

# THE INFLUENCE OF CUSTOMER INSPIRATION ON SOCIAL MEDIA MARKETING TOWARD ARCHITECTURAL SERVICE PURCHASE INTENTION

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## Abstract

Social media has been used as a marketing tool by architecture firms to generate purchase intention. However, inspiration as a motivating internal response is needed to achieve the marketing objective. This study aims to examine the effect of utilitarian content, hedonic content, and openness as antecedents of customer inspiration, the effect of customer inspiration on purchase intention, and the mediating role of customer inspiration between antecedents and purchase intention. A total of 395 respondents were taken as samples using simple random sampling, and the data was then analyzed with SmartPLS. Results show that utilitarian content, hedonic content, and openness positively affect customer inspiration, and customer inspiration positively affects purchase intentions. Additionally, customer inspiration also mediates the effect of utilitarian content, hedonic content, and openness on purchase intentions. This study contributes to the literature on customer inspiration from a customer-firm relationship perspective. Moreover, this study can give insight for architectural firms to effectively practice social media marketing by focusing on creating customer inspiration through the content provided and targeting the right potential customers in order to generate architectural design service purchase intention.

**Keywords:** Customer inspiration, purchase intention, utilitarian content, hedonic content, openness.

## Introduction

The growth of the internet has changed the way industry operates, especially in communicating with markets to promote products or services (Anggraini & Widodo, 2020). Increasing internet users encourage entrepreneurs to carry out digital promotions or what is known as digital marketing. Referring to the Indonesia Digital Report 2022 from Kepios (2022), Internet users in Indonesia have reached 73.7% of the total population of 277.7 million people, with an increase of 43.8% in the last five years. While active social media users have reached 68.9% of the population, with an increase of 63.6% in the last five years.

The increasing number of social media users creates new opportunities for entrepreneurs to take advantage of social media in marketing products and services or what is known as social media marketing. Social media marketing is defined as a series of activities carried out by companies to interact with and influence customers, as a strategy for achieving marketing objectives (Li, Larimo, & Leonidou, 2021), such as building customer knowledge and understanding of products or services, directing customer perceptions towards a brand, and increase customer purchase intention (Duffett, 2015; Alalwan, Rana, Dwivedi,

& Algharabat, 2017; Kapoor *et al.*, 2018; Shareef, Mukerji, Dwivedi, Rana, & Islam, 2019).

Purchase intention arising from social media marketing does not occur directly (Kim & Ko, 2012; Onofrei, Filieri, & Kennedy, 2022). Referring to the Stimuli-Organism-Response (S-O-R) theory, the existence of a stimulus received in the marketing process will generate an internal response in the form of customer inspiration which results in consequences for customer behavior, emotions, and attitudes (Bottger, Rudolph, Evanschitzky, & Pfrang, 2017). In other words, inspiration is an important trigger factor in marketing and social media marketing that is carried out must be able to inspire customers and motivate them to realize the promotional goals desired by marketers, in this context, to generate the intention to purchase architectural service.

Various studies have been conducted to discuss matters that influence inspiration (An & Youn, 2018; Rauschnabel, Felix, & Hinsch, 2019; Khoi, Phong, & Le, 2020; Meier, Gilbert, Börner, & Possler, 2021) as well as the impact of inspiration on customer behavior (Liang, Chen, & Lei, 2016; Bottger *et al.*, 2017; Khan & Ghouri, 2018), but there is still little that discusses customer inspiration in the context of social media marketing (Izogo & Mpiganjira, 2020; Sheng, Yang,

& Feng, 2020). As a platform for sharing content, socializing and seeking new information (Sheng *et al.*, 2020), it can be seen that there are informative and interactive benefits offered by social media (Saxena & Khanna, 2013; Whiting & Williams, 2013; Amaro, Duarte, & Henriques, 2016). From these informative and interactive benefits, source characteristics and individual characteristics as the antecedents of customer inspiration emerging from social media marketing can be examined (Thrash & Elliot, 2003, 2004; Bottger *et al.*, 2017).

Social media marketing can be done through various platforms, such as Instagram which is the most popular social media lately (Fajriyah & Marsudi, 2021). According to Indonesia Digital Report 2022 from Kepios (2022), Instagram is the second most popular and most widely used social media after WhatsApp, especially by the age between 18–34 years. Instagram offers features for sharing photos and videos as well as providing feedback between users such as likes, comments, and shares (Colliander & Marder, 2018). In addition, Instagram also allows users to find out insight from each upload (Agung & Darma, 2019). These advantages of the Instagram feature can be used by companies to promote their products and services through uploading photos and videos that attract customers.

