

## **Cultural Transformation in Customers' Purchasing: Is It Affected by Effective Social Media Marketing Activities?**

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### **Abstract**

Nowadays we can clearly see the transformation and the shift of many customers in purchasing the products they need. From traditional way of shopping by visiting malls or traditional markets to online purchasing. This research is to study the impact of social media marketing on customers' intention to purchase the products, and the mediating effects of consumers' engagement in relation between digital marketing and purchase intention. Using mixed method in a case study of one baby fashion X shop in Bandung, the writer obtained the data from digital application (Shopee) to see the total amount of purchase per month for the last 18 months, questionnaires to receive data of customers' intention to purchase the products, interview with social marketing designer to know how she designed the platform of its shop production, and the manager marketing to find how he planned his strategies in selling his products in online market. The results show that the social media marketing activities need to be supported by advertising of the products to make it more effective in affecting customers' engagement in the brand awareness and intention to buy, thus the manager's strategy should improve his strategic phase, in which he has formal process to plan and execute social media marketing activities with clearly defined objectives and metrics. Digital marketing has caused a shift in customers' purchasing behavior thus it cannot be avoided that cultural transformation has been taken place in online purchasing due to the enhancement of information technology.

**Keywords:** *brand awareness, purchase intention, social media marketing activities,*

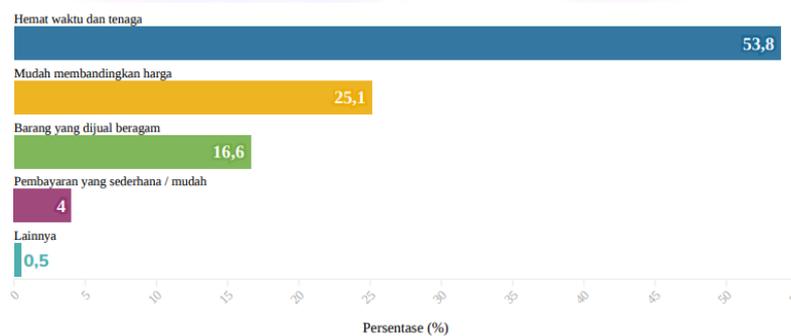
### **1. Introduction**

In a modern era just like today, there was exceptional boom within the use of social media systems which include WhatsApp, Instagram, and facebook over the last decade (Chen and Qasim, 2021). human beings are the usage of those platforms to speak with each other, and to market their merchandise. Social sports had been introduced from the actual international to the virtual world courtesy of social networking. moreover, people would really like to head for virtual buying through those social media platforms. the majority are familiar with the way they do their purchasing. From conventional manner which consists of the 4Ps, which are particularly "product, charge, region, and merchandising" (Gordon, 2012). based on this advertising and marketing blend, traditional advertising mediums include tangible gadgets, as an example printed advertisements, billboards, or business cards (Todor, 2016). according to Taherdoost & Jalaliyoon (2014), conventional advertising and marketing is a term describing all marketing methods with the exception of virtual equipment. moreover, Todor (2016) describes conventional advertising as "outbound marketing", which represents the buying of customers' attention. (Artikel 8) Unlike the previous traditional way of going to hyper malls, supermalls, malls, or traditional market or commonly known as B2B purchasing, now a day internet technology has made shopping easy and convenient through online shopping. This shift of human behavior creates a new culture of buying and selling products. We see the fact that international interactive marketing is driven by the global nature of the internet combined with the nature of communication. This phenomenon leads to a new cultural

transformation of online consumer shopping. With this changing culture, many people are not yet accustomed to digital transformation, and overcoming barriers such as technological unfamiliarity, resistance to change, and a lack of digital skills is essential for successful adaptation.

Many businesses that previously marketed their products physically through posters and now other means have an option to market them on online platforms. The evidence shows that even companies that were initially successful but had not been impacted by digitization eventually joined the wave of this digitalization. As a result, reliable online platforms have gained popularity as preferred channels for searching and purchasing goods. This shift has also brought changes in customer behavior. Traditional methods of brand and customer communication have evolved because of social media (Awad Alhaddad, 2015). Since social media efficiently and conveniently makes such information available, consumers are no longer required to rely on conventional media to learn about a product before making a purchase (Jamil et al., 2022). Take the example of buying clothes. People who used to purchase clothes at malls or markets now have another option to buy them online. There are many factors influencing this phenomenon, and over time, people are becoming more confident and familiar with online purchasing. According to survey data from dataindonesia.id, the main reasons why consumers prefer online shopping are time and energy savings (53.8%) and the ease of comparing prices (25.1%) as you may see in the following figure.

