

## Storytelling Marketing, Content Marketing, and Social Media Marketing on the Purchasing Decision

Saida Zainurossalamia ZA<sup>1</sup>, Irsan Tricahyadinata<sup>2</sup>, Robiansyah Robiansyah<sup>3</sup>, Dio Caisar Darma<sup>4</sup>, Gusti Noorlitaria Achmad<sup>5</sup>

<sup>1,2,3,5</sup>Department of Management, Faculty of Economics and Business, Universitas Mulawarman, Indonesia

<sup>4</sup>Department of Management, Sekolah Tinggi Ilmu Ekonomi Samarinda, Indonesia

saida.zainurossalamia.za@feb.unmul.ac.id

### Abstract

*The development of technology in the digital age can't be avoided in today's life. Nowadays social media is increasingly loved by marketers as a tool to introduce or promote their products because of low costs and can reach more audiences. The development of marketing in this digital era shows that consumers not only buy products but the experiences created and the emergence of emotions are also expected by consumers when consuming a product. This study uses multiple linear regression analysis tools and the data used are primary data respondents of users of Shinzu'i UME body mist products. The purpose of this study is to find out whether storytelling marketing, content marketing, and social media marketing have an influence on purchasing decisions of Shinzu'i UME body mist products. The results of this study indicate that storytelling marketing has no effect on purchasing decisions, content marketing has an effect on purchasing decisions, and social media marketing has no influence on purchasing decisions. The low coefficient of determination shown by these three variables in predicting purchasing decisions for Shinzu'i UME body mist products needs to be evaluated in the future.*

### Keywords

marketing design;  
decisions purchase;  
survey; OLS; Shinzu'i



## I. Introduction

Technological developments in the digital era cannot be avoided in today's life. Almost all activities are carried out using digital technology, including in the business world. One technology that is very loved by the public is social media (e.g. Maria et al., 2019a; Maria et al., 2019b). In addition to daily information updates, nowadays social media is increasingly loved by marketers as a medium to introduce or promote their products because of their low cost and can reach more audiences. The development of marketing in this digital era shows that consumers do not only buy products but the experiences that are created and also the emergence of emotions are also expected by consumers when consuming a product (Maria et al., 2020).

Storytelling marketing can be defined as a method that can be used to create or evoke emotions. Storytelling marketing is an outgrowth of the experiential marketing trend that is used to make consumers' feelings, thoughts, senses, and actions work. Therefore storytelling marketing has an influence on purchasing decisions that can be seen to create emotions for consumers, so they want to buy Shinzu'i UME body mist products (Tsai, 2020; Rizkia & Oktafiani, 2020).

Similar to storytelling marketing, content marketing can influence purchasing decisions by presenting information that is empathetic in nature so that the audience makes purchasing decisions (Gunelius, 2010). Storytelling marketing and content marketing for

this study used an analysis developed by Kaufman (2003), Peterson et al. (1997), and Rowley (2008) stated that purchasing decisions are seen from an emotional point of view with the emphasis that emotions can be used as the main driving force for consumers to buy a product.

Social media marketing influences purchasing decisions by providing facilities for the public to provide online reviews that can influence people's thinking when making purchasing decisions for a product (Yalanda & Sadeli, 2019). The object of this study is that those who apply storytelling marketing, content marketing, and social media marketing strategies are Shinzu'i UME Body Mist.

The framework in this work is divided into four dimensions. The first structure highlights the introduction that explains the phenomena surrounding the objectivity of the study. The second structure demonstrates a literature review and compares theoretical expectations with previous relevant findings that have been expressed by other researchers, thus converging on the formulation of models and proposed hypotheses. For the activity structure, an outline description of the data presentation technique, as well as the methods, used. In the fourth structure, there are analysis interpretations and discussions to see clear differences between the hypothesis and empirical findings, then supported by gaps in the phenomenon of study. The fifth includes a structure that summarizes the findings in general, so that policy implications and practical recommendations can be found in addressing study problems.

