

## Moderate Effect of Satisfaction on Intention to Follow Business Profiles on Instagram

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### ABSTRACT

The paper is dedicated to user activities on Instagram. The article covers the current ways of using Instagram by brands to gain attention from Instagram users. The purpose of this study is to investigate the influence of Enjoyment, Perceived Usefulness, and Perceived Brand on users' Satisfaction and Intention to follow business profiles on Instagram. The study tested and used the model of five latent variables in the Instagram social media network context. The partial least square method of structural equation modeling is employed to test the proposed research model. The study utilizes an online survey to obtain data from 192 Instagram users. The data set was analyzed using SmartPLS 3 software. Results showed that the best predictor of users' Satisfaction is Perceived Brand, followed by Enjoyment. Satisfaction is a moderate predictor of Intention to follow business profiles on Instagram. Most of the respondents are 18 to 24 years old and are from one country. Only three external variables were tested, explaining 50% of the variance. The characterization of the content and its adaptation to the users' expectations allows for a measurable increase in the intention to interact with the business profile, leading to a rise in marketing potential. The findings improve understanding regarding the acceptance of business' activities on Instagram, and this work is, therefore, of particular interest to social media marketers and business owners.

**Keywords:** Instagram, enjoyment, usefulness, brand, satisfaction, social media marketing

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## **1. INTRODUCTION**

The growing popularity of social media makes the subject of the work more urgent. Companies are moving away from using classic marketing solutions, looking for other ways to present their activities to the broadest possible audience. Instagram is one of the most popular social networking sites. The continually growing number of users from different demographic groups is increasingly used as a marketing tool. It is a tool that enables companies to communicate with consumers in an accessible form, thus creating an opportunity to use it as a useful marketing tool for the development of the company.

After the literature review, it was possible to prepare a model. The model aimed to reflect users' feelings related to the business profiles on Instagram and link them to specific behaviors. The use of the methodology of structural equation modeling allows to examine the significance of relations between the investigated variables and assess the strength of such interactions.

The study's motivation is the desire to indicate factors influencing the users' behavior receiving content published by companies. Based on the analysis of respondents' opinions on their experience related to company profiles, it is possible to characterize the factors that favor increasing activity within the profile and, consequently, expand the company's marketing potential.

## **2. LITERATURE REVIEW**

Instagram appeared in 2010 as a free mobile app, allowing users to edit and share photos and short videos only via mobile devices. It has gained users' interest by allowing them to immediately share important moments in their lives with friends (Virtanen et al., 2017).

According to a study conducted in February 2019 (Pew Research Center, 2019), 37% of adult Americans use Instagram, of which the vast majority, 63%, use it at least once a day.

Instagram is the second most downloaded free app on the App Store, and every month more than one billion people use it (Aslam, 2020).

The current trend in social media is users' preference for visual content, against which Instagram stands out from its competitors. People prefer images and graphic content because they can consume and ultimately understand more information than text content in less time (Neher, 2014). Instagram, which does not allow only text-based content to be published, has used this trend to attract users. Instagram's remarkable success is confirmed by the Paw report, which states that photos and videos have become major online social currencies (Pew Research Center, 2019).

A characteristic element of Instagram from the beginning was the proportions of the published content. Instagram required that all photos and videos posted on the site should have a ratio of 1:1 and thus take the form of a square. From 2015 Instagram made it possible to publish content in a different size. Another aspect that distinguished Instagram from other social networks was that it has officially been available only for mobile platforms.

## **2.1 Marketing on Instagram**

According to Instagram's internal research, more than 200 million users visit at least one company profile per day, 1/3 of the most-watched posts come from companies. As many as 60% of users admit that they learn about new products through this platform (Instagram Business Team, 2020). Compared to other services, it has the highest user engagement rate (Neher, 2014). It significantly affects people and their lives, often playing an essential role in the decision-making process. Since consumers increasingly use the information available on social networking sites before making a purchase, Instagram, a feedback medium, creates excellent conditions for its use for marketing purposes (Bilgin, 2020). Instagram is a precious tool for marketers who want to present their brand to consumers. It allows to quickly communicate the company's history, the way it is managed, and the values it is guided. It also allows consumers to see the company and create a community around it (Chen, 2018). Besides, in terms of marketing, Instagram has a higher user engagement level than other platforms (Kim et al., 2015). A survey conducted in 2013 on consumer use of social networking platforms showed that Instagram was the most used brand tracking service (Kim et al., 2015).

On Instagram, as on most other services, it is possible to buy an advertisement. In the case of Instagram, sponsored content does not differ significantly from standard content published by users, in a similar way displayed among the posts of observed users in the news channel

or between InstaStories. These advertisements are aesthetically integrated into all information on the site, and the additional personalization of the user's interests makes them consistent with the standard material the user is watching. The fact that this type of promotion is not pushy adds value to the user's experience.

