ANALYSIS OF THE IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOR IN THE DIGITAL

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Abstract

The development of digital technology has driven significant changes in marketing strategies and consumer behavior. Social media has emerged as one of the main channels in building relationships between brands and consumers, as well as influencing various stages in the purchasing decision-making process. This study aims to analyze the impact of social media marketing on consumer purchasing behavior through a literature review approach. Data sources were obtained from relevant national and international scientific journals within the last five to ten years. The results of the literature synthesis show that social media directly and indirectly influences consumer behavior through engagement, trust, and perceived value. This study recommends that business practitioners develop personal and interactive content strategies, while academics are encouraged to continue research with an empirical approach to understand the influence between variables more deeply.

Keywords: Digital Marketing, Social Media, Buying Behavior

INTRODUCTION

The development of digital technology has brought significant changes to people's lives, including the way they interact, work, and shop. One of the most significant changes has occurred in the world of marketing and commerce. The emergence of the internet and digital devices such as smartphones has accelerated global connectivity and access to information (Sarkari, 2024). This opens up great opportunities for business actors to leverage technology in reaching consumers. Digitalization not only changes the distribution system but also influences the way consumers make decisions. In this context, social media has become one of the main instruments in digital marketing.

Social media has become an important part of modern society's daily life. Platforms like Instagram, Facebook, TikTok, and YouTube serve as means of communication, entertainment, and promotion. For companies, social media is a highly effective tool for building brands, creating engagement, and

increasing sales (Yang, 2024). With interactive features, social media enables two-way communication between companies and consumers. The presence of influencers and creative content also enhances the appeal of promotions. As a result, social media is no longer just a means of entertainment, but has become a main channel in marketing strategies.

As social media evolves, consumer behavior is also undergoing significant changes. Consumers are now more actively seeking product information through reviews, videos, and recommendations on social media. The process of information search has become faster and more dynamic because consumers can instantly compare various brands and products. They tend to trust user reviews more than conventional advertisements. Purchase decisions are increasingly influenced by social perception, trends, and images displayed in digital media (Min, 2023). This shows that consumers are no longer passive, but rather active and critical in making decisions.

Psychological and emotional factors are now more dominant in influencing purchasing behavior. Engaging visual content, personal narratives from influencers, and social interactions on media have become important factors in generating interest in products. Personal and relevant marketing has a greater impact compared to traditional approaches (Fletcher, 2024). Therefore, companies are required to understand the characteristics of the digital audience in order for marketing strategies to be effective. Personal branding and trust are the key elements in building consumer loyalty. In this context, social media marketing strategies cannot be separated from understanding consumer behavior.

This shift in consumption patterns presents both a challenge and an opportunity for business operators. They need to quickly adapt to the rapidly changing trends and consumer preferences. On the other hand, the digital era also provides data and analytics that can be utilized to understand purchasing patterns more accurately. This helps companies in formulating data-driven marketing strategies. With the right approach, social media can become a means to create a more personal and enjoyable consumer experience (George & Manuel, 2024). Therefore, it is important for companies to combine technology and creativity in their digital campaigns.

An effective digital marketing strategy must be able to create engagement, build trust, and drive conversions. It is not enough to just promote products directly, but also to build long-term relationships with the audience. Consumers today value authenticity, transparency, and the social value of a brand more (Suganda & Arrifianti, 2023). Therefore, storytelling and

a humanistic approach are greatly needed in marketing content. Responsive interactions also play a crucial role in shaping a positive perception of the brand. All of these things indicate that digital marketing requires a deep understanding of digital consumer behavior.

Academic studies on the influence of social media on consumer behavior continue to evolve. Many studies show that social media has a significant impact on brand awareness, purchase intention, and consumer loyalty. However, this influence is complex and is affected by various factors such as the type of content, frequency of interaction, and consumer perception of information credibility (Sha, 2024). Therefore, a more in-depth analysis is needed to understand the relationship between social media strategies and consumer purchasing decisions. The literature approach in this research aims to review various previous findings and compile them into a comprehensive understanding. This will serve as the foundation for developing more targeted marketing strategies.

