CONSUMER JOURNEY OF CULINARY PRODUCTS THROUGH SOCIAL MEDIA IN INDONESIA

Nindyta Aisyah Dwityas1, Rizki Briandana2, Pramitha Aulia3

1-2Universitas Mercu Buana, Jakarta, Indonesia, 3Universitas Telkom Bandung, Indonesia.

Email: 1nindyta.aisyah@mercubuana.ac.id, 2rizki.briandana@mercubuana.ac.id, 3mithpsy@telkomuniversity.ac.id

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Abstract

Purpose of the study: This research was conducted with the aim of finding the pattern or model of the consumer journey, particularly the consumer decision-making processes for culinary products among the JKTFoodbang community on Instagram.

Methodology: The method used in this research is a qualitative method in which this research emphasizes the meaning and process rather than the results of an activity.

Main Findings: Social media is able to facilitate all stages in the consumer journey, particularly in the consumption process of culinary products.

Applications of this study: This research will contribute to the knowledge of the concept in Indonesia and technology. The results of this study can be beneficial for marketers, society and stakeholders. Which is Social media is able to facilitate all.

Novelty/Originality of this study: The diversity of information sources and content on social media provides more strength for consumers, particularly Millennials to make the consumption decisions of culinary products. Despite it has great potential, social media cannot stand alone in the context of facilitating all stages in the consumer journey, particularly for consumers of culinary products.

Keywords: Consumer Journey, Decision-making Process, Consumer Behavior, Social Media, Culinary Product.

INTRODUCTION

The food industry has undergone significant changes that are mostly driven by increasing public living standards and emerging new generation consumers who dominate the market (Mehra, Agarwal, & Swami, 2018). Around five decades ago, two-thirds of consumers' spending in the category of food and beverage products were totally allocated to shop groceries at stores. However, it is known right now that 50% of consumers' spending is allocated for dining out, and shopping while cooking food at home is no longer the main choice (Bakirtas & Akpolat, 2018). This data indicates that there are various new trends in relation to consumer behavior in the consumption of food and beverage products. This also becomes an opportunity for the F & B sector, and it cannot be ignored particularly for business people and marketers in the culinary industry (Kim, 2017).

The direction of this opportunity primarily focuses on the health and freshmess of food, vegetarian food choices, outdoor dining (restaurants, cafes, etc.), taking away, and ordering and shopping online (Rekarti & Doktoralina, 2017). The aspects of online shopping and ordering cannot be separated from information and communication technology (ICT) that surrounds it with rapid development. As a whole, the ICT development has directed to "on-demand" society as well, i.e. those who make quick decisions from planning to action, in almost all aspects of culture including the consumption of food and beverage products (Ruiz-Molina, Gil-Saura, & Berenguer-Contr, 2014).

In this matter, Millennials lead the "on-demand" society (Briandana & Dwityas, 2019). Approximately 40% of the Millennials state that they spend one hour on food selection and consumption, and two-thirds of total food purchasing is conducted outside of offline stores (Ghosh, Shah, & Swami, 2018). As a group that has the most encouragement to conduct experiments and try various digital devices, the Millennials right now enjoy the birth of various sophisticated food and beverage channels (Bakirtas & Akpolat, 2018). Aspects that the Millennials mostly seek the F & B or culinary products relate to transaction convenience, product quality, innovative taste, and nutritional content at affordable prices (Mehra et al., 2018).

The various platforms that the ICT development offers, social media is a platform that becomes the concern for business people and academicians (Dwityas & Briandana, 2017). Related to consumer behavior, social media allows consumers to learn and share their experiences in relation to their experiences on particular products or brands (Kamboj, Sarmah, Gupta, & Dwivedi, 2018). As social media users, the Millennials specifically give their trust to brands with online reputation, and social media is the most desirable device to use for sharing opinions and experiences in relation to product consumption process (Briandana & Dwityas, 2019; Kamboj et al., 2018).