## **2.2 Visual communication on Instagram**

Instagram has also become a popular marketing platform among companies because of the growing number of users and its features, especially its visual character. It is related to the increasing popularity of images and graphics in social media (Coelho et al., 2016). Visual communication consists of conveying information through images that the creator has created for this purpose. The recipient of the message then interprets it, taking into account his personal experience, social and cultural background (Chen, 2018). The information transmitted in this way is processed and absorbed much faster. The visual content is also more transparent and has a more emotional impact. Using them makes it possible to effectively increase brand awareness among audiences, the number of accesses and interactions, and generate movement and interest (Virtanen et al., 2017). Users can familiarize themselves with the company's products and services not from a technical specification. Still, they can see their actual use as presented by the company or other users. Viewing visual ads affects the viewer's perception of the brand, which can then turn into their belief in the company and its character (Teo et al., 2019).

The use of Instagram for promotional purposes is most important for companies offering visually attractive products and services. The hedonistic character of posts attracts users' attention and makes them available to more potential consumers (Chen, 2018). However, visual communication does not guarantee or specify the beliefs that arise during the posting. Marketing professionals need to know how an audience reacts to a given type of content. They can influence their publications' better reception and define how they will be interpreted (Virtanen et al., 2017). Companies that want to provide more information about themselves and their goods via social media should use text-centered services such as Facebook and Twitter to do so (Chen, 2018).

## **2.3 Business profile on Instagram**

Running a profile in social media allows presenting the company and its products to a broader audience. Instagram provides companies with the functionality of a business profile for this purpose. To create it, a company must have an account associated with its Facebook profile (Lukowicz & Strzelecki, 2020). It gives the profile owners a few additional tools to

develop their business'. The most important benefit is the access to the statistics of account and posts, which provide a measurable picture of the audience and interest in publications. The creator can check both the activity related to the profile, such as users' interactions with the content, the number of conversations, or the traffic sources. The creator also can follow the statistics of specific posts, relations, or promotions and analyze the audience and their growth (Facebook, 2020). Another aspect of the business profile from the company's point of view is the possibility of adding a field with contact information. The owner can include a phone number, exact address, and e-mail address. Having a business profile also allows you to place advertisements (sponsored posts) directly from the Instagram application.

A key factor in creating a long-term marketing campaign is to build brand awareness among the audience. According to Miles (2014), a brand is the sum of thoughts and emotions an individual has about a company or its product. A well-designed and effectively managed brand has a high sales drive because it has a strong impact on purchasing decisions. The branding process can be defined as creating associations and emotional feelings in consumers' consciousness related to the company and its image (Latiff & Safiee, 2015). Instagram is a useful tool for this because companies can easily present their values and attributes with it. By smart use of images and words to show the company and its message to the customer, the company can create a lasting relationship with its customers and benefit from it in the long term (Chen, 2018).

The brand identity is created both by the company and the community around it. All people fascinated by the brand gather around its profile, interacting with posts and other users. It builds one part of the company image (Latiff & Safiee, 2015). An important thing for marketers is to specify the primary audience of the content published by the company. It allows to learn about consumers' needs and expectations and personalize the content to bring the highest possible benefits. Instagram is a social network site, which is mainly used for entertainment and sharing personal experiences. It means that a brand must use individual and attractive materials to succeed on this platform (Chen, 2018). The Instagram network is primarily based on interdependencies and common interests, prompting users to use content similar to the content they are currently observing.

### **3. METHODOLOGY**

The study aimed to characterize the factors influencing user satisfaction related to company profiles on Instagram. It helps determine what content of posts published by companies

makes users more willing to observe a given profile, interact with it, and recommend it to friends or family.

The study used structural equation modeling (SEM). It is a quantitative research technique, including qualitative methods (Bagozzi & Yi, 1988). SEM is used to present causal relationships between variables (Schumacker & Lomax, 2016). Relationships in the model reflect the given research hypotheses. With this method, it is possible to examine the theoretical model in terms of how the measured variables define latent variables and establish relationships between constructs.

The PLS-SEM modeling variation used in the study is based on the partial least squares (PLS) regression. This algorithm is used when the primary purpose is to predict indicators using the model (Hair et al., 2017).

The analysis aims to determine the extent to which the theoretical model, based on the formulated hypotheses, is supported by empirical data. Once the model supports the hypotheses based on the theoretical background, it is possible to conduct more complex studies and draw reliable conclusions (Ullman & Bentler, 2003).