Considering these various dynamics, the study of the relationship between social media marketing and consumer behavior becomes very relevant. This research is expected to provide theoretical and practical contributions to industry practitioners as well as academics. In addition, the results of this literature review can serve as a reference in the development of marketing strategies based on the understanding of digital consumer behavior. In this fast-paced and competitive era, adapting to technological developments and changes in consumer behavior is a necessity. Therefore, it is important to continuously examine and evaluate the effectiveness of social media as a primary marketing channel. Thus, companies can remain relevant and competitive amidst the rapid tide of digitalization.

RESEARCH METHOD

This research uses a literature review approach as the main method. This approach aims to systematically review and analyze various scientific literature that discusses the influence of social media marketing on consumer purchasing behavior. A literature review allows researchers to summarize, compare, and draw conclusions from various previous research findings without conducting direct field data collection. This method was chosen because the topic discussed has been the focus of many researchers in recent years and has an abundant amount of literature. Moreover, the literature review helps build a strong theoretical framework and provides a deep

understanding of consumer behavior dynamics in the context of digital marketing.

The data sources in this research were obtained from national and international scientific journals published within the last 5 to 10 years. The selected articles must meet the criteria of relevance to the topic and possess academic credibility, such as those published in reputable journals (indexed by Scopus, SINTA, or others). The analysis technique used is content analysis, which involves examining the themes, findings, and conclusions of each article. The analysis is conducted systematically to identify emerging patterns, differences among findings, and theoretical contributions that can be formulated. From the results of this analysis, a knowledge synthesis will be prepared that comprehensively explains how social media marketing impacts consumer behavior in the digital era. This approach is expected to produce sharp conceptual understanding and can serve as a reference for further research as well as marketing practices (Snyder, 2019; Tranfield et al., 2003).

RESULT AND DISCUSSION
Concept and Strategy of Social Media Marketing

Social media is a form of digital technology that allows its users to create, share, and exchange information through virtual networks. Social media platforms such as Instagram, TikTok, YouTube, Facebook, and Twitter have evolved into highly influential global communication channels. Social media enables real-time interactions between individuals, groups, and institutions (Zhang, 2023). In the business context, social media has become an important medium for directly and personally reaching consumers. The change in societal behavior, where people now access information more through social media, makes it a strategic marketing instrument. Therefore, understanding the characteristics of each platform is very important for business operators.

Each social media platform has its own uniqueness in supporting marketing activities. Instagram excels in visual branding and storytelling through photos or short videos. TikTok grabs attention with short video content that goes viral quickly, especially among the younger generation. YouTube provides space for longer and more educational content, and is suitable for building credibility through testimonials or tutorials. Facebook is still relevant as a community platform and event promotion, while Twitter is effective for opinion-based or trend campaigns. The selection of the right

platform needs to be adjusted according to the characteristics of the target market and the promotion goals (Yin, 2024).

Social media marketing strategies encompass various creative and technical approaches. One of the most common strategies is through the creation of engaging, informative content that meets consumer needs. Content can be in the form of text, images, videos, or a combination of all three. In addition, many companies leverage influencer marketing to expand their reach and enhance consumer trust. Influencers have the ability to shape public opinion due to their closeness with the audience. Another strategy is paid advertising such as Facebook Ads or TikTok Ads, which allows for specific consumer targeting (Putra & Budiman, 2024).

In practice, social media marketing strategies are not just about disseminating information, but also about direct interaction with consumers. Companies that actively respond to comments, answer questions, and engage in discussions in the comment section will build strong emotional connections with the audience. Such interactions increase consumer loyalty and trust towards the brand (Hese, 2022). Therefore, many companies now have dedicated teams to manage social media professionally. Human and responsive interactions have proven to be more effective compared to a one-way approach. This strategy creates a more personal and memorable consumer experience.

