

## THE IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOR

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### Abstrak

Media sosial kini telah menjadi alat yang semakin penting untuk semua jenis bisnis. Selama pandemi, salah satu kampanye media sosial yang paling sukses adalah Stay-at Home. Kondisi ini menyebabkan perubahan perilaku belanja konsumen dalam menggenapi kebutuhan hidup. Penelitian ini bertujuan untuk memberikan analisis pengaruh media sosial terhadap perilaku konsumen. Penelitian ini bersifat kualitatif. Teknik pengumpulan data meliputi menyimak dan mencatat informasi penting untuk melakukan analisis data melalui reduksi data, display data, dan penarikan kesimpulan. Temuan studi ini mengungkapkan bahwa media sosial telah merubah perilaku belanja konsumen, terutama saat pandemic. Namun, perilaku ini menjadi budaya pasca covid-19. Kondisi ini tentu saja merupakan tantangan unik bagi pengusaha agar tetap terus berinovasi mengembangkan produk dan layanan modern agar bisnis tetap bertahan dan mampu terus menciptakan loyalitas konumen. Diharapkan penelitian ini menjadi bahan evaluasi pengusaha jika saat ini model bisnis telah banyak berubah, maka sudah saatnya mereka merubah cara lama menjadi baru dengan cara mengadopsi media sosial dan luwes berimprovisasi dengan perangkat pemasaran modern.

**Kata kunci:** Media Sosial, Perilaku, Konsumen

### Abstract

Social media has now become an increasingly important tool for all types of businesses. During the pandemic, one of the most successful social media campaigns was Stay-at-Home. This condition causes changes in consumer spending behavior in fulfilling life needs. This research aims to provide an analysis of the influence of social media on consumer behavior. This research is qualitative in nature. Data collection techniques include listening and recording important information to conduct data analysis through data reduction, data display, and conclusion drawing. The findings of this study reveal that social media has changed consumer shopping behavior, especially during the pandemic. However, this behavior has become a post-covid-19 culture. This condition is of course a unique challenge for entrepreneurs to continue to innovate to develop modern products and services so that businesses survive and are able to continue to create consumer loyalty. It is hoped that this research will be an evaluation material for entrepreneurs if currently the business model has changed a lot, then it is time for them to change the old way to a new one by adopting social media and being flexible in improvising with modern marketing tools.

**Keywords:** Social Media, Behavior, Consumer

### INTRODUCTION

Because it is less expensive and requires less time to create than traditional marketing strategies, social media marketing has made it simpler for businesses to increase brand awareness (Hopia et al., 2023). A social phenomenon acknowledged by social scientists and dubbed the "Facebook Effect," Facebook's early global dominance was a pioneering achievement in the history of mass communication (Tritama & Tarigan, 2016). Other social media platforms with specialized functions like Twitter, Instagram, YouTube, TikTok, and LinkedIn are expected to follow suit. Depending on the social media site chosen, it can help businesses increase sales and profits (Ansari et al., 2019).

To make a company's brand recognized and stand out in the market, it takes more than just posting the company's products or services online and maintaining a social media presence (Ahmad & Guerrero, 2020). To stay ahead of the competition and make the most of internet advertising and social media marketing (Kraugusteeliana et al., 2022), businesses need to consistently produce new material for these channels (Sahtoni et al., 2023). Companies' marketing teams began looking into social media as a marketing tool after they noticed an uptick in user engagement with the medium (Subagja et al.,

2022). Digital marketing encompasses a wide range of strategies, including social media marketing (SMM), influencer marketing (IM), affiliate marketing (AM), email marketing (EM), content marketing (CM), search engine optimization (SEO), paid advertising (PA), and pay-per-click (PPC) (Umami & Darma, 2021).

With the present Covid-19 epidemic, we have become increasingly reliant on technology (Ausat, 2023) and socially isolated as a means of preventing the spread of the virus (Ausat & Suherlan, 2021). Services, deliveries, payments, and check-in processes that do not require physical contact are now the norm. Many people are making an attempt to transition to a digital lifestyle because of the changes in our culture. This includes a preference for digital media over more traditional forms of advertising like paper, broadcast, and even the radio. Radio, print publications, and outdoor advertising such as billboards are examples of traditional media because they are used for mass media advertising that reaches the complete market through integrated marketing communication strategies (Tarik & Adnan, 2018). In the case of ads, for instance, it is impossible for businesses and consumers to communicate with one another. Businesses also can't send targeted ads in conventional media.

Today's social conduct and modes of communication have been fundamentally altered by the advent of various forms of social media. Our reliance on social media grows as a result of technological progress. This is clear when government officials rely heavily on social media to spread information to the public, as was the case with the Covid-19 crisis. Advertisers have been paying attention to the changing social landscape and the proliferation of social media. They've also seen how different social media have different effects on a business's marketing efforts (Arsath, 2018). Facebook, Instagram, Tik Tok, YouTube, LinkedIn, and many others are just some of the social media sites accessible today.

It is becoming increasingly clear to marketers how integral social media is to the success of their strategies and initiatives (Nadaraja & Yazdanifard, 2013). Marketers are able to obtain more useful insights as the social media industry produces and develops better analytics features (Dwivedi et al., 2021). Since this is the case, a growing number of companies are digging deeper into the ways in which social media marketing can help them reach new customers (Gadzali, 2023). Social media marketing has the advantage of being accessible to a larger audience at a lower price (Ausat et al., 2022).

For starters, it's essential to note that social media has developed into a potent resource for companies of all stripes. The Stay-at-Home campaign, a worldwide internet awareness initiative to encourage people to remain inside during the pandemic to reduce the spread of the coronavirus, was one of the most effective social media campaigns. Companies, government organizations, and even celebrities have joined in promoting their brand awareness online, resulting in a domino effect and causing changes in consumer behavior when addressing products and services. This research aims to provide an analysis of the influence of social media on consumer behavior.