Marketing opportunities via Instagram can also be applied in architecture firms. Referring to data from Rumah.com Indonesia Consumer Report H1 2022, more than half of the respondents chose to build their own house instead of buying a ready-to-live house, with functional and aesthetic considerations (Leonard, 2022). Property Market Trends Research for the first half of 2021 from Lamudi (2021) shows that property seekers are dominated by market with age between 25–34 years by 30% where this age group has achieved financial stability and started a family, followed by the group with age between 18–24 years by 26.7% who have not achieved economic stability yet but plan to have their own house in the future. The data shows that the intention to buy property among millennials and generation Z is quite high, hence using a commonly used platform, which is Instagram, to promote architectural service offers very good potential. Entering the recovery phase of the COVID-19 pandemic, the property sector has shown an increasing trend of buying interest. West Java became the most popular location for online property searches on the Lamudi website during the first half of 2022 (Bahfein, 2022).

The prospect of property seekers phenomenon in West Java, along with the potential use case of social media marketing has encouraged this study to examine

how architecture firms in Bandung City, the capital of West Java province can increase architectural service purchase intention through social media marketing. While acknowledging the need for customer inspiration in generating purchase intention, this study responds to the lack of previous studies in term of customer inspiration through social media marketing. Hence this study aims to examine the effect of source characteristics which consist of utilitarian content and hedonic content as well as individual characteristics which consist of openness, as antecedents of customer inspiration emerging from social media marketing, as well as examining the influence of customer inspiration on purchase intention. In addition, this study will also examine the mediating role of customer inspiration between utilitarian content, hedonic content, and openness to purchase intention (Bottger *et al.*, 2017).

The rest of this article consist of theoretical review and hypotheses development, followed by research methodology. The result and discussion were presented in the next section along with research contribution, and this article ended with summary of study findings and academic suggestion.

### *Customer Inspiration (CI)*

Inspiration is defined as a condition where individuals are motivated because of internal and external stimuli that encourage them to do something (Thrash & Elliot, 2003). Oleynick, Thrash, LeFew, Moldovan, and Kieffaber (2014) explain that inspiration is not the source of a creative idea, but rather the motivation that arises in response to creative ideas. Thrash and Elliot (2003) describe the tripartite conception of inspiration, which explains that inspiration consists of three main components, namely evocation, transcendence, and motivation. Evocation is a condition where inspiration appears spontaneously due to an inspiring stimulus. Transcendence is a condition where inspiration leads individuals to new awareness or thoughts that are better than the previous ones. And the last component, inspiration will create motivation for individuals to take action to actualize these new thoughts.

Inspiration consists of two components, namely the process of activation (inspired-by) that is related to evocation and transcendence, and the process of aspiring (inspired-to) that is related to motivation (Thrash & Elliot, 2004). Bottger *et al.* (2017) relate the theory of inspiration described above to the marketing field and defines customer inspiration as a motivating internal response where customer absorb marketing-elicited ideas (inspired-by state) and subsequently have an intrinsic goal that relates to consumption (inspired-to state). The two components are mutually needed in the process of customer inspiration.

Customer inspiration arises simultaneously with antecedents and consequences (Bottger *et al.*, 2017). Antecedents consist of source characteristic, which is the existence of an inspiring source as an external stimulus that can stimulate imagination and generate inspiration, along with individual characteristic, which is the presence of recipients who are willing to open themselves to new information and new ideas (Thrash & Elliot, 2003, 2004; Bottger *et al.*, 2017). Meanwhile, the consequences of inspiration are in the form of customer behavior, emotions, and attitudes. For example, encouraging spontaneous purchases, arousing purchase intentions, increasing consumer satisfaction, and building consumer loyalty (Bottger *et al.*, 2017; Khan & Ghouri, 2018; Izogo & Mpinganjira, 2020; Sheng *et al.*, 2020).

#### **Source Characteristic: Utilitarian Content (UC) and Hedonic Content (HC)**

As mentioned earlier, social media offers informative and interactive benefits. In line with advertising value theory from Ducoffe (1996), content in social media consist of utilitarian and hedonic content. According to Wang (2017), utilitarianism is related to cognition, functionality, efficiency, and economics. While hedonic has more to do with affection, experience, and personal perception. Utilitarian content offers cognitive benefits and is rationally more attractive to the customer, while hedonic content offers affective benefits, offers fun, and excitement, which can provide customer experience and intrinsic satisfaction (Izogo & Mpinganjira, 2020).

In social media marketing, marketers can offer promotions with utilitarian content, hedonic content, or a combination of both (Hazari, Bergiel, & Sethna, 2017). Utilitarian content is mainly perceived through the information gained and considered useful by customer while hedonic content is mainly perceived through the way content is delivered (Simamora, 2021). Amid all information on social media, content that is able to provide pleasure, fun, or enjoyment are more likely to attract customer attention rather than being ignored.