Various studies show that social media marketing strategies are highly effective in reaching consumers. According to a study in the Journal of Interactive Marketing, social media not only increases brand awareness but also influences consumer purchase intentions. The speed of information dissemination and visual appeal are the main advantages of social media in attracting attention (Hardey, 2024; Pietrzak & Grębowiec, 2023). Moreover, social media allows companies to segment the market more accurately and efficiently. Consumers feel more engaged because they can provide direct feedback. This creates a two-way communication cycle that continuously strengthens the relationship between the brand and the consumer.

In the context of consumer behavior, social media has also proven capable of shaping brand image and trust. Consumers tend to trust content that comes from fellow users rather than from the company itself. Therefore, customer testimonials and reviews from other users are often more influential than formal advertisements. The user-generated content strategy has become one of the widely used approaches to enhance this trust. The more consumers share their positive experiences with the product, the greater the influence on

potential consumers (Razak, 2024). This proves that consumers are now also part of the marketing strategy itself.

However, social media marketing also has its own challenges. One of them is the high level of content saturation due to the vast amount of information shared every day. Consumers will only be interested in content that is relevant, authentic, and adds value (Heinze & Cano, 2024). Therefore, companies need to conduct market research periodically to align their content with the needs and preferences of the audience. In addition, the rapid changes in social media platform algorithms also demand flexibility in strategy. Companies must be ready to adapt and continuously learn from trends and user interaction data.

Considering all these aspects, it can be concluded that social media marketing is a highly relevant and impactful strategy in the digital era. The success of this strategy does not only depend on how engaging the content is, but also on how strong the relationship built with consumers is. An approach that combines creativity, data, and interaction becomes the key to success in managing social media effectively. Therefore, companies are required to be not only active but also strategic and adaptive in running their digital campaigns. Knowledge about platforms, marketing techniques, and understanding consumer behavior becomes the main foundation. The literature review in this research will delve deeper into the effectiveness of various strategies in influencing consumer purchasing decisions.

Consumer Buying Behavior in the Digital Era

Consumer behavior refers to the process and activities that individuals go through in searching, selecting, using, evaluating, and disposing of products or services to meet their needs and desires. In classical marketing theory, consumer behavior consists of several stages: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Each stage reflects the thought processes and emotions that influence the final decision of the consumer. Understanding these stages is important for marketers to determine when and how to influence consumers (Baines et al., 2022). In the digital era, although these stages still apply, the way consumers navigate each stage has changed significantly. This change is driven by advancements in information technology and the ease of access through the internet and social media.

Factors that influence consumer behavior can generally be classified into four categories: psychological, social, personal, and cultural.

Psychological factors include perception, motivation, beliefs, and consumer attitudes towards a product or brand. Social factors encompass the influence of reference groups, family, and social status, which often shape consumer preferences and choices. Personal factors relate to age, occupation, lifestyle, and income level, which determine needs and purchasing power (Caballero, 2024). Meanwhile, cultural factors shape the fundamental values that affect how consumers respond to certain products. In the digital world, these four factors remain influential but are now mediated by technology and digital media.

One of the most noticeable changes in consumer behavior in the digital era is at the information search stage. If previously consumers relied on brochures, physical stores, or direct recommendations, now searches are conducted through search engines, social media, and consumer review platforms like Google Review or Tokopedia. Consumers can access hundreds of reviews in just seconds, making the evaluation process faster but also more complex. This speed makes consumers more selective and meticulous in assessing the quality and credibility of products. They not only evaluate the price and specifications but also pay attention to the brand's reputation and other users' experiences. As a result, companies must be more transparent and responsive to digital public opinion (Khodarahmi, 2023).

Moreover, today's consumers are greatly influenced by visual content and personal narratives spread on social media. The lifestyle showcased by influencers or social media celebrities often serves as a reference in choosing specific products, ranging from food, cosmetics, to fashion styles. This indicates a shift from pure rationality to emotional and social aspects in decision-making. Consumers no longer just buy products, but also the symbolic value and the accompanying experience. Brands that can build emotional connections through digital content tend to have a competitive advantage. Therefore, understanding emotional motivations becomes key in modern marketing strategies (Sharma & Sharma, 2024).

