

Instagram Customer Behavior Pattern Connectivity Based on Customer Path 5A Advocacy in Purchasing Decision Making

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Abstract

It is undeniable that one of the causes of changes in consumer behavior in this digital era is the internet and smartphones. Before the advancement of the digital age all activities were carried out manually. For example, before the internet, ticket purchases must come to an agent or station or airport, for shopping daily necessities must come to the store, then return home or to the office, very draining our time. Not a bad thing but wasting time and productivity is not optimal. The internet revolution has been going through generations. Each generation has different behaviors in making purchasing decisions over the internet. Consumer behavior in this generation relies on social media to get information and product reviews. The generation that is very close to the speed of the internet is generation Z, compared to the previous generation. (generation X dan generation Y). According to Stilman Stillman (2018) in (Astuti & Kaligis, 2004, p. 31) It is said that generation Z has figital characteristics that see the real world and the virtual world overlap each other. The information and review is called advocacy in customer path 5A. Customer path 5A itself is a stage of purchasing decisions consisting of (aware, appeal, ask, act, and advocate). The review referred to in this article is the advocate stage, where Instagram customers voluntarily provide recommendations for products and/or brands that have been purchased. Every generation; X, Y and Z, have a relationship in each stage of customer path 5A before making a decision on purchase. The approach in this study uses a literatute review approach.. According (Hariyanti & Wirapraja, 2018, p. 141), Literature review contains reviews, summaries, and thoughts of authors about several library sources (articles, books, slides, information from the internet, image and graph data and others) on the topics discussed.

Keywords

advocacy; customer path 5A;
customer behavior patterns;
literature review



I. Introduction

Restrictions on people's mobility at the beginning of the Covid-19 pandemic, is one of the factors that change this behavior. Purchases of goods and services through digital platform platforms during the pandemic actually increased. As reported by Instagram, during the enactment of PSBB (Large-Scale Social Restrictions), or PPKM (Implementation of Restrictions on Community Activity), the level of sales of business actors continues to

increase. During the Covid-19 pandemic, 7 out of 10 businesses selling on the Tokopedia marketplace experienced a 133% increase in sales volume with media. It can be seen that consumer consumption patterns are changing. A total of 42.1% of consumers reported an increase in spending during the Pandemic. The increase was found in health products (44.3%), hobbies (32.8%), and bills (22%) (LPEM FEB UI, 2021, p. 12). With this data indicates that consumers are adapting to the existence of PSBB and PPKM carried out by the government. This change in consumption patterns is in line with the pattern of consumer purchasing behavior, with the increasing number of internet users and active users of social media in Indonesia.



Figure 1. Increased Social Media Users in Indonesia

From the image above shows the increase in internet users from 2020 to 2021 by 27 million people. Then the increase also occurred in active social media users in 2021 by 10 million people. (We Are Social, 2021, p. 18).

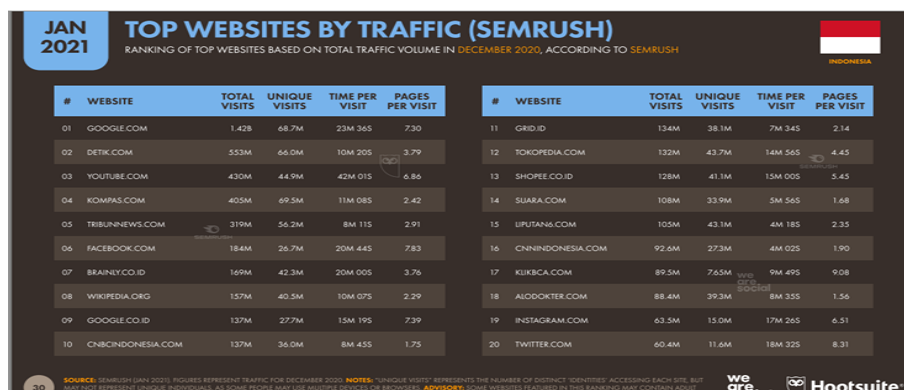


Figure 2. Website Traffic Levels

The data above describes changes in consumer behavior, in addition to searching for information (google.com), and seeking entertainment (youtube.com), it turns out that the number of online shopping sites ranked nineteenth (Instagram) with the number of visits of 132 million during 2020. (We Are Social, 2021, p. 30). Instagram is one of the ecommerce platforms that are in demand by Indonesians for shopping. With ease of use and a large selection of products and brands, changes in the behavior of consumers who initially do their shopping activities offline or come to the store, switch to ecommerce.

