

IMPACT OF SERVICESCAPE VIA INSTAGRAM ON BEHAVIORAL INTENTION OF YOUNG CONSUMERS: A CASE STUDY OF CATERING INDUSTRY

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ABSTRACT

The study looked at the influence of Servicescape on consumer behaviour via Instagram. The primary goal of this study was to determine the effectiveness of Instagram as a marketing tool. An online questionnaire was used to obtain data from 200 participants who were young restaurant customers in North India and active Instagram users. According to the findings, Servicescape via Instagram has a substantial effect on consumers' behavioural intentions. Restaurant owners and managers may use Instagram to post images and videos that distinguish their business from others in the market.

KEYWORDS: *Instagram Marketing, Servicescape, Brand Image, Electronic Word Of Mouth, Behavioral Intention.*

1. INTRODUCTION

Kevin Systrom and Mike Krieger created the Instagram programme in 2010. This application is generally used to share graphic material (Wally & Koshy, 2014) [1]. Instagram is a social media programme that allows us to share visual material in the form of photos and videos with family, friends, and strangers. This programme is now also utilised for business reasons. This application is used by businesses or new brands to share vital material with their customers and future customers (Wallis, 2014) [2]. With the aid of this photo-sharing application, new businesses may raise brand recognition and build a distinct image in the eyes of their consumers. This application is also used by businesses to market their products and services (Chen, 2018) [3]. Instagram account holders share photos and videos with their followers if they keep their account private, but they may share their material with strangers on Instagram if they keep their account public under the Instagram app settings (Wallis, 2014) [2].

It's especially useful for service businesses since services are intangible and cannot be seen or felt like products, which are both created and consumed simultaneously. In the service industry, this photo sharing application is used to give consumers crucial indications regarding the quality of the services (J.-H. Kim et al., 2020) [4]. Servicescape is a social

media platform where restaurant companies share images, videos, and tales about their food, cutlery, equipment, infrastructure, and furnishings. As a result of this Servicescape, a potential customer may make an informed decision regarding the quality of services (Resti, 2013) [5]. Servicescape on Instagram will attract potential customers and urge them to visit the restaurant, and they may then share their experience by sharing images or videos that will encourage their friends, followers, or other people to visit the same restaurant (Morkunas & Rudien, 2020) [6].

2. LITERATURE REVIEW

2.1 Instagram Marketing:

As a marketing tool, companies and brands rely on Instagram. Images and videos relating to their menu, cuisine, and customers are shared by fast-food restaurants to help companies interact directly with their potential customers (Ginsberg, 2015) [7]. This application is used by young entrepreneurs as a significant marketing tool for promotion, communication, and branding. (Walley & Koshy, 2014) [1]. Companies post images and videos on Instagram that have a favourable influence on consumers' perceptions of quality (Teo et al., 2019) [8].

Instagram marketing tactics help consumers by giving service quality signals through photos and videos published by businesses on Instagram, which encourages potential customers to visit the restaurant. (Amelia & Hidayatullah, 2020) [9]. Consumers may use Instagram to differentiate the service quality given by different restaurants and pick which restaurant is worth visiting (Amelia & Hidayatullah, 2020) [9]. This programme is also used by small and medium-sized businesses as a strong tool for marketing their products and services. Visual content in the form of photos and videos helps companies communicate their value to customers (Anderson et al., 2015) [10].

2.2 Service Scape

In 1973, Kotler suggested the term atmospherics instead of physical evidence, which includes colour, lighting, cleanliness, and music hints (Kotler, 1973) [11]. After this, Bitner coined the term Servicescape. The term Servicescape was coined to describe the physical environment of service organisations and its particular features (Bitner, 1992) [12]. Servicescape creates a new perception of service excellence in the minds of consumers. Potential customers might use Servicescape to assess the services provided by service companies. (Lee & Kim, 2014) [13].