Figure 1. Reasons to shop online

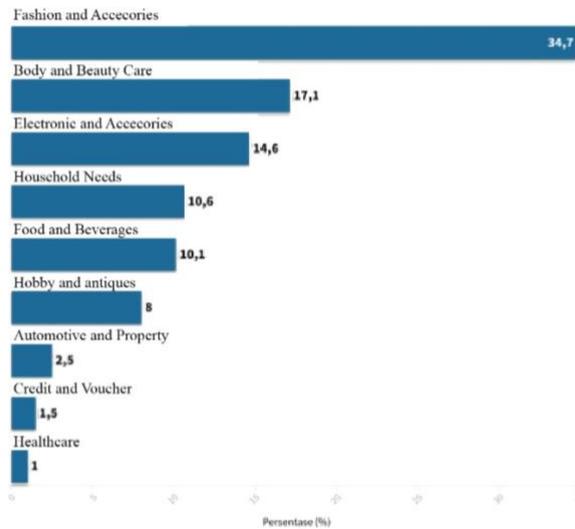


Source: dataindonesia.id

This shifting paradigm also influences how companies adapt and change in terms of marketing strategies. Marketing is a dynamic, ever evolving, and restless corporate activity (Owusu-Kyei et al., 2022). Due to several crises, together with terrorism and conflict, power and cloth shortages, inflation, economic downturns, excessive unemployment, loss of life sectors and organizations, and repercussions of brief technical advancements in a few industries, the characteristic of marketing has undergone a giant transformation (Ponde, 2019). marketing professionals had been the usage of virtual innovation to deliver statistics and advertising and marketing campaigns to their clients for the past ten years. as a result of the increase and reputation of this new media, the virtual platforms and channels which have emerged and received recognition in recent years, it's far now notably easy to create logo sustainability via virtual media advertising (Ahmed et al., 2019).

According to survey data from dataindonesia.id, The most frequently purchased category of products in e-commerce is fashion. Respondents in the survey indicated that fashion and accessories were the most purchased items, accounting for 34.7% of the total purchases made in e-commerce. Based on the book "Creative Economy: Indonesia's New Power Towards 2025" by *Kememparekraf* in 2014, fashion is defined as the lifestyle in appearance that reflects oneself or group identity. One of 17 subsectors of Indonesia's creative economy is fashion. Indonesia has placed a strong emphasis on fostering and harnessing the power of creative industries to contribute to its overall economic development. Creative Economy (*Ekonomi Kreatif*) is one sector that is expected to become a new sustainable national economic power and emphasize adding value to goods through human thinking and creativity. We can notify the data from the figure below:

Figure 2. Most purchased category online



Source: dataindonesia.id

There are several social media platforms that are popular to use for enhancing business, one of the most used social media in Indonesia is Instagram. Based on data from Napoleon Cat, there were 106.72 million Instagram users in Indonesia as of February 2023. This number increased by 12.9% compared to the previous month which amounted to 94.54 million users. Even Indonesia became the country with the 4th largest number of Instagram users in the world with at least 106 million active Instagram users (Data Reportal, 2023). Instagram stands out as the most used social media platform for following brands among others. This preference can be attributed to the platform's strong affinity for visual content. As a result, it is advisable for brands to enhance their presence on visually oriented social media channels, like Instagram, to boost their visibility effectively. (Gümüş, 2017). Based on surveys from IPSOS, 76% of Instagram users have made a purchase from a brand they found on the platform, whether they did it locally or abroad. We can anticipate that social media technology will continue to have an impact on businesses both now and in the future since its introduction is accelerating (Bashar & Wasiq, 2012).

It is crucial for business owners who want to start a startup or a modern business to understand the significance of social media marketing. First and foremost, social media provides businesses with an unparalleled opportunity to reach a wide range of users. This wide reach allows businesses to increase brand visibility, expand their market presence, and attract potential customers from various demographics. Secondly, social media marketing enables businesses to engage directly with their audience. Moreover, social media facilitates cost-effective marketing campaigns. Compared to traditional advertising channels, social media marketing is often more affordable, making it accessible to businesses of all sizes. In conclusion, social media marketing plays a pivotal role in today's business landscape. It offers immense opportunities for businesses to expand their reach, engage with their audience, target their marketing efforts, and build a strong brand presence. Embracing social media as a marketing tool has become essential for businesses seeking growth, relevance, and success in the digital era. One of the reliable indicators is brand awareness, how well customers know one of the brands and how well the brand can communicate their products. This also leads to how customers' intention to buy increase or not.

This research highlights a phenomenon experienced by a baby clothing industry, referred to as X shop in Bandung, about how they encounter the ineffectiveness of social media activities in Instagram. When the business has been operating for over a decade with a wholesale business model (B2B), but in 2020 the COVID-19 pandemic affected various businesses, including this business.

