

# Analysis of the Effectiveness of Social Media Marketing on Fashion Product Purchasing Decisions during the Covid-19 Pandemic

**Alfian Singgih Prasetyo<sup>1</sup>, Rahma Wahdiniwaty<sup>2</sup>**

<sup>1</sup>Departemen Magister Manajemen, Universitas Komputer Indonesia, Indonesia

<sup>2</sup>Departemen Magister Manajemen, Universitas Komputer Indonesia, Indonesia

Email: [alfian.75219004@mahasiswa.unikom.ac.id](mailto:alfian.75219004@mahasiswa.unikom.ac.id)

**Abstract.** This research aims to analyze the effectiveness of a social media marketing strategy as an effort on fashion product purchasing decisions during a pandemic. Data collection was carried out by means of a qualitative methods approach, carried out by interviews and online data collection, the subjects of this research were users of fashion products in the city of Bandung. The results of this research are expected to provide a social media marketing strategy to increase effectiveness in the form of activation and online content in an effort to make purchasing decisions fashion product in the midst of a pandemic where everyone is stay at home and spends more time with social media. A social media marketing can have an effective impact on purchasing decision making, as evidenced by the increasing activity through social media, many people who are living at home have given new habits to longer with social media, they searched many information and make purchases online post pandemic, for that industry needs to develop creative ideas related and innovations in the development of communication social media marketing in global era through activation and digital content, so that it can further develop to increase purchasing decisions fashion product after pandemic.

Keyword: Effectiveness social media marketing, Purchasing Decisions

## 1. INTRODUCTION

In this digital era, technology development is very fast and digital business have played an important role in industry trade. There is a need for socialization, many people create new innovations to utilize the progress of technology to socialize. One of them is the internet, internet can also call tissue in a wide network. The internet can keep infinite various types of information. The internet is very important as a means of communication, publication, and a means of obtaining various information needed. Now almost all people in various parts of the world needs the internet [1]. The use of the internet in Indonesia is at 64% of the total population with a number of accesses of approximately 175 million people [2]. The high levels of effectiveness of social media compared with traditional ways of communication, has led the industry titans to report the compulsory-coordinated presence every company should have on social media in order to succeed in digital environments [3].

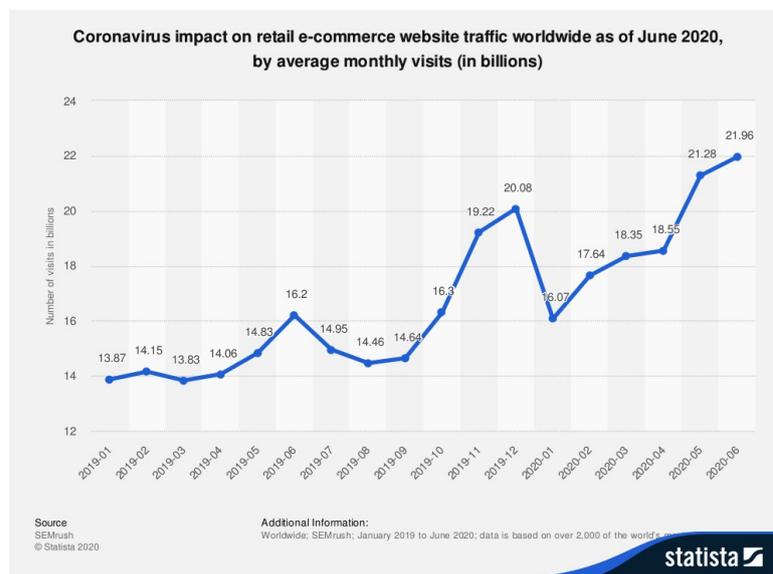
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The fashion clothing industry is a growing and lucrative, industry this is in line with the awareness of the Indonesia people about fashion that leads to a lifestyle. The impact of covid-19 on online businesses, in 2020 the spread of the Corona virus pandemic is so fast that many businesses close and many workers lose their jobs or work from home. Families are stuck at home in self-isolation and quarantine as an effective measure of preventing the spread of covid-19. Keeping that in mind, this puts today's online businesses in a rather opportune position. Many business owners complaining about losing a sale of customers make, while business with social media designed with either served more customers than ever before [4]. The large number of social media users has made a separate phenomenon in today's digital era. This is evidenced by the presence of data showing that the Corona virus has an impact on retail e-commerce website traffic around the world [5]. In this case, it shows that a social media strategy can be an effective way to attract consumer purchasing power to make purchasing decisions.