The digital era is also changing the way consumers interact with brands. If in the past the relationship between consumers and companies was one-way, now it has become interactive and sustainable. Consumers can provide comments, file complaints, or widely and quickly spread testimonials (Kaykas-Wolff, 2022). This requires companies to respond more quickly and manage their reputation in real time. Failure to respond can negatively impact brand image and hinder the process of consumer loyalty. On the contrary, a

positive experience will strengthen consumer attachment and encourage repeat purchases.

Brand loyalty in the digital era is also undergoing transformation. Consumers are now more critical and quick to change their preferences, especially if they find alternatives that better align with their values or needs (Vasquez-Reyes et al., 2023). Therefore, maintaining loyalty is not enough with just product quality, but also through consistent relationships and satisfying user experiences. Digital loyalty programs, such as reward points, exclusive content, or direct interactions through social media, are becoming increasingly common tools. Loyalty is also strengthened through shared values, such as the brand's commitment to sustainability or social responsibility. All of these things show that brand loyalty in the digital era is the result of a comprehensive experience, not just the product.

One of the characteristics of digital consumers is their involvement in the value production process (co-creation). Consumers are now involved in providing product ideas, creating review content, and even becoming brand ambassadors through social media. This provides an opportunity for companies to make consumers a part of their marketing strategy. The active role of consumers also enriches the company's insights in designing products and campaigns (Sweeney & Phillips, 2024). However, this also demands openness and sensitivity to the feedback provided. Digital consumers are not just buyers, but also partners in building brand reputation.

With these various changes, it can be concluded that consumer purchasing behavior in the digital era has become more complex, dynamic, and integrated with technology. Consumers are no longer passive; they are active and engaged in various stages of the decision-making process. They expect a fast, personal, and meaningful experience in every interaction with the brand. Therefore, companies need to continuously innovate and understand consumer behavior more deeply. This behavioral study serves as an important foundation for designing relevant and effective digital marketing strategies. In-depth literature research will help to comprehensively and applicably illustrate this transformation.

The Relationship Between Social Media Marketing and Consumer Purchase Behavior

Various previous studies have shown that marketing through social media has both direct and indirect influences on consumer purchasing behavior. The direct influence occurs when consumers make a purchase after

seeing advertisements, promotional content, or recommendations from influencers on social media. Meanwhile, the indirect influence emerges through more complex processes, such as increased brand awareness, the formation of positive perceptions, and heightened purchase intentions (Sari & Rochmaniah, 2023). A study by Kim & Ko (2012) in the context of the fashion industry shows that social media significantly contributes to the formation of purchase intentions through increased interaction and brand experience. Another study by Hajli (2014) emphasizes that social elements such as online reviews and digital communities indirectly influence purchasing decisions. Therefore, social media has a significant power in shaping consumer behavior both explicitly and implicitly (Zhang, 2023).

One important aspect that bridges the relationship between social media marketing and purchasing decisions is engagement. Engagement refers to the active involvement of consumers with content, such as liking, sharing, commenting, and following brand accounts. A high level of engagement often serves as an indicator of consumer interest and trust in a brand. Engaged consumers are more likely to develop an emotional connection with the brand, which in turn encourages them to purchase products. Strategies that emphasize direct interaction, quizzes, polls, or calls to participate have been proven to increase loyalty and purchase response (Johnson & Simpson, 2022). Therefore, creating content that can invite active participation becomes the key to successful marketing on social media.

Besides engagement, trust plays an important role in guiding consumer purchasing decisions on digital platforms. Trust emerges from the consistency of information, brand transparency, and the quality of interactions between the company and consumers. On social media, trust is also built by other consumer testimonials, positive reviews, and the credibility of the influencers used (Uliaaa, 2022). According to research by Erkan and Evans (2016), the level of trust in information on social media is directly proportional to purchase intention. When consumers feel that a brand is honest and reliable, they are more likely to purchase and recommend the product to others. Therefore, building and maintaining trust is an integral part of digital marketing strategy.