This change in behavior is followed by a growing number of Instagram customers who give their loyalty impact by providing advice and reviews of products they have purchased from Instagram. This stage in customer line 5A is called an advocate. According to Priansa in Nusjirwan (2020) "Implementation of communication activities to customers within the company is carried out formally, however, currently there are also companies that practice their communication activities to consumers in an informed manner so that they can explore in-depth information from customers". Regarding the background, this research considers the customer value as an important element for an industry, both in service and manufacture. Moreover, the maximum customer value can be made only if positive influence of marketing and individual environment association does exist (Kusumadewi, 2019). The quality of products that are in great demand by consumers can be seen from several factors including packaging, price, quality, and benefits obtained by consumers (Romdonny, 2019). Also mentioned by Philip Kotler, Hermawan Kartajaya and Iwan Setiawan in his book entitled Marketing 4.0 Moving from Traditional to Digital, consumer buying patterns that used to be very simple, namely: Aware – Attitude – Act – Act Again. Now the process of purchasing by consumers becomes longer to 5A, namely: Aware – Appeal – Ask – Act – Advocate (Indah Kencana Putri, 2019, p. 21).

In this writing, the customer path that will be research includes various generations, namely generation X, generation Y and generation Z or millennials.

Tahun Kelahiran	Nama Generasi
1925 – 1946	<i>Veteran generation</i>
1946 – 1960	<i>Baby boom generation</i>
1960 – 1980	<i>X generation</i>
1980 – 1995	<i>Y generation</i>
1995 – 2010	<i>Z generation</i>
2010 +	<i>Alfa generation</i>

Figure 3. Generation Differences

The six generations have different characteristics. The youngest generation that has just entered the workforce is generation Z, also called iGeneration or the internet generation. Generation Z has similarities with generation Y, but generation Z is able to apply all activities at one time (multi tasking) such as: running social media using a mobile phone, browsing using a PC, and listening to music using a headset. (Surya, n.d., p. 130).

In the end, after the consumer determines the choice of marketing channel and the choice of appropriate products, based on reviews and information provided on Instagram, then the decision-making process becomes the end of this customer path process. Consumer purchasing decision making is a process of choosing one of several alternative problem solving with real follow-up. (Puteri, 2021, p. 338).

II. Review of Literature

2.1 Consumer Behavior

The American Marketing Association defines consumer behavior as follows; Consumer behavior is a dynamic interaction between affection and cognition, its behavior and its environment in which humans carry out exchange activities in their lives (Indah Kencana Putri, 2019, p. 23). Consumer behavior is also defined as learning about how individuals, groups and organizations choose, buy, use, and dispose of products, services, ideas and experiences to satisfy their needs and desires. Consumer behavior follows the times and generations, then the company must be observant to see the opportunities that exist. According to (Putlia & Thioanda, 2020, p. 43); Consumer behavior is about how individuals, groups, and organizations choose, buy, use and how goods, services, ideas, or experiences to satisfy needs and desires.

2.2 Customer Path 5A

Customer path is the stage of consumers in buying a product or brand. According to (Kartajaya 2015:88) in (Halimawan, 2014, p. 7), Customer path 5A does not have to go through each phase, does not have to run sequentially, can jump or go back and forth on each element of customer path 5A. The 5A concept enhances the 4A concept that has long been used in various industrial sectors.

