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Impact Marketing Techniques: Instagram, WhatsApp, and Consumer Predisposition Acquire Prepared Foods

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ABSTRACT: With the growth of social media and messaging platforms, businesses are investigating new marketing methods to reach and impact consumer behavior. This study investigates the effect of marketing strategies on Instagram and WhatsApp on consumers' inclination to buy prepared, home-cooked meals. It looks into how companies use these platforms' interactive and visual elements to market their products and influence customer choices. The research examines consumer surveys and marketing initiatives data to identify the primary drivers of engagement and buy intentions. It investigates how direct messaging, targeted advertising, and influencer marketing affect customer attitudes and decision-making. The study also explores the ethical issues of these marketing strategies and how they may affect consumers' privacy and autonomy. This research intends to increase awareness about responsible practices that respect consumer interests while guiding firms in optimizing their methods by offering insights into the efficacy of social media and messaging app marketing strategies. The results add to the growing conversation about how digital marketing impacts food consumption habits and how consumer-business relationships are changing.

Keywords: Social Media Marketing, Whatsapp, Instagram, Home-Cooked Meals.

INTRODUCTION

Social media and messaging apps have become highly effective marketing tools in recent years, influencing consumer preferences and behavior in various industries(Laroche et al., 2013). The emergence of visual-focused platforms such as Instagram and interactive messaging apps like WhatsApp has given businesses new ways to communicate with customers and advertise their goods. Particularly in the food sector, there has been a noticeable movement in customer preferences toward home-cooked meals due to convenience, health concerns, and a desire for authentic food experiences(Recker & Rosemann, 2009).

This study aims to determine how marketing strategies used on Instagram and WhatsApp affect consumers' inclination to purchase prepared, home-cooked meals(Batra & Keller, 2016; Bellman et al., 2019). These platforms give companies distinctive ways to present their products, increase brand recognition, and engage with prospective clients directly. Companies can use these marketing

channels to sway consumer views and purchase decisions through visually appealing content, influencer partnerships, and customized messages(Zulmia et al., 2021).

Businesses in the prepared foods sector must understand the efficacy of various marketing methods to allocate resources and develop their marketing strategies(Müller & Christandl, 2019). This research also clarifies the relationship between food consumption patterns and digital marketing, which has broader significance for consumer behavior studies(Albors-Garrigos & Ramos-Carrión, 2022; Lim, 2017).

This study aims to add to the expanding body of information on the impact of digital marketing on consumer decision-making processes by investigating the influence of Instagram and WhatsApp marketing strategies on customer inclination to purchase prepared foods(Erkan & Evans, 2016). The results could also shed light on ethical marketing strategies that successfully promote product offerings while respecting consumers' privacy and autonomy(Aaker, 2018; Bris et al., 2021; Chen & Shen, 2015).

METHOD

The study's title, "Impact Marketing Techniques: Instagram, WhatsApp, and Consumer Predisposition Acquire Prepared Foods," suggests that quantitative and qualitative research methodologies will probably be used. Here is a potential justification, complete with sources:

The research will employ a mixed-methods approach, integrating both qualitative and quantitative research approaches, to thoroughly comprehend the influence of marketing strategies on consumers' inclination to purchase prepared foods(Nasution & Aslami, 2022; Subandrio & Pebodera, 2022).

Methods of Quantitation:

The study will utilize a quantitative methodology to assess and evaluate the impact of marketing tactics on customer behavior and purchase decisions. Surveys and questionnaires may acquire information on consumer preferences, attitudes, and purchase intentions (Leeflang et al., 2014). Furthermore, the associations between marketing characteristics and consumer propensity can be investigated using data analysis methods, including regression analysis and structural equation modeling (Hair et al., 2019).

Qualitative approaches: To acquire a deeper understanding of customer views, motivations, and decision-making processes, qualitative methods will be applied. This can entail asking customers to participate in focus groups or in-depth interviews to learn about their experiences with marketing efforts on WhatsApp and Instagram (Belk et al., 2013). Furthermore, content analysis of social media postings, marketing collateral, and influencer partnerships can yield insightful qualitative information on the marketing tactics used by companies (Kozinets, 2015).

Combining quantitative and qualitative methodologies allows the study to take advantage of each methodology's advantages. While the qualitative component will offer deep, contextual insights into consumer behavior and the underlying reasons influencing their propensity to purchase prepared

foods, the quantitative component will provide statistical proof and measurable outcomes (Creswell & Creswell, 2018).