Tracking consumer behavior, particularly consumer journey in the culinary industry is very important to carry out because changes in consumer taste and preference have become the basic operation of the industry (Ruiz-Molina et al., 2014). In the current digital era, researches concerning consumer consumption travel (the consumer journey) can no longer only focus on consumer activity and travel habits in the real world (Kamboj et al., 2018). On the contrary,
activities, and interactions they carry out in an online world are very important to consider (Chewning, Lai, & Doerfel, 2013).

The research focuses on the consumer journey of culinary products, i.e. the Millennials group as social media users. Definitely, the consumer journey map can be seen in the decision-making process and it consists of five main stages, i.e. Aware, Appeal, Ask, Act, Advocate (Kotler, Kartajaya, & Setiawan, 2016). For this reason, tracking one of the social networking applications that have been developing as the platform that makes rich communication and interaction happened, i.e. User Generated Content, the application is chosen in this research is Instagram.

Subbarao and Kambhampati in "What We Instagram: A First Analysis of Instagram Photo Content and User Types" found that eating pictures occupy the top three most uploaded photographs on Instagram after selfies photos and photos with relatives (Hu, Manikonda, & Kambhampati, 2014). The popularity of culinary products on social media particularly Instagram has been increasing along with the emergence of food blogger accounts and communities who specialize in discussing content on the dining experience and products (Bell, Hollows, & Jones, 2017).

As a social media platform that can facilitate the process of making consumer purchasing decisions, Instagram ranks the top two in the ability to encourage consumers to purchase products, i.e. totaling 29% (Kim, 2017).

Virtual communities related to culinary products on Instagram also show significant development (Kim, 2017). Based on observations that researchers had made to culinary community accounts on Instagram in Indonesia, it was found that until May 2018 there were at least more than ten accounts that had a large number of followers. The Indonesian culinary community with the largest followers base on Instagram is JKTFoodbang with 653,000 followers, followed by Anak Jajan with 315,000 followers and Children of the Kuliner with 227,000 followers (accessed on November 27, 2018, 11:30 West Indonesian Time).

The "JKTFoodbang" community is one of the communities on Instagram social media. One example of the local content creators who consistently use Instagram to share works and information specifically discusses culinary issues in Greater Jakarta. This community formed by Deransy Dinar Halies in May 2014 successfully has collected 140,000 followers in less than 2 years.

In this community there are thousands of interactions in each content upload, the interaction can appear in a kind of commenting or liking. In this virtual community, culinary lovers also join to be members, and so they can interact, collaborate and share information with other community members. It is a fact that the JKTFoodbang community can facilitate consumer travel, particularly incomplete decision making to purchase culinary products. This process can be shown from information dissemination activities, response delivery through comments and likes, user involvement in discussions about culinary products, and giving testimonials and recommendations from fellow community members (Kim, 2017; Mehra et al., 2018).

With various interactive activities and a wealth of information contained in the JKTFoodbang community on Instagram, it makes the community a worthy community to get more attention from other online communities. This also motivates researchers to analyze how Millennials consumer journey for culinary products on social media, particularly through online communities on Instagram. In accordance with the formulation of the research problem above, the research purpose is to find out the Millennials's consumer journey for culinary products through the JKTFoodbang community on Instagram which includes the stages of awareness, appeal, ask, act and advocate.

LITERATURE REVIEW

Consumer Behavior and Communication and Information Technology

Consumer behavior is one of the most important focuses on all business processes (Horng, Liu, Chou, & Tsai, 2012; Rekarti & Doktoralina, 2017). Coupled with the characteristics, motivation, expectations, and overall behavior that is constantly changing and unpredictable, it encourages practitioners and academicians to carry out various researches and therefore, they are able to understand a consumption journey map (Mason & Paggioaro, 2012). There are various approaches to understanding consumer behavior, i.e. from analytical, cognitive, behavioral to economic approaches that totally cannot be separated from the psychology viewpoint and approach (Ghosh et al., 2018).

