

## Social Media Advertising Marketing Strategies in Determining Purchase Decisions

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### Abstract

*The development of the business world has progressed rapidly to encourage increased competition between companies. Building a successful business is not as easy as turning the palm of your hand. Although it is difficult, business actors must be able to manage marketing strategies to determine purchasing decisions for the products/services offered. The purpose of this study is to examine advertising marketing strategies on social media in determining purchasing decisions. This type of research uses a literature study with a qualitative approach. Sources of data are obtained through articles, books, and other documents relevant to the research to help strengthen theories and phenomena of relationships or effects between variables. The qualitative approach emphasizes the aspect of exploring each variable to obtain independent information, placing more emphasis on the quality of the information extracted. The results of this study are advertising marketing strategies on social media influence in determining purchasing decisions. Determination of strategy in marketing related to purchasing decisions explained that technology brought major changes that previously worked manually and had begun to be developed digitally. Lifestyle changes supported by technological developments have an impact on shifting conventional advertising strategies to the digital world at this time, namely on social media which the majority of people use. Suggestions, every change that occurs must be able to be read by business actors to maintain and develop their business. Therefore, the marketing strategy must be planned as well as possible and know the vision, mission, and achievements to be carried out.*

### Keywords

marketing strategy; social media; purchase decision



## I. Introduction

The development of the business world has progressed rapidly to encourage increased competition between companies. This competition is due to changes in people's lifestyles and consumption which lately tend to be more consumptive and instant. This competition has an impact on business people setting each other's strategies in product marketing so that consumers are interested and even interested in buying them.

Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni *et al*, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

The marketing strategy is expected to provide solutions in product introduction to the wider community because good product quality without being balanced with a marketing strategy will result in less than optimal results. This is because, without the right marketing strategy, it will be difficult to sell a product and even develop a business. Especially considering today, the number of competitors is getting higher in various business fields. Business people need effective marketing media intending to expand their market share (Puspitarini and Nuraeni, 2019).

The purpose of designing a marketing strategy is to market a product to the public so that it can reach the target market, one of which is that the products offered can be sold and can generate maximum profits. However, in essence, marketing strategy answers about how to make a product sell well in the market.

But in reality, business people have obstacles in carrying out promotional strategies in their business, such as a lack of understanding of effective promotion methods, less involving customer emotions, and only highlighting the advantages of their products without understanding customer wants/needs. Lack of observing the effectiveness of the strategy and conducting direct testing to find out whether the strategy is running smoothly or not. If SME players never carry out regular measurements and testing, it is feared that they will not know which promotion strategy is the most effective.

They assume that promotional activities will only cost a lot of money, even though the feedback they receive is not as big as what they spend. This understanding makes business people pay less attention to promotional strategies, so they only market their products traditionally without being supported by optimal marketing activities.

In the economic order, especially in the marketing aspect, the promotion has the most important position. Every company always allocates funds for promotional purposes. Some promotions have succeeded in breaking down sales products, but not a few of which have mediocre or even declining sales products. The very high mobility of advertising creativity and information with all the attributes and supporting instruments that are so sensational, not infrequently redeem the limits of rationality, psychological allure, and consumptive sentiments become the main target for most business actors (Simatupang, 2004).

By knowing the problems that can adjust the company's capabilities and needs, it is hoped that the promotional strategy implemented can produce optimal sales turnover. One of the marketing strategies that can be done is to advertise products/services through social media. Social Media Advertising Marketing is a marketing process carried out by third parties: social media-based websites such as Instagram, Facebook, LinkedIn, Twitter, YouTube, and even TikTok. With the increasing development of technology, social media is a digital platform that facilitates users to present themselves and interact with other users and form virtual social bonds (Nasrullah, 2015).

The influence of social media on social change occurs in the ease of obtaining and conveying information so that it has an impact on social and economic benefits (Cahyono, 2016). In addition, according to Pamungkas and Zuhroh (2016), there is an effect of promoting the use of social media on purchasing decisions. Purchasing decisions are consumer decisions regarding preferences for brands in the choice set (Kotler and Kler, 2009).

Based on the problems that occur in the field, this research is to examine advertising marketing strategies in social media in determining purchasing decisions. The results of this study are expected to provide benefits for business people to determine the right and effective marketing strategy.

## II. Review of Literature

### 2.1 Advertising Marketing on Social Media

Social Media Advertising Social media marketing is a marketing process carried out by third parties: social media-based websites such as Instagram, Facebook, LinkedIn, Twitter, YouTube, and even TikTok. The five benefits of social media promotion are:

a. Increase Brand and Product Awareness

Social media offers many opportunities for owners to be creative through campaigns and promotions. By presenting product and service advertisements on social media platforms, social media users are more likely to be aware of the presence of a growing brand.

b. Building Customer Interaction

Indonesian internet users enjoy interacting with each other, whether they know each other or not. The way content is created encourages Internet users to comment with each other.

c. Improve SEO Ranking

Promoting your products online can help improve SEO rankings by incorporating social media marketing strategies and incorporating websites that provide more complete and clear information to your customers.

d. Have a Stronger Influence Than Competitors

The increasing use of online product promotion methods on social media can increase brand influence compared to interactive services that continue to entice Internet users to access competitor-managed social media channels.

e. Save Cost

Marketing through social media certainly saves money and advertising costs. Marketing can be much cheaper than other types of promotional advertising, as long as you know the right way and strategy to use social media as an online advertising medium (Retno, 2019) (Suparman, 2021) (Prihadi & Susilawati, 2018) (Lukito & Fahmi, 2020).