Consumers' emotional and novelty value are enhanced by Servicescape, which is also empirical for buy intent. Restaurants should devote more resources on Servicescape design in order to establish a distinct brand image and boost customer satisfaction (Anggraeni et al., 2020) [14]. Consumers' behavioural intentions are influenced by the Servicescape or tangible evidence (Kuo et al., 2019) [15]. Customers that are happy with a product or service will tell their friends and followers about it. Customer loyalty is influenced by Servicescape as well. The physical service environment has a significant impact on consumer behaviour.

(Line & Hanks, 2020) [16].

Fast food businesses may improve customer happiness and brand loyalty by using Servicescape. Customers' experiences with restaurant services are significantly influenced by tangible evidence or the physical environment of the restaurant, according to researchers. Accordingly, the physical environment should be considered as an important factor in increasing consumer happiness. (Tran et al., 2020) [17].

2.3 Behavioral Intension

The conduct that is expected from customers is referred to as behavioural intention. Behavioral intentions include word of mouth, product or service suggestions, purchasing the same items or services, and regularly spending more on the same brand.(Zeithaml et al., 1996) [18]. Instagram marketing has a major influence on customer purchase intentions as well as brand equity [9]. Companies use Instagram to market their products and services by raising brand recognition and creating a distinct image in the eyes of consumers. Consumers on Instagram receive excellent and helpful information about items and services, which encourages them to purchase the product or services(Teo et al., 2019) [8].

As a result of social media, firms and brands are forced to establish a strong relationship with their customers. As a result, today's youth are heavy users of the social media, gathering as much information as possible before purchasing a product or service so that they may obtain excellent products or services. (Aji et al., 2020) [19].

H1: Instagram marketing positively impacts Servicescape.

H2: Servicescape has a significant influence on Behavioral intention.

H3: Instagram marketing has a significant influence on Behavioral intension.

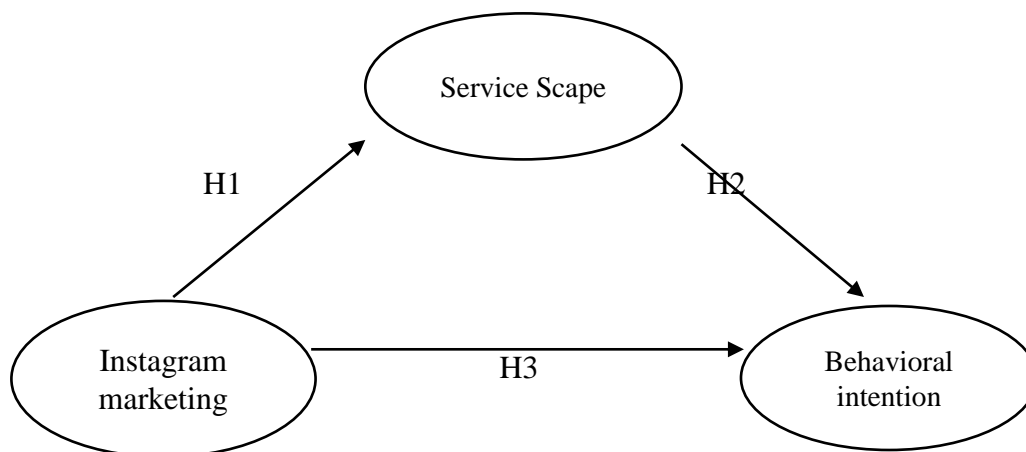


Figure 1. Model of the Study

3. RESEARCH METHODS:

The survey was conducted using a quantitative technique, and the study was exploratory in nature. This study was conducted to determine how Instagram marketing affects the attitudes and behaviours of young customers. The target demographic must be defined prior to data collection. The target audience for this study was young North Indian restaurant patrons with an Instagram account.

3.1 Measures And Instruments

Questionnaire was adopted from existing literature with slight modification as per the survey requirement. Items for Instagram content was borrowed from (Bilgin, 2018) [20] (A. J. Kim & Ko, 2012) [21]. Servicescape items were taken from(Hightower Jr et al., 2002)(Bitner, 1992) [12] (Reimer & Kuehn, 2005)[22] (Wakefield & Blodgett, 1999) [23] and behavioral intention items were taken from (Zeithaml et al., 1996) [18] (Laksamana, 2018) [24].

