

ANALYSIS OF THE ROLE OF SOCIAL MEDIA ON CONSUMER DECISIONS IN THE PURCHASE OF FASHION BRACELET PRODUCTS IN SHOPEE

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Abstract

This review aims to analyze the influence of social media, product reviews, and influencer endorsement on consumer decisions in buying bracelet products in Shopee. The growing technology and use of the internet, social media is one of the main channels in product promotion and interaction between producers and consumers. This research can add insight and science of the influence of social media to purchasing decisions. This study will identify the factors that influence consumer purchasing decisions. This study uses a qualitative approach by conducting interviews with 10 consumers shopping for bracelets in Shopee and are often affected by various promotions through social media. The results of the study show that social media has a large role in influencing the decision to purchase bracelet products in shopees, as well as elements such as product reviews, visual content, and influencer endorsement can be used to increase consumer appeal. This research is expected to provide knowledge for sellers in Shopee to utilize social media more effectively to increase their sales.

Keyword: Analysis, consumer decisions, fashion bracelets, shopee, social media roles

Introduction

The fashion world has developed rapidly, the community has realized if to support the appearance, they also need fashion accessories. Fashion accessories are a product that gives you a final display on clothing, with someone's accessories will appear more beautiful or more charming, for example a bracelet that is a fashion accessories commonly used on the wrist. Bracelets have meaning and functions that diverse in various cultures and traditions. In the fashion context, the bracelet can be a symbol of trust, social status, or as a memento. The e-commerce industry in Indonesia continues to grow rapidly, along with increasing internet users and social media. One example is Shopee, which is an e-commerce that is very popular for consumers to buy various products. The progress of the internet changes the way consumers are looking for information, shopping, and making decisions.

Social media has become one of the key factors forming opinion and consumer preferences, with reviews as a significant role in purchasing decisions. In the context of e-commerce such as Shopee, social media is a very effective tool for making product visibility, and encouraging purchasing decisions. Jashari and Rustemi (2017) explain that reviews, photos and videos on social media will affect consumer motivation to buy products. 61.5% motivated from a friend review, 51% motivated from photo / video products, 38.5% motivated from consumer comment.

Excessive research shows that social media influences consumer purchasing decisions, such as research conducted by Indrianti, Surri (2020) found that social media affected the purchasing decisions, and consumer motivation had a significant effect on the decision to purchase Fast Fashion products. While the research conducted by Muhammad, Zidane (2023) revealed that Digital Marketing has a positive influence on the settlement of purchasing decisions.

This also happens to bracelet products sold at the shopee. Products advertised through social media more attracting consumer attention, especially if promoted by influencers who have many followers. Consumers tend to be more interested in a product that has been tried directly by someone, because they can easily determine the products that are suitable for use by brands or not. On the other hand, the existence of product reviews on product quality on social media also influences consumer purchasing decisions. The subject matter to be discussed this Penground is how social media affects consumer decisions in making purchases, namely (1) How is the effect of product reviews distributed on social media on purchasing decisions? (2) The extent to which photos and video products posted on social media affect consumer decisions to buy bracelet products in Shopee? (3) What is the role of influencer endorsement in memenfidi of purchasing decisions through social media? (4) How personalized ads on social media can affect the interest of consumer buying on product bracelets in Shopee.

Methods

Fashion relies heavily on socialization from the media as a form of communication that will affect purchasing decisions. So based on the description above, this study aims to analyze the influence of social media on the decision to purchase bracelet products in Shopee. This study will explore the factors that affect the decision of purchasing bracelet products through social media and how these factors can be used to support a more effective marketing strategy on e-commerce platforms such as Shopee.

Table 1. SWOT analysis before the study took place

Factors	Explanation
Strengths (power)	Influencer: influences purchasing decisions through endorsement. Visual attractive: social media makes it possible to do product promotion through photos and videos. So it can attract consumer attention. Product reviews: Product reviews affect the level of consumer confidence. Social media as an effective marketing platform: Social media is a strong promotional tool, and can reach more prospective consumers, so it is effective for promoting fashion bracelet products.
Weaknesses (weakness)	Trust: Not all consumers believe in reviews and content on social media. Tight competition: The number of similar products, making products difficult to stand out.
Opportunities (opportunities)	Digital marketing: utilizing creative content to attract consumers. Social media growth: potentially large reach more consumers. Fashion trends: Social media is fast in spreading the latest trends.
Threats (threat)	Fraud: fake reviews can reduce consumer confidence. Quick trends change: Consumer preferences that quickly change can affect sales.

Source: Data processed, 2024

This study uses qualitative methods. This approach is used to analyze complex phenomena, such as how consumers make purchasing decisions after being affected by promotional content on social media. This study involved 10 participants chosen using purposive sampling, with consumer criteria actively using social media, such as Instagram, and Tiktok who have purchased bracelet products in Shopee. Data was collected through an open questionnaire which was distributed online to participants. This quizainer is designed to obtain information about how consumers respond to various elements of social media, such as endorsement influencers, product reviews, as well as products / video products. Data analysis was carried out using descriptive atatistics to describe the frequency and pattern of influence from each element of social media, as well as regression analysis to see the relationship between these variables and purchasing decisions. This study aims to provide more in-depth insight into the factors that influence the behavior of consumer development in the context of e-commerce, especially related to the promotion carried out through social media.