Together with the development of Information and Communication Technology, consumer's behavior as technology users has changed drastically (Ruiz-Molina et al., 2014). Various consumer behavior models in the previous era can no longer describe the condition of consumers in the digital age who live in a participatory culture (Ertimur & Coskuner-Bali, 2015). Specifically, technology has intervened in almost all stages that the consumers go through in the product consumption decision making (Ghosh et al., 2018). Social, cultural, psychological and personal factors that can influence consumer behavior also get influence from technological factors (Kim, 2017). The most important impact of this condition is that consumers become more empowered and have control over their decision of product consumption and post-consumption advocacy (Bell et al., 2017).

Consumer Journey in Connectivity Era

Consumer Journey is a popular term along with with the proliferation of investigations into consumer decision-
making processes (Vázquez et al., 2014). Basically, the consumer journey is used to describe the travel map that consumers go through in consuming a product since they recognize, evaluate, use until post-purchase (Van Bommel, Edelman, & Ungerman, 2014). This shows that the term the consumer journey is used to explain a concept that was previously better known as the consumer decision-making process (Harrigan, Evers, Miles, & Daly, 2017).

Theories and models of consumer decision-making processes develop from an economic approach with the assumption that consumers are rational in the process of consuming products (Vázquez et al., 2014). Moreover, the understanding develops with a cognitive approach and it seems that consumers are information processors who receive and process information, and therefore it will direct them to certain consumption behaviors (Hudson & Thal, 2013). The consumer decision-making process also begins to be seen through a socio-psychological approach (Van Bommel et al., 2014). The approach sees that consumers get influenced by various complex social and psychological factors in the production-consumption process.

Despite it can be seen from various approaches, scholars come to the conclusion that consumers generally go through product consumption stages. The stages start from the introduction to needs and to post-purchase behavior (Bell et al., 2017).

It is considered that the basic pattern of consumer journey having been broadly accepted can explain the complex processes a consumer has to go through (Kim, 2017). This consumer journey map was also adopted by the practitioner and marketing academician Kartajaya (2007) when he built the decision-making model in the digital era. The main focus in the model is on the connectivity and active consumer role in the consumer journey they have to go through (Kartajaya, 2007).

**Figure 1: Five consumer’s behavior (Kotler et al., 2016)**

According to the figure, it can be seen that at least consumers go through five behavior stages in making decisions, i.e. aware, appeal, ask, act, and advocate (Kotler et al., 2016). The model appears after there is connectivity between consumers on digital media while the five processes can be explained as follows:

1. Aware, i.e. when consumers begin to realize the presence or recognition of a product. At this stage, it can occur due to the exposure to various marketing information or recommendations from fellow users.
2. The appeal, i.e. when the direction of consumer attitudes towards a product starts to move in a positive direction and therefore, consumers are encouraged to have better recognition of the products.
3. Ask, i.e. when consumers conduct activities and active behavior to understand a product from various external sources that are considered to have credibility.
4. Act, i.e. when consumers conduct actual purchasing or information-based purchasing obtained from the previous stages.
5. Advocate, i.e. an advocacy behavior or giving recommendations base on the evaluation results of product purchasing and consumption process. This advocacy can be either a positive or negative review in accordance with the experience that consumers have with the products they consume.
The consumer journey map model in the connectivity era portrays various changes that have occurred from the previous era. These changes include 1) the shifting factors that influence consumer interests to a brand from individual factors to social factors, 2) the measurement of consumer loyalty that changes from the previous assessment of retention and repurchase levels to the advocacy behavior and positive recommendations that the consumers share to the network or environment, 3) with a good understanding of brands, current consumers are actively connecting and building relationships one another, these relationships can strengthen or weaken the attractiveness of a brand (Kotler et al., 2016).

Online Consumer Community on Social Media

An online community is a group where the members connect to information technology, particularly the Internet (Kamboj et al., 2018). It indicates variations in social groups that have a connection to the Internet. It can also be interpreted that the virtual community is an interactive group, built on the concept of many-to-many communications and designed to attract members, and therefore, deeper involvement in the community has a focus that makes the community members come back (Ellison, Gibbs, & Weber, 2015). This community can also develop into a commercialization element.