3.2 Sampling

The sample strategy utilized for this survey was convenience sampling. Some experts believe that 150-400 respondents are sufficient for the study (Hair et al., 2009) [25]. While some academics believe that 200-500 responses are sufficient (Smith et al., 2006) [26]. The sample size can also be determined by the amount of items in the questionnaire for each question; 5 to 10 individuals are deemed adequate (Hair et al., 1998) [27]. Regarding the finalization of sample size, a proper conversation with some expectations was held. Following this debate, 200 responses were chosen, with 10 chosen for each of the 20 items. The data was gathered from respondents via an online questionnaire. The poll was sent to young restaurant customers who were active Instagram users. They were instructed to submit it at their leisure. The information was gathered between February 1st and March 31st, 2021. Out of 220 replies, 200 were kept, and 20 were discarded because they were deemed to be invalid.

3.3 Descriptive Statistics

In this study 55% were males and 45% were females. Respondents were between 20-35 years old and were active users of Instagram. Table 1 shows Descriptive statistics of variables. Instagram content has 5 items (mean=19.6, variance=7.632, standard deviation=2.76) shows that young consumers use Instagram intensively; Servicescape has 10 items (mean=40.3, variance=22.9, Standard deviation=4.79) specifying that Instagram is important to show Servicescape of restaurants; Behavioral intention has 5 items (mean=20.1, variance=7.16, standard deviation=2.67) specifying that Servicescape impacts behavioral intention of consumers.

TABLE-1 DESCRIPTIVE VALUES

Factor	Mean	Variance	Standard Deviation	No. of items
Instagram content	19.6	7.632	2.76	5
Servicescape	40.3	22.9	4.79	10
Behavioural Intention	20.1	7.16	2.67	5

4. ANALYSIS AND RESULTS

Descriptive analysis, Factor analysis and Reliability analysis were performed in SPSS 16.0. Structural equation modelling and Confirmatory factor analysis was conducted in AMOS 26.0.

4.1 The Measurement Model

Kaiser-Meyer-Olkin test was conducted to measure the sampling adequacy and Bartlett's sphericity test score was <.01 that means the score was significant (1.863 df 190; p .000) and the KMO measure was .908 given in Table 2 the result showed that all the items in the questionnaire carry factorability. The items loaded significantly with having more than .050 loading separately.

TABLE-2 BARTLETT'S TEST AND KMO

Kaiser-Meyer-Olkin		.908
Bartlett's Test of Sphericity	Approx. Chi-Square	1.8633
	Df	190
	Sig.	.000

Cronbach Alpha Test was conducted in SPSS to find out the reliability of constructs. All the Cronbach Alpha values are more than the acceptable value of 0.7 see Table 3. Also Kaiser-Meyer-Olkin Test was conducted to find out the sampling adequacy and validity of the scale. KMO value is more than 0.8 this indicates that the sampling is adequate and Bartlett's Sphericity test was also conducted and it was found to be significant <0.01 (Table 3)

TABLE-3 RELIABILITY & VALIDITY

Constructs Items	F.LITC		CR	AVE	CB.A	
Instagram content	IC1	.806	.500	.830	.52	.800
	IC2	.678	.679			
	IC3	.626	.587			
	IC4	.641	.647			
	IC5	.757	.610			
Servicescape	SSc1	.600	.533	.869	.50	.873
	SSc2	.601	.613			
	SSc3	.629	.607			
	SSc4	.532	.617			
	SSc5	.729	.548			
	SSc6	.782	.713			
	SSc7	.783	.592			
	SSc8	.702	.549			
	SSc9	.533	.523			
	SSc10	.589	.616			
Behavioural Intention	BI1	.644	.659	.800	.50	.832
	BI2	.670	.526			
	BI3	.786	.591			
	BI4	.673	.584			
	BI5	.600	.539			

FL stands for Factor loadings, ITC is Item Total correlation, CR is Composite Reliability, AVE is Average Variance Extracted and CB.A is Cronbach Alpha.