Content on social media marketing that able to attract the attention of customers cognitively and emotionally are more likely to inspire customers to take action in relation to the promotional goals contained in the content (Izogo & Mpinganjira, 2020). Thus, the presence of utilitarian and hedonic content can be a source of external stimulus that inspires social media users (Thrash & Elliot, 2003, 2004; Bottger *et al.*, 2017).

Research from Izogo and Mpinganjira (2020) and Simamora (2021) found that utilitarian content and hedonic content in advertisements positively affect customer inspiration. But research from Rauschnabel *et al.* (2019) regarding the use of Augmented Reality (AR) for inspiration, found that the hedonic value offered by AR had a positive effect on inspiration while the utilitarian value offered by AR did not have a positive effect on inspiration. Hence this study proposes the following hypothesis.

*H<sub>1</sub>*: Utilitarian content has a positive and significant effect on customer inspiration.

*H<sub>2</sub>*: Hedonic content has a positive and significant effect on customer inspiration.

#### **Individual Characteristic: Openness (O)**

Openness is an individual character who has high curiosity and tends to open up and seek new things, both experiences and new thoughts (An & Youn, 2018; Khoi *et al.*, 2020). Moghavvemi, Woosnam, Paramanathan, Musa, and Hamzah (2017) explained that individuals with high openness personalities tend to be broad-minded, have a high curiosity about various fields, rely more on intuition, and like to share ideas and experiences with others. Openness is one of the individual characteristics that can stimulate inspiration (Thrash & Elliot, 2003; Bottger *et al.*, 2017). In the context of social media, users with high openness will prefer to use social media, because the main purpose of using social media is to socialize and seek new information (Whiting & Williams, 2013).

Individuals with high openness will appreciate ideas or works that offer high novelty value (Parks-Leduc, Feldman, & Bardi, 2015), therefore it will be easier for them to open up and be inspired by what they see on social media. He, Liu, and Li (2021) found that individuals with high openness personalities were able to boost their perceived inspiration. Research conducted by Khoi *et al.* (2020) found that openness has a positive effect on tourist inspiration in determining tourist destinations. Other research from An and Youn (2018) also suggests that individuals with high openness tend to be easily inspired and become more creative. But research from Libaque-Saenz, Hernani, and Noel (2019) regarding customer preferences in choosing gadgets, found that there is no significant relationship between openness and inspiration. So, this study proposes the following hypothesis.

*H<sub>3</sub>*: Openness has a positive and significant effect on customer inspiration.

**Purchase Intention (PI)**

Purchase intention is a combination of customer’s interest and the possibility to buy products or services, which is mainly related to their preferences toward a brand or product and services offered (Kim & Ko, 2012). Khan (2022) explains purchase intention as a customer’s possibility to buy products or services in the future, based on evaluations of the products or services and driven by external factors that stimulate purchase intentions, such as company website pages and social media pages. As one of the marketing objectives to be achieved, this customer behavior appears as a result of customer inspiration (Bottger *et al.*, 2017). Research from Ghafourzay and Pariilti (2020) and Sheng *et al.* (2020) proves that customer inspiration arising from social media marketing positively affects purchase intention. In addition, Izogo and Mpinganjira (2020) and Simamora (2021) also prove that customer inspiration that emerges from advertising positively affects purchase intention.

The role of inspiration as an internal motivation that bridges the existence of a stimulus as an antecedent towards taking action to respond to the stimulus indicates that customers must feel inspired by the marketing-elicited idea before taking the action desired by marketers (Thrash & Elliot, 2003, 2004; Bottger *et al.*, 2017). Several previous studies found that inspiration plays a role as a mediator that shapes customer behavior, such as increasing the intentions to donate and applying pro-environmental movements (Liang *et al.*, 2016; Kwon & Boger, 2021), increasing customer loyalty (Ghouri, Kin, Yunus, & Akhtar, 2019) and generating purchase intention (Izogo & Mpinganjira,

2020; Tang & Tsang, 2020; Sharma, Fadahunsi, Abbas, & Pathak, 2022). Hence this study examines the role of customer inspiration as a mediator that enhances purchase intention in the context of social media marketing.