Results and Discussion

This study aims to identify the influence of social media on consumer purchasing decisions, especially in the context of fashion products such as bracelet accessories. The results of this study indicate that social media has a significant influence on consumer decisions in buying products, especially products promoted on social media, such as Instagram and Tiktok. Purchasing decisions are a person's actions to buy something with certain criteria. There are several facts revealed by one of the speakers about the

reason they chose Shopee as an online shopping place, which is because the price is quite affordable and the quality of the product is very satisfying.

1) The effect of social media reviews on purchasing decisions.

The results showed that 50% of respondents stated that they were often affected by the reviews on social media before deciding to buy products. This shows if social media reviews, which are part of the formation of consumer opinions, has a strong influence on their belief in making purchasing decisions. This finding is in accordance with previous research carried out by Jashari and Rrustemi (2017), which shows if the reviews distributed on social media have a significant impact on consumer motivation. In this study, 83% of respondents trusted product reviews on social media due to detail and clarity of reviews provided.

2) Effect of photos and video products on social media.

In addition to reviews, photos and video products posted on social media also greatly influence purchasing decisions. All respondents revealed that photos or videos distributed on social media affected their decision to buy bracelet products. This strengthens the view that product visualization has an important role in attracting consumer attention, especially on the Instagram and Tiktok social media platforms. Photos and videos of interesting products not only provides an overview of product quality and features, but can also show how the use of these products in everyday life. Respondents who see video demonstration products tend to feel more yaki and help in assessing the product.

3) The role of social media in digital marketing strategies.

Digital marketing through social media is not only effective in encouraging direct purchasing decisions, but also helps increase brand awareness. A total of 66% of respondents claimed to be more likely to buy products after seeing promotional content on social media. Social media makes it easier for producers to reach specific luition audiences and build direct relationships with consumers. This increases consumer loyalty and trust in the brand. Consumers who feel connected with the brand, will tend to make purchases and become true customers. In the current era, the influence of endorsement by influencers has very much influenced purchasing decisions. Consumers who see their favorite influencers wearing a bracelet will be more likely to buy the product in Shopee, because of their sense of prison for influencers. So social media has a big influence to improve the decision to purchase bracelet products in Shopee. Reviews of influencer and users, as well as interesting visual content contributing to forming customer satisfaction.

Consumers feel more interested in product bracelets advertised through social media according to their preferences. Personalized advertising through Instagram and Tiktok platforms utilizing consumer behavioral data is more effectively used to attract their attention. Personalized advertisements become more relevant because they are adjusted to the consumer lifestyle, like a consumer who often sees content related to bracelet accessories will get ads for bracelet products that are suitable for their tastes.

Based on the results of the study it is known if social media play a major role in determining purchasing decisions. Various elements in the Sosail media, as survey product reviews, photos and video products, as well as influencer endorsement, as well as personalized ads, play an important role in influencing consumers to make purchases. At present many people shop online because the process is easy, does not take much time, as well as payments that can be done with various methods. Product reviews provided by consumers previously served as the main factor that built the trust of prospective buyers. Positive reviews, especially those with photos or videos will provide a clearer picture of product quality. All respondents revealed if they were more interested in buying a bracelet product after seeing visual content that described the product clearly. Personalized advertising is also an important factor in influencing purchasing decisions.

Consumers feel influenced by ads that are relevant to their interests and preferences. Finally, endorsement by influencers make a major contribution to the consumer decision-making process, influencers who have a large influence can be able to form consumer opinions, especially if they are considered a trusted source in recommending products. Overall social media has a major influence on consumer decisions in purchasing bracelet products in Shopee. Sellers can take advantage of features on social media to increase their sales. These features for example are reviews provided by previous consumers, visual content such as photos or video products, ads that customized consumer interests are based on their behavior data, and influencer endorsement. Thus, sellers can increase their visibility and sales of their bracelet products.

Conclusions and Suggestions

From the results of this study, it can be concluded that social media has a big influence on the decision to purchase bracelet products in Shopee. Various factors on social media, such as reviews, visual content

products, customized advertisements, and influencer recommendations, proven effective in influencing consumers. Positive positive reviews and visual content enhancing increases consumer confidence, while relevant advertisements and recommendations from influencers strengthen buying intentions. This proves that social media is not only a communication platform, but also as an effective tool in marketing to increase product sales in Shopee.

Social media is currently widely used to find information even to make purchases, bracelet producers should further improve content such as product photos and product explanations to attract consumers. The use of social media by consumers is based on available content, where content will affect consumer interest to get to know the product. For further research, it can test the influence of social media, digital marketing, and purchasing decisions on other products.

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