

# CHAPTER I

## INTRODUCTION

### 1.1 Research Objective Overview

#### 1.1.1 Corporate Profile

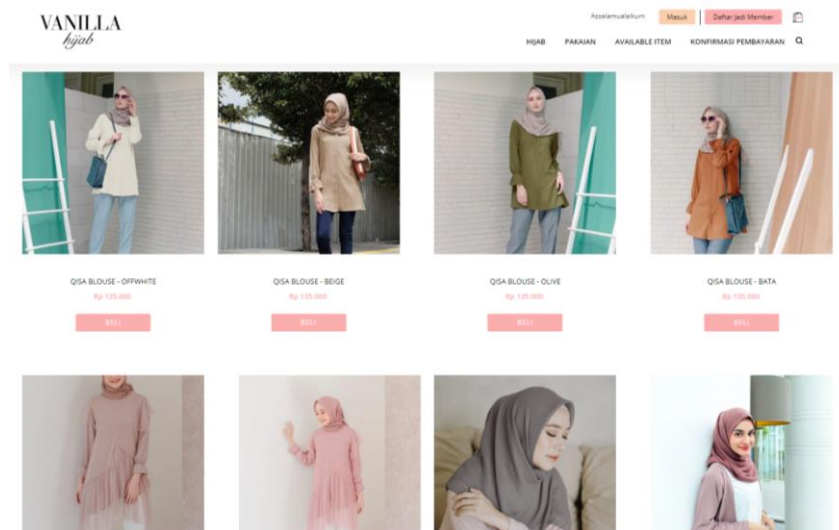


**Figure 1. 1 Vanilla Hijab Logo**

Source: vanillahijab.com, 2016

Vanilla Hijab is one of islamic clothing lines in Indonesia that was established on March 2013 by the founder of the company, Atina Maulia, and the CEO, Intan Kusuma Fauzia. The founder and the CEO both believe that every muslim woman can be stylish but still maintain religious values. Those values consist of Stylish, Good Quality, Comfortable, and Friendly. Stylish means providing products that are adapted to trends that are always developing. To maintain good quality, their product must be made through the best quality control process and prioritize the convenience of use to the consumers, therefore the customers will feel comfortable. Lastly, they provide friendly services to create a comfortable shopping situation for consumers.

Vanilla Hijab focuses on producing muslimwear for women. They offer a wide range clothings for their customers, from veils, tunics, dresses, blouse, skirts, pants, and bags. They offer fashionable, modern, fresh, and chic style of women muslimwear. They design and produce the product by themselves, therefore they can differentiate their products from their competitors. Their uniqueness also comes from the pattern and colors, which use pastel and light colors. They also have collaboration with world's best-known crystal brand, Swarovski, in 2017.



**Figure 1. 2 Vanilla Hijab E-commerce Website**

Source: vanillahijab.com

According to cantika.com (2019) as of May 2019 Vanilla Hijab has two convection houses that are located in Jakarta and Tangerang and 75 employees. They are divided into five teams that consist of Tailors Team, Finishing Team, Quality Control Team, Packaging Team, and admins for responding customers' orders (kumparan.com, 2019). Vanilla Hijab only sells their products through their e-commerce website, [www.vanillahijab.com](http://www.vanillahijab.com), which shown on Figure 1.2. To promote their products, Vanilla Hijab uses social media, such as Facebook and Instagram.

### **1.1.2 Vanilla Hijab Products**

Vanilla Hijab produces their products by themselves from product design, choosing materials, until become finished products. As of October 2019, Vanilla Hijab only has several available items on their website. Table 1.1 shows available items from Vanilla Hijab website:

**Table 1. 1 Available Items on Vanilla Hijab’s Website (as of 30 October 2019)**

<b>No.</b>	<b>Type</b>	<b>Items Name</b>	<b>Colors</b>
1.	Hijab	Segi 4 Voal Uniqlo	Pearlblue
			Dustyjeans
			Chocolily
			Latte
			Terazo
			Goldyellow
2.	Blouse	Lumi Blouse	Moka
		Tweed Blouse	Khaki
			Grey
			Salem
			Navy
		Blouse Plisket	Mistyblue
			Nude
			Olivebrown
3.	Tunic	Aura Tunik	Biru
4.	Bag	New Leika Bag	Metalicgold
5.	Dress	Menyapa Senja	Olive