Moreover, Traver & Laudon (2008) state that an important aspect in building an effective virtual community not only contains conversation, chat, and message but also requires management, coordinator, leadership, expertise, knowledge, and coordination. Managers are required to regulate technological developments and content. Staff is required to run the virtual community operations. The user interface designer is required to improve features that still have flaws based on criticism and suggestions from the members (Traver & Laudon, 2008). Admin is also required to supervise and control what topics may be discussed so as not to violate the existing rules and not to deviate from the main topics (Vaishnavi & Kuechler, 2015).

Furthermore, the characteristics of online communities that Traud, Kelsic, Mucha, & Porter (2011) offers are the same as the communities in the real world. The online communities are a community that is established on the basis of (1) Similarity in hobbies or interests. A group of people who establishes a community requires the same hobby/interest. It also prevails in the Virtual Community. The similarity is important to establish a solid community. (2) Regular interactions. The regular interactions are important for maintaining contact and cohesiveness among community members (3) Identification or identity. Identity, as the identifier of each community member, absolutely has to be fulfilled. Everyone has a unique identity. Identity can be either nickname (in IRC), or email address (in a mailing list). (4) A specific focus on one particular subject matter. In each community, something must be specific to one particular thing. These are usually in a kind of topic, the similarity in hobby/interest. (5) Integration or similarity between the discussion content and ongoing communication. (6) The discussion content must be the same as topics in the community. This is important to keep the discussion on track (according to the topics in the community). (7) The openness of access to information. In the virtual community, there must be open access to information and commercial orientation. Each community member has the same right in getting information. Therefore, any owned information is shared with all community members.

Moreover, in the book entitled Social Computing and Virtual Communities, Zaphiris and Ang clearly explain virtual communities in several characteristics (Zaphiris & Ang, 2009), i.e.:

1. Interaction
   Zaphiris and Ang mention that interaction is the basis of communication with computer media. The communication that quickly creates feelings or shadows makes the connection as we talk without media or face to face. Therefore, conversations and discussions become more effective despite them are separated by distance and time. The development of computer-based communication also develops so fast like it is shown right now. Text, images, sound, and video can be transferred from one place to another throughout the world.

2. Personal and community formation, and knowledge addition.
   In virtual communities, it builds two complementary things, individually and socially. While science is in the brain and mind of each member of the virtual community and it is organized through experience, science established in virtual communities occurs due to the interaction of each member. Furthermore, Merali and Davis also state that members of a virtual community who conduct activities of seeing, taking, using, making data are a knowledge-based virtual community.

3. Situational and distributed cognition
   Zaphiris states that science is owned and needed mostly not in a person's head but spread in the mind of many people in this world. Therefore, according to Zaphiris, interactions that occur in a virtual community is a process in which each individual organizes his/her thinking and thought and it becomes knowledge when each individual interacts and expresses his/her cognition. Learning is a process that occurs in the scope of work together and not in the individual mind.

4. Local and non-local communities
Zaphiris classifies conventional communities in the society like local and non-local communities. The communities are established on the basis of technological advances, such as the virtual community. Technological advances have allowed the establishment of virtual communities in the midst of physical communities in society, and at the same time, the existence of the communities needs each other.

5. Activity theory

The activity theory that Zaphiris uses, sees social activity, in this matter activities in a virtual community as the center of the learning process. This closely relates to the interaction between each member of the virtual community that can develop into a new science.

METHODS

The method used in this research is a qualitative method in which this research emphasizes the meaning and process rather than the results of an activity. Jankowski & Jensen (2002) define qualitative methodology as a research procedure that produces description data in the form of written or oral words of people and behavior that can be observed.

Based on the research above, this research aims at determining the food purchasing decision process among Millennials through Instagram social media JKTFoodbang. The process includes the stages of awareness, appeal, ask, act, and advocate (Koster et al., 2016).

