

## The Influence of Brand Collaborations Toward Purchasing Intention: A Conceptual Framework

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### ABSTRACT

This study summarizes and analyzes previous research to explore the influence of advertising on consumer buying interest, particularly focusing on the Indomie X Pop Mie Ramen Series Tori Kara advertisement on the Instagram social media platform. Seventeen previous studies are compiled, ranging from the impact of brand ambassadors to advertising methods on platforms like Instagram. The research emphasizes the importance of advertising in building brand image and attracting consumer interest. Strategies such as leveraging brand ambassadors, using diverse advertising themes, and utilizing social media platforms are crucial in differentiating products and capturing consumer attention. The study highlights the role of social media, especially Instagram, as a significant marketing platform. Effective advertising campaigns on Instagram can significantly influence consumer buying interest, especially among young demographics. Literature review methodology provides a solid foundation for understanding the impact of advertising on consumer buying interest comprehensively. Through this method, researchers can collect, evaluate, and synthesize findings from various relevant studies, providing insights for future research endeavors.

**Keywords:** *Advertising, Consumer buying interest, Product collaboration, Marketing strategy, Brand image*

### INTRODUCTION

Communication is an activity that will never be separated from human life (Fuchs, 2020). This communication activity is not only a tool to make contact or relationships between humans, but also a tool for humans to support their lives. Communication in the industrial era is now maximising its role, especially in forms of marketing communication. This is because marketing communication is considered to be one of the absolute needs and also as a determinant of business progress for a company (Falahat, 2020).

One of the popular forms of marketing communication is advertising. Advertising activities that are carried out appropriately can influence consumer perceptions, interests, and behaviour to buy a product. Advertising is a means of communication in presenting products or services to the public. To create an advertisement that is able to attract buying interest and purchasing behaviour, advertisers must be able to create advertising messages with the right appeal. Furthermore, advertising activities now utilise digital media.

One of the widely used digital media is Instagram. Instagram is one of the platforms used by indomie to carry out advertising, branding and brand awareness activities. One of the products that utilise advertising on Instagram social media is the Indomie brand. Where indomie itself consists of various variants, with different target markets. One of them is a new innovative product launched in December 2023, as well as an advertisement that premiered on Instagram social media.

The advert is a collaboration advert between Indomie and Pop Mie variant Tori Kara. This collaboration attracted the attention of many parties, especially among instant noodle lovers and Japanese culture. This innovation is done to maintain purchasing consistency because consumer purchasing consistency is the key to brand success. This product does collaborative advertising and airs on social media Instagram.

In this study, the variable Advertising on Instagram Social Media is one of the aspects that must be considered in consumer buying interest. Advertising is said to be successful, if the advertisement is able to foster buying interest from consumers through providing clear and easy-to-understand information regarding the advantages of the product being offered, providing an attractive visual touch in order to get consumer attention, and fostering an emotional bond with the audience. But on the other hand, if an advertisement loses its appeal, the consumer's desire to buy it will also decrease. This is reinforced by Tjiptono (2007) who explains that buying interest in a brand will occur through various stages when an advertisement hits consumers, starting from the stage of attention to the advertising message displayed, then creating interest in the product, which is advertised.

Bondan Dhanu Pradipa, Kristy Feren Nandita, Levina Sinta Wati, Marisha Nikovia Azzahra, and Satria Dewanto (2023) states that the partial test (t test) found that the Instagram content variable has a significant effect on purchasing decisions. Likewise, the results of research conducted by I Gede Bayu Wijaya and Ni Nengah Ditya Riskika Dewi (2022) show that the advertising factor and brand image of Lemonilo noodles have an effect on consumer buying interest. Based on the results of this study, it is very important for a company to introduce its products through advertising so that this will build an image of the brand carried by the product.

Other similar research was conducted by Alya Elita Sijoen, Maasyithah Hutagalung, Evi Sirait, Siska Armawati Sufa, Musran Munizu (2024) that advertising partially has a significant

effect on public buying interest in e-commerce, Instagram social media has a significant effect on public buying interest in e-commerce.

Based on the above narrative, this paper will propose a conceptual framework on the influence of brand collaboration toward purchasing intention. This is a part of the final project paper that is presented in the form of systematic literature review to give perspective on the subject matter.

## **LITERATURE REVIEW & THEORY**

Purchasing intention is usually defined as a prerequisite for stimulating and pushing consumers to actually purchase products and services (Zhuang et al., 2021). Purchase intention is all activities, actions and psychological processes that encourage these actions before purchasing (Arini & Sudiksa in Darmawan et al., 2022). The intention to make a purchase arises after receiving stimulation from something seen and accompanied by feelings of pleasure towards the item, then giving rise to a desire that convinces that the item has benefits for the individual (Chintia Pramesti & Rahanatha in Darmawan et al., 2022). Purchase intention is a consumer's desire to buy a particular product (Shirin & Kambiz in Darmawan et al., 2022). Purchase intention is all the psychological processes that drive action behavior in the moments before a purchase. The intention to make a purchase arises after the consumer receives a stimulus from something he sees and then creates a desire that convinces him that the item has benefits for the individual. Purchase intention is the desire to buy a product/service (Darmawan et al., 2022).