Source: vanillahijab.com, 2019

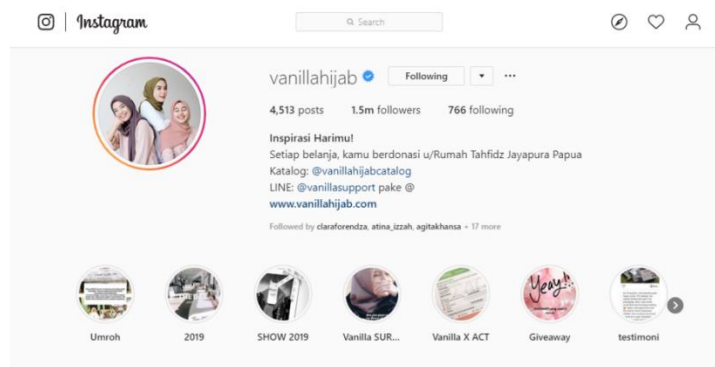
## **1.2 Research Background**

The technology is always developing, so is the users of mobile phone from all over the world. Based on Digital 2019: Global Internet Users Accelerates report by We Are Social and Hootsuite (2019), mobile users in 2019 is about 5.11 billion people in the world. Along with the increase in mobile phone users, the internet users are also increasing. The technology that has been developing also makes the internet becomes popular. The convenience of use and the affordable price to connect to the internet make people use it daily and become addicted easily. Based on internetworldstats.com (2019), internet users in the world are up to 4.5 billion people or about 58.7% of the total population in December 2019. The number of internet users are increased by up to 3.6% in 2018.

One of the countries in the world that has many internet users is Indonesia. Indonesia has the biggest number of internet users in Southeast Asia. According to e-Conomy SEA 2019 Report by Google, Temasek, and Bain & Company (2019), there are more than 360 million internet users in Indonesia, Thailand, Vietnam, Malaysia, the Philippines, and Singapore. From those number of users, 152 million users are from Indonesia in 2019.

According to Digital 2019: Indonesia Report by We Are Social and Hootsuite (2019), there are 150 million active social media users. One of the most active social media platforms in Indonesia is Instagram, which is categorized as Social Network platforms. According to Instagram (2019), there are more than 1 billion active users in the world in a month and 90% of them are following business accounts. Meanwhile in Indonesia itself, there are 60 million users and this fact makes Indonesia ranked fourth in the world with the largest Instagram users (tagar.id, 2019). These statements strengthen the fact that Instagram is going bigger and becoming more popular. The fact that Instagram is a popular social media in Indonesia makes some business people considering that Instagram is a good platform to promote and sell their products. Brands that promote their products and services through Instagram get 10 times higher engagement rates than on Facebook (perfectsearchmedia.com, 2019).

The popularity of Instagram in Indonesia boosts the users to search for what they need. For example, searching for muslim wear on Instagram. According to katadata.co.id (2019), Indonesia has the biggest muslim population in the world. It is stated that Muslims in Indonesia are up to 209.1 million or about 87% of the population in 2010 and the number is predicted will increase in 2020 by 229.62 million of the population. This number of population has impacts on the consumption of the muslim wear. According to State of the Global Islamic Economic Report 2018, Indonesia is on the third rank in the world of the top total expenditure of muslim apparel. It reached up to USD 20 billion or around 280 trillion rupiahs. Meanwhile, the growth rate of consumption of Muslim fashion in Indonesia reaches 18% every year (cbcindonesia.com, 2019).