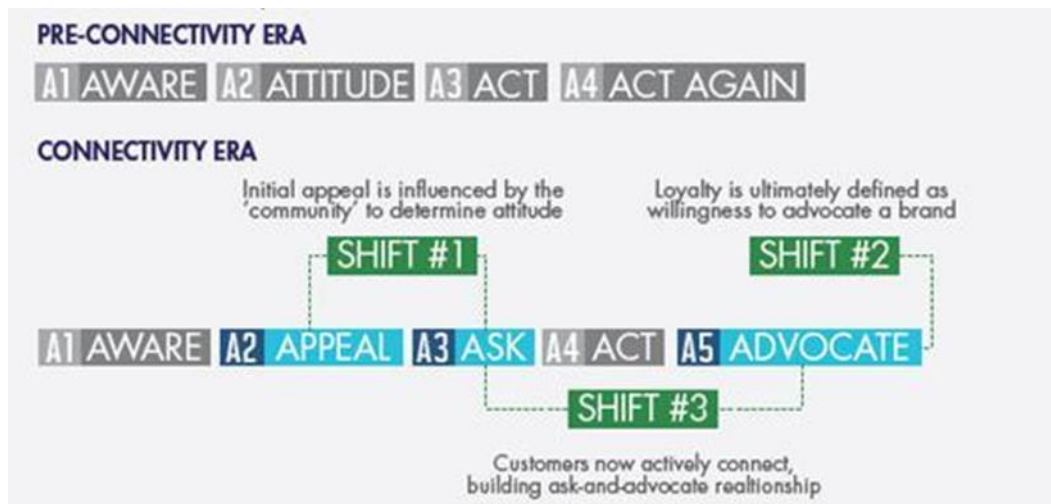


Figure 4. Difference Between Customer Path 5A dan 4 A

Customer path 5A becomes a deeper concept than 4A, with the advocate stage in choosing a brand or product. The advocacy stage is to provide reviews, reviews or recommendations on products or brands that have been purchased to the environment or family. In the world of marketing, WOM (Worth Of Mouth) very accurate and more relevant in consumer satisfaction assessment (Dian Mustia Mawarni, Indra Novianto, 2019, p. 1408).

2.3 Generations

Generations can be interpreted simply as a collection of individuals who have similar years of birth and life experiences that shape their lives. One generation to another has a relationship. The previous generation gave teaching to the next generation. In the research that will be discussed are generation X, Y and generation Z or millennial generation.

Factors	Baby – boom	X generation	Y generation	Z generation
View	Communal, unified thinking	Self-centred and medium-term	Egotistical, short term	No sense of commitment, be happy with what you have and live for the present
Relationship	First and foremost personal	Personal and virtual networks	Principally virtual, network	Virtual and superficial
Aim	Solid existence	Multi-environment, secure position	Rivalry for leader position	Live for the present
Self realization	Conscious carrier building	Rapid promotion	Immediate	Questions the need for it at all
IT	It is based on self-instruction and incomplete	Uses with confidence	Part of its every day life	Intuitive
Values	Patience, soft skills, respect for traditions, EQ, hard work,	Hard work, openness, respect for diversity, curiosity, practicality	Flexibility, mobility, broad but superficial knowledge, success orientation, creativity, freedom of information takes priority	Live for the present, rapid reaction to everything, initiator, brave, rapid information access and content search
Other possible characteristics	Respect for hierarchy, exaggerated modesty or arrogant inflexibility, passivity, cynicism, disappointment	Rule abiding, materialistic, fair play, less respect for hierarchy, has a sense of relativity, need to prove themselves	Desire for independence, no respect for tradition, quest for new forms of knowledge, inverse socialization, arrogant, home office and part-time work, interim management, undervalue soft skills and EQ	Differing view points, lack of thinking, happiness, pleasure, divided attention, lack of consequential thinking, no desire to make sense of things, the boundaries of work and entertainment overlap, feel at home anywhere

Figure 5. Characteristics of Generational Behavior of Different Age Groups

The data above shows that there are significant characteristic differences between generation Z and other generations, one of the main factors that distinguish is the mastery of information and technology. For generation Z information and technology are things that have become part of their lives, because they were born where access to information, especially the internet has become a global culture, so it affects their values, views and life goals. (Surya, n.d., p. 132).

2.4 Purchasing Decision

The purchase decision is made after weighing the alternatives of various options. Purchasing decisions are the evaluation stage, in which a consumer's preference for a brand is formed (Hutauruk, 2020, p. 6). Consumers can make decisions about how many products they will buy at any given time. In this case the company must prepare its products according to the different wants and needs of the buyers (Abdilla & Agus, 2021, p. 125). When associated with online purchases, it means that consumers get convenience when making buying and selling transactions online. Instagram is very easy to use and understand for its consumers, no wonder Instagram is a website with a traffic volume of number nine based on Alexa. (We Are Social, 2021, p. 34).

III. Research Methods

This research uses a qualitative approach. Qualitative research is research that uses many methods, interpretive and naturalistic approaches, observes objects in a natural setting, seeks to interpret or interpret phenomena from a societal perspective involving the use of various research resources drawn from case studies, personal interactions, introspection, life stories, interviews, interpretations, factual, interactional, and visual texts to explain moments and meanings routinely and distressingly in individual life (Semiawan, 2010); in (Redjeki et al., 2021, p. 32). Research data is obtained by collecting writings or articles, books and all forms of sources related to the research object (Erlangga et al., 2020, p. 619). References and theories are obtained through the study of libraries that are used as a basis in research. Collection of research resources taken from library studies related to research (Yahya et al., 2020, p. 111).

IV. Discussion

4.1 Instagram's Customer Advocacy Connectivity

In this study, the customer path discussed is advocacy or recommendation on a product or brand, to the community or consumer environment of a generation. In the world of marketing, WOM (Worth of Mouth) very accurate and more relevant in consumer satisfaction assessment (Dian Mustia Mawarni, Indra Novianto, 2019, p. 1408).