### **3.1 Hypotheses development**

#### *Enjoyment*

Perceiving the user's experience with social networks as enjoyable means that their primary motivation for this was to spend their free time (Lee & Ma, 2012) (Lee & Ma, 2012). At that time, users are mainly looking for exciting, engaging, and often funny content tailored to their needs. Interacting with them results in the recipient's feeling of satisfaction. Companies publish content that is pleasant and, consequently, mentally and interactive, stimulating to provide entertainment (Nambisan & Baron, 2007). Moreover, the need for entertainment, i.e., in this context of pleasant leisure or recreation, is one of the main motivations for using social network sites (Quan-Haase & Young, 2010). Visual character and attractiveness to the eye are essential. It allows formulating a research hypothesis that the user's enjoyment associated with the experience of using Instagram has a positive impact on satisfaction.

**H1: The user's enjoyment of using the Instagram business profile has a positive impact on satisfaction.**

#### *Perceived Usefulness*

Usefulness is the use of a specific technology to improve performance, which in the context of the social network is related to the convenient acquisition of information that can be used in different areas of life, helping to make decisions or bringing improvement in the

performance of tasks (Basak & Calisir, 2015). The usefulness results from the information function of social networking sites. Users can quickly obtain information related to products, services, or knowledge about interesting topics. Information on social media is easily accessible, which makes it more attractive for the audience. Users usually choose to be part of the community to keep up to date with publications on the specific topic they are interested in (Dessart et al., 2015). Obtaining useful information is one factor that makes users decide to consume business-related content on social network sites. Their primary motivation for doing so is to get new ideas and learn about a specific topic (Muntinga et al., 2011). Therefore, a research hypothesis has been formulated that users' perception of the content published by companies on Instagram as useful has a positive impact on satisfaction.

**H2: The user's perceived usefulness using the Instagram business profile has a positive impact on satisfaction.**

#### *Perceived brand*

A company's brand can be defined as the thoughts, associations, and emotions consumers feel about the company or its products (Miles, 2014). The company, through its marketing activities, can establish relationships with its current and potential customers. A well-structured image of the company creates a lasting feeling in the customers' minds (Latiff & Safiee, 2015). Companies can benefit from this relationship with their consumers in the long term, based on their reputation, opinion, popularity, or style, which reaches the right client group (Chen, 2018). The consumers' perception of a company as attractive increases their willingness to participate in the community that surrounds it. It makes people fascinated by a given brand willing to gather around its profiles on social networking sites and interact with published content and other members of that community (Latiff & Safiee, 2015). A research hypothesis has been formulated that perceived brand positively impacts users' satisfaction who are familiar with Instagram's business profiles.

**H3: User's perceived brand using Instagram's business profile has a positive impact on satisfaction.**

#### *Satisfaction*

In psychology, satisfaction is defined as the emotional state resulting from confirmation between expectations and results (Oliver, 1981). According to this theory, a consumer is satisfied when a product or service benefits or exceeds expectations. Satisfied customers are more likely to maintain a long-term relationship and are more loyal (Bhattacharjee, 2001). Satisfaction in the context of social media is a crucial variable explaining user behavior

(Casaló et al., 2011). Users who are satisfied with content published as part of a company's profile are more likely to interact within the company's community and become part of it themselves, thus increasing the likelihood of choosing this company when making future consumer decisions. A hypothesis can be formulated that satisfaction positively impacts users' intention to observe the profile, interact with posts, and recommend it to others.

**H4: User satisfaction using Instagram's business profile has a positive impact on the intention to follow, like, and comment.**

*Intention to follow, like and comment*

The user has the intention to act in a certain way. It is a strong signal of how the customer will behave (Casaló et al., 2020). In social networks, the fact that users observe the company's social profile is one of the most important factors influencing the development and maintenance of the community around the brand. A person who decides to observe a profile is voluntarily exposed to the company's information (Chu & Kim, 2011). Therefore, the intention of tracking reflects the willingness to be kept informed about the company's activities and the desire to receive direct marketing information. It also allows for building long-term relationships with customers. Clients satisfied with the content can also recommend the company's profile to family, friends, or other Internet users. The intention of recommending a profile is proof of the user's satisfaction. Satisfied users want to share value with other people (Chu & Kim, 2011). Recommendations are a handy marketing tool. An unbiased source of information seems to be fully reliable (Schiffman & Wisenblit, 2019). Equally important is the user's willingness to be part of a company profile. Through increased interaction with the profile, organic traffic increases, allowing the company to reach a broader audience (Virtanen et al., 2017). The increased number of interactions on the profile also increases the company's credibility.

### **3.2 Model**

PLS-SEM structural modeling is a multi-stage procedure. First, the validity of the indicators and constructs used in the model should be assessed. Performing successive stages of analysis, it is possible to determine to what extent empirical data and its predictive capabilities explain the created theoretical model.