Social media is a means for consumers to share text, images, audio and video information with one another and with companies and vice versa [6]. Meanwhile, social media marketing is a form of marketing that is used to create awareness, recognition, memory and even action against a brand, product, business, individual, or group either directly or indirectly using tools from the social web such as blogging, microblogging, and social networking [7]. Currently, social media is the fastest growing and most solid media to connect and stay informed about products and services [8]. Social media has an impact on increasing website traffic and increasing online sales. Social Media Marketing carried out by a business can affect a person's thinking which will have an impact on other people's thoughts more broadly before making a purchase decision [9] (Figure 1).



**Figure 1.** E-commerce website traffic during pandemic corona virus  
Source: statista2020

The purchasing decision making process can be done through identifying needs, searching for information, evaluating alternatives, buying decisions, buying behaviour [10]. Here we need to do a search of what is needed by the customer, looking for information to care more about the customer until finally the customer feels interested and makes a purchase decision or even makes a repeat purchase. The use of social media to improve purchasing decisions is undeniable. Because, the majority of the population in Indonesia is currently active users of social media, especially post the covid-19 pandemic, therefore social media marketing is considered an effective platform to lead to current and long-term purchasing decisions to increase sales. Suggest that social interactions and perceived risks through social media affect consumer buying interest. Using social media with the

intention of marketing products or services, providing certain information to consumers and promoting the products it produces [11].

## **2. METHOD**

This research used qualitative method to analyze the effectiveness of social media marketing on purchasing decisions for fashion products during the covid-19 pandemic. In this case, social phenomena and interactions require in-depth analysis using several techniques to obtain data by interviewing respondents at Bodypack office and collecting data online. a SWOT analysis is required. The focus of the research was to find effective strategies in social media marketing with SWOT focus (strengths, weaknesses, opportunities, threats) to find out the current situation/environment of the company.

In this research we focus on the social media platform. The research data that has been obtained qualitative is then analyzed, in this case, social phenomena and interactions can answer what strategies are effective strategies are carried out to improve the marketing function of Social Media Marketing to create purchasing decisions for consumers regarding fashion bag products bodypack brand during the covid-19 pandemic.

## **3. RESULTS AND DISCUSSION**

### **3.1 SWOT Analysis**

#### *3.1.1 Strength*

Strength is the characteristic that adds value to something and makes it more special than others. It means that something is more advantageous when compared to something else. In this sense, strength refers to a positive, favourable and creative characteristic [12]. The Strength of this bodypack brand bag product are products that are of good quality, have multi-functions in each product, have segmentation to all customer elements, follow the fashion lifestyle in Indonesia, which indirectly is a competitive advantage which will be one of the ways to gain share. market to create purchasing decisions. In addition, this product fashion also has many innovations in product design.

#### *3.1.2 Weakness*

Weakness refers to not having the form and competence necessary for something. This means that something is less profitable than something else. Besides that, weakness is a characteristic that is negative and unfavourable [13]. The analysis of the weaknesses of this bodypack brand lies in the marketing process during the pandemic, where there is a lack of communication with customers by providing entertainment on social media. During the pandemic, many consumers stayed at home and needed a lot of entertainment through social media. There are still many fashion brands that do not provide interaction about caring outside of sales product information to make them look closer to consumers.

#### *3.1.3 Opportunities*

Opportunities are the situation / valuable opportunities for profitable in the company [14]. If the identification, regulations, and change have a very significant competitive, means company have a chance. The possibility of fashion brand products provided pandemic is the rise of online activities in social media, here we can make use of the opportunities to be more active in social media and interactive to consumer, and still the way a sale by online, because in the period after the covid-19 pandemic ends, consumers will start to get used to online shopping and social media is the main platform.