The products that were typically in high demand and sold more than a few hundred dozen baby fashion clothes that will be sold in stores and markets like *Tanah Abang* (a market in Jakarta) were also impacted, resulting in the inability to operate as before. However, the continuous production of these baby clothes has resulted in an accumulation of inventory in the warehouse. Meanwhile purchases continue to decline means that the products are not moving out of the warehouse, and the business cycle is not in motion. This decrease in purchase intention can be understood due to the impact of COVID-19, which compelled people to stay at home during that time and prioritize essential needs over non-essential purchases. When it comes to clothing, the focus shifted people tend to find more practical attire for staying at home rather than fashion for going out including for baby clothes. This shift in consumer behavior has directly affected the decrease in purchases at baby fashion shop X at that moment. These changes pushed X baby shop to find another way to keep the business running. It is crucial for businesses to remain flexible and adapt to sustain their operations during challenging times. The ability to navigate through difficult periods requires constant adjustments and strategic decision-making.

As the response to the shocking different way of life, X baby fashion shop decision was to try online sales through the social media platform Instagram and start doing Social Media Marketing Activities. With the same product marketed B2B before, this time X baby fashion shop try to go directly to customers and their target audience. However, after two years of implementing various social media activities and observing the progress, it has become evident that the social media marketing efforts implemented were not as effective as the previous direct B2B sales method before the COVID-19 pandemic. This phenomenon leads us to question why a commonly effective marketing technique nowadays can sometimes fall short of expected results. When we consider the target audience, which consists of online shoppers, and the fact that people are increasingly inclined to shop online, it becomes puzzling why there is a disparity between what people say and what this business experience. This suggests that there may be something amiss in the implementation of social media marketing strategies, resulting in their ineffectiveness in the context of this X baby clothing industry.

Primarily based on preceding studies consisting of from Jaakonmaki, vom Brocke & Muller (2017) said that identifying and quantifying the factors that have an impact on engagement in social media advertising demonstrates how facts analytics can create business value for advertising and marketing corporations. The technique can also be utilized in enterprise contexts to maximise the impact of social media activities and increase interplay with capacity clients. similarly, Jamil et.al. (2022) confirmed that social media advertising and marketing activities ought to maintain corporate manufacturers and beautify the effect of the records being shared by growing sturdy relationships within the online network. any other studies from Guwus (2017) argues that the gain of presence on social media for brands is based totally on innovative content material in order to influence the audience without delay. consequently, the writer can finish that there is a tremendous dating between social media marketing and purchase goal. because of this effective social media advertising efforts can increase logo consciousness and sooner or later affect customers' aim to make a purchase. As for identifying the space, in addition evaluation is wanted to determine the specific elements that may be contributing to the tremendous relationship between social media advertising and purchase goal.

Thus, this research aims at gaining a clear description of the process of social media marketing in baby fashion X shop; a clarification of whether social media marketing in baby fashion X shop is effective or not, and a depiction of consumers' purchase intention whether it is highly affected by baby fashion X shop social media marketing activities. Therefore, the research problems are formulated as follows: 1) How do the social media marketing activities affect the customers' intention to purchase products from baby fashion X shop? 2) What areas of improvement should be made by the social media marketing activities of baby X Shop to make them more effective?

## 2. Method

The research object in this study especially focuses on the consumers' intention to purchase the products of baby fashion X shop. The research object comprises individuals, both parents and caregivers, who are actively engaged in buying clothing and accessories for infants and young children. By examining this specific group, the study aims to gain insights into their decision-making processes, factors influencing their purchase choices, their perceptions of brand image and quality, as well as their overall satisfaction with the products and services offered in the baby fashion market. The object will be the target customers who purchase baby fashion products in this one baby shop in Bandung.

Employing combined qualitative and quantitative designs, this study can be called as mixed method in one case study (Cresswell, 2014; Yin, 2014). In this case, a survey to the customers was conducted through distributing questionnaires in the form of open-ended questions to gain customers' perspectives on the content and form of social media marketing that drive their intention to purchase the products, added by in depth interview with the social media designer to obtain her perspective in designing social media content for marketing the products and lastly, and in depth interview with the manager marketing to receive his opinion on how effective social media marketing has been established by his division.

The writer would clarify the term of social media marketing effectiveness that was measured based on the reach, engagement, and impact of social media marketing campaigns conducted by the baby shop. The questionnaires were in the form of Likert scale in which the questions were based on the definition of variables divided into two major parts: social media marketing activities and purchase intention as we can see in the following table:

Table 1 Operational Definition of Variables

Variable	Element	Definition	Indicator	Scale
Social Media Marketing Activities	Entertainment	Individuals have empathy for content that steals their attention	Content X baby shop moves audience emotions.	1-4 (disagree – Strongly agree)
	Customization	Audience finds information they need	X baby shop account provides a complete info	1-4 (disagree – Strongly agree)
	Interaction	Can communicate and exchange opinions with others	There is two-way interaction between X baby shop and audience.	1-4 (disagree – Strongly agree)
	WOM	Providing a recommendation	Audience would like to pass along information from X baby shop.	1-4 (disagree – Strongly agree)
	Trendiness	Providing the latest social media news, and hot discussion topics	Content shown X's social media is the newest topics.	1-4 (disagree – Strongly agree)
Brand Awareness	Think	The ability to recognize or recall a brand within a specific product category	When think about baby fashion clothes, audience remember X baby shop	1-4 (disagree – Strongly agree)
Purchase Intention		The possibility of consumer in purchasing product or service.	I intend and buy clothes from X baby shop.	1-4 (disagree – Strongly agree)

The questionnaires were validated by using item analysis where the questions were differed by counting the Alpha Cronbach correlation with the score 0.60. While its reliability gained by repeating similar questions to see its consistency, then the researcher found these reliable.