The basis for proper model estimation is to correctly determine the type of variables at the model construction stage. In structural equations modeling with the PLS method, two main latent variables are distinguished - reflective and formative variables. The reflective variable is characterized by the fact that it is redundantly reflected by observable indicators used



during the study (Diamantopoulos, 1999).

The first step to determine the reflective variable's correctness is to assess the variable's indicator loads. Loadings above the assumed value of 0.70 indicate that the construct explains at least 50% of the variable variance, demonstrating a satisfactory degree of reliability (Sarstedt et al., 2017).

For the reflective variable, it is also important to check the reliability of the constructs. If the PLS approach is used, a composite reliability factor  $\rho_c$  is used to measure it. For the  $\rho_c$  coefficient, higher values mean higher reliability. Values above 0.60 are sufficient for constructs to be considered reliable; however, the highest reliability is for constructs with a composite reliability index between 0.70 and 0.95 (Hair et al., 2017). Higher values may be problematic because they may indicate the variables' similarity (Sarstedt et al., 2017).

Another factor in assessing reliability is Cronbach's alpha. This factor has the same acceptance thresholds as the composite reliability factor but generally takes lower values. As an alternative to using the composite reliability and Cronbach's alpha reliability factor in parallel, the researcher may use a factor  $\rho_A$ , which usually returns a value between the composite reliability and Cronbach's alpha (Sarstedt et al., 2017).

Convergent validity must be assessed to make sure the chosen criterion is correctly diagnosed. The Average Variance Extracted (AVE) coefficient is used to examine the convergence of all indicators related to a particular construct, which helps assess the extent to which convergence is responsible for its variance. This coefficient represents the average of the squares for loadings of each indicator associated with a construct. A construct can be considered relevant if the coefficient reaches values greater than 0.50 (Sarstedt et al., 2017).

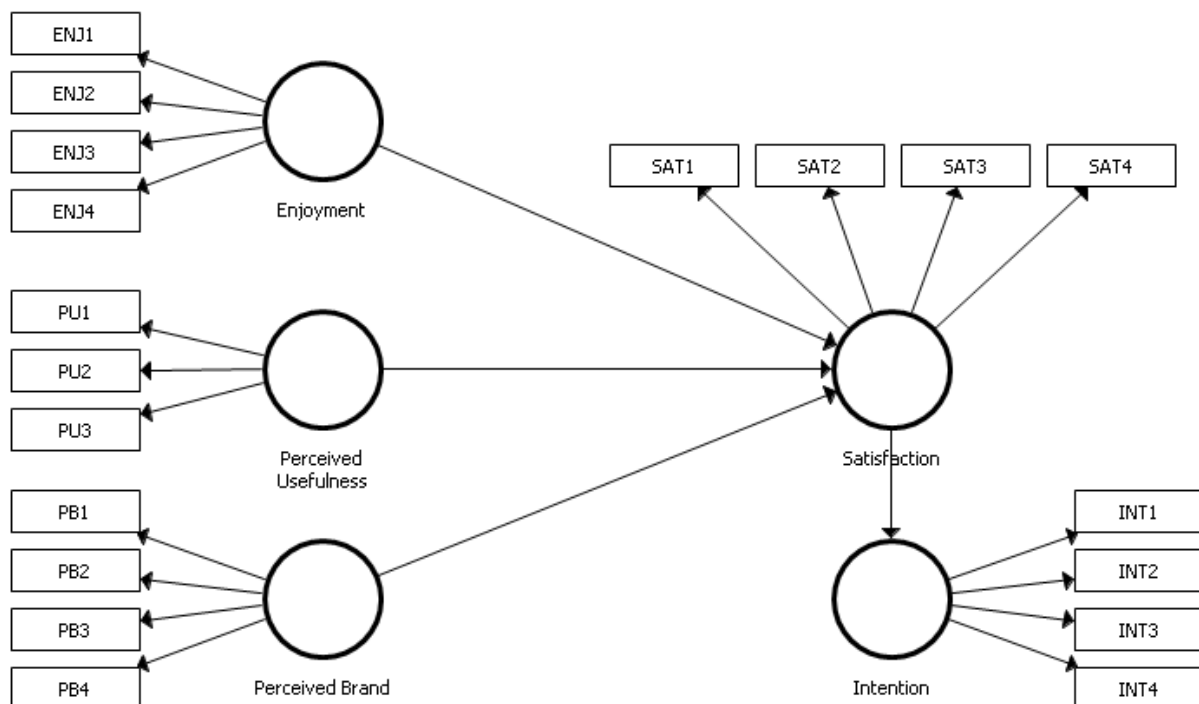
The last step to assess the variables' discriminant validity is to investigate the correlation between heterogeneous and homogeneous characteristics. It determines whether the constructs are independent of each other. The HTMT coefficient, defined as the mean value of the correlation of indicators between constructs concerning the geometric mean of the average values of indicators measuring a given construct, is used for this purpose (Henseler et al., 2015). If the coefficient takes values above 0.90, this may indicate a lack of differential accuracy, but for significantly different constructs, a threshold value of 0.85 is assumed (Sarstedt et al., 2017). In the presented model, all variables are reflective; there are no formative variables.