## II. Review of Literature

### 2.1. Storytelling Marketing - Purchasing Decisions

A story is a journey that will move the listener, and when the listener decides to go on that journey, they will feel something different and the result is persuasion or even an action (Aaker et al., 2012). Stories and storytelling are essential for achieving a solid understanding of consumer psychology (Escalas, 2004). The effect of storytelling marketing on purchasing decisions. Storytelling makes consumers feel that they are taking part in the experience with the product used, this makes the story move the listener, and when the listener decides to go on the journey, they will feel something different and the result is persuasion or even an act of buying a particular product. . From these assumptions, a hypothesis can be drawn:

*H1: Storytelling marketing has a significant effect on purchasing decisions.*

### 2.2. Content Marketing - Purchasing Decisions

Content marketing is a marketing strategy where marketers plan, distribute and create content that is able to attract the right target audience, then encourages the audience to become customers (e.g. Limandono & Dharmayanti, 2018; Harahap et al., 2021). Content marketing has two important goals, namely to attract the audience and encourage the audience to become customers.

Content marketing can attract consumers by creating an engagement between customers (Kucuk & Krishnamurthy, 2007). The influence of content marketing on purchasing decisions is very important because it is considered a fairly effective communication channel. Content is assumed to be "human" who talks to target consumers about a product being marketed. Content that can attract empathy and educate those who see or hear it will be more desirable than conventional promotional methods so that people will be interested in buying certain products. From these assumptions a hypothesis can be drawn:

*H2: Content marketing has a significant effect on purchasing decisions.*

### 2.3. Social Media Marketing - Purchasing Decisions

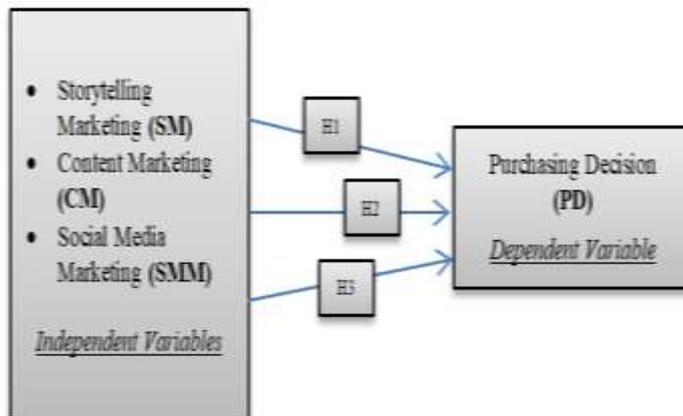
Social media marketing is about how understanding technology makes it easier for people to connect socially with social networks and how marketers can benefit from that understanding (Bashar et al., 2012). Social media also plays an important role in attracting consumers and interacting with consumers to forge closer relationships (Mersey et al., 2010).

The influence of social media marketing on purchasing decisions: through social media people will connect with each other without being face to face. In this digital era, social media has been considered a necessity because marketers are competing to market their products on social media (Amin & Priansah, 2019). Through social media, people can find the information they want about a product, through social media platforms, as well as content marketing, which is usually done (Weinberg, 2009). Due to the ease of accessing information about a product through social media, people will be interested in making a purchase if they get enough information. From these assumptions a hypothesis can be drawn:

*H3: Social media marketing has a significant effect on purchasing decisions.*

### 2.4. Study Design

Variables are determined based on their respective roles. The variables in question are independent variables, i.e storytelling marketing, content marketing, and social media marketing, which are predicted to affect the predicted variables. However, purchasing decision is the dependent variable that is predicted by the three independent variables. The detailed explanation is summarized in Figure 1.



*Figure 1. The proposed model*

## III. Research Methods

The sampling technique to determine the sample to be used in this study was the purposive sampling technique (e.g. Ilmi et al., 2020; Isimoya et al., 2021). The sampling method accommodates certain characteristics including respondents who have bought Shinzu'i UME body mist products and those who follow the Shinzu'I UME Instagram account "@shinzuiume\_id".

Furthermore, testing the hypothesis by simultaneous test and partial test. Asih et al. (2020) emphasize the importance of a simultaneous statistical test (F-test) showing whether all the independent variables included in the model have a simultaneous influence on the dependent variable. The partial statistical test (t-test) shows how far the influence of

one independent variable is on the dependent variable by assuming the other independent variables are constant (Latan et al., 2019). The probability level used is 5%. If the significance level is less than 0.05 ( $p < 5\%$ ), then the hypothesis is accepted and if the significance level is greater than 0.05 ( $p > 5\%$ ), then the hypothesis is accepted.

#### IV. Results and Discussion

The steps in this section consist of empirical interpretation and highlight the findings by several studies relevant to this study. Reflecting on the results of multiple linear regression analysis with the program, SPSS obtained statistical summaries in Table 1 and Table 2.

