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# DEVELOPMENT OF MARKETING STRATEGY THROUGH SOCIAL MEDIA IMPACT ON CONSUMER BEHAVIOR IN THE DIGITAL ERA

#### Widyatmoko

Management Study Program
Dian Nuswantoro University, Kediri City Campus, Indonesia
e-mail: widyatmoko@dsn.dinus.ac.id

#### Abstract.

The purpose of this research is to find out new activities regarding consumer behavior attitudes to make a purchase decision due to the marketing strategy that applies in the digital era. For the research method using a study through library research. With a literature review, it can describe and explain that the digital era is proven to be able to influence all areas of life, including the business world. The digital era has produced renewable and up-to-date ideas for consumers or marketers or also for other users. Marketing strategies that are always developing can influence consumer behavior because they are starting to switch habits in shopping online through platforms on social media. The results of this study indicate that marketing strategies through social media have caused a shift in consumer attitudes and behavior from conventional or traditional activities to activities using digital or online technology. Marketers are required to adapt to changes in consumer behavior which is the key to success in being able to maintain the viability of the company through marketing strategies according to the era and changes in consumers. The ability of marketers or companies to be able to always understand consumer behavior is a strategy that is needed and considered because it is something that needs attention to achieve competitive advantage. By carrying out a marketing strategy that uses digital information technology devices, it will be easy to provide opportunities for consumers to find information about the products they will buy as well as testimonials from other consumers about consumer experiences after experiencing the benefits and success of consuming a particular product.

Keywords: Digital Era, Marketing Strategy, Social Media, Consumer Behavior.

#### INTRODUCTION

The current marketing strategy through digital technology is one way to promote and market a brand of products made using digital media. With the rapid development in the world of the internet and technology, digital marketing strategies are currently very popular and are used by corporate marketers around the world, thereby making the internet network a very prospective market. For this reason, companies must be able to quickly identify purchasing targets, identify suitable internet sites to promote and advertise their products, this can be used by maximizing an automatic search engine to increase visitor rankings on the website in order to get placement in the top rankings so that customers consumers or customers can connect themselves with the desired product.

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\*Widyatmoko, e-mail: widyatmoko@dsn.dinus.ac.id

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Basically consumer behavior is generally divided into two parts, namely consumer behavior which has a rational and irrational nature. For rational nature refers to consumer behavior in purchasing goods and services that prioritize needs that are considered urgent, primary needs and the use of the product itself to the buyer. Meanwhile, irrational consumer behavior refers to consumer behavior that is easily convinced by recalling discounts or marketing of a product without prioritizing aspects of need or use (Juniar & Uci, 2021). It can be understood that consumer behavior is an activity that can be a basis for customers to make a decision to buy an item or service. In addition to consumer behavior is closely related to the buying process. In the buying process, this means when consumers search, research, and evaluate a product or service. Apart from that, in his attitude that consumer behavior has something to do with the quality of a good or service. to how the quality of the product. At the time of entering the current digital era, it has been marked by a change in manual technology to digital technology. In this digital era, it is a new era where almost everything in life is assisted by digital technology. With the evidence of the existence of digital technology, an internet network that seems to have become a daily necessity for everyone, even as if this life cannot be separated without the internet. Changes in media that were originally still traditional are now connected online, of course, this can also change the consumption patterns of consumers. By using digital media, anyone can access information anywhere and anytime. In the digital era, personal information can be accessed. Where has entered this period is also often referred to as an era that is open without any secrets. Consumers are getting closer with smart smartphones and connected to the internet. It has even been seen in every corner of everyday life to find many people who are busy with their cellphones. Behavior that is closely related to devices also influences consumers in the digital era in accessing information.

### RESEARCH METHODS

This research used a type of research with a qualitative descriptive analysis method. Qualitative methods aim to understand the object under study in depth. In its implementation, it reviews literature (literature review) and sourced from research articles (research articles), also comes from journals and online news which aims to draw conclusions and evaluate the problems the author is studying Rosita (2020).