All consumers who buy home-cooked meal products make up the research population for this study, and a portion of these consumers make up the sample size. Purposive sampling, a non-probability sampling method, was utilized to select the sample for this study. Purposive sampling is a technique for selecting respondents based on specific criteria, including (1) respondents who buy products for home-cooked meals; (2) respondents who have updated or merely looked for information about home-cooked meal products; (3) respondents who visit the location directly; and (4) respondents who live nearby.

Methods and Design of the Research

This study used quantitative research to examine how Instagram and WhatsApp promotion techniques influenced consumer interest in buying home-cooked meals. A survey-based methodology was used to gather information from a sample of customers exposed to promotions for home-cooked meals on major social media sites(Feng et al., 2015; Feng & Xie, 2019).

Figure 1. Methods and Design of the Research

Data Collection and Sampling

Convenience sampling and snowball sampling strategies were combined to find study volunteers. The intended audience comprises those who regularly use Instagram and WhatsApp and have come across advertisements for homemade meals on these sites. A web-based survey was disseminated across many social media platforms and individual connections(Gretzel, 2017; Kim & Ko, 2012).

A priori power analysis was used to estimate the sample size, ensuring sufficient statistical power for the intended analyses. The questionnaire aimed to collect data on social media usage trends, demographics, and answers about different promotion tactics used on Instagram and WhatsApp(Laub, 1999; Yang, 2016).

Figure 2. Data Collection and Sampling

Measure

The questionnaire was divided into multiple sections to measure the critical interest factors. An instrument modified from earlier research was a multi-item scale to gauge consumer buying interest in home-cooked meals(Gani & Hillebrandes Oroh, 2021; Gao et al., 2009). The scale assessed variables like perceived value, likelihood of recommendation, and desire to buy.

Promotional tactics were assessed from a variety of angles, such as:

1. Content and visual display (such as the caliber of the pictures, movies, and explanations)

2. Engaging strategies (such as answering questions promptly and interacting with prospective clients)

3. Credibility and dependability (such as evaluations, testimonies, and openness regarding components and methods of preparation)

Adjustments were made to establish scales from pertinent literature regarding home-cooked meal promotions on WhatsApp and Instagram.

Information Analysis

The gathered data were examined using statistical analysis software, such as SPSS or R. Descriptive statistics were computed to provide an overview of the sample characteristics and variable distributions(Hamouda & Tabbane, 2021; Hardimas & Soehartatiek, 2022; Hollebeek et al., 2014). The associations between the promotion tactics and customer purchase interest were investigated using inferential statistical analysis, such as correlation analyses and multiple regression approaches. Moderation and mediation analyses examined potential moderating or mediating variables, such as demographics or social media usage habits. They also examined the statistical tests' presumptions and performed corrective action if necessary(Hsieh et al., 2012; Hu et al., 2014; Keller, 2016).

Figure 3. Information Analysis

Moral Aspects to Take into Account

Before data collection, ethical approval was obtained from the appropriate institutional review board. The study's goal was explained to the participants, and their agreement was obtained. Anonymity and confidentiality of the data were maintained throughout the research procedure. The methods section thoroughly describes the research design, sample strategies, data collection methods, measuring tools, and analytical approaches used in this study. This section attempts to guarantee transparency and replicability to facilitate understanding and eventual replication or expansion of the study's findings by other researchers.

Type of Research

This study is a survey, meaning a questionnaire is used to gather participant data. Survey research is a type of inquiry in which facts are gathered from observed occurrences, and information is sought without regard to the reasons behind the phenomena' existence.
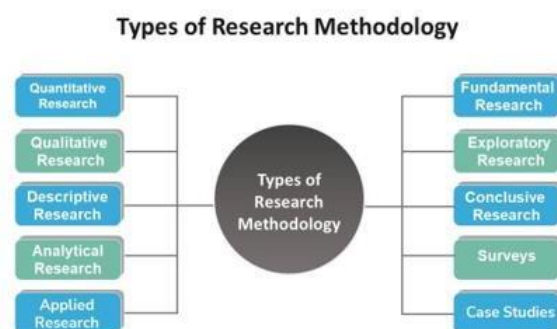

Figure 4. Type of Research

Research Site

This study was conducted between January 2024 and March 2024 at Bakulan C. Neng's residence in Pondok Gede. The research location was chosen because of Bakulan C. Neng's residence and the number of people who buy home-cooked food items in Pondok Gede and nearby areas.

Figure 5. Research Site

Research Subjects

The marketing promotion of Bakulan C. Neng's home-cooked food via social media platforms like Instagram and WhatsApp, as well as word-of-mouth, pique consumers' interest in making home-cooked meals(Demmers et al., 2020).