The world of ecommerce competition has become very fierce. The ease of use of ecommerce applications is the same as owned by each application. Therefore, in this day and age, ecommerce companies, especially Instagram, not only expect from the number of visits, the number of downloads, but from the many positive recommendations from consumers who are trusted.

Research result in (Putu et al., 2021, p. 210), "Purchasing behavior by followers of NSB Beauty Studio Instagram accounts is not impulsive and compulsive because purchasing behavior is done by seeking information and evaluating the considerations and recommendations of others selectively in the content of the NSB Beauty Studio Instagram account"

Then the result of the study (Halimawan, 2014, p. 14), "The existence of connectivity with others affects adidas Instagram account followers to decide on the purchase of Adidas brand products. Adidas Instagram account followers not only stop in the act phase but also recommend the Adidas brand to others who are looking for information or spontaneously in recommending it".

In (Muhammad Arif Hendro Priyono, Hadi Purnama, Drs., 2019, p. 1706); "The influence of social media marketing (X) on the advocate variable (Y5) based on the results of the hypothesis test is stated that it has a significant effect, the magnitude of the influence is 14.3% that way it can be explained that social media marketing through Instagram can affect consumers who have made purchases to make testimonials or repurchase".

4.2 Generation X, Y, and Z Advocay Connectivity

As already stated above, that one generation to another generation, there is a pattern of social science to the next generation. In terms of the use of IT technology, these three generations already understand the use in the world of ecommerce.

According to (Kasus et al., 2021, p. 39); "For online sellers, from the results of the analysis it can be seen that there is the same fashion shopping interest from various generations"

While according to (Fardiah et al., 2019, p. 6); “Millennials before making their purchase first look for information about the product to the online shop, especially in size, the quality of the product even sees reviews or testimonials that exist so as not to cause unwanted things later”.

Likewise according to (Bangsa et al., 2022, p. 52); “Testimonials also have a positive and significant influence on purchasing decisions through online shopping applications by generation X.’.

According to (Santoso & Triwijayati, 2018, p. 239); “Generation Z who like the process of finding information through online media or the internet, it is necessary to emphasize the importance of literacy in young consumers in the use of online media in shopping”.

According to (Angela & Effendi, 2015, p. 85); “Unstable loyalty informants have a tendency to conduct review searches for the use of a product, especially over the internet. It is also quite in accordance with the characteristics of generation Y which is quite familiar to the search for information through the internet”.

While according to (Hwang J & Kim J Y, 2020, p. 25); “in every generation, active netizens are more involved in positive or negative sharing and advocacy”.

4.3 Marketing Strategy with Customer Path 5A

Entering the digital age, all aspects in the business world also follow the advancement of digital technology. In research is more emphasized on ecommerce, namely Instagram. With this application can facilitate both entrepreneurs as producers, and consumers..

The use of social media becomes one way to make the marketing mix more effective. Because with social media, the company can directly communicate directly with its consumers. As the results of the study (Astuti & Kaligis, 2004, p. 33); “Promotion strategy needs to be effective and synergize with word of mouth (WOM) because it is proven that other parties' recommendations for books published by Mediakita Publishers are still weak in influencing the purchase decision process" From the research, it can be seen that there needs to be effective recommendations or strong advocacy of a product or brand marketed through social media..

Strengthened again with the results of research (Putlia & Thioanda, 2020, p. 48), which states that: "Consumers are increasingly affected by 'digital influencers' which should have become their own record for marketers that the way of promotion has begun to shift to the realm of digitalization".”.

While according to (Hariyanti & Wirapraja, 2018, p. 145) "Influencer Marketing is one of the marketing strategies by utilizing social media". It can be concluded that a new way of doing marketing activities is needed through social media or ecommerce. The combination of customer path advocacy and classic word of mouth, can be more effective and can cut promotional costs.

V. Conclusion

The improvement and advancement of marketing technology must be used as a means of profit for both producers and consumers. The change in customer path from 4A to 5A brings the company closer as a manufacturer to consumers. With advocacy from consumers to companies directly. The advocacy customer line makes loyal consumers more useful to the company. Loyal consumers will be more responsible in providing information, reviews and even recommendations to friends, family and communities, on a product and brand purchased. While the advantage for the company as a manufacturer is that it can cut promotional costs. But companies must be able to adjust to this new path, where the

perception of their brands and products switches partly to the hands of consumers, purchasing decision making also changes.

The advice for the next researcher, is to use other variables so that the pattern of customer behavior in online purchasing decisions can be further developed.

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