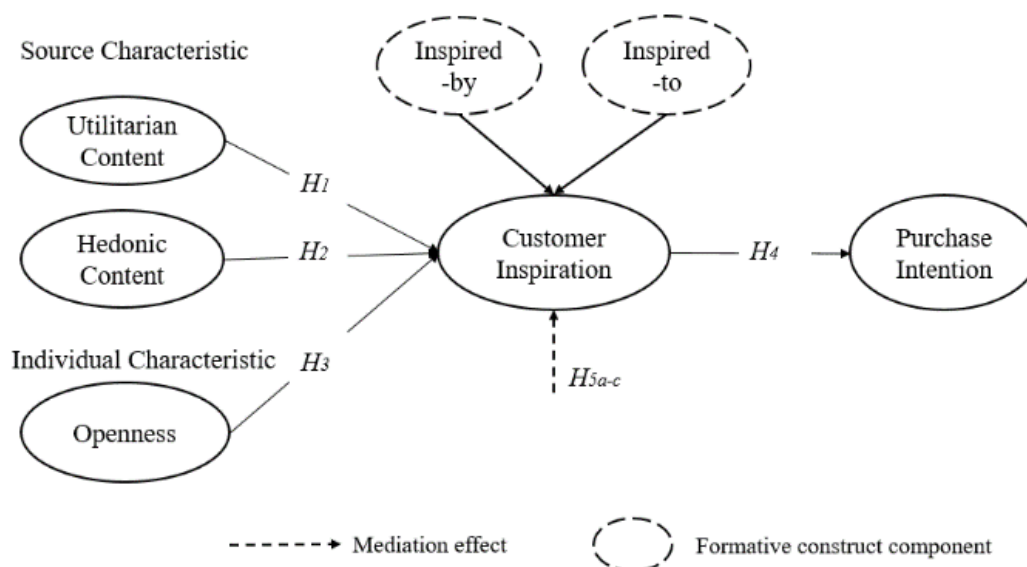
*H<sub>4</sub>*: Customer inspiration has a positive and significant effect on purchase intention.

*H<sub>5</sub>*: Customer inspiration mediates the relationship between (a) utilitarian content, (b) hedonic content, and (c) openness toward purchase intention.

**Research Methods**

Quantitative research with primary data obtained from surveys was used in this study. This study took five architectural firms in Bandung City as the object of research and the population of Bandung City aged between 18–34 years as the population, as this age group dominated the property searches based on the Property Market Trends Research in the first semester of 2021 from Lamudi (2021). As the population size is unknown, this study will use Cochran (1977) formula. Hence a minimum of 385 respondents will be taken as sample using simple random sampling method, where each member of the population has the same opportunity to be selected as a sample (Sugiyono, 2019).

The constructs in this study were measured using items adapted from existing literature. Four items adjusted from Wang (2017) will be used to measure each utilitarian content and hedonic content. Openness was measured by six items adjusted from Khoi *et al.* (2020). Customer inspiration which is a second-order formative construct will be measured by inspired-by and inspired-to, which measurements were both



**Figure 1. Research model**

adjusted from Bottger *et al.* (2017). Two items adjusted from Kim and Ko (2012) will be used to measure purchase intention. Five-point Likert scales were used to measure each item (1 = “strongly disagree”, 5 = ”strongly agree”). The questionnaire items and references are presented in Table 1.

Partial least squares structural equation modeling (PLS-SEM) approach will be used to analyzed descriptive and statistic findings in this study. PLS-SEM is designed to analyze relationship between variables simultaneously and has greater statistical power than covariance-based SEM when it comes to analyzing a complex model where formative construct is included. PLS-SEM analysis will be carried out in two stages, namely outer model and inner model analysis. The outer model analysis will be carried out using a two-stage hierarchical component model (HCM) analysis (Hair, Hult, Ringle, & Sarstedt, 2017). Convergent validity, discriminant validity, and reliability will be evaluated in the first-order construct, while outer weight and multicollinearity will be evaluated in the

second-order formative construct. The inner model analysis will be carried out to analyze the relationship between latent variables (Hair *et al.*, 2017; Hair, Risher, Sarstedt, & Ringle, 2019).

**Results and Discussion**

*Respondents’ Socio-Demographic Profile*

The socio-demographic profile of 395 respondents obtained can be seen in Table 2. Result shows that 50.88% of the respondents are female and 49.11% are male. The majority of respondents are in the age group of 18–22 years (33.16%) and 23–26 years (32.91%), work as private employees (40%), and earn below 5,000,000 per month (50.63%). The data shows that the majority of respondents belong to the Z generation group that have planned to use architectural services to build their own house in the future, although they are still in college or have just started their career journey.