4.2 The Structural Equation Model

CMIN/DF(<2 is good and 2.5 acceptable); Root Mean Residual (RMR < .08); Comparative Fit Index(CFI >0.90 is satisfactory fit); Root Mean Square Error of Approximation(RMSEA<0.08 is acceptable fit); Goodness of fit(GFI>.90 is satisfactory fit and 0.80 is good fit); Adjusted Goodness of Fit Index (AGFI >0.80 is good and > 0.70 acceptable); Normed Fit Index (NFI >.90 is satisfactory fit); Tucker Lewis Index(TLI > 0.90 is satisfactory fit)(Chau, 1997) [28];(Hu & Bentler, 1999) [29]; (Gronemus et al., 2010) [30];(Forza & Filippini, 1998) [31]; (Greenspoon & Saklofske, 1998) [32]; (Awang, 2012) [33]. The initial model was not fit as all the values were under the recommended above values CMIN/DF was 3.907; Goodness of Fit (GFI) was 0.79; Root Mean Square Error of Approximation (RMSEA) was .097; Comparative Fit Index (CFI) was 0.84 therefore model was desired to be changed or revised (Gerbing & Anderson, 1988) [34]. After the model revision all the values were found to be within their suggested values. CMIN/DF = 2.4, RMR=0.018, GFI= 0.955, IFI= 0.956, NFI=0.928, RMSEA=0.069, AGFI=0.950, CFI=0.955, TLI=0.945. This indicated that the revised model is satisfactory fit.

Further, standardized regression weights of all the items in the questionnaire was more than the limit of 0.50 (see Table 4).