The research type used in this research is a qualitative descriptive type that studies the existing problems and the prevailing work procedures. This qualitative descriptive research aims at describing what is currently valid (Merriam & Tisdell, 2015). In the research, there is an effort to describe the record, analyze and interpret the conditions that currently occur or exist. In other words, this qualitative descriptive research aims at obtaining information about the existing conditions (Lindlof & Taylor, 2011). The qualitative descriptive research is designed to gather information about current real conditions that go on temporarily. The qualitative descriptive research type seeks to describe all the symptoms or conditions that exist, i.e. the state of the symptoms according to what there are at the research time (Merriam & Tisdell, 2015).

RESULTS AND DISCUSSION

The research data were collected from 12 members of the JKTFoodbang community who actively became the followers of the JKTFoodbang account on Instagram. All respondents shared their experiences regarding the decision-making process in the consumption of culinary products. It was concluded as the consumer journey data.

Consumer Journey of Culinary Products through the Social Media Community at the ‘Aware’ Stage

The awareness stage is the first stage in the consumer journey that consumers have to go through. At this stage, the consumers are firstly aware of a particular brand/product presence. In general, this awareness arises when the consumers are exposed to material and product-related information that brands themselves share or from online and/or offline consumer networks (Hollebeek, Glynn, & Brodie, 2014). As the social media users included in the heavy user category, the respondents generally stated that social media was one of the main sources of information related to culinary products while the information was frequently obtained passively when they browsed social media pages from the timeline or explore the page (Ruiz-Molina et al., 2014). Accounts that upload culinary product information are quite diverse, including official accounts from culinary product brands, curation accounts to personal accounts that review various consumption experiences of culinary products. Other sources can be obtained from websites, blogs, vlogs, or offline recommendations from the respondents’ relatives. Sometimes the respondents also get various information about culinary products when they intentionally or actively accessed accounts with culinary content or applications that provided the delivery services of culinary products purchasing.

Consumer Journey of Culinary Products through the Social Media Community at the ‘Appeal’ Stage

The emergence of the respondents’ attraction to the information related to culinary products can appear from various sources and factors. There are the various online and offline source of information that can be accessed and it can be in a kind of sponsored contents or those from fellow consumers. Moreover, according to consumers, the factors that are considered the most influence on the attraction of culinary products are photos or visuals of the food and beverage products. Moreover, the category of food products also affects consumers’ subjective in accordance with diverse consumer tastes. Moreover, the other factors that are also considered the most influence on consumers' attraction and interests are sales promotion messages, such as discounts, bonuses, or other forms of sales promotion (Ertimur & Coskuner-Balı, 2015).

Of the three factors, the respondents stated that social media, particularly Instagram with the photo blogging features was the most capable channel to present content that attracted respondents' interest in various culinary products. For this reason, the existence of culinary community accounts such as JKTFoodbang is also considered very important for their consumer journey (Hu et al., 2014).
Consumer Journey of Culinary Products through the Social Media Community at the 'Ask' Stage

Social media as an interactive media allows communication in a participatory way and it will enrich consumers' experience in seeking information (Dwityas & Briandana, 2017). This facilitates the respondent at the 'ask' stage or it can seek additional information regarding culinary products maximally. This stage is one of the most important stages before the respondent takes the buying decision.

The respondents searched for information by utilizing various online and offline sources. On the online channel, it is known that there are various sources of information that the respondent used. These are comments on the account, the comment page on the official account of the provider of culinary products in the form of a web or social media owned by the product provider and webpages that particularly review culinary products.

Consumer Journey of Culinary Products through the Social Media Community at the 'Act' Stage

The action stage is the stage where the consumers make the decision of whether they will buy culinary products or not. After various information that the consumers require has been fulfilled, the information is evaluated. The evaluation results of the information determine the buying decision. This is the important stage at which all aspects of culinary activities play their role and support each other. From the interview results, it was known that some of the most important factors that influence the respondents’ buying decisions for culinary products, among others are; 1) the adequacy of important information that the customers require such as the type and characteristics of the products, prices, and location or access to purchase, 2) the conformity of information with the respondents’ expectations and abilities to obtain the products, and 3) the timed sales promotions.