**Table 1**  
**Questionnaire Items and References**

Variables	Questionnaire Items	References
Utilitarian Content	UC1 The information in the Instagram content can be useful for me	Wang (2017)
	UC2 I am satisfied with the information provided in the Instagram content	
	UC3 My goal was achieved from the information provided in the Instagram content	
	UC4 When looking at the Instagram account, I found exactly the information I was looking for	
Hedonic Content	HC1 As I look at the Instagram content, the experience was truly a joy	Wang (2017)
	HC2 As I look at the Instagram content, the activity feels like an escape	
	HC3 I had a good time as I look at the Instagram content	
	HC4 I enjoy the experience of viewing the Instagram content	
Openness	O1 I am always looking for imagination	Khoi <i>et al.</i> (2020)
	O2 I am always looking for aesthetics	
	O3 I am always looking for feelings	
	O4 I am always looking for actions	
	O5 I am always looking for ideas	
	O6 I am always looking for values	
Inspired-By	IB1 The Instagram content stimulated my imagination	Bottger <i>et al.</i> (2017)
	IB2 The Instagram content gave me new ideas	
	IB3 I spontaneously got new ideas when viewing the Instagram content	
	IB4 I discovered something new from the Instagram content	
	IB5 My horizon was broadened from the Instagram content	
Inspired-To	IT1 I was inspired to do something from the Instagram content	Bottger <i>et al.</i> (2017)
	IT2 I felt the desire to do something from the Instagram content	
	IT3 My interest to do something was increased by the Instagram content	
	IT4 I was motivated to do something from the Instagram content	
	IT5 I felt the urge to do something from the Instagram content	
Purchase Intention	PI1 I would like to use the architectural design service	Kim and Ko (2012)
	PI2 I would recommend the architectural design service to others	

**Table 2**  
**Respondents' Socio-Demographic Profile**

Variable		N =	Percentage
		395	
Sex	Male	194	49.11%
	Female	201	50.88%
Age	18–22 years old	131	33.16%
	23–26 years old	130	32.91%
	27–30 years old	67	16.96%
	31–34 years old	67	16.96%
Profession	Student	127	32.15%
	Entrepreneur	88	22.27%
	Government Employee	5	1.26%
	Private Employee	158	40%
	Unemployed	17	4.3%
Monthly Earning	< 5.000.000	200	50.63%
	5.000.000–12.000.000	124	31.39%
	12.000.001–20.000.000	34	8.6%
	20.000.001–30.000.000	18	4.55%
	>30.000.000	19	4.81%

**Table 3**  
**Loading Factor, Cronbach's Alpha, Composite Reliability, and AVE in First-Order Construct**

Item	Loading Factor	Cronbach's Alpha	Composite Reliability	AVE
UC1	0.857	0.879	0.917	0.733
UC2	0.861			
UC3	0.874			
UC4	0.834			
HC1	0.860	0.833	0.900	0.749
HC3	0.874			
HC4	0.864			
O1	0.762	0.805	0.873	0.632
O3	0.813			
O4	0.836			
O5	0.767			
IB1	0.802	0.894	0.922	0.704
IB2	0.847			
IB3	0.815			
IB4	0.891			
IB5	0.838			
IT1	0.887	0.938	0.953	0.802
IT2	0.898			
IT3	0.895			
IT4	0.913			
IT5	0.883			
PI1	0.912	0.780	0.901	0.819
PI2	0.899			

**Measurement Model Evaluation**

After all samples are obtained, convergent validity, discriminant validity, and reliability for all first-order constructs are evaluated. As seen in Table 3, all indicators' loading factor are above the 0.708 criteria (Hair *et al.*, 2019) and the Average Variance Extracted (AVE) value are above 0.5 thus the convergent validity is achieved. One item from hedonic content (HC2) and two items from openness (O2 and O6) are eliminated due to low loading value. Cronbach's Alpha and Composite Reliability for all indicators are above 0.7 and thus all indicators are reliable (Hair *et al.*, 2019).

Table 4 displays the result of the discriminant validity test with the Fornell and Larcker (1981) approach, where the square roots of the AVEs in all indicators are greater than the correlations between each construct, therefore indicating excellent discriminant validity.

**Table 4**  
**Discriminant Validity with Fornell and Larcker Approach**

	HC	IB	IT	O	PI	UC
HC	<b>0.866</b>					
IB	0.734	<b>0.839</b>				
IT	0.629	0.757	<b>0.895</b>			
O	0.510	0.544	0.500	<b>0.795</b>		
PI	0.581	0.646	0.643	0.389	<b>0.905</b>	
UC	0.743	0.748	0.673	0.463	0.635	<b>0.856</b>

The evaluation for the second-order formative construct, namely customer inspiration was carried out with a two-stage HCM analysis approach, where the latent variable values obtained from the first-order construct, namely inspired-by (IB) and inspired-to (IT) will be used as indicators in measuring customer inspiration. Collinearity and the significance and relevance of the formative indicators will be evaluated in the formative construct. The result in Table 5 shows that the VIF value meets the criteria below 5 and the outer weight value is significant, thus there is no collinearity issue between indicators and each indicator is valid in forming customer inspiration constructs (Hair *et al.*, 2017).