Figure 6. Research Subjects

Sources of Data

a) Platform Analytics Data: The WhatsApp and Instagram platforms can provide information on the number of views, engagements, and customer follow-ups regarding the campaigns run.

b) Online surveys can gather information regarding customers' opinions of promotions, their effectiveness in affecting their buying interest, and the kinds of promotions that appeal most to them.

c) Sales Information: Sales information for home-cooked meals before, during, and after the promotion might explain how promotions affect consumers' interest in purchasing. A rise in sales income or order volume may serve as an indicator of the promotion's effectiveness.

d) Customer Feedback: Customers who participated in promotions can directly provide information about how well the promotions have influenced their interest in purchasing through product evaluations, comments, or direct messages.

e) Competition Analysis: Monitoring rivals' promotional activity on the WhatsApp and Instagram platforms can provide information regarding promotional trends in the home-cooked food business and how these promotions affect customer purchasing interest.
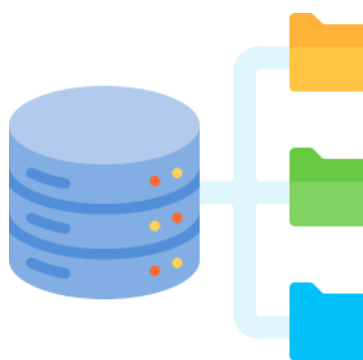
Figure 6. Sources of Data

Methods of Gathering Data

Surveys are employed to gather feedback from participants. Respondents, in this instance only provide a specific mark on the offered answer choices. Due to the study's extensive nature, questionnaires are sent to respondents directly or through email. Questionnaire-based surveys are used to gather information from 100–200 respondents. Home-cooked food manufacturers can gain insight into how their consumers' purchasing interest is affected by WhatsApp and Instagram promotions by collecting and evaluating data from these sources. This allows them to make necessary strategic adjustments to enhance the future efficacy of their promotions.

The purpose of this research tool is to measure variables.

The following instrument was utilized in this study to measure variables: Indicators and Dimensions are examples of variables.

Table 1: Research Tool

No	Variable	Dimensions	Indicator	Qty
1		*Context*	The way to convey a message to the audience	2
	Social media	*Communications*	Conveying or sharing, listening, and responding to the audience	2
		Collaboration	Working together between the giver and receiver makes the message more effective and efficient.	2
		Connection	A relationship is established between the giver and the receiver of the message.	2
2			Discussion regarding the price of the product offered	1
		WOM Content	Discussion regarding the various products offered.	1
	Word Of Mouth		Discussion regarding the taste of the product offered	1

	Negative Valence WOM	Expressing disappointment and saying negative things		2
	Positive Valence WOM	Recommend products to others		2
	WOM intensity	Talking about this food product is much more frequent than other foods		2
		Talking about this food product is much more frequent than food from other manufacturers		2
3	Interest in buying	Recognition of Needs	Availability of food products	2
		Information Search	Information on food products offered	2
		Evaluation	Satisfaction after purchasing Food product	2
		Purchase interest	Have lots of Excellent taste and a price	2
		Post-purchase behavior	Invite other people	2
			Subscribe	2

Test of Data Instruments
1 for Data Instrument Validity

Confirmatory Factor Analysis is a valuable tool for evaluating the validity of this research (CFA). Confirmatory factor analysis is one multivariate analytic technique that can be used to verify whether the measurement model developed is consistent with the hypothesis. The following table displays the findings from the validity test using confirmatory factor analysis (CFA) and the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO MSA):

Table 2. Validity test results for KMO MSA and CFA Phase 1

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.547
Bartlett's Test of	Approx. Chi-Square	2162.827
Sphericity	df	406
	Sig.	.000

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO MSA) value is known to be more than 0.50, namely 0.547, based on the research results; this indicates that the current data is appropriate for factor analysis.

Table 3. Validity test results for KMO MSA and CFA Phase 2

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.538
Bartlett's Test of	Approx. Chi-Square	2120.939
Sphericity	df	378
	Sig.	.000

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO MSA) value is known to be more than 0.50, namely 0.538, based on the research results; this indicates that the current data is appropriate for factor analysis. While the CFA validity test findings in Stages 1 and 2 yielded significance levels of 0.000, suggesting a correlation between variables (significance<0.05), it can be inferred that all currently available variables can be subjected to additional analysis because they meet the necessary criteria.

2. Assessment of Reliability

The reliability test determines whether the measuring tool is consistent and dependable enough to withstand repeated measurements. High reliability indicates a high degree of measurement consistency for the indicators (observable variables).