CMIN/DF	RMSEA	GFI	RMR	CFI	AGFI	NFI	TLI	IFI
2.4	0.069	0.955	0.018	0.955	0.950	0.928	0.945	0.956

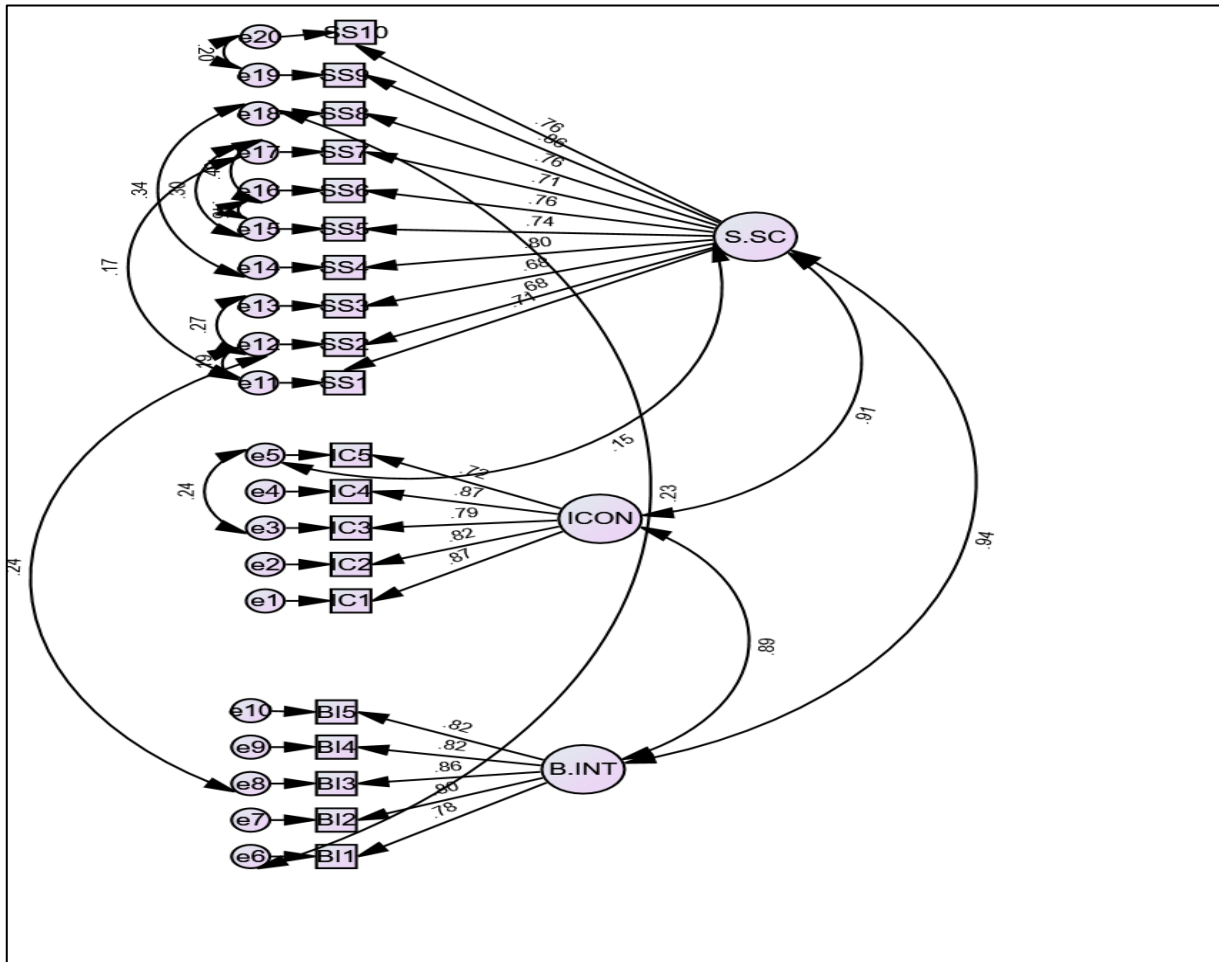


TABLE 4 STANDARD REGRESSION WEIGHTS

CONSTRUCTS	ITEM	ESTIMATE
Instagram Content	IC1	0.873
	IC2	0.819
	IC3	0.792
	IC4	0.867
	IC5	0.717
Behavioural Intension	BI1	0.780
	BI2	0.805
	BI3	0.857
	BI4	0.820
	BI5	0.822
Servicescape	SSc1	0.705
	SSc2	0.684

	SSc3	0.684
	SSc4	0.802
	SSc5	0.743
	SSc6	0.763
	SSc7	0.711
	SSc8	0.758
	SSc9	0.860
	SSc10	0.761

4.3 Hypothesis Testing

From the hypothesis testing shown in the Table 5 it was observed that all the hypothesis are highly significant. It was observed that Instagram content significantly impacts Servicescape ($\beta=.332, p < .001$). It was also proved that Servicescape positively impacts behavioral intention of consumers ($\beta=.698, P < .001$). Also it is indicated that Instagram content strongly affect the consumers behavioral intention ($\beta=.789, p < .001$)

TABLE 5 HYPOTHESIS RESULTS

Hypothesis	Estimate S.E	C.R p	
Instagram Content	Servicescape .537	.0589.22	***Highly significant
Servicescape	Behavioural Intention .236	.0268.92	***Highly significant
Instagram Content	Behavioural Intention .613	.064 9.65	***Highly significant

5. FINDINGS AND CONCLUSION

As a result of this study, customers' behavioral intentions are influenced by Servicescape via Instagram. After viewing photographs and videos of Restaurants on social media, people are more likely to visit the restaurants they've been inspired by. This is because individuals are more likely to visit restaurants they've been inspired by after seeing photos and videos of Restaurants on social media. We may argue that Instagram can now be used as a powerful marketing tool in today's world.

According to research, there is a substantial link between symbolic restaurant design and customer photo uploading of restaurant design on Instagram. Instagram has recently emerged as an essential marketing tool (Apaolaza et al., 2021) [35]. On Instagram, user-generated material helps to create a brand image in the eyes of customers. When customers share their experiences on Instagram by sharing images, videos, and stories, it encourages future customers to buy the same product since it creates a distinct image in their minds (Bernkopf & Nixon, 2019) [36].