## METHOD

In this study, researchers conducted library research so that they did not need to go directly to the field during the data collection process, but instead studied various reference sources that supported the smooth running of the research. Literature was obtained from online media and databases from journal portals that are in accordance with the keywords related to this discussion, namely the impact of social media on consumer behavior. For example, the author did not rely solely on Emerald Insight, ResearchGate, or Elsevier journal portals in compiling a list of relevant references, but preferred to take a more open approach. In this article, we narrowed the scope of the search to these terms so as not to detract from the main emphasis of this article on aspects of consumer behavior change due to social media. The journals, articles and publications searched were mainly those published between 2015 and now. Only articles that specifically address the impact of social media on changes in consumer behavior will be used in this analysis.

This research is a qualitative type of research. Data collection techniques include listening and recording important information to conduct data analysis through data reduction, data display, and conclusion drawing to obtain an overview of conclusions regarding the literature study that will be developed in this research. Data validation uses triangulation of data sources.

## RESULT AND DISCUSSION

An individual's propensity to make purchases of various kinds can be attributed in large part to their consumer behavior (Barmola & Srivastava, 2010). Walters (1974) describes consumer behavior as "the process by which people decide whether to buy, what to buy, when to buy it, and from whom to buy it." It is defined by Schiffman & Lesli (2000) as the pursuit, acquisition, utilization, evaluation, and eventual disposal of products, services, and ideas. Consumers' actions may be influenced by social media ads. Arul Jothi & Mohmadraj Gaffoor (2017) found that customers would increase their spending if they had easier access to more media content. When it comes to marketing, product quality, and customer preferences, social media will play a significant role (Hasan & Sohail, 2021).

Since social media has become an essential marketing and communication medium for businesses, organizations, and institutions, analyzing its future in the context of consumer behavior and marketing is critical (Appel et al., 2020). Wibowo et al. (2020) argues that the dynamic and two-way nature of the conversation on social media makes it superior to traditional marketing strategies for constructing and sustaining feedback. Renu & Gupta (2020) argues similarly, stating, "Social media provides real-time information and facilitates two-way communication between retailers and consumers, enabling retailers to serve their consumers more efficiently and effectively through improved customer relationship management, product line extensions, cost effectiveness, and customized offers." Consumers today place a premium on being able to research products and services online, which emphasizes the significance of having an active social media profile. The more satisfied a company's clientele are, the more likely they are to make a buy from that clientele, ultimately leading to loyalty (Kamar et al., 2022).

Businesses in the modern digital era must also place a premium on customer relationships and the provision of useful, high-quality material (Rita et al., 2019). Customers are more likely to buy from a company that makes a good first impression online and has a visually appealing website. According to Haenlein et al. (2020), boosting a brand's image and credibility with current and prospective customers increases the likelihood of conversion on social media. Customers need to feel welcome and comfortable interacting with companies that care about them on social media. Since customers depend so heavily on social media networks for customer service and assistance, businesses should set up shop in digital media to meet this demand (Ausat & Peirisal, 2021). Please your customers, and they'll stick around, giving your company a steady stream of income (Ausat & Suherlan, 2022).

Based on the findings of a survey by the Brand and Marketing Institute in Indonesia, it is evident that social media can impact a consumer's behavior in this country. According to the data collected, 80% of Indonesian customers say social media has a significant impact on their purchasing decisions. Because of its promotional potential, social media has emerged as a new influencer, as evidenced by this discovery. Through advertising on social media, there are three things that product manufacturers must pay attention to as indicators of public purchasing attractiveness, namely brand logos, visuals, and taglines.

Indonesians are currently very keen on using social media. This is shown by the number of active Facebook users in the country, which has now reached 107 million people. However, getting noticed on social media is not easy.

It is now beyond doubt that the use of the internet has had a profound effect on people's habits and routines (Duckworth & Gross, 2020). The availability of product evaluations and other forms of product information has greatly facilitated consumer decision-making. Before making a purchase, a shopper will look into relevant details about the product, such as its price, appearance, and user evaluations (Ausat et al., 2021). To succeed in today's market, it is crucial for a company to be consistently visible online and to offer consumers relevant and useful material. People will look to corporate social media accounts for more product and service knowledge as a result. Brand recognition can be boosted in the same way through consistent interaction between consumers and companies. It will also have a substantial effect on the ways in which consumers make decisions to buy, such as how they identify issues, where they look for solutions, which options they choose, and how satisfied they are with those choices (Santoso & Sispradana, 2021).

## CONCLUSION

Social media has changed consumer behavior in fulfilling life needs, especially during the pandemic. However, this behavior has become a post-covid-19 culture. This condition is of course a unique

challenge for entrepreneurs to continue to innovate to develop modern products and services so that businesses survive and are able to continue to create consumer loyalty. As a result, consumers will rely even more heavily on business social media as their primary resource for learning about a company's goods and services. Brand recognition can be boosted in the same way through consistent interaction between consumers and companies. It will also have an important bearing on the ways in which consumers make decisions to buy, such as the identification of a need, the pursuit of appropriate information, the evaluation of available options, the selection of a provider, the purchase itself, and the subsequent level of satisfaction with that selection.

### SUGGESTION

The results of this research are expected to be input for business people everywhere to pay more attention to dynamic consumer behavior. On the other hand, as an evaluation material that currently the business model has changed a lot, it is time for business organizations to change the old way to a new one by adopting social media and being flexible to adapt and improvise with modern marketing tools. The results of this study can be developed into future quantitative research.

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