The next step after determining the accuracy and reliability of the structures is to estimate the structural model. This stage is based on examining the predictive capabilities of the

model using the coefficient of determination  $R^2$ . To characterize the relationships in the model, it is also necessary to evaluate the path factors and assess the values returned by the  $f^2$  size effect (Sarstedt et al., 2017).

The  $R^2$  reveals the model prediction. It determines to what extent the model explains the variance of the variables. The coefficient takes values from 0 to 1. Higher values mean greater accuracy of model-based predictions. Three thresholds are used for interpretation: values above 0.75 indicate a high model prediction, values around 0.5 indicate a moderate prediction, and values below 0.25 indicate a low prediction. However, when interpreting the value of  $R^2$ , the study context must be taken into account (Sarstedt et al., 2017).

The correct assessment of the model is also enabled by the coefficient  $f^2$ , which allows checking the examined effect's existence. It can be stated that the effect exists when the value of the coefficient is higher than 0.02. The effect is weak for coefficients in the range of 0.02 to 0.15, while the average effect ranges from 0.15 to 0.35. Coefficients value above 0.35 informs about the occurrence of a strong influence (Cohen, 1992). As part of the study, a theoretical model was created to verify the hypotheses. This model is shown in Figure 1.



**Figure 1.** The theoretical model of the relationship between factors influencing Instagram users' behavior

The model is built from five latent variables, which are measured using reflective indicators. Four research hypotheses illustrate the relationships between the constructs. The theoretical model is designed to explain Instagram users' behavior with business profiles. The aim was to examine the nature of the content and feelings associated with the company's profile, which cause the highest satisfaction for the audience. Simultaneously, the model checks the extent to which satisfaction affects users' willingness to engage in activities related to the company's profile, such as following, recommending, and responding to posts. The indicators of latent variables that were used to conduct the study are presented in Table 1.

**Table 1.** Items in the survey.

Enjoyment	ENJ1	I consider browsing Instagram as entertaining.
	ENJ2	I am happy to browse companies' profiles that publish content that allows me to relax and rest.
	ENJ3	I am mainly interested in profiles of companies whose posts I see as funny.
	ENJ4	I feel the pleasure of browsing through company profiles on Instagram.
Perceived usefulness	PU1	I use Instagram as an inspiration in various areas of life.
	PU2	I'm happy to watch posts from which I can get new information
	PU3	The most valuable seem to me to be the profiles of knowledge transfer companies.
Perceived brand	PB1	I am eager to observe the profiles of companies whose products I consider valuable.
	PB2	Watching a company's profile makes me feel part of its community.
	PB3	I'm observing popular companies.
	PB4	I observe companies' profiles with a brand I identify.
Satisfaction	SAT1	If the business profile seems to be satisfactory to me, I am willing to follow it.
	SAT2	I find the profiles of companies that I am currently following satisfactory.
	SAT3	I think I made the right decision by following these profiles.
	SAT4	I have experienced noticeable benefits while following business profiles.
Intention	INT1	I often come back to a business profile I liked.
	INT2	I would like to recommend to my family and friends the profiles I liked.
	INT3	I've actively involved in co-creating a business profile that I liked
	INT4	I'm expecting new content published on a profile I liked.

#### 4. RESULTS

SmartPLS3 software (Ringle et al., 2015) was used to perform the study's calculations. The collected data were used with the PLS procedure with initial default settings. The maximum number of iterations was set at 300 with a stop criterion of  $10^{-7}$ . The bootstrap procedure was performed on 5000 samples with the assumed significance level of 0.05.

A survey using the Google Forms platform was published on forums and Facebook groups, which gathers the community interested in Instagram. In this way, 192 respondents were reached. One hundred eighty-four responses came from people who are Instagram users. Table 2 contains demographic characteristics for both the total and declared Instagram users.