Data analysis was carried out in accordance with the steps suggested by Cresswell (2014) and Yin (2018) where data was collected and then classified to each category then analyzed based on the theme. Then, data is displayed in the form of table and discussed based on the lenses of main theories

as the framework. The researcher began the data analysis following the analysis steps that had been conducted by (Miles & Huberman, 2014). These steps were data condensation, data display, and conclusion drawing/verification.

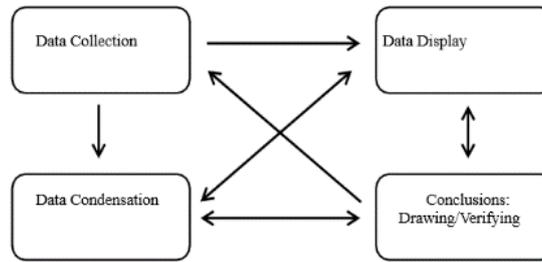


Figure 3. Interactive model data of analysis

Data condensation focused on the process of summarizing the data, selected the main issues, eliminated the unimportant issues, focused on the critical issues, and found promising patterns. The researcher selected the main issues that come from questionnaires, and in-depth interviews in this study. The data that do not have any significant had been eliminated to extend the analysis. Then, the researcher only focused on the critical and essential issues which related to the investigated the promising patterns that had been brought to the further analysis process from the chosen data. So, the condensed data eased the researcher to choose the best data that had been displayed.

Some alternatives have been chosen in displaying qualitative data, like used rubric. Since the data of this study were questionnaires, in-depth interview and its transcription the researcher believed that the use of a rubric combined with descriptive texts made the displayed data more understandable. Eventually, the use of rubric data and descriptive texts eased the understanding regarding the social media marketing activities affected customers' intention to purchase the products.

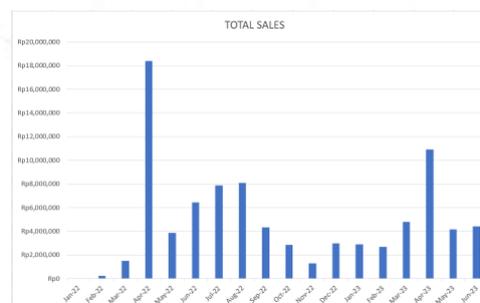
### 3. Result and Discussion

#### 3.1 Customers' Intention to Purchase the Products

This section is greatly important for the whole research since it presents the findings and discussion from this study. Initially the findings are depicted to answer the research questions, followed by the results of data analysis, and eventually some findings are discussed on the lenses of theoretical framework.

Firstly, we see finding from the data on the shop sales for the 18 months. This graph shows the total sales of the products starting from January 2022 to June 2023.

Figure 4. Total sales baby fashion shop X



Source: Company's data

Based on the data from X baby fashion shop for the past 18 months, it is evident that there have been occasional spikes in performance during certain months, while the majority of the period experienced stagnation and average results below the desired level. Take for example on April 2022, the sales rose up dramatically from under 2 million rupiah to above 18 million. This is caused by the peak season during Ramadhan and Eid Mubarak. Customers purchase the products to welcome the most important religious event in Indonesian context. Other months' sales go on the normal amount between four to eight million.

Despite the social media activities that have been implemented, it has been observed that the desired results have not been achieved. This indicates that there is room for improvement in maintaining consistent growth and achieving sustained success. Further analysis is needed to identify the specific factors contributing to the fluctuations and devise strategies to address the periods of stagnation. This also indicates a challenge in maintaining a steady upward trajectory and suggests that there may be underlying issues that need to be addressed. So, it is crucial to identify the factors contributing to the stagnation from social media activities that has been done and implement strategies to ensure sustainable growth in the future.

It seems that the implemented social media marketing activities of baby fashion X shop was not creating a good brand awareness. Indeed, customers tend to have more trust and are more likely to purchase from brands they are familiar with. However, it does not imply that the products of baby X shop are of inferior quality, as it has already gained widespread recognition and even caters to B2B baby clothing markets across Java Island. Branding plays a crucial role in shaping customer perceptions and establishing trust, particularly in the online selling space. Building strong brand awareness becomes essential for successfully selling products online. By focusing on enhancing brand awareness through effective marketing strategies, X Baby Shop can increase customer trust and attract more online buyers. This highlights the importance of having a well-defined strategy for social media marketing to ensure its effectiveness. In today's competitive environment, branding is an important competitiveness factor that differentiates similar goods and services which are produced by different firms in the minds of the consumers and makes them preferable for consumers. We have to admit that customer reviews on the products will influence sales related to the value of information and the experience a customer has for a product or service. Online recommendations via social media strongly influence the online choice of product.