Based on the description above, to analyze and use the data that has been obtained in the form of previous research, then the data is analyzed by means of inductive thinking, namely specifically from existing information and summarizing the results of previous research.

#### RESULTS AND DISCUSSION

The use of digital technology has resulted in changes in consumer behavior, where using the internet network, mobile applications, social media, and the use of other digital information and communication technologies have made it a routine part of life for the community. The hallmark of this generation is that their activities are carried out by utilizing internet services. Digitalization affects the integral and incidental environment (Stephen, 2016). Digitalization has produced a new way of life, changing and replacing the previous one, such as the emergence of Generation Z ((Bassiouni, D. H. & Hackley, 2014)). Changes in consumer behavior can be found in actions, attitudes and ethics (Cesareo, L. & Pastore, 2014). The faster pace and increase and development of digital technology has also been accompanied by the development of habits and ways of thinking in people's lives to gain more effective and efficient access to products or services. This can be used by service providers in developing their business through online trading in the form of online shops or online shopping and so on. Several innovations made by providers of goods and services to advertise and intensify products through social media can be believed to have a major influence on product marketing.

### 1. The influence of digital marketing strategies on consumer behavior.

Technology has given power to consumers through tools in the form of smart cell phones or tablets. In its development, this device is always updated through several new versions that offer more variants to consumers, making the previous ones obsolete in a relatively short time to keep up with the times. Human behavior occurs when interacting with the environment which is simple and diverse. This can give rise to influences on one individual and another individual, one of the factors that influence consumer actions and behavior in deciding to buy and consume a product or service is a change in the sociocultural environment that can shape consumer behavior. Some of the changes that occur when technology enters all aspects of human life, attitudes and behavior also change. Changes that occur to consumers include:

a. Consumer expectations and forecasts have changed Technology has changed with the emergence of an electronic commerce or commonly called e-commerce so that consumers or customers can get access to products quickly, anywhere and anytime. Consumers' suspicions and expectations are increasing regarding what services are acceptable and what are not. With a change, business people can at least follow and

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understand changes in consumer behavior. For example, if a customer wants to buy something online late at night and has a request, they expect to get a quick response. However, if the answer is no, consumers will choose other competitors from the market or available agents who can meet their needs quickly. Today's consumers understand the power they have and will not use it when dissatisfied with the service. The simple attitude and behavior of dissatisfied consumers on social media, if they don't respond to food, can have an impact on other customers with products and services.

#### b. The existence of up-to-date

Communication channels At this time, a lot of information has emerged with the existence of social media platforms with conversation facilities between product or service sellers and buyers as if right in front of customers facing each other. When companies are able to provide answers and responses that are not pleasant for consumers, this has damaged the reputation of the product provided by itself because the information can be accessed by many groups and many people. With the latest communication channels, one of the positive sides of this new media for companies is that they have more data centers to be easily and quickly used for future research and development of the company.

#### c. Live with the internet.

The internet, which is currently a basic need for companies, even at a cost that is not cheap, has been used by many people as part of their social life. Several domains and websites that have served many people in the world are part of what has been dubbed online social media. Many sites have provided a lot of funds facilitating chats with friends and acquaintances to discuss daily activities such as hobbies, exchanging information, spreading knowledge and knowledge or experiences that have been carried out. When including the influence of the web on purchasing decisions, email as a 21st century postal service, and social media as a key element in social life, it is easy to see why most users consider the internet important to their lifestyle (Charlesworth, 2009).

# 2. Existing Consumer Behavior in the Digital

Age Living in the digital era which is so fast and rapidly affects almost the majority of human life, including changes in consumer behavior in shopping in the community. This of course must be paid attention to by marketers from the company, so that the marketing strategy set in developing the business can be compatible with the expectations and needs of its consumers and customers. Consumer behavior for online shopping can be interpreted

as the decision-making activity of an individual consumer when buying a product. Decisions come from internal and external factors within the consumer and psychological individuals. Personal desires are explained through demographic survey results such as age, occupation and personal activity including purchase frequency activities, smartphone frequency and so on. Psychological factors come from consumer references in obtaining the desired product, namely product specification preferences (Adhani et al., 2020).