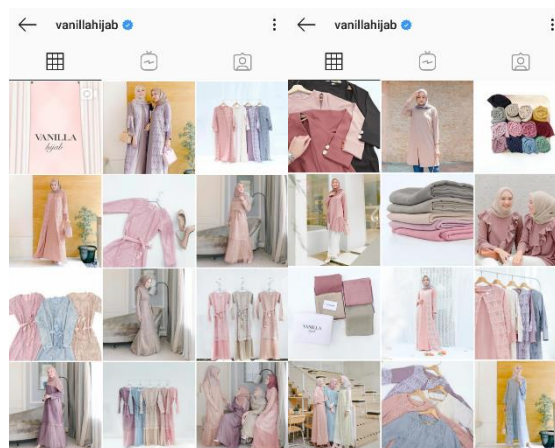


**Figure 1. 3 Vanilla Hijab Instagram Account**

Source: [instagram.com/vanillahijab](https://www.instagram.com/vanillahijab), 2019

One of muslim wear e-commerces that promote their products through Instagram is Vanilla Hijab. Vanilla Hijab's Instagram account was established in 2013. Vanilla Hijab uses business account features on Instagram to maximize its promotion. As of 30 October 2019, Vanilla Hijab has 1.500.000 followers on its Instagram account. To promote and keep updating their products, Vanilla Hijab uses the feeds and story to upload the newest information.

To increase the audience and maintain the performance of the business account, the marketers should determine the social media marketing methods and how they use it to convey the information to the audience. According to Chris Heuer in Solis (2010:263), social media marketing consists of 4Cs. There are Context, Communication, Collaboration, and Connection. Firstly, Context means how we frame our stories. It is about how Vanilla Hijab makes the context of their business account on Instagram by conveying messages to the audience with certain formats that focus on graphics, colors, and designing attractive features. Figure 1.4 shows Vanilla Hijab's feeds on Instagram. The posts are mostly uploaded with the same tone, representing the characteristics of Vanilla Hijab products that use pastel and soft colors. The models are also showing the outfit of Vanilla Hijab, such as mix and match of the products. It is showing the tagline of Vanilla Hijab, "*Inspirasi Harimu*", which means the models are the inspirators for the audience to wear Vanilla Hijab products as their dailywear.



**Figure 1. 4 Vanilla Hijab Feeds on Instagram**

Source: [instagram.com/vanillahijab](https://www.instagram.com/vanillahijab), 2020

Communications means the practice of sharing our story as well as listening, responding, and growing (Chris Heuer in Solis 2010:263). This means how the marketers practice in conveying, listening, responding, and developing messages and information to the public. One of the ways of communications that Vanilla

Hijab use is posting all the information for the upcoming products are stated on the caption @vanillahijabcatalog account on Instagram. This account is made only for showing the details of product. Figure 1.5 showing one of Vanilla Hijab catalogue and its information, from the fabrics, size details, price, until the weight of each product. The launching date is also stated on the caption on the @vanillahijab Instagram account, so that the audience will be aware of the new upcoming products.



**Figure 1. 5 Vanilla Hijab Catalog Account**

Source: [instagram.com/vanillahijabcatalogue](https://www.instagram.com/vanillahijabcatalogue), 2020

The other aspect is Collaboration. Collaboration means working together to make things better and more efficient and effective (Chris Heuer in Solis, 2010:263). This means how the marketers and customers working together through interaction to make the information delivered efficiently and effective.

The last aspect is the Connection. Connection means “the relationships we forge and maintain”, which also means how the businesses maintain and forge the relationship that have been built between the customers and the business itself. Vanilla Hijab always update the information of new stocks or new products launch consistently. The information of the photo products will be stated on the caption.

Therefore to connect with their audience, Vanilla Hijab upload new photo or story continuously.

Based on the description above, to find out how effective social media Instagram as the platform to promote Vanilla Hijab products and how is the impact in the customer purchase decision, it is necessary to conduct research entitled **“THE IMPACT OF SOCIAL MEDIA MARKETING ON INSTAGRAM TOWARDS PURCHASE DECISION OF VANILLA HIJAB”**.

### **1.3 Problem Statement**

As for this era that the technology has been developing, it is better for business owners to utilize them as a tool for promotion, especially for social media. Instagram is one of those popular social media among Indonesian social media active users. According to Sri Widowati, Country Director Facebook Indonesia, there are 25 million business account in the world. Indonesia is one of the biggest five countries in the world with the most Instagram business account users in 2019 besides USA, Brazil, Rusia, and England (tempo.co, 2019).