### **3.2 Baby Fashion X Shop Social Media Marketing Design**

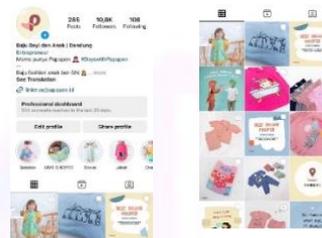
This part delineates how the X shop social media marketing designer creating content for their Instagram media. Data was obtained from the Instagram account of Baby X shop, as you can see in the description below.

After the pandemic COVID-19 X baby fashion shop decision was decided to try online sales through the social media platform Instagram and start doing Social Media Marketing Activities. With the same product marketed B2B before, this time X baby fashion shop try to go directly to customers and their target audience. Almost two years, various social media marketing activities have been implemented for this online store. These activities include creating content on Instagram, producing high-quality product photos, developing educational content, running advertisements to enhance engagement, collaborating with macro baby influencers, and participating in onsite exhibitions during baby expos in Bandung. A significant amount of content has been created to build brand awareness.

One of the fundamental structures for WOM and influencer advertising is Instagram, which reached four hundred million users in 2015. according to a social media marketing industry record, Instagram multiplied its role most significantly a few of the pinnacle structures utilized by skilled social media entrepreneurs, growing from 28 percentage in 2014 to 36 percentage in 2015. furthermore, fifty two percent of marketers are making plans to boom their Instagram marketing activities within the near destiny. Instagram facts is likewise appropriate for reading the affect of content material because the posts consist of each image and textual content.

This section showcases the Instagram profile of baby fashion shop X located in Bandung. Various types of content, such as product showcases, customer testimonials, styling tips, and behind-the-scenes glimpses, have been shared consistently to engage the audience and increase brand recognition. Additionally, interactive elements like polls, quizzes, and giveaways have been incorporated to encourage user participation and foster a sense of community. Through these efforts, the aim has been to establish a strong presence and create a lasting impression in the minds of the target audience. Thus, brand awareness holds a crucial role. Because the strength of a brand's presence in a consumer's mind which is crucial for influencing consumer choice is known as brand awareness (Awad Alhaddad, 2015). It helps customers recognize and remember a brand, which in turn influences their purchasing decisions and overall perception of the company or product. Before individuals have the intention to make a purchase, they recall the brand awareness they have about a particular product. This is where the significance of social media marketing comes into play, as it shapes this brand awareness, which ultimately impacts their purchase intention.

**Figure 5. Instagram profile of baby fashion shop X**



Source: Instagram

However, after three years of implementing various social media activities and observing the progress, it has become evident that the social media marketing efforts implemented were not as effective as the previous direct B2B sales method before the COVID-19 pandemic. This phenomenon leads us to question why a commonly effective marketing technique nowadays can sometimes fall short of expected results. When we consider the target audience, which consists of online shoppers, and the fact that people are increasingly inclined to shop online, it becomes puzzling why there is a disparity between what people say and what this business experience. This suggests that there may be something amiss in the implementation of social media marketing strategies, resulting in their ineffectiveness in the context of this X baby clothing industry.

### 3.3 Some Activities to improve Social Media Marketing of Baby X Shop

It is also important to notice how marketing manager of social media marketing activities firstly initiated by baby fashion X shop. Data was obtained from in-depth interview with the manager, recorded, and transcribed verbatim. Then, data were categorized based on the theme and category from theoretical framework. Finally, the data were displayed in the form of the table below:

**Table 1. Data from interview**

Question	Category
1. First initiated this brand	After Pandemic COVID-19, shift to online marketing
2. Online marketing through E-commerce	Shopee, Tokopedia, Tiktok shop
3. Brand awareness	Instagram

4. Efforts for enhancing brand awareness	Influencer and Ads in Instagram, Ads in Shopee & Tokopedia, Facebook Ads, Google Ads
5. Customers' purchase intention	Impact from SMM, some items improved, especially during Lebaran day (peak season)
6. Efforts effective?	No comparison blur, economical re, followers & brands awareness, a slight increase in purchase intention
7. Through SMM	Added some followers
8. Interaction with customers	Level up through share, like, comment,
9. Adding some content (target audiences)	Content Education
10. Day to day SMM	Photo product, editing, upload content, content training, content, planning, ads graphs, insight from the post
11. Content Planning	Content to introduce brand awareness, hard selling, interaction down.
12. Main Impact of SMM	Brand Awareness