Tjiptono (in Sholawati & Tiarawati, 2022) revealed that factors that can increase purchase intentions include psychological factors, social factors and marketing mix factors. Psychological factors originate from an individual. Meanwhile, social factors come from a person's behavior influenced by the social and cultural environment. Then the marketing mix factors come from the marketing mix elements carried out by the company as a producer of related products which include product, price, promotion and distribution channels. The purchase intention variable indicator in this research uses the purchase intention indicator according to Zeithaml (in Sholawati & Tiarawati, 2022) which consists of possibility to buy, intention to buy, and consideration to buy.

The use of social media is a phenomenon that has emerged due to technological developments. People use social media for various purposes, including business, entertainment, searching for information and other activities (Sijoen et al., 2024). The increasing number of internet users has made social media one of the tools that many companies use to introduce new

products or product information to potential and loyal existing consumers (Agustina, 2023). Social media currently has an important role in attracting people's purchasing power to buy something (Murjiati, 2021).

One of the social media that is widely used by business people is Instagram. Instagram is an application-based social media where users can upload videos or photos and share them. They can also edit, and upload intuitive content for their customers and interact through likes, comments, and shares (Paradipa et al., 2023). Advertising is a marketing communication strategy aimed at the target market to generate interest in purchasing the advertised product. Advertising has become very important because there are more consumers. They tend to pay attention to advertisements for the product they are going to buy (Tangka et al., 2021).

Advertisements are a source of consumer information in making purchasing decisions but encourage consumers to buy. The purpose of advertising for companies is actually to influence attitudes and perceptions in consumer behavior. Advertisements must be made creatively, innovatively and effectively so that the message and impression conveyed by the advertisement can be easily remembered and understood by the audience (Nursyecha et al., 2021). The purpose of an advertisement is that apart from conveying a message, it can also build a sense of consumer trust and consumer awareness of the importance of the existence of a product being offered so that consumers buy the product. With the various attributes in the advertisement, potential consumers will be able to select and sort the various message information conveyed by the advertisement (Wijaya & Dewi, 2022).

According to Abdurrahman (2019) for advertising to be successful in stimulating buyer action, the message conveyed in the advertisement should get attention, attract interest, arouse desire, and cause action or concept. Interests are one of several psychological approaches that have a significant impact on behavior. Consumer perceptions of products are based on consumer knowledge about the product's function, and consumer decisions to use the product are based on the information provided (Habsari, 2023). Research conducted by Yuliani (2010) shows that the marketing of Indomie products is able to penetrate remote areas, which is also proven by the fact that every time there is a natural disaster, Indomie is always the first to distribute aid. Indomie is also the first instant noodle produced in Indonesia.

Indomie has successfully expanded its brand equity by creating an image that resonates with the younger generation, which is highly relevant to consumer buying interest. Consumers who feel connected to the brand image represented by Indomie as a brand suitable for the younger generation are more likely to be interested in purchasing the product. Collaborating with The

Goods Dept, a clothing brand that also embraces the same theme as the lifestyle of young people, can also enhance consumer buying interest because the collaborative products create a unique and relevant appeal to them (Wang et al., 2022). Thus, the alignment of brand image with consumer interests and lifestyles becomes a crucial factor influencing their buying interest.

Promotion is the most influential factor on consumer buying interest compared to visuals and information, while audio and pricing have no effect on purchasing interest through e-commerce (Hartawan et al., 2021). This indicates that effective promotional strategies, such as collaborations with other brands or engaging advertising campaigns, can have a significant impact on influencing consumer purchasing behavior. Understanding consumer preferences towards these factors can help companies direct their resources more efficiently to improve the success of their marketing and product sales (Rosário, 2021).

Therefore, researchers conducted research on advertisements for Indomie instant noodle products which influence consumer buying interest. In this research, an analysis was carried out regarding the influence of the Indomie X pop mie ramen series tori kara on Instagram social media regarding consumer buying interest, where no one has researched Tori Kara's Indomie x Pop Mie Ramen Series advertisement.

## **METHODOLOGY**

In systematic literature review research, researchers look for references from scientific journals or other research materials that can be used as a reference or theoretical basis for new research. When they have obtained materials or guidelines from references by other researchers, researchers will be able to find a basic framework and discover a problem formulation that is then developed into a discussion and goes through stages or steps that have definitely been determined. In the systematic literature review research method, it has been carried out in a coherent or systematic manner by carrying out a process or stages which makes the systematic literature review process free from presumptions or conclusions referring to a subjective nature, when carrying out a review using the SLR method it is mandatory to go through three stages, namely such as planning stages, implementation and report results. Several types of literature reviews can be taken from several journals such as journals, theses or dissertations, course assessments, and article reviews (Andini, 2021).

Systematic Literature Review (SLR) is carried out in three stages: planning, implementing and reporting the literature review. The first step in the planning stage is to identify the need for a systematic literature review. The next step is to develop the review protocol that will be used.