### 2.2 Buying decision

Kotler (2004) states that purchasing decisions are a problem-solving process consisting of analyzing or recognizing needs and wants, seeking information, researching sources of information on alternative purchases, purchasing decisions, and post-purchase behavior.

The purchasing decision is an activity to buy a number of goods and services, which are selected based on information obtained about the product, and immediately when needs and desires arise, and this activity becomes information for further purchases (Faroh, 2017).

## III. Research Method

This type of research uses a literature study with a qualitative approach. Sources of data are obtained through articles, books, and other documents relevant to the research to help strengthen theories and phenomena of relationships or effects between variables. The qualitative approach emphasizes the aspect of exploring each variable to obtain independent information, *placing* more emphasis on the quality of the information extracted rather than the quantity/size of the figures obtained.

## IV. Results and Discussion

Social media generally has a communicative nature, this is an advantage in determining the right strategy where service users can provide as much detailed information as possible to their accessors. In addition, *a fast response* is also one of the advantages that are often used in promotions with social media (Umami, 2015). This is because the majority of consumers give a positive assessment of responsive business actors and good service in responding to consumers.

The advertising marketing strategy through social media is a design activity for a marketing process carried out through a third party, namely a social media-based website. Currently, many social media can be used for marketing or promoting a product or service. Social media that are often used for marketing or promotion include Facebook, Instagram, and Twitter. Through this media, companies or brands can carry out structured and targeted promotions.

Marketing with social media is not always related to buying and selling directly. In this marketing, you can also market content in the form of posts on the web, images, or videos. Content that is marketed through social media is related to the product to be sold. Apart from marketing content, these modern marketing techniques are also used to market brands. The purpose of marketing the brand here is to introduce the brand in general to the community as a whole or what is often referred to as brand awareness.

By introducing the brand and giving a good impression, the public's trust will increase and can increase the conversion of promotions to sales. Besides that, social media is also used for business website optimization efforts which are SEO right.

Strategies related to promotion through social media will be able to have a significant influence on consumer purchasing decisions in choosing a product to be purchased. Because it is undeniable to consider these factors in product selection. Clear and interesting information on social media, and also followed by it will very easily influence consumer purchasing decisions (Pamungkas and Zuhroh, 2016). So that promotions contribute to consumer purchasing decisions (Faroh, 2017; Sari, Purbowati, and Fadhillah, 2022)

Consumer purchasing decisions can be influenced by various factors that arise from the individual (internal) and the external environment. Several environmental factors can influence a person's decision-making process, including the influence of culture, social class, group, and family. Several things can affect consumers such as consumer resources, motivation, and commitment, knowledge, attitudes, personality, lifestyle, and demographics (Engel et al, 1995). Thus, consumers choose products, will choose based on what is most needed and what is most suitable for them, one of which is a lifestyle. (Tirtayasa et al., 2021; Paruntu et al., 2021; Cornella and Rahadi, 2020; Trihudiyatmanto and Kunci, 2019).

Using social media promotion will be one of the purchasing decisions to make more consumers aware of the product. The dimensions of Instagram's social media, making photos, and writings that are diverse, and widely accessible if perceived properly will have a positive impact on purchasing decisions, namely a good response from consumers which can improve purchasing decisions. Moreover, doing social media promotions on various platforms such as Instagram, Tiktok, and Facebook must be carried out continuously and attractively so that consumers can consider making product purchasing decisions (Sari, Purbowati, and Fadlillah, 2022).

The relationship between advertising marketing strategies on social media and purchasing decisions is explained that technology brings major changes that previously worked manually and have begun to be developed digitally. (Lestari, 2020; Wijoseno and

Wijastuti, 2021; Dewi, and Masruhim, 2016; Diyatma, 2017; Solihin et al., 2021; Wandanaya, 2012).

The advertising marketing strategy on social media follows the development of the business world which has progressed rapidly to encourage increased competition between companies. Determination of strategy in marketing related to purchasing decisions explained that technology brought major changes that previously worked manually and had begun to be developed digitally. Lifestyle changes supported by technological developments have an impact on shifting conventional advertising strategies to the digital world at this time, namely on social media which the majority of people use.

Every change that occurs must be able to be read by economic actors to maintain and develop their business. Therefore, the marketing strategy must be planned as well as possible and know the vision, mission, and achievements to be carried out.

## V. Conclusion

The development of the business world has progressed rapidly to encourage increased competition between companies. Building a successful business is not as easy as turning the palm of your hand. Although it is difficult, business actors must be able to manage marketing strategies to determine purchasing decisions for the products/services offered. The marketing strategy of advertising on social media influences in determining purchasing decisions. The determination of strategies in marketing related to purchasing decisions is explained that technology brings major changes that previously worked manually and have begun to be developed digitally. Lifestyle changes supported by technological developments have an impact on shifting conventional advertising strategies to the digital world at this time, namely on social media which the majority of people use. Suggestions for business actors, Every change that occurs must be able to be read by business actors to maintain and develop their business. Therefore, the marketing strategy must be planned as well as possible and know the vision, mission, and achievements to be carried out.

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