### a. Initiating online marketing

After the writer had an interview with the manager marketing of baby fashion X shop, it was found that the initial process of shifting from traditional way of marketing the products is right after the end of Pandemic COVID-19 occurred. They decided to use E-commerce platforms such as Shopee, Tokopedia and Tik Tok shop to market their product. He said that the Instagram platform was used to communicate with the customers to inform the products launched by the shop. We can see his statement from the following excerpt:

*Buat brand ini sendiri kita bikin pas beres pandemi. Kita mikir bahwa market sudah bergeser ke ranah online, jadi kita juga mikir kalau di offline doang kita bakal ketinggalan. Jadi ini juga merupakan suatu dorongan bahwa brand ini untuk berjualan baju online. Untuk media waktu kita lihat-lihat sudah banyak e-commerce yang ada di Indonesia seperti Shopee, Tokopedia, Tik Tok Shop, kita mikir daripada bikin website yang baru lagi, mening kita coba e-commerce yang sudah ada (MM)*

We come to the understanding that the concept of social media is defined as technology-based applications that allows users to create information and share information (Kaplan & Haenlein, 2010). Another definition stated that social media is platforms where people communicate with each other, create content, and share it with other users, as well as a set of tools for marketers, advertisers and entrepreneurs (Lewis, 2010). We have to acknowledge that most businesses use online marketing strategies such as blogger endorsements, advertising on social media sites, and managing content generated by users to build brand awareness among consumers (Wang and Kim, 2017). This in line with the thought of baby X shop marketing manager when they firstly opened their online markets. Social media's marketing enables us for knowledge sharing, collaborative, and participatory activities that are available to a larger community compared to other media formats

such as radio, TV, and print. Therefore, social media is considered as the most vital communication channel for spreading brand information. (Artikel 3)

### **b. Building up ‘Brand Awareness’ through Instagram**

Data from the interview showed that the establishing of social media marketing activity through Instagram profile was to build up customers’ brand awareness, as it is stated in the following excerpt:

*Untuk penjualannya di Shopee dan Tokopedia sama Tiktok shop, kita mulai tiga-tiganya dan untuk brand awareness dan lain-lainnya kita pakai Instagram. Jadi kita fokusnya di Instagram ngasih tahu brand kita itu apa sih, ngasih tahu kita jualan baju yang gimana, kita punya apa aja, tapi ujung-ujungnya kita direct mereka ke e-commerce. (MM)*

Inside the case of toddler style X keep, it follows the phenomena that social media advertising sports could increase logo cognizance. As it's miles stated by means of Weston (2008) that emblem recognition is extraordinarily important for social network advertising and marketing. in keeping with Weston (2008) brand consciousness can be raised simplest if employers inspire their personnel to contain themselves in the network advertising and marketing and create an online community. As a marketing tool, social networks offer significant opportunities to build brand consumer relationships in marketing (Vukasovic, 2013). In recent years, many businesses have seen social media as one of the most effective ways to communicate and empower consumers to create distinctive brand identities and increase consumer-brand communications (So et al., 2017). Hartzel et al. (2011) have noted that interactive marketing strategies which are using social media links such as Facebook and Twitter will positively affect brand image and create a leverage effect between brand and consumer. Tsimonis & Dimitriadis (2014) have revealed that brand awareness is one of the major outputs expected from businesses' social media marketing activities. The findings that pointed out by Fanion (2011) have shown that social media is a significant tool in constituting and increasing brand awareness. Seo & Park (2018) have found out that social media marketing activities in the airline industry positively affect brand awareness and brand image.

The desk underneath gives crucial clues concerning the objectives of content material advertising studies and factors negatively effecting the achievement of such studies. it'd be high quality for brands inside the first level to determine those important for themselves among these goals. once more, it'd also create tremendous consequences for the fulfillment of their work for manufacturers and businesses to attention on obstructions they discover complex most regularly.

**Table 2. The Objectives of Content Marketing and Obstructions against it**

<b>Objectives of Content Marketing</b>	<b>Obstructions against Content Marketing</b>
Increasing customer loyalty	Lack of content creation resources
Increasing number of prospective customers	Lack of effective strategies
Increasing brand awareness	Budged limitations
Increasing sales revenue	Shortcomings in effective measurement
Sustaining leadership in the sector	Lack of transverse channel integration

Increasing website traffic	Shortcomings in employee skills
Increasing customer retention	Lack of variety in types of content
Improving search engine ranks	Lack of management support

Source: Ascend2, [2015]

Establishing connection with consumers via creative content makes the consumer-brand relationship easier (Killian and McManus, 2015). One of the most important elements of creating different and creative content is to know the customers, understand them, and therefore listen to them on social media as the brand. Listening will be helpful for the brand to understand what is important for people and approach them with a more correct and healthy tone, as well as making it easier for different content to emerge (Özgen and Doymuş, 2013).