Consumer behavior changed when the pandemic occurred, for those who are comfortable with the new habits formed during the pandemic because they feel the benefits and tend to continue these new habits during the post-pandemic or new normality. Complementary goods or goods to channel free time, choose local products or brands that have been identified to achieve certainty In an era where technological advances, information and communication have developed rapidly, of course it has a positive impact on humans. There are several positive impacts of the digital era such as facilitating access to needed information more quickly. This makes it easier for people to learn everything because information can be easily obtained. This also makes self-development better. Human work is of course easier to do because of the many conveniences and developments. The quality of human resources has also become more developed with the rapid digital era. This also relates to the development of capabilities and the use of technology, information and communication. Another positive impact is also the creation of many innovations in various aspects, which are more 'literate' digitally. For example, the emergence of online motorcycle taxis, e-commerce and other new breakthroughs that make it easier.

As previously explained, the digital revolution has changed human behavior as consumers of a product. Consumer behavior in the digital era is the process and activity when a person is associated with searching, selecting, purchasing, using, and evaluating products and services to meet the needs and desires of the consumers themselves. Likewise, in the consumer decision-making process, it has been described that the influence of digital or mobile technology has influenced the five stages of consumer decision-making. Furthermore, the question that may arise is how the model of consumer behavior has traditionally been analyzed as factors that influence consumer behavior, especially in making purchasing decisions? The study of consumer behavior can be difficult because the passage of time has changed consumer behavior very sharply. A further complication in understanding the consumer decision-making process in purchasing products and services

comes due to the multidimensional factors that influence decisions. For more details, the following is consumer behavior in the digital era:

# a. See Standard and Quality.

Currently, many consumers no longer compare a product with a certain brand with its competitors' brands, but compare it with all brands. Consumers will become more selective and often compare one product to another. To be able to understand that a product or service is good or bad, consumers often see it in reviews on the internet. The media they use is also quite diverse, starting from Google searches, social media and on testimonial pages in online stores.

#### b. There is communication with consumers.

In this digital era, social media and online stores are always number one when it comes to business. Many consumers know about a product or service from customer reviews and testimonials on social media and online stores. It can make or break a company at the same time. If the reviews and testimonials that the company gets are good, more consumers will make purchases later

#### c. Loyalty

Consumers now will not want to spend money on products or services with poor quality. Consumers tend to be willing to pay more for a product or service with good quality than for a cheap price but poor quality.

#### d. Likes to Seek Information

All forms of information about a product can easily be accessed on social media, online stores or websites from that brand. Consumers can easily see product images and specifications directly there.

#### e. Always Current

Consumers often never want to miss information with something that is currently being discussed or a trending topic. Thus the company continues to innovate its products and follow existing trends. Consumers in the digital era like to post things that they think are good and then upload them on their social media. Therefore, companies must frequently conduct research on what consumers want and what is currently trending topic.

# **CONCLUSION**

Today's consumer behavior has experienced a change in attitude through activities as an important basis for consumers so that it ends with making a decision to buy an item or service.

In an all-digital era, where almost everything in everyday life has been assisted by massive information technology in the digital era. This is one of the proofs that digital technology is already present in internet services which seem to have become a daily necessity for society in general and at large. In its development in this fast and rapid digital era, it has a tremendous impact on aspects of human life. Not to be left behind is the business world, this can be seen from consumer behavior when shopping, for example being able to see the products and goods desired according to consumer tastes, the quality of goods or services, the existence of communication with customers and consumers, loyalty, likes to seek information and not want to stay up to date with the latest and most recent information. Thus the marketing strategy must be able to follow the digital era which is marked by changes in consumer behavior that occur.

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