The Review Protocol is designed to guide review planning and reduce the possibility of researcher bias. The next step is to evaluate the review protocol used (Wahyudi, 2022).

## **RESULTS AND DISCUSSION**

The researches of Haerunnisa Ediman, Kamaluddin Tajibu (2020), I Gede Bayu Wijaya, and Ni Nengah Ditya Riskika Dewi (2022), Rifky Bimo Prayoga, Driya Wiryawan, and Mudji Rachmat Ramelan (2024), Lamsar Pandapotan Silalahi, Romindo M. Pasaribu, and Herry D. Pasaribu (2022), Praja Yudha (2022), Wahyu Murjiati (2021), Givent C. Tangka and Lucky OH Dotulong (2022), Nurul Nursyecha, and Yusuf Sapari, Ririn Risnawati (2021), Vera Andriani (2019), Hamzah Abdurrahman (2019), Mia Rahmawati, and Suci Putri Lestari (2020), Erick Hartawan, Delfin Liu, Marc Richardo Handoko, Geraldo Evan, and Handyanto Widjojo (2021), Norma Yuliani (2019), Nabila Latranita (2022), Esti Woro Habsar (2023), Ratna Nindya Agustina (2023), Fadzillah Aresta, Asep Maulana Rohimat (2023), are a few of the many studies related to the influence of advertising on buying interest that are relevant to be referred to as justification for future research related to the impact of Indomie x Pop Mie ramen series tori kara advertisements on Instagram social media on consumer buying interest of @indomie Instagram followers. This paper is the starting gate of research that begins with conducting a literature review to find out the results of the problem formulation and the urgency of research related to the influence of advertising on social media instagram on buying interest.

Based on the results of each previous study regarding the effect of advertising on buying interest. There are several differences, namely the object of research, research subject, variables. Where this research will examine the collaborative advertising of Indomie and pop noodle ramen series tori kara on social media instagram on consumer buying interest, it is still rare or even no one has examined the Indomie ramen series tori kara product. And another difference, several other previous studies that focus on Indomie or Pop mie (noodles) are still being researched in conventional media (TV). However, in this study I will focus on digital media or Instagram social media.

This research departs from the problem of whether there is an influence of Indomie x Pop Mie advertisements on Instagram social media on buying interest. This is because there are many advertisements on social media, especially Instagram social media to market their products to attract consumer buying interest in a unique way.

In this study, the variable Advertising on Instagram Social Media is one of the aspects that must be considered in consumer buying interest. Advertising is said to be successful, if the

advertisement is able to foster buying interest from consumers through providing clear and easy-to-understand information regarding the advantages of the product being offered, providing an attractive visual touch to get consumer attention, and fostering an emotional bond with the audience. But on the contrary, if an advert loses its appeal, then the consumer's desire to buy it will also decrease. So, based on the review of previous studies, the formulation of problems that have the potential to be carried out in the future is related to (i) Is there an influence of the Indomie X Pop Mie ramen series Tori Kara advertisement on Instagram social media on consumer buying interest in @indomie Instagram followers? and (ii) How much influence does Indomie X Pop Mie ramen series Tori Kara have on Instagram social media on consumer buying interest in @indomie Instagram followers?

As a comparison material, a review of previous studies that are similar and have similar themes with this research includes the research methods used, the type of research, and the paradigm used. The research method that can be used is a quantitative approach with a positivism paradigm because this study aims to determine and explain how much influence the impact of Indomie X Pop Mie Ramen Series Tori Kara advertisements on Instagram social media has on Indomie consumers' buying interest. The type of data collection that can be used is a survey and the types of data used are primary and secondary data. Data collection techniques using a questionnaire from a number of respondents who have been determined.

## CONCLUSION

The results of previous studies on Tori Kara's Indomie x Pop Mie Ramen Series advertisement towards consumer purchase intention can provide valuable insights, including:

1. Previous studies have highlighted various advertising strategies, including the use of brand ambassadors, advertising on social media, and engaging advertising themes such as humor or emotion. In the collaboration between Indomie and Pop Mie products, creative and diverse advertising strategies can help differentiate this new product from the competition and capture consumer attention. With the collaboration of two strong brands like Indomie and Pop Mie, it is important to build a positive joint brand image through advertising. Previous studies indicate that a good brand image can increase consumer trust and purchase intention. Through appropriate advertising, this product collaboration can strengthen both brands' images simultaneously.
2. Social media has become an important platform in product marketing today. Previous studies show that effective advertising campaigns on platforms like Instagram can have a

positive impact on consumer purchase intention. In the context of the collaboration between Indomie and Pop Mie, leveraging social media as a promotional tool can be an effective strategy to reach and influence a wider target market.

3. A quantitative approach aligned with a positivistic paradigm is a suitable method for this research. This is because the study seeks to quantify the influence of Indomie X Pop Mie Ramen Series Tori Kara advertisement on consumer buying interest. The positivistic paradigm emphasizes objectivity and measurability, which aligns well with the use of surveys and questionnaires to gather quantitative data.

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