Nowadays, companies use this photo-sharing software to promote themselves. This gives young people access to the most up-to-date information and brands available on the market. They obtain critical information about products or services through this platform, which aids customers in making purchase decisions.

Restaurants are increasingly using social media to share information and promote themselves. Consumers are increasingly interested in getting information about discounts and coupons via social media updates. For example, restaurants may utilize coupons and discounts to attract traffic to their establishments (Ghiselli & Ma, 2015) [37]. In addition to increasing brand recognition, this photo-sharing tool will assist to establish a distinct picture in the minds of consumers. In order to improve profitability and brand equity, firms and brands should consider the following: On Instagram, they are obligated to provide information to consumers

about their goods and services(Aji et al., 2020) [19]. It has been discovered that both the social and physical Servicescape influence consumer behaviour in the quick casual restaurant business (Line & Hanks, 2020) [16] (Sahoo & Pillai, 2017) [38]. Higher quality photos published on Instagram have been found to influence customers' perceptions of quality and their willingness to purchase certain items, according to studies (Teo et al., 2019) [8].

6. MANAGERIAL IMPLICATIONS

According to the findings, Instagram may be utilized as a valuable marketing tool for communicating directly with customers. Catering/Restaurant managers may use this programme to display their restaurants' infrastructure, design furnishings, and equipment to potential customers, giving them a sense of the quality of their services. Because service is intangible, this application has the potential to be very useful in the hotel business. Catering and restaurant management may use Instagram to post images and videos to differentiate their establishment from others in the market. Managers should pay careful attention to the restaurant's design and infrastructure. (Baker, 1986) [40]

Restaurants should employ visual material such as photos and videos to improve their brand image and brand equity in the minds of their customers. Also, marketing communication via Instagram should create sharing behaviour in family friends or followers, so that they may share their service experience with their close friends or followers, resulting in rapid brand exposure. (Ting et al, 2015) [41]

7. LIMITATIONS AND FUTURE DIRECTIONS

This research mostly focuses on the photo-sharing app Instagram. Other social media programmes such as Snapchat, Facebook, and others should be considered in future research. In future study, a comparison between Instagram and other social media programmes might be made. Future researchers can focus on additional variables because no moderating or mediating variables were employed in this study. This study was also conducted in the catering/restaurant business; however, the same study may be conducted in other service sectors. Furthermore, because this study was done in North India, similar research may be conducted in other parts of India or in other nations to generalize the findings.

APPENDIX	ITEMS	REFERENCES
Instagram Content	Instagram advertisement positively affect my attention for the	Bilgin (2018) [20]
	I like the advertisement that is made on Instagram	Bilgin (2018) [20]
	I can easily obtain the Information that I need on the brands Instagram account	Bilgin (2018) [20]
	The brands Instagram page provided the information that I needed	Kim & KO (2012) [21]
	Content of restaurant on Instagram is interesting	Kim & KO (2012) [21]
Servicescape	The Architecture is attractive	Reimer and Kuehn (2005) [22]
	The colour scheme of floor and wall is pleasant	Hightower et al (2002) [39]
	Furnishing is of high quality	Bitner (1992) [12]
	I am satisfied with overall design	Bitner (1992) [12]

	Furnishing is clean	Wakefield & Blodgett (1999) [23]
	The floors and walls are clean	Wakefield & Blodgett (1999) [23]
	The staff appearance is neat	Reimar and Kuehn (2005) [22]
	I am satisfied with overall cleanliness	Wakefield & Blodgett (1999) [23]
	The equipment is of high quality	Wakefield & Blodgett (1999) [23]
	The equipment is modern looking	Wakefield & Blodgett (1999) [23]
Behavioural Intension	I am willing to visit the restaurant in the coming future	Zeithmal et al (1996) [18]
	I am planning to go to this restaurant in the near future	Zeithmal et al (1996) [18]
	I have high intention to become customer of this brand	Laksmna (2018) [24]
	I will recommend my family/friends to visit	Zeithmal et al (1996) [18]
	Interacting with brands Instagram help me make better purchasing decision	Sahoo et al (2017) [37]

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