**Table 5**  
**VIF and Outer Weight in Second Order Construct**

HOC	LOC	Outer Weight	t-value (p-value)	VIF
CI	IB	0.669	11.553 (0.00)	2.343
	IT	0.393	6.152 (0.00)	2.343

**Structural Model Evaluation**

The research model also shows a good fit with SRMR = 0.055, NFI = 0.856 (Ozkan & Gurbuz, 2021). Table 6 displays the results of the effect size, coefficient of determination, and the predictive relevance of the research model. Utilitarian content, hedonic content, and openness have a medium effect on customer inspiration with  $f^2$  values ranging from 0.02–0.15 but still below 0.35. In addition, customer inspiration also has a medium effect on purchase intention with an  $f^2$  value between 0.02–0.15 (Cohen, 1988). In terms of  $R^2$ , 67.5% of customer inspiration can be explained by utilitarian content, hedonic content, and openness, while 49.6% of purchase intentions can be explained by customer inspiration. The research model also shows adequate predictive relevance as all  $Q^2$  values are above zero (Hair *et al.*, 2019).

**Table 6**  
Effect Size, Coefficient Determination, and Predictive Relevance

Construct	$f^2$	$R^2$	$Q^2$
UC	0.270		
HC	0.120		
O	0.088		
CI	0.133	0.675	0.574
PI		0.496	0.394

The results of the hypotheses test with bootstrapping 5000 samples are presented in Table 7. It was found that utilitarian content ( $\beta = 0.446$ ;  $t = 7.357$ ), hedonic content ( $\beta = 0.306$ ;  $t = 4.898$ ), and openness ( $\beta = 0.198$ ;  $t = 4.336$ ) positively affected customer inspiration, hence  $H_1$ ,  $H_2$ , and  $H_3$  are supported. Customer

inspiration also positively affected purchase intention ( $\beta = 0.454$ ;  $t = 6.713$ ), thereby  $H_4$  is also supported.

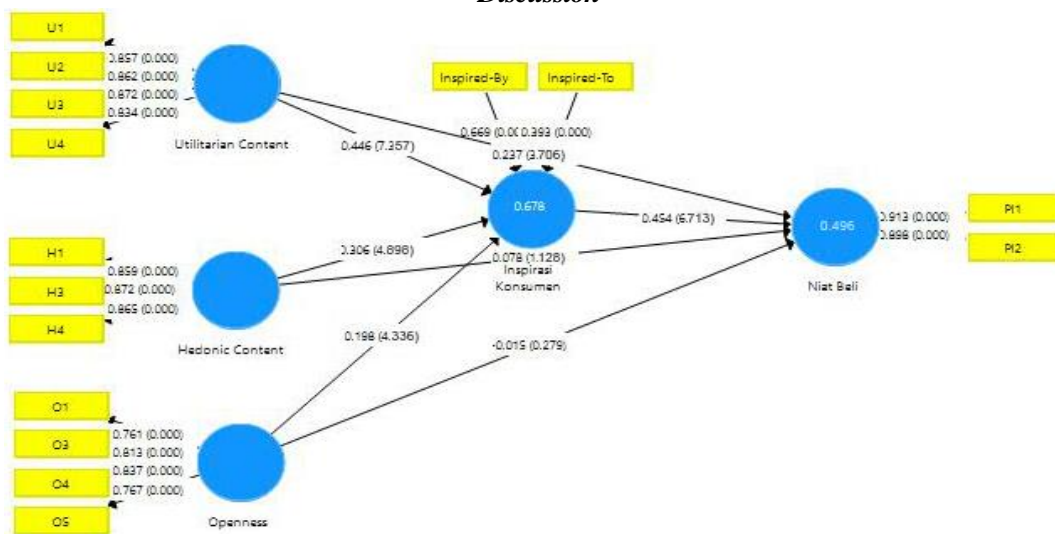
**Table 7**  
Hypotheses Test Outputs

Hypothesis	$\beta$	Std. Dev.	$t$ -value ( $p$ -value)
$H_1$ UC $\rightarrow$ CI	0.446	0.061	7.357 (0.000)
$H_2$ HC $\rightarrow$ CI	0.306	0.062	4.898 (0.000)
$H_3$ O $\rightarrow$ CI	0.198	0.046	4.336 (0.000)
$H_4$ CI $\rightarrow$ PI	0.454	0.068	6.713 (0.000)

Furthermore, the mediation test outputs for customer inspiration are shown in Table 7. The effect of utilitarian content ( $\beta = 0.202$ ;  $t = 4.635$ ), hedonic content ( $\beta = 0.139$ ;  $t = 3.960$ ), and openness ( $\beta = 0.090$ ;  $t = 3.958$ ) on purchase intention through customer inspiration are all positive and significant, thus  $H_{5a}$ ,  $H_{5b}$ , and  $H_{5c}$  are supported.