Primary reasons for following brands on social media may be listed as keeping up with promotions and discounts, following information on the latest products, taking advantage of customer services, entertaining content, and the opportunity to provide feedback (Ali, 2015).

### **c. Tools to measure Social Media Marketing Engagement**

This finding relates to the role of marketing manager where he has to pay attention to the process and plan of the social media marketing of baby X shop by defining what tools will be used to measure the customers' engagement in social media marketing activities. According to Jaakonmaki, vom Brocke & Muller (2017) the effectiveness of social media marketing is typically measured using proxy. Depending on the goal, these proxy measures can include web traffic generated, clicks, repeat visits, number of new followers, search volume, mentions in other social media channels, and peer-to-peer recommendations. Using engagement as a key metric, dividing engagement into different phases, starting with clicking and liking, continuing with commenting, following, re-tweeting, and hash-tagging, and finally evolving into advocacy.

Referring to Jaakonmaki, vom Brocke & Muller (2017, p. 42) the condition of baby X shop social media marketing embraced part of one level of maturity that is the strategic phase in which marketers have a formal process to plan and execute social media marketing activities with clearly defined objectives and metrics. Thus, this shop needs to have marketing planning as the structured process of researching and analyzing the marketing situations, developing and documenting marketing objectives, strategies, and programs, and implementing, evaluating, and controlling activities to achieve the goals. Thus, it needs to determine which tools to measure social media marketing engagement.

### **d. Improving Baby X Shop SMM by adding persuasive content**

Content material marketing Institute defines content advertising as an approach of strategic marketing that focuses on attracting and obtaining a truly described target audience through developing and sharing treasured, steady, and applicable content material, therefore turning this audience into worthwhile clients (content advertising and marketing Institute, 2016). In another definition, content advertising and marketing is described as creation of content for developing attention through attracting the target audience and beyond to the firm, making services and products appealing, accomplishing the audience, establishing a courting with them, and acquiring measurable results with the aid of mobilizing them (Penpece, 2013).

### **e. Using Influencer to affect Customers' Buying Behavior**

Wang et.al. (2019) stated that social media marketing efficiently fosters communications between customers and marketers, besides enabling activities that enhance brand awareness. For that reason, SMM remains to be considered as a new marketing strategy, but how it impacts intentions is limited. Related to baby X shop, social media marketing activities should intend to influence the buyer. The manager marketing of Baby X shop understood this need, so he used influence to help socialize the products. As we can see from interview data, below is the excerpt:

*Dari awal-awal kita udah nyoba banyak, yang pertama influencer dan iklan. Jadi kita emang nyari influencer yang bantu nge-endorse baju anak, atau mereka yang menginfluence mereka yang punya anak, seengganya tahu dulu bahwa brand kita ada. (KK)*

As is has been researched by the studies of Reimer & Lehrke (2016) and Senecal & Nantel (2019) showed us that social media advertising structures have big impact on the buyer. studies additionally suggests that critiques by way of a third party substantially affect the buying selection of costumers. In truth, one of the main reasons that client evaluations have such a power on sales is associated with the price of facts and the enjoy a patron has for a services or products. moreover, the relationship between willingness to pay and the satisfactory of service is directly associated with variables such as fee. This phenomenon may be shared by way of social media with customers who're but to have the revel in. A recommendation as a source of records strongly influences a customer's shopping for behavior. on-line hints thru social media strongly influence the online choice of product, thereby influencing the mindset closer to fantastic top class costs.

#### **f. Ads to enhance Customers' Purchase Intention**

Jamil, et.al. (2021) stated that perceived use and satisfaction positively impact a user's continuance intention. Recommendation intention describes every informal communication that takes place among community members regarding the virtual brand community. Purchase intention refers to a customer's affinity toward a particular product, it is a metric of customer's behavioral intention. The probability of a customer buying a particular product is known as an intention to buy. Data from the interview with the marketing manager informed us that purchase intention of the customers are built by establishing brand awareness through social media marketing in Instagram, then they use some application in e-commerce such as Shopee, Tokopedia and Tik Tok shop, then using advertisement in Google ads and Facebook ads, so the customers got brand awareness of this products. We can see the data from the transcripts below:

*Trus kita pake ads, jadi orang-orang di Instagram ngeliat oh ada juga brand kita, jadi kita bikin mereka tuh penasaran sambil ngejelasin kalau brand ini tu apa, buat yang awal-awal. Trus dari situ pas brand awarenssnya udah kebangun sedikit-sedikit kita sambil upload-uploadin barang ke Shopee dan kita iklanin di Shopee, trus kemarin di Tokopedia sama Tik Tok shop belum diiklanin, karena kita fokus di satu e-commerce dulu aja. (MM)*

### **3.4 Data from the Questionnaires**

Data from the questionnaires showed that some features in social media activities of baby X shop. The answer from the questionnaires were calculated in the form of percentage in accordance with the total number of the respondents who answered it. Then the researcher calculated the interval scores to give clear interpretation on how the customers perceived the social media activities of baby X shop related to their purchase intention.