The transaction process is generally carried out conventionally. In this matter, the respondents came to the outlets or restaurants that sold certain culinary products they were interested in. Moreover, the respondents could also order online delivery services. The social media has not been able to optimally facilitate this stage. Most of the accounts that upload various culinary products do not carry out buying and selling activities and they only carry out content sharing activities.

At the 'act' stage, Instagram plays a role in the process of sharing experiences when the respondents conducted actual purchasing at various food outlets or restaurants (Hu et al., 2014). The respondents carried out this experience sharing activity, such as distributing the uploads in a kind of photos or videos of food, their store atmosphere, or situations accompanying the buying process.

Consumer Journey of Culinary Products through the Social Media Community at the ‘Advocate’ Stage

The advocacy or ‘advocate’ stage is the stage where the consumers share their experiences related to the consumption of culinary products. In this matter, the respondents share their experiences whether it is online and offline. Sharing experiences online is frequently conducted in line with actual purchasing activities that the respondents upload. Therefore, the stage is frequently difficult to distinguish from the ‘act’ stage. What separates the two stages is that the ‘advocate’ activity is the distribution of reviews after the respondents directly consume the products and have both positive and negative ratings. This assessment can be submitted in the form of text or audio that accompanies the uploaded photos or videos. Moreover, the form of the ‘advocate’ activity can also be conducted in the interactions that the respondents carry out in a kind of comments column.

The respondents' motivation at the 'advocate' stage is also quite diverse. In this matter, the most frequent statements are the motivation of existence and lifestyle. It is considered that the consumption of culinary products for the respondents not only fulfills primary needs but also in this connectivity era it is able to meet the respondents' needs in the social context. This is also behind the respondents' greater encouragement to share positive experiences than negative ones online. It is expected that sharing positive experiences online with social networks in cyberspace is able to improve the respondent's positive self-image (Kotler et al., 2016). Furthermore, some of the respondents also realized the negative impact for marketers of the culinary products if they shared their negative experiences online. The respondents prefer to share negative experiences with the immediate environment directly (offline) if it is needed.

Social media as a media that facilitates interactivity and connectivity, becomes a source of knowledge that plays an important role in the consumer journey (Kotler et al., 2016). It reveals the consumer decision-making processes in the consumption of various goods and services. Specifically, in relation to the consumption of culinary products, it is known that consumers have unique consumption behaviors. This consumption behavior can be explored by investigating the decision-making processes that the consumers go through. Through the research results it is known that this process involves various factors and activities which can be seen in the following table:

<table>
<thead>
<tr>
<th>Consumer Journey</th>
<th>What</th>
<th>Why</th>
<th>Where</th>
<th>When</th>
<th>How</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aware</td>
<td>Consumer exposed by information about culinary products</td>
<td>• Exposure • Frequency • Micro-targeting</td>
<td>• Feeds/timelines • Direct</td>
<td>Daily basis Passive Active</td>
<td>-</td>
</tr>
</tbody>
</table>

Table 1: Consumption Behaviour by Consumer

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From the table above, it is known that all stages in the consumer journey that the respondents go through the consumption of culinary products can occur and be facilitated on social media features. As one of the media platforms as the respondents’ main preference, social media has great potential in disseminating promotional content and messages in accordance with the characteristics of the target market (Kim, 2017).

Despite all stages of the consumer journey that can occur through social media, there are several advantages and disadvantages that can be seen at each stage. In the context of interactive facilities for the consumers of culinary products, social media has enormous potential at the ‘aware’ stage. In addition to the frequency and intensity of its use, social media is also designed to the target audience, appropriately and specifically (Van Bommel et al., 2014).

Moreover, there are also potentials at the ‘appeal’ and ‘ask’ stage. At the ‘appeal’ stage, the basic features of social media that have content sharing facilities in a kind of images, videos and text can attract consumer interest maximally. Despite the wealth of information and interactions that can take place through social media, these help consumers to dig deep information before making a purchase (Mehra et al., 2018).