To further explain the mediating role of customer inspiration, the direct effect between utilitarian content, hedonic content, and openness on purchase intention are also examined. Results in Table 8 show that utilitarian content positively affects purchase intention ( $\beta = 0.237$ ;  $t = 3.706$ ), thus indicating a partial complementary mediation role of customer inspiration. In contrast, there are no direct effects of hedonic content ( $\beta = 0.078$ ;  $t = 1.228$ ) and openness ( $\beta = -0.015$ ;  $t = 0.278$ ) on purchase intention, thus indicating a full mediator role of customer inspiration. Result of PLS-SEM algorithm test is shown in Figure 2.

**Discussion**



**Figure 2.** PLS-SEM algorithm result



**Table 8**  
**Mediation Test Outputs**

Hypothesis	Direct Effect		Indirect Effect	
	$\beta$	<i>t</i> -value ( <i>p</i> -value)	$\beta$	<i>t</i> -value ( <i>p</i> -value)
$H_{5a}$ UC $\rightarrow$	0.237	3.706	0.202	4.635
CI $\rightarrow$ PI		(0.000)		(0.000)
$H_{5b}$ HC $\rightarrow$	0.078	1.228	0.139	3.960
CI $\rightarrow$ PI		<b>(0.220)</b>		(0.000)
$H_{5c}$ O $\rightarrow$ CI	0.015	0.278	0.090	3.958
$\rightarrow$ PI		<b>(0.781)</b>		(0.000)

This study found that utilitarian content, hedonic content, and openness positively affect customer inspiration, which in turn has a positive effect on purchase intention. Results are in line with the theory from Bottger *et al.* (2017), which states that customer inspiration can arise due to source characteristics and individual characteristics, which then will have an impact on customer behavior.

The results of the first hypothesis show that in terms of source characteristics, utilitarian content positively affects customer inspiration. The perceived information usefulness through an architecture firm's Instagram content is the most important factor in generating customer inspiration. Content with rich information can give new insights to customers and enable them to realize new possibilities and thus become inspired. For example, content related to the use of new materials or technologies in design. In addition, customer satisfaction from the information provided also influences customer inspiration.

The second hypothesis shows that hedonic content also positively affects customer inspiration. Content presented on the architecture firm's Instagram has succeeded in providing an enjoyable experience to customers and inspiring customers in the process of viewing content. These results are consistent with research from Izogo and Mpinganjira (2020) and Simamora (2021) which state that utilitarian content and hedonic content in advertisements can inspire customers. This indicates that informative content also need to be presented in a visually attractive way to attract users' attention, boost imagination and inspire customers (Rauschnabel *et al.*, 2019). Features on Instagram such as reels allow the presentation of content in a more interesting way than just photos.

In terms of source characteristics, utilitarian content ( $\beta = 0.446$ ) has a greater impact on customer inspiration than hedonic content ( $\beta = 0.306$ ). These results differ from research by Izogo and Mpinganjira (2020) which suggests that customers tend to be more easily inspired by hedonic content than utilitarian content. This can happen because of differences in research contexts, where in the context of architecture,

customer inspiration is mainly generated from content that presents informative value to open new insights for various possibilities.

The results from the third hypothesis indicate that openness positively affects customer inspiration, which is in line with the findings from Khoi *et al.* (2020) and An and Youn (2018) who found that high openness character would encourage individuals to be easily inspired and be more creative. This study found that individuals with openness to new ideas are most easily inspired by the content provided. Although there is a positive effect, the impact of openness on customer inspiration is not too substantial ( $\beta = 0.198$ ). In using social media where there is a lot of new information, individuals with a high character of openness to new ideas, feelings, and actions tend to be more easily interested in finding out more and opening themselves up to new ideas. But the source of information as an external stimulus is more necessary to generate inspiration.

The results from the fourth hypothesis indicate that there is a positive effect of customer inspiration on purchase intention. This finding is consistent with previous research from Ghafourzay and Parilti (2020) and Sheng *et al.* (2020) who suggested that customer inspiration arising from social media marketing can increase purchase intention. Architecture firms are able to provide new ideas and new insights to customers through their content which then motivates customers to realize new ideas and implement new insights obtained, resulting in an intention to use architectural design services and recommend architectural design services to others.