Table 4: Results of the Reliability Test

Variable	Nilai Cronbach Alpha	Keterangan
Strategi promosi melalui *Social Media*	0,973	Reliable
Word Of Mouth Marketing	0,979	Reliable
Keputusan Pembelian	0,975	Reliable

RESULT AND DISCUSSION

1.   The Impact of Social Media Marketing Techniques on Consumer Decisions to Buy C Neng's Handmade Food Products in Pondok Gede and the Surrounding Areas.

Regression test statistical findings showed a t-count of 8.664 and a significance value of 0.000. The hypothesis that "There is a positive influence of promotion strategies through social media on the purchase decision of homemade food products by c neng in Pondok Gede and surrounding areas" is proven because the regression coefficient has a positive value of 0.792 and the significance value is less than 0.05 (0.000 < 0.05). The study reveals that the impact of social media promotion methods on purchase decisions is 0.340, indicating that these strategies impact 34% of purchase decisions, with the other 66% being determined by factors not covered in the research.

Social media promotion tactics are one of the marketing methods available to a business. Thoyibie (2010) defines social media as information-rich content from users who leverage publishing technology. It promotes interaction, influence, and communication among users, peers, and the broader public. Social media marketing is becoming increasingly popular for promoting a business's goods, names, and brands. Social media is a platform for information sharing, friend-finding, and online interaction, making it an ideal tool for promotion strategies. Indonesia is quickly adopting Facebook and Twitter social media marketing strategies(Phua et al., 2017).

Using relevant and successful social media promotion techniques can improve consumer

perception of a promoted food product(Bilgihan et al., 2016). A business's social media marketing plan is most robust when it appeals to its target audience's interests, hobbies, lifestyle, loyalty, and natural curiosity. These factors impact what customers decide to buy. Therefore, if clients find our items attractive and thoroughly grasp them, they will tell their friends or others around them immediately, intended to persuade them to purchase(Baker, 2017; Boerman et al., 2017).

Ronomenggolo (2013) conducted a study titled "Analysis of the Effect of Social Media-Based Promotions on Consumer Purchase Decisions on ROVCA Products (Case Study of ROVCA Products on Consumers in the Makasar Area)" that was supported by its findings. The study suggests that social media promotions impact customers' buying decisions.

2. Social Media Promotional Techniques' Effect on Word-of-Mouth Advertising for C Neng Homemade Food Products in Pondok Gede and the Encircling Areas

The regression test's statistical findings revealed a t-value of 4.395 and a significance level of 0.000. The hypothesis that "There is a positive influence of social media promotion strategies on word of mouth marketing for C Neng homemade food products in Pondok Gede and surrounding areas" is proven because the regression coefficient has a positive value of 0.395 and the significance value is less than 0.05 (0.000 < 0.05). The impact of word-of-mouth marketing on purchase decisions is 0.113, meaning that social media promotion tactics have an 11.3% influence on word- of-mouth. In comparison, other factors not covered in this study account for the remaining 88.7% of the influence.

Comparatively speaking to traditional marketing tactics, social media marketing facilitates the development of more intimate and dynamic social ties. Social media marketing aims to produce content that grabs readers' interest, motivates them to engage with it, and spreads awareness within their social media networks. Using current and dynamic social media promotion techniques will produce successful word-of-mouth advertising(Lee et al., 2018). Using social media to convey messages, we can quickly and extensively influence consumers' perceptions, leading them to visit our commercials or products. Effective social media promotion techniques are essential for creating word-of-mouth marketing for any content since they draw in customers and help the brand become more recognizable and viral.

3. The Impact of Word-of-Mouth Promotion on Consumer Choices for C Neng Handmade Food Products in Pondok Gede and the Neighboring Communities

The regression test's statistical findings revealed a t-value of 4.821 and a significance level of 0.000. The hypothesis that "There is a positive influence of word of mouth marketing on purchase decisions for C Neng homemade food products in Pondok Gede and surrounding areas" is proven because the regression coefficient has a positive value of 0.440 and the significance value is less than 0.05 (0.000 < 0.05). The correlation coefficient between word-of-mouth marketing and purchase decisions is 0.134, meaning that word-of-mouth marketing influences purchase decisions by 13.4%. In comparison, other factors not covered in this study account for the remaining 86.6% of the influence(Zisko et al., 2015).

Word-of-mouth refers to interpersonal communication in which the sender willingly informs the recipient about a good, service, or company. The Word Of Mouth Marketing Association

(WOMMA), referenced in Harjadi and Fatmawati (2008), defines word of mouth as a marketing initiative encouraging customers to discuss, advertise, suggest, and upsell our products to other consumers.