A study conducted by Wally and Koshy (2014) in Dwivedi et al. (2016:61) stated that one of the use of Instagram as a marketing tools is that the process of sharing pictures makes an Instagram account into an interesting type of online catalog. This process of sharing pictures for online catalog on Instagram has been doing by the online business owner, including Vanilla Hijab. As one of the leading companies in selling Muslim women's clothing online through e-commerce, Vanilla Hijab also promotes their product on Instagram. However, it cannot be denied that the other e-commerce competitors who sell women’s muslimwear also promote their products through Instagram and become popular.

According to similarweb.com, Vanilla Hijab website has several competitive landscape that are also focused on selling muslim fashion. There are Wearing Klamby, HijUp, and Hijabenka. Figure 1.6 shows the rank of Vanilla Hijab’s competitors based on product similiarities.



Sites similar to vanillahijab.com ⓘ

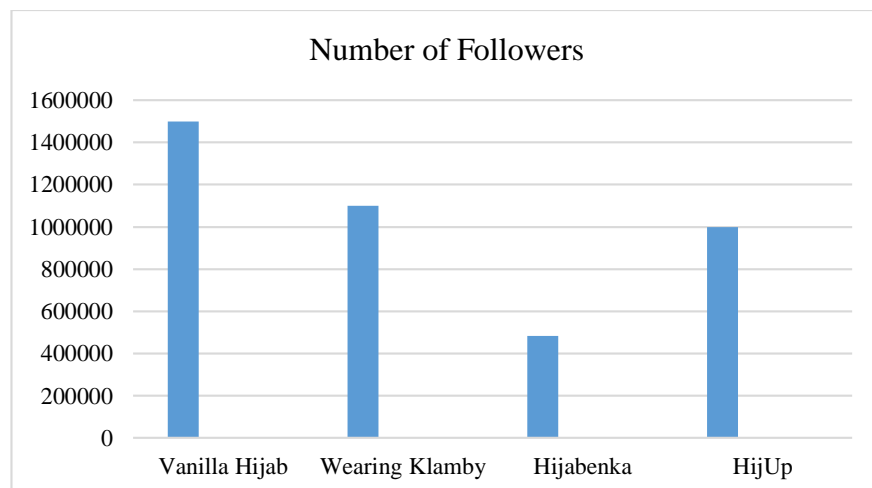
Search  All Categories

	Domain (40)	Category	Global Rank
1	wearingklamby.com	Lifestyle > Fashio...	#126,132
2	hijabenka.com	Lifestyle > Fashio...	#275,550
3	hijup.com	Lifestyle > Fashio...	#261,957

**Figure 1. 6 Vanilla Hijab Competitors Rank**

Source: similarweb.com, 2019

Wearing Klamby, Hijabenka, and HijUp are the biggest three competitors for Vanilla Hijab based on the product similarities. These websites are all selling muslim fashion and also promote their products through Instagram accounts. Figure 1.7 shows the number of followers on Instagram of each brands. The account that has the highest followers is Vanilla Hijab with 1.5 million followers as of 30 October 2019.

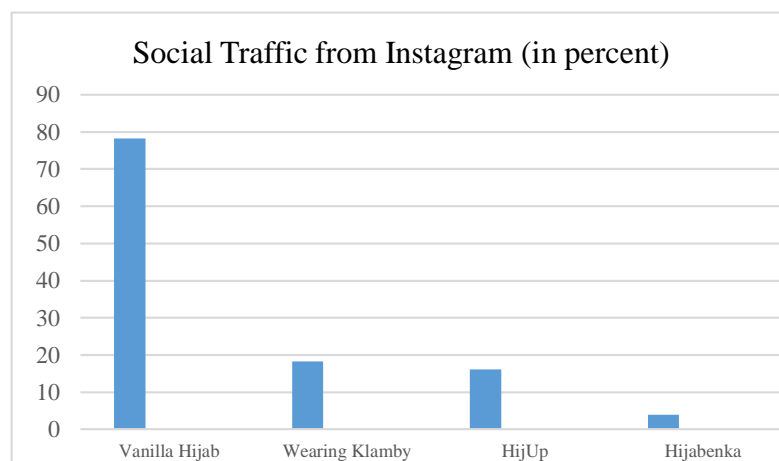


**Figure 1. 7 Number of Followers (as of 30 October 2019)**

Source: instagram.com, 2019

The use of social media marketing through Instagram can affect the traffics for the e-commerce website visitors. Figure 1.8 shows the social traffic from