**Table 2.** Structure of the respondents.

	Total sample		Instagram sample	
	n	Percentage	n	Percentage
<b>Gender</b>				
Female	129	67.19%	127	69.02%
Male	63	32.81%	57	30.98%
<b>Age</b>				
Less than 18 years	5	2.6%	4	2.17%
18 - 24 years	155	80.7%	152	82.61%
25 - 34 years	27	14.1%	26	14.13%
35 - 44 years	2	1.02%	1	0.54%
45 - 54 years	1	0.51%	0	0%
55 - 64 years	0	0%	0	0%
65 years and more	2	1.02%	1	0.54%
<b>Education</b>				
Basic	9	4.7%	8	4.35%
Basic vocational	3	1.6%	1	0.54%
Secondary	129	67.2%	126	68.48%
Higher	51	26.6%	49	26.63%
<b>Professional status</b>				
Not employed	8	4.2%	5	2.72%
Student	136	70.82%	134	72.83%
Employed part-time	7	3.58%	7	3.80%
Employed full-time	41	21.4%	38	20.65%
<b>Place of residence</b>				
The village	28	14.62%	26	14.13%
City up to 50k	21	10.9%	20	10.87%
City up to 100k	32	16.68%	30	16.30%
City up to 250k	72	37.45%	69	37.50%
City > 250k	39	20.3%	39	21.20%

The study began by examining the relevance of indicators for reflective variables. The results are presented in Table 3.

**Table 3.** PLS-SEM assessment results of measurement models

Latent variable	Indicators	Convergent validity			Internal consistency reliability		
		Loadings	Indicator reliability	AVE	Composite reliability $\rho_c$	Reliability $\rho_A$ (rho_A)	Cronbach's alpha
		>0.70	>0.50	>0.50	>0.70	>0.70	0.70–0.95
ENJ	ENJ2	0.856	0.732	0.674	0.860	0.816	0.759
	ENJ3	0.703	0.494				
	ENJ4	0.892	0.795				
PU	PU1	0.791	0.625	0.600	0.817	0.685	0.670
	PU2	0.835	0.697				
	PU3	0.691	0.477				
PB	PB1	0.825	0.68	0.640	0.842	0.723	0.719
	PB2	0.798	0.636				
	PB4	0.776	0.602				
SAT	SAT1	0.765	0.585	0.633	0.873	0.806	0.806
	SAT2	0.832	0.692				
	SAT3	0.839	0.703				
	SAT4	0.742	0.55				
INT	INT1	0.820	0.672	0.558	0.834	0.758	0.736
	INT2	0.713	0.508				
	INT3	0.777	0.603				
	INT4	0.667	0.444				

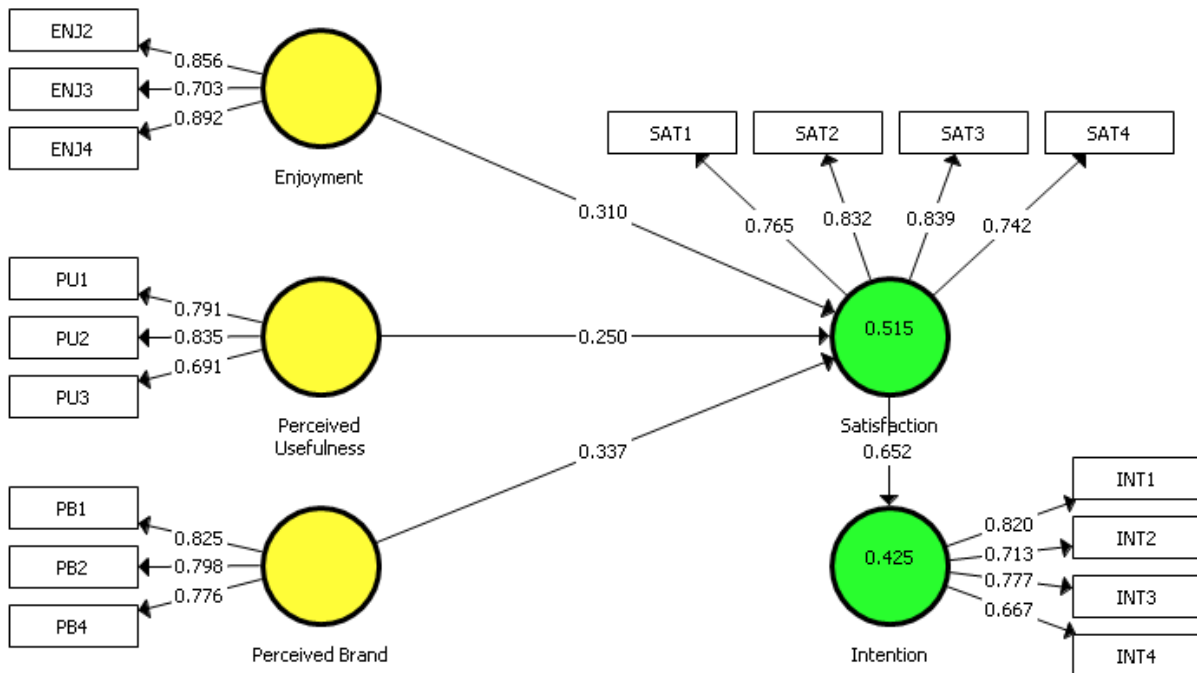
During the first iteration items, ENJ1 and PB3 had loading  $<0.5$  and were removed from the model. Items PU3 and INT4 also have an external loading lower than the accepted threshold of 0.7, but it is high enough for the variables to remain in the model. The AVE values for all constructs are at a satisfactory level, which indicates an acceptable level of explanation of variance through convergence. The reliability measured by  $\rho_c$  and  $\rho_A$  for all constructs is at an acceptable level. The Cronbach's Alpha and  $\rho_A$  for PU only have a value lower than 0.7, but it is high enough to recognize the reliability of the variables used in the test.