Word-of-mouth communication accounts for the majority of human communication. People converse with one another daily, sharing thoughts, knowledge, and opinions and participating in other forms of communication. Word-of-mouth marketing plays a significant role in shaping consumers' understanding of anything. This is because information from friends is generally more reliable than information from commercials(Lin et al., 2017; Mishra & Satish, 2016).

Kumar et al. (2002) state that regardless of the number of their purchases, the most valuable consumers are those who spread the word about our products and can influence other customers to buy them instead of the ones who make the most significant purchases.

4. **The Impact of Word-of-mouth marketing through Social Media Promotion Strategies on Consumer Interest in Purchasing C Neng Homemade Food Products in Pondok Gede and the Surrounding Areas**

The results of the Sobel test indicate an indirect effect of 0.0906 from social media promotion tactics, mediated by word-of-mouth marketing, on purchase interest for C Neng homemade food products in Pondok Gede and the neighboring areas. The coefficients between b (M.X) and b (YM.X) are multiplied to get this value: 0.395 x 0.2293 = 0.0906. With a significant value of 0.0217, which is less than 0.05, the mediation coefficient value is 0.0906. Consequently, the fourth hypothesis, "There is an influence of social media promotion strategies mediated by word of mouth marketing on purchase decisions for C Neng homemade food products in Pondok Gede and surrounding areas," has been established.

According to Swastha and Handoko (1982), a consumer's decision to buy results from multiple choices, including the kind of goods to buy, their form, how much to buy, and other factors. A product can pique consumers' interest in buying it if it fulfills their expectations and satisfies their wants and desires. Happy customers are inclined to stick with the same brand for further purchases.

Word-of-mouth marketing tactics and social media promotion are two factors that impact purchasing decisions. One could argue that social media is a crucial part of media marketing. To create word-of-mouth marketing, social media promotion techniques must be used correctly. Word-of-mouth marketing is a powerful tool for capturing consumer attention and expanding a brand's reach through product recommendations. The process and outcome of the information consumers receive is the development of trust in their thoughts. Word-of-mouth advertising backed up by concrete evidence of the advantages and excellence of the product can inspire confidence in customers. It is intended that the message delivered to customers would be favorably received, catch on with others in their immediate vicinity, and spark interest in purchasing—possibly even influencing the choice to buy the provided product.

CONCLUSION

The Influence of Marketing Strategies on Instagram and WhatsApp on Consumers' Propensity to Purchase Home-Cooked Meals

Based on the research findings, it is evident that marketing strategies deployed on Instagram and WhatsApp significantly impact consumers' propensity to purchase home-cooked meals. The study reveals several key points:

1. Effectiveness of Social Media Platforms:

Both Instagram and WhatsApp serve as powerful platforms for marketing home-cooked meals. Their visual and interactive nature allows for effective engagement with potential customers.

2. Impact of Visual Content:

On Instagram, appealing visual content such as high-quality images and engaging videos of home-cooked meals significantly enhances consumer interest and purchase intentions. The aesthetic presentation of food plays a crucial role in attracting consumers(Aswati et al., 2022; Mahanani & Alam, 2022).

3. Role of Personal Recommendations:

WhatsApp's messaging capabilities facilitate personal recommendations and direct communication. Word of mouth via WhatsApp strongly influences consumer behavior, as personal recommendations from trusted contacts boost confidence in the quality of the meals(Li et al., 2014; Liang et al., 2015).

4. Interactive Features:

Instagram's interactive features, such as stories, polls, and direct messaging, create a dynamic marketing environment that encourages consumer interaction and feedback. These interactions foster a sense of community and loyalty among customers.

5. Combining Strategies for Greater Impact:

The combined use of Instagram for broad reach and visual appeal and WhatsApp for personalized communication creates a comprehensive marketing strategy that effectively drives purchase decisions. The synergy between these platforms enhances the overall marketing impact.

6. Consumer Trust and Engagement:

Trust is built through consistent, authentic content and active engagement with followers. Responding to comments and messages and sharing customer reviews and testimonials is crucial for maintaining a positive brand image and fostering consumer loyalty.

In conclusion, the research underscores the importance of leveraging social media marketing strategies on Instagram and WhatsApp to influence consumers' purchasing behavior toward home-cooked meals. By utilizing Instagram's visual appeal and WhatsApp's personal touch, businesses can effectively increase consumer propensity to purchase and build a loyal customer base. The success of these strategies hinges on creating engaging, high-quality content and fostering genuine interactions with consumers(Andriyani & Ardianto, 2020; Riyani et al., 2021).

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