Another equally important factor is perceived value, which is the consumer's perception of the benefits or value of the offered product. Perceived value is formed through the interaction between the received information, brand image, and the offered price. Social media allows companies to convey product value creatively and attractively, whether through visuals, user stories, or issue-based campaigns. Consumers who feel

that a product offers better functional or emotional value will be more inclined to purchase. Research shows that high perceived value acts as a mediator between brand engagement and purchase decisions (Senalasari et al., 2024). Therefore, social media must be utilized to showcase the product's advantages convincingly and in line with consumer needs.

Comparative studies between platforms show that the effectiveness of social media in influencing purchasing decisions highly depends on the characteristics of each platform. Instagram excels in visual branding and lifestyle promotion, while TikTok is more effective in reaching the younger generation through quick and creative content. YouTube is suitable for more in-depth product explanations or user reviews, while Facebook tends to be stronger in building communities and promoting events (Thi, 2022). The selection of the right platform must be tailored to the target audience and the type of product being marketed. Research by De Veirman et al. (2017) found that consumers are more responsive to influencers on Instagram compared to formal advertisements on Facebook. This emphasizes the importance of tailoring strategies to the characteristics of the digital channels used.

Besides platform differences, the type of content used also affects the appeal and effectiveness of the marketing campaign. Interactive video content and storytelling have higher engagement levels compared to static image content or regular promotional text. Consumers today prefer content that is personal, authentic, and contains elements of entertainment or education (Jiang, 2023). Therefore, brands that can convey messages creatively and relatably have a greater chance of shaping positive perceptions and encouraging purchase actions. Companies are also starting to utilize live streaming formats to create real-time interactions with consumers. All of this shows that marketing success does not only depend on the platform, but also on the quality and approach of the content.

Research also shows that consumers who have a positive experience from digital interactions with a brand are more likely to make repeat purchases. User experience (customer experience) on social media, from response speed, admin friendliness, to content navigation ease, becomes an important factor in creating loyalty. Consumers who feel valued and acknowledged in digital interactions will be more receptive to future promotions and offers. Therefore, social media marketing strategies need to encompass aspects of service and experience, not just promotion. Long-term relationships with consumers can only be built through consistent and enjoyable experiences (Hardey, 2024). This further emphasizes the importance

of integration between marketing and customer service teams in the digital realm.

Considering the various findings above, it can be concluded that the relationship between social media marketing and consumer purchasing behavior is strong, complex, and multidimensional. Engagement, trust, and perceived value are key elements that connect marketing strategies to purchasing actions. Meanwhile, the effectiveness of the strategy is greatly influenced by the selection of the appropriate platform and type of content. Therefore, a deep understanding of the characteristics of digital consumers and the dynamics of social media becomes something that cannot be overlooked. A comprehensive literature review allows for the more systematic identification of these key factors. These findings are expected to serve as a foundation for the development of more targeted and consumer behavior-oriented digital marketing strategies.

CONCLUSION

Based on the synthesis of the literature, it can be concluded that social media has a significant influence on consumer purchasing behavior in the digital era. This influence is not only direct through promotions or advertisements but also indirect through the increase in brand awareness, engagement, trust, and perceived value. An effective social media marketing strategy can guide consumers through all stages of the purchasing decision, from information search to brand loyalty formation. In addition, social media also allows for more personal interactions between consumers and brands, which strengthens emotional attachment. Various platforms such as Instagram, TikTok, and YouTube have different characteristics, so they need to be tailored to the target audience and the type of product. Thus, social media marketing is not just a promotional tool, but also a means of creating experiences and long-term relationships with consumers.

For business practitioners, it is recommended that digital marketing strategies focus on creating relevant, authentic content that encourages consumer engagement. Optimizing the use of influencers, maintaining active interactions with the audience, and managing brand trust are important steps in shaping purchasing decisions. For academics, further research can be directed towards a quantitative analysis of the influence between variables such as engagement and trust on purchase intentions within the context of specific platforms. The limitations of this study include restricted access to primary data and variations in cultural contexts within the reviewed literature.

Therefore, empirical studies with a cross-cultural and cross-platform approach will provide a more comprehensive understanding. In-depth research is also needed to explore the long-term effects of social media on consumer loyalty and post-purchase behavior.

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