**Table 1.** The affirmation of probability.

<i>Relationships</i>	<i>Hypothesis</i>	<i>Coefficient</i>	<i>T-statistics</i>	<i>P-values</i>	<i>Decisions</i>
SM → PD	H1	-0.061	-0.496	0.620	Rejected
CM → PD	H2	0.358	2.859	0.005	Accepted
SMM → PD	H3	0.086	0.602	0.549	Rejected

(Source: Authors calculation)

We can conclude that for the relationship between SM and PD there is a t-value value of  $-0.498 < t\text{-table } 1.991$  at  $p > 0.05$ , which means H1 has been rejected. Conversely, in the relationship between CM and PD, the t-value is  $2.859 > t\text{-table } 1.991$  with a probability level of  $p < 0.05$ , which means that H2 is acceptable. On the other hand, the relationship between SCM and PD summarizes the value of t-value  $0.602 > t\text{-table } 1.991$  with a probability level of  $p > 0.05$ , so that H3 is rejected.

It is known that the R-square value is 15.4% which identifies the effect of storytelling marketing, content marketing, and social media marketing simultaneously on relatively weak purchasing decisions. Then, the simultaneous influence shown by storytelling marketing, content marketing, and social media marketing on purchasing decisions is significant ( $p < 0.05$ ) with the F-value higher than the F-table ( $5.209 > 2.71$ ).

**Table 2.** Model eligibility.

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	0.392 <sup>a</sup>	0.154	0.124	4.167

(Source: Authors calculation)

The components in storytelling marketing consist of action, communication, value transmission, knowledge, and aspects of digital achievement showing that there is no influence on purchasing decisions for Shinzu'i UME products. Therefore, storytelling marketing has no influence on consumer purchasing decisions for Shinzu'i UME body mist products. This means that it is not storytelling that makes Shinzu'i UME body mist products chosen by consumers, but other factors, namely the product benefits and unique packaging of Shinzu'i UME body mist products based on their perceptions of open questions.

This finding also contradicts the study of Pravitasari et al. (2018) which focuses on the effect of storytelling marketing on purchasing decisions. As a result, storytelling marketing is an effective strategy in shaping brand equity, so that it can influence purchasing decisions. Storytelling marketing that adds 20% of the product value in the eyes of buyers has no effect because the benefits and packaging factors of Shinzu'i UME product body mist attract them more.

The indicators in content marketing include relevance, accuracy, value, easy to understand, and easy to find that have had a significant impact on purchasing decisions for Shinzu'i UME products. With content marketing, it plays a significant role in influencing consumer purchasing decisions. They have been aroused emotionally by seeing interesting product contents and the presentation has touched the personalities of consumers, so they buy repeatedly. The better the content that is served, the consumer will empathize and have a strong bond with Shinzu'i UME body mist products. This finding is supported by the theory proposed by Bagozzi & Natarajan (2002) that content marketing can attract consumers by creating an engagement between customers.

Furthermore, regarding the third hypothesis which discusses the relationship between social media marketing and buying decisions with the reach of content creation, content sharing, and connecting, it indicates that there is no significant effect. This means that social media marketing does not have a direct impact on consumer purchasing decisions for Shinzu'i UME body mist products. Observation through a survey of consumers that the product was not widely known or the role of Shinzu'i UME's social media was still minimal, so it was necessary to expand its promotion. The reflection of this finding appears less relevant to the study of Brakus et al. (2009) that integrates social media marketing and purchasing decisions is one-way.

## V. Conclusion

We tried to investigate the extent of the relationship between storytelling marketing, content marketing, and social media marketing on the purchasing decision of Shinzu'i UME body mist. These findings have indicated that storytelling marketing and social media marketing have no significant effect on the purchasing decision of Shinzu'i UME body mist. However, content marketing actually has a significant effect on purchasing decisions.

The low coefficient of determination shown by these three variables in predicting purchasing decisions for Shinzu'i UME body mist products needs to be evaluated in the future. For those who buy Shinzu'i UME body mist products, generally, like the unique packaging in the shape of a Japanese doll and the benefits of the product are to provide a sweet fragrance so that it suits consumers.

Regarding the limitations of the study, we also suggest that on the practical and academic side, it should be considered feasible for further consideration. For companies, they are expected to pay attention to product quality, for example by making the fragrant Shinzu'i UME body mist more durable and promoting innovation in packaging that makes consumers not bored. From other dimensions, it also takes into account the weaknesses of this study through determining the sample, the number of samples, variable indicators, and other factors to support the development of relevant insights in marketing management.

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