#### *3.1.3 Threats*

Threat is a situation or condition that compromises actualization an activity. Refers to the unfortunate situation [15]. For this reason, it has the characteristics of negative that is to be avoided. The analysis threat of the bodypack brand provided pandemic are the stay at home where people could not travel, the competitors are starting to lower the price, this is a serious threat to the pandemic provided fashion. Market share has decreased due to the cessation of economic activity, we as producers must anticipate by carrying out activations on social media so that consumers stay familiar with our products.

### **3.2 Social Media Marketing Analysis**

Based on research, interview and literature review there are several factors that is effective in social media marketing to create the purchase of fashion product:

#### *3.2.1 Electronic Word of Mouth (e-WOM)*

Electronic word of mouth is closely related to consumer purchasing decisions. The concept of viral marketing shows that marketers can harness the power of interpersonal networks to promote products or services [16]. Before making a purchase decision, generally customers will evaluate the product or service that is offered. The evaluations include comparing price, quality, and whether or the product full fills the customer's needs [17]. e-WOM direct other consumers about the qualities, usage, and services of a particular product or services and their sellers. This communication done directly between consumer to consumer or company to consume & not requiring any other means [18]. interview results During a pandemic, the purchase of a social media can be influenced by events that spread quickly through e-WOM, evidenced by his quick viral issues in social media, entertainment video or products attract the campaign, many people see reviews of the quality of goods and good service. Anyone who reviews an item on social media can cause curiosity to other people who see it and then become interested in the product

#### *3.2.2 Interaction*

Social media has emerged as latest marketing instrument that facilitates companies and customers with online anytime interaction [19]. Social media facilitates the interactive brand communication, and it makes it easier for consumers to create and share content. The social media has shifted the control of online conversation and contents from companies to consumers. Many interactions be produced through social media when consumers staying at home make them interact more, during pandemic covid-19 we can keep consumers by improving communication through interaction with content, makes inquiries and suggestions that care more about consumers in order to create brand awareness to reach purchasing decisions.

#### *3.2.3 Entertainment*

Humorous, emotional and educational social media contents by marketers are a better way to attract and entertain their customers [1]. Searching desired products online is regarded as fun and enjoyment by consumers, interview results during a pandemic, many people need entertainment and access it through social media, here a fashion brand can create entertainment and education for consumers by entertaining through music, movies, or entertaining questions and providing information to consumers so that consumers feel more interested in the brand.

#### *3.2.4 Reward*

Consumers are always keen to get economic benefits, that's why reward disregarded as an important factor in customer engagement. Reward may include incentives, promotional benefits, price discount, special deals and monetary gain [1]. During the Covid-19 pandemic, brands can activate rewards such as discounted prices and giveaway to make customers feel interested which results in increased purchasing decisions, based on interviews, consumers are more interested in a brand if there is more appreciation for them.

### 3.2.5 Trust

By inculcating the element of trust in communication, companies can interact and engage customers on social media, thus, influencing customers for online purchase. Trust has positive influence on customer purchase intention on social networks [10]. based on interviews with fashion product users, they must believe in a brand or product offered and then make a purchase decision, Intensive interactions will create consumer trust in the brand, here the role of social media is needed to always be updated in interesting and interactive content to increase consumer trust.

### 3.2.6 Satisfaction

Purchase decision is determined by online based satisfaction and trust [16]. With the physical distance during the pandemic, we have to keep customers satisfied, we can do it with the right delivery of goods, additional merchandise for every purchase, products with the same quality as what is offered in the content or message. Happy customers create repeat purchases.

## 4. CONCLUSION

Social Media provides easy access to information about products. Now, post Covid-19 pandemic, customers into paying more attention to the relevance and authenticity content advertising and recommendations given preference customers more than recommendations made firm products. The purchase is an important factor in the final stages of marketing. In this research we analyze the effectiveness of social media marketing in creating significant purchasing decisions. From our research, we concluded that electronic word of mouth, interaction, entertainment, reward, trust and satisfaction are the effective factors strategies that need to be observed in social media in making purchase decisions.

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