Instagram for Vanilla Hijab, Wearing Klamby, HijUp, and Hijabenka websites. There is a big gap of percentage between Vanilla Hijab and the other competitors. Vanilla Hijab has the highest percentage with 78.23% for the social traffic from Instagram, meanwhile Wearing Klamby has 18.23%, HijUp has 16.05%, and Hijabenka has 16.05%. As of October 2019, this percentage is also the highest among the other social traffic sources for Vanilla Hijab, including YouTube (15.12%), and Facebook (6.65%).



**Figure 1. 8 Social Traffic from Instagram on October 2019**

Source: similarweb.com (2019)

The visitors of the e-commerce website does not always visit the website to buy the products, they can only do the first three stages of Five Model Stages of Purchase Decision, for example only searching for products informations. Besides that, because of the competitiveness to promote products or services on Instagram business accounts with 25 million accounts in Indonesia and Vanilla Hijab is one of them and to analyze whether there is any impact of social media marketing through Instagram towards the purchase decision of Vanilla Hijab, therefore this research is conducted.

#### **1.4 Research Questions**

1. How much is the consumers' assessment towards Social Media Marketing (Context, Communication, Collaboration, and Connection) of Vanilla Hijab on Instagram?
2. How much is the consumers' purchase decision of Vanilla Hijab products?
3. Does the Social Media Marketing (Context, Communication, Collaboration, and Connection) of Vanilla Hijab on Instagram have positive significant impact towards the purchase decision?
4. Can the proposed model in this research be used for predicting the purchase decisions of Vanilla Hijab consumers?

#### **1.5 Research Objective**

1. To analyze the consumers' assessment towards Social Media Marketing (Context, Communication, Collaboration, and Connection) of Vanilla Hijab on Instagram
2. To analyze the consumers' purchase decision towards Vanilla Hijab products
3. To analyze whether the Social Media Marketing (Context, Communication, Collaboration, and Connection) of Vanilla Hijab on Instagram have positive and significant impact towards purchase decision of Vanilla Hijab
4. To test whether this proposed model can be used for predicting the purchase decisions from Vanilla Hijab consumers

## **1.6 Research Benefits**

### **1.6.1 Theoretical Aspect**

This research is expected to give insights into social media marketing and as a material reference for future research. It also can be used as a source of data to increase insight and knowledge about the impact of social media marketing on customer purchase decisions.

### **1.6.2. Practical Aspect**

This research is expected to be used as feedback and consideration for Vanilla Hijab to be able to retain and gain more customers and provide information about the impact of implementation of marketing through social media, especially through Instagram, towards the customer purchase decisions.

## **1.7 Writing Structure**

### **CHAPTER I: INTRODUCTION**

This chapter contains the object of the research, research background, research problem, research questions, research objective, and writing structure. The object of the research describes the background of the object, meanwhile research background describes the cause of this research is conducted. For the research question, it shows the questions for the research result and research objective answers the research question. Lastly, writing structure describes the structure of this research, from Chapter 1 until Chapter 5.

### **CHAPTER II: LITERATURE REVIEW**

This chapter consists of literature review, the previous study, the theoretical framework and research hypothesis. The literature review describes the theories that are related to this research. The previous study contains a list of studies that has the same variables, objects, or methods. Theoretical

framework shows the figure of the framework that is used in this reasearch and the research hypothesis contains the hypothesis of this research.

### **CHAPTER III: RESEARCH METODOLOGY**

This chapter consists of type of research used, the operationalizational variables and scale measurement for the questionnaire, the stages of this research, the population and sample, validity test and reability test result, and data analysis techniques that is used in this research.

### **CHAPTER IV: RESEARCH ANALYSIS AND RESULT**

This chapter consists of the characteristic respondent which desribes each charachteristic in details, result of the research from data that has been processed, and the discussion about the result of research itself.

### **CHAPTER V: CONCLUSION AND SUGGESTION**

This chapter describes the conclusions of result of this research and some suggestions for Vanilla Hijab current or further research regarding with the social media marketing effects toward customer puchase decision.