Table 3 Customers' Perception on baby X shop Digital Marketing

Variable	Elements	Disagree	Fair	Agree	Strongly Agree
Social Media Marketing Activities	Entertainment	12%	0	50%	38%

	Customization	12%	0	38%	50%
	Interaction	0	14%	29%	57%
	WOM	-1%	13%	25%	63%
	Trendiness	-1%	13%	38%	50%
Brand Awareness	Think	-1%	29%	29%	43%
Purchase Intention	Purchasing	12%	0	25%	63%

From this table, we may see that Respondents were strongly agree with the baby X social media marketing activities, particularly for WOM and purchase intention. This informed us that there is good improvement in the design of baby X platform and content of their social media marketing activities.

#### 4. Conclusions

This research was intended to find out the process of social media marketing in baby fashion X shop, the description of social media marketing in baby fashion X shop is effective or not, and a depiction of consumers' purchase intention whether it is highly affected by baby fashion X shop social media marketing activities.

Shifting from traditional way marketing to online shopping has given a huge opportunity to social media marketing. Therefore from traditional way which consists of the 4Ps, which are namely "product, price, place, and promotion" (Gordon, 2012) to the use of social media platforms and e-commerce such as Shopee, Tokopedia, Tik Tok shop and Instagram. Almost two years, various social media marketing activities have been implemented for this online store which include creating content on Instagram, producing high-quality product photos, developing educational content, running advertisements to enhance engagement, collaborating with macro baby influencers, and participating in onsite exhibitions during baby expos in Bandung. A significant amount of content has been created to build brand awareness.

Based on the data from X baby fashion shop for the past 18 months we can see customers' intention to purchase the products. It is evident that there have been occasional spikes in performance during certain months, while the majority of the period experienced stagnation and average results below the desired level. Take for example on April 2022, the sales rose up dramatically from under 2 million rupiah to above 18 million. This is caused by the peak season during Ramadhan and Eid Mubarak. Customers purchase the products to welcome the most important religious event in Indonesian context. Other months' sales go on the normal amount between four to eight million. This attainment in customers' purchasing was supported by social media marketing employed by baby fashion X shop.

How social media marketing carried out by the marketing division was depicted through the Instagram profile. Various types of content, such as product showcases, customer testimonials, styling tips, and behind-the-scenes glimpses, have been shared consistently to engage the audience and increase brand recognition. Additionally, interactive elements like polls, quizzes, and giveaways have been incorporated to encourage user participation and foster a sense of community. Through these efforts, the aim has been to establish a strong presence and create a lasting impression in the minds of the target audience. Thus, brand awareness holds a crucial role.

Marketing division has tried to do its best to enhance social media marketing activities, but then there was some facts that showed slightly ineffectiveness in its activities, therefore some efforts should be made to enhance the effectiveness of baby X shop's social media activities such as: 1) Building up brand awareness through Instagram; 2) Tools to measure social media marketing engagement; 3) Improving baby X shop social media marketing by adding persuasive content; 4)

Using influencer to affect customers' buying behavior; and the last 5) Ads to enhance Customers' purchase intention.

The writer would also like to add a recommendation for this research. In the future, it is expected that this research will help to eliminate the grey areas surrounding why companies' social media marketing not making a progress. It aims to provide insights into what types of social media marketing strategies are successful and can yield positive results for businesses. This information will be valuable for managers, researchers, business owners, and industry professionals who are interested in understanding the impact of social media and which measurement can be improved and which one is effective. This will provide insights for managers into further decision making ahead. Businesses can determine the steps to follow according to their current business level and assist in their growth and development.

Referring to Jaakonmaki, vom Brocke & Muller (2017, p. 42) this condition categorized into one level of maturity that is the strategic phase in which marketers have a formal process to plan and execute social media marketing activities with clearly defined objectives and metrics. Thus, this shop needs to have marketing planning as the structured process of researching and analyzing the marketing situations, developing and documenting marketing objectives, strategies, and programs, and implementing, evaluating, and controlling activities to achieve the goals.

## 5. Biographies

**Renata Amelia Kussoy** obtained her Sarjana degree in Visual Communication Design from Institut Teknologi Harapan Bangsa in 2022. She works as a part-time social media marketing designer in a company, and creating content in one Batik shop Instagram platform in Bandung. Her passion in digital marketing and content creator has led her to deepen her understanding and widen her horizon through this research. As for her, this is the first paper published in a scholarly journal by which she learns a lot on how to improve her academic writing. Besides, her passions to step forward in management study drives her to pursue her postgraduate studies at Sekolah Tinggi Ilmu Ekonomi Harapan Bangsa with Management study as her major.

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