The last element checking the accuracy of the reflective variables was the HTMT coefficient assessing the discriminant validity. Values are presented in Table 4.

**Table 4.** HTMT values

	Enjoyment	Intention	Perceived Brand	Perceived Usefulness	Satisfaction
Enjoyment					
Intention	0.780				
Perceived Brand	0.692	0.849			
Perceived Usefulness	0.402	0.649	0.750		
Satisfaction	0.686	0.815	0.820	0.690	

For all relations between the reflective variables, the HTMT factor has not reached a value higher than 0.85. Having made sure that all the variables used in the study are appropriate, it is possible to estimate the structural model. Figure 2 shows the estimated layout of the model after removing inappropriate indicators.



**Figure 2.** Appropriate model with estimated coefficients

The first step was to examine the paths of the model. The coefficients used to assess them and the assessment of the hypothesis reflected by a given path are presented in Table 5.

**Table 5.** Path coefficient of the structural model and significance testing results

Hypothesis	Path	Path coefficient	95% BCa confidence interval	f <sup>2</sup> effect size	Significant (p<0.05)
H1	ENJ -> SAT	0.310	[0.203;0.416]	0.144	Yes
H2	PU -> SAT	0.250	[0.127;0.367]	0.093	Yes
H3	PB -> SAT	0.337	[0.192;0.481]	0.134	Yes
H4	SAT -> INT	0.652	[0.555;0.715]	0.739	Yes

The highest path coefficient is the relation between the “Satisfaction” variable and the “Intention” variable, reaching the value of 0.652. The values of path coefficients for other effects are between 0.250 and 0.337. The values of the  $f^2$  coefficient indicate that the examined effect exists for each of the paths. The p-value for each of the effects is lower than the assumed level of significance of 0.05; it supports the hypotheses reflected by these relations.

The determination factor  $R^2$  for both constructs indicates a moderate fit of the model.  $R^2$  of the variable “Satisfaction” at 0.506 means that the model explains a 50.6% variance of the variable. The same applies to the variable “Intention”. The model explains 42.5% of the variance.

## 5. DISCUSSION

The analysis of the data presenting the opinion of Instagram users was started by checking the indicators' validity. It turned out then that it is inappropriate for the model to use the ENJ1 indicator about how the user treats browsing Instagram as entertainment and PB3, saying that the users mainly decide to observe popular brands' profiles. In both cases, loadings indicate a weak relationship between the indicators and the constructs.

The results of the estimated model supported all the research hypotheses. User satisfaction related to the business profile on Instagram results from the enjoyment of the profile,

perceived usefulness of the information published within the profile, and brand perception. All of these variables have a positive impact on satisfaction while explaining its variability in about 50%. The impact is moderately low for each variable.

The hypothesis about the positive impact of users' satisfaction concerning the business profile on their intention in following the profile, its recommendations, and posting likes or comments was also confirmed. In this case, the impact of satisfaction is moderate and explains about 45% of the changeability of users' behavior. For all of these hypotheses, the result of the study confirms the previous results from the literature.

Compared to Chen's (2018) work, we advance our study to verify previous statements about enjoyment. It was noticed that Instagram users are interested in this image-based medium because it allows them to express themselves, gives them a feeling of closeness to celebrities and big brands. We have described this as enjoyment from using Instagram and verified that it positively impacts satisfaction from using Instagram. We advance Virtanen et al.'s (2017) results by checking with a different model how brand influences satisfaction for using Instagram. Previous work was based on the "follow-to-follow model," not previously verified in the other literature. We have used adapted methodology from Technology Acceptance Model and confirmed brand influence on satisfaction using data collected from Instagram users directly, not by analyzing their social activity.

Latiff and Safiee (2015) previously noticed that brands are under the radar to use Instagram as an e-commerce business. We have verified brands and their presentation as variable influencing satisfaction from using Instagram. Instagram makes it useful to perceive brands with the use of Instagram. We have proved that this variable has a significant impact on our model. Teo et al.'s (2019) work demonstrated that the visual quality of images posted on Instagram might influence the purchase intention. Our study verified whether visual quality might influence intention to like, follow, and share business brands on Instagram.