Furthermore, weakness occurs at the ‘act’ stage. The social media features are not maximal in terms of facilitating transaction activities. Therefore, consumers need clear direction to access or buy certain culinary products. Nevertheless, they can use social media at this stage to share their experiences of making or buying various culinary products.

<table>
<thead>
<tr>
<th>Appeal</th>
<th>Consumer attracted to culinary products from the social media contents</th>
<th>Feeds/timelines, Direct accounts, Explore, Story</th>
<th>Daily basis - PassiveActive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ask</td>
<td>Consumer actively search for additional information about culinary products from other consumers and or directly from the seller</td>
<td>Posts and comments on Community accounts and Marketer accounts, Food review applications, Googling</td>
<td>Depend on on-demand and desire</td>
</tr>
<tr>
<td>Act</td>
<td>Consumer doing actual purchasing and consuming based on adequacy and suitability information with their subjective preferences</td>
<td>offline stores/resto/café/etc, delivery service through online application</td>
<td>Preferred timing, Silent consumers or sharing on social media</td>
</tr>
<tr>
<td>Advocate</td>
<td>Consumers become actors in advocacy or recommendation process for culinary product consumed</td>
<td>Social Media, blog, Apps, Instant Messaging</td>
<td>Preferred timing, active</td>
</tr>
</tbody>
</table>
Finally, at the advocate stage, the consumers can maximally utilize various social media features to share their evaluation results in relation to the consumption process they have conducted to the network they own. The thing to note here is on motivation that lies behind consumer advocacy activities (Kamboj et al., 2018). If it is stated previously that the ‘advocate’ stage is an indicator of consumer loyalty to the brand, in this research it is known that most of the factors that motivated consumers to share their consumption experiences are self-centered factors, like self-existence and efforts of shaping the personal image. Despite there is a tendency to help marketers and other consumers in the buying and selling process, concerning loyalty, it requires more detailed research.

CONCLUSION

Based on the findings and discussion carried out in this research, the conclusion can be made that Social media is able to facilitate all stages in the consumer journey, particularly in the consumption process of culinary products. With the newest facilities and features, social media has a maximum role in the consumer journey of culinary products, particularly at the stage of ‘aware’, ‘appeal’, ‘ask’ and ‘advocate’. The diversity of information sources and content on social media provides more strength for consumers, particularly Millennials to make the consumption decisions of culinary products. Despite it has great potential, social media cannot stand alone in the context of facilitating all stages in the consumer journey, particularly for consumers of culinary products.

SUGGESTIONS

Through this research, it can be seen that the development of communication and information technology provides flexibility for interaction and collaboration among users. In the context of the consumer journey of culinary products, one of the online platforms that can be utilized in each of these stages is social media. Based on the research results it is known that the presence of social media has great potential to be used by culinary industry players for their successful marketing activities. Practical suggestions that this research can give are:

1. As using the micro-targeting features, all marketing communication activities can reach the right target market
2. Perfectly understanding the features of each social media platform that will fit the decision making characteristics and processes for the intended consumers.
3. Positioning social media in an integrated marketing communication strategy can achieve the results maximally.
4. Utilizing interactions and collaborations that can be established between fellow consumers on social media in the form of advocacy for brands/products.
5. It is definitely important to creating good two-way relationships with consumers through interaction through social media.

LIMITATION AND STUDY FORWARD

This research is limited to one case that occurred in Indonesia. Due to the lack of film restoration activities in Indonesia, the results of this study can be beneficial for film activists and stakeholders. However, because film restoration activities are closely related to technological developments, further research is needed on cases that are in accordance with future technological developments.

IMPLICATION

Due to the lack of film restoration activities in Members of the JKT Foodbank community Indonesia, the results of this study can be beneficial for marketers, society and stakeholders. Further research is needed in cases that are in accordance with future technological developments. This research will contribute to the knowledge of the concept in Indonesia and technology.

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