Use*

Platform is a place that facilitates many commercial opportunities. Behavioral control and behavioral intention depend on ease of use. Based on research on enhanced technology adoption by combining technology acceptance model (TAM) elements with the theory of planned behavior (TPB), it can be concluded that behavioral control can increase social media use (Hansen et al., 2018). This study believes that social platforms provide all commercial opportunities which means social media offers the commercial opportunities for industries in the market. Several companies realized that social media is holding the most important role in the market. One of the examples is IT company that realized the power of social media technology that could create IT capabilities to increase and develop several new strategies for services and products.

Behavioral control provides social support for participating in LTPA (leisure-time physical active) which will increase social media use because it can change students to participate in LTPA (Zhang et al., 2015). This study states that social media is the most effective place to promote LTPA. The main reason of conducting this research is to learn regarding the effects of social support among students' contact on social media to participate LTPA.

H7: Behavioral control has a positive effect on social media use

8. *Effect of Subjective Norms on social media Intention*

Choi & Chung (2013), argue that subjective norms are a significant predictor of the use of potential variables that aim to broaden forms of technology acceptance. The aim of this study is for identifying the main factors and relationships that might affect the behavioral intention to use social media. Subjective norms have a positive effect on social media connectivity which will

affect user enjoyment (Kim et al., 2019). This research believes that the social factors of subjective norms do greatly influence the use of social media and turn leads to the behavioral changes for seeking pleasure in the usage of social media.

H8: Subjective norms have a positive effect on social media intention

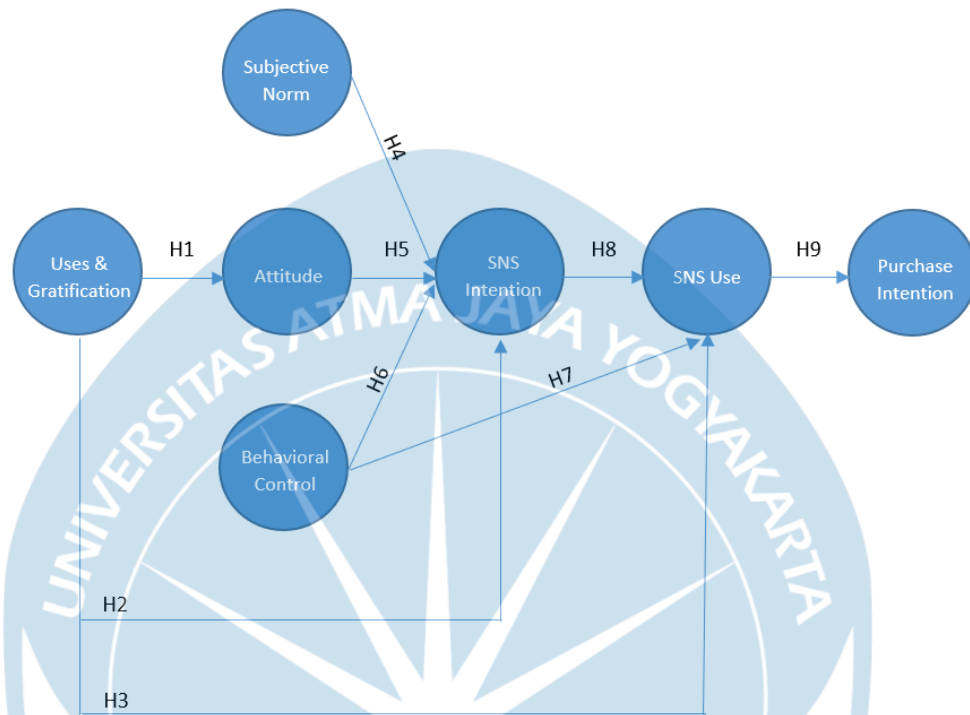
9. *Effect of Social Media Use on Purchase Intention*

Rudyanto (2018), 2-way communication that can be established on social media will lead to the emergence of various promotional techniques which will later be able to increase purchase intentions for each consumer. This research believes that by understanding the importance of social media could increase the social media usage because it has great influence of consumer purchase intentions. This research also suggests the company to do monitoring consumer engagement from adjusting the social media strategy to increase the purchase intention.

Social media also greatly influences consumers. Social media is a forum for exchanging information and opinions that are owned by each individual and this will lead to a feeling of trust that is owned by consumers, so that consumers will have the desire to buy a product (Bong, 2017). After held this study in Malaysia, it can be concluded that social media marketing, brand loyalty, and electronic word of mouth are the important factors that affect the purchase intention. Malaysia e-commerce market influences the Malaysian consumers to purchase more products and services and it will cause the satisfaction among consumers. This research also believes that electronic word of mouth has effective influence to consumers since it can be received by many receivers and virally share on many social media.

H9: Social media use has a positive effect on purchase intention

2.4. Research Models



Source: Adaptation from Hostench et al. (2019)

Figure 2.1
Research Framework