Last but not least, the fifth hypothesis shows that customer inspiration partially mediates the relationship between utilitarian content and purchase intention ( $H_{5a}$ ), and fully mediates the relationship between hedonic content ( $H_{5b}$ ) and openness ( $H_{5c}$ ) towards purchase intention. These results are in accordance with several previous studies which explain the mediating role of customer inspiration on purchase intention (Izogo & Mpinganjira, 2020; Tang & Tsang, 2020; Sharma *et al.*, 2022). Partial mediation indicates that informative content as needed by customers can generate customers' interest in using architectural design services, but the awareness of new ideas that arise from informative content will provide internal motivation to realize these ideas and strengthen the intention to use architectural design services. A full mediation indicates that inspiration felt by consumers is a vital motivation in generating purchase intentions. Without succeeding in bringing up new ideas or imaginations and providing internal motivation to customers, content with an attractive visual display that



is enjoyable to customers will not have an impact on the intention to use architectural design services. The same is true for openness on purchase intention. Customers who are always looking for new ideas, imaginations, and feelings will find it easier to open themselves to new information and ideas obtained from the architectural firm's Instagram content. But as inspiration occurs in two stages, namely inspired-by and inspired-to (Bottger *et al.*, 2017), customers must also feel motivated to realize these new ideas prior to having the intention to use architectural design services.

Some theoretical contribution can be seen from this study. First, as inspiration has long been discussed in psychology fields (Thrash & Elliot, 2003), it is only recently that the concept of inspiration is associated with marketing (Bottger *et al.*, 2017). And despite the progress in customer inspiration literature, the research of customer inspiration from customer-firm relationship perspective is still limited and requires further exploration (Izogo & Mpinganjira, 2020). By examining architectural firms' Instagram content, this study obtains a clearer picture on the consequences of customer inspiration on customer behavior and the role played by online marketing stimuli, specifically Instagram content. Second, this study contributes to existing literature by classifying the antecedents of customer inspiration from social media marketing into source characteristic and individual characteristic. Previous literature on customer inspiration from social media marketing largely focused on social media marketing activities (Ghafourzay & Parlti, 2020). By examining the value of content (i.e., utilitarian content and hedonic content) and individual trait (i.e., openness), this study shown that customer inspiration would not only arise from marketers' advertised content but also from the recipients' personality.

The findings in this study can have implication for architectural firms in practicing social media marketing. The results obtained suggest the necessity for architectural firms to realize the important role of inspiration in generating purchase intentions. In order to be more effective in practicing social media marketing, architectural firms must focus on inspiring customers through the content provided and targeting the right potential customers. Content must be delivered with informative value that can be useful for customers and open up their insights to new possibilities. It is also important to have varieties of information in the content in order to facilitate the various information needs of customers. For example, content related to the use of new materials, new technologies, or certain innovative solutions to designs. Moreover, the way

content is presented is also something that marketers must pay attention to. Architectural firms need to ensure their content stand out and succeed in providing an enjoyable experience for customers when viewing content. Various features on social media can be utilized, for example using the reels and story features on Instagram to display the content of a virtual design tour. Finally, architectural firms can utilize the Instagram Ads feature to target customers with preferences related to architectural design. Taking into account that individuals who are always looking for new ideas will be more easily inspired, architectural firms need to ensure the novelty value in their content.

## Conclusions

This study concludes that: (1) Source characteristic in the form of utilitarian content positively affect customer inspiration, hence informative content with perceived usefulness will generate new ideas and motivate customers to implement the ideas. (2) Source characteristic in the form of hedonic content has a positive effect on customer inspiration, therefore an enjoyable experience felt by customers while viewing the content can result in creating imagination and new ideas, thus motivating customers to realize their imagination. (3) Individual characteristic in the form of openness positively affects customer inspiration, which shows that customers who are always looking for new ideas and feelings will be easier to feel inspired by the marketing content provided. (4) Customer inspiration has a positive effect on purchase intention, hence new ideas obtained from marketing content will result in internal motivation the realize new ideas and in turn generate architectural design service purchase intention. (5) Customer inspiration acts as a mediation between utilitarian content, hedonic content, and openness toward purchase intention, which indicates the importance of inspiration as customers' internal motivation to realize the promotional goals desired by marketers, which in this context, to generate architectural design service purchase intention.

Regardless of the results obtained, this study still has some limitations. First, this study only examines two aspects in terms of source characteristics and one aspect in terms of individual characteristics. Many aspects of social media marketing can be examined regarding their impact on customer inspiration, for example, the vividness of ads (Sheng *et al.*, 2020), e-word of mouth (Ghafourzay & Parlti, 2020), and social comparison (Meier & Schäfer, 2018). Future research is encouraged to explore other antecedents that have an impact on customer inspiration. Second,

this research only examines purchase intentions that arise as a result of customer inspiration instead of purchase decisions as customer actual behavior (Misra, Mehra, & Kaur, 2019). Research on the impact of customer inspiration on purchase decisions will require a different survey approach because purchase decisions are influenced by various complex factors hence the effect of customer inspiration may be different. Therefore, upcoming research is encouraged to examine how customer inspiration might impact purchase decisions.

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