### **5.1 Contribution**

The available literature has defined three main factors for user satisfaction. It has shown that satisfaction is a crucial factor in users' intention to interact with the business profile. The study confirmed the importance of the factors, which confirms state of the art in the available literature.

The study also provided an opportunity to quantify the examined factors, which were not undertaken by previous works. Now, it is possible to characterize the significance of each of the factors individually and to determine the extent to which they are responsible for the



users' behavior. It is important to know the exact results from analyzing a group of real users' opinions. It allows to carry out an in-depth assessment of the opportunities arising from the business profile on Instagram. In the previous works, this topic was not developed in a similar way to allow for clear conclusions.

## **5.2 Practical implications**

The study results presented in the paper can be used in planning the company's marketing strategy in social media. The assessment of users' perception of their experience related to business profiles allows determining the methods of conducting the profile resulting in increased interest in the company. The characterization of the published content and its adaptation to the recipients' expectations allows to measurably improve users' willingness to interact with the profile, leading to an increase in marketing potential.

The results can also serve as a basis for further research on the possibilities arising from the company's use of Instagram. Researchers can use them to characterize additional factors that may have a significant impact on the topic. Besides, the results can be used to highlight other differences resulting from the demographic distribution of users. The model created for the study may also be used in the context of research on other social network sites or user behavior related to non-business profiles.

Social media managers and community managers can benefit from this work in the following areas. For small brands, one person may have both positions. However, these are two different tasks. Social media managers usually act as a brand, whereas community managers speak on their voice and own social media channel.

Social media managers (SMM) should listen and engage with Instagram posts. Next, SMM should do research and a strategic plan. Lastly, suppose to create the content and curate it. The community manager (CM) should often communicate with the community, seek opportunities for new conversations and offer customer support. Less obvious implications for CM are building community strategy, participating in discussions, networking, and building brand awareness.

## **6. CONCLUSIONS**

A review of the scientific literature prepared for the above work and a survey conducted made it possible to characterize the Instagram service, identify the opportunities it creates for the company's development, and assess the factors influencing it. It can be seen that Instagram, as a social medium, is gaining more and more popularity among different age

groups all over the world while increasing its marketing potential. The use of both Instagram and other social network sites is currently a key element in building a brand image. The company is allowed to maintain an ongoing relationship with its existing customers. With the help of published content, the company can present its activities to a broader audience and create its image. The possibility of quick information exchange allows social network sites to respond to consumers' needs and facilitate the broadcasting of important messages better.

It has also been established that the element that distinguishes Instagram from other social networking sites is its publishing oriented towards visual content. Companies that decide to use this tool have the opportunity to communicate with consumers by publishing photos and short films. Information provided in this way usually takes on a more attractive form than written text, making it more accessible to the audience. The potential of Instagram is significant, especially for companies that have products or services to offer that can be presented aesthetically.

The study aimed at identifying factors influencing the intention to like, follow and comment on Instagram business profiles. It proposed an adapted TAM model tailored to fit the environment of social media networks. Based on regression analysis, the results herein support the proposed model, as all of the four hypotheses have been confirmed. The results have shown that enjoyment, perceived usefulness, and perceived brand positively impacted the satisfaction from using an Instagram business profile. Besides, satisfaction had a positive impact on the intention to like, follow and comment. The research results have provided reliable information for social media managers and community managers to make business decisions. This research also contributes to the study of the behavioral intention of using information technology based on TAM. Therefore, this research provides hints for user acceptance for social media practitioners and provides some new directions for further study.

### **6.1 Limitations**

When referring to the results presented in the paper, one should consider the limitations to which the study was subjected. Due to the circumstances in which it was conducted, the results may not reflect the exact facts regarding users' behavior.

One of the survey's limitations is the relatively small sample of the population on which the study was conducted. The analysis is based on only 184 people's opinions, which is a negligible part of all Instagram users. Examining a larger number of users would allow obtaining more accurate results, better reflecting the real behavior.

Another limitation results from the demographic characteristics of the studied group. Due to the questionnaire's publication, mainly on groups associating the community at a young age, over 80% of respondents are between 18 and 24 years old. The low share of people from other age groups makes the results mainly characteristic of young users.

When interpreting or referring to the presented study, it is also worth considering including only three user satisfaction variables in the model. The model adjustment indicated that they define half of the satisfaction variation. Considering further factors that determine user behavior, it would allow adjusting the model better and more precisely define the needs and expectations of consumers related to the business profile on Instagram.

## 6.2 Future research

To overcome the limitations mentioned earlier, future research should ideally use probability samples that cover a more comprehensive range of study participants. Future research also can focus on more variables that impact satisfaction from using Instagram. Further studies can continue the investigation of the mechanism underlying the intention to use Instagram. Given the increasing popularity of Instagram around the globe, we call for more future research on its usage in electronic business circumstances.

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