

The Role of Digital Marketing Transformation Trends on Purchase Intention

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Abstract. Media marketing channels are developing very rapidly in the current era. Conventional marketing is becoming digital marketing, a good innovation in promoting a product or service. To win competition in the era of digital transformation, business people must be able to adapt. One digital marketing strategy is a promising option and has the opportunity to reach a wider market. The research was conducted on Instagram @osaka_organizer. This research aims to find out how the role of digital marketing can increase purchasing interest. This research uses a qualitative descriptive method involving direct observation and interviews. Studies show that Osaka Organizers' digital marketing strategy to increase consumer buying interest via Instagram has a positive impact.

Keywords: Digital Marketing, Purchase Intention, Social Media, Instagram.

INTRODUCTION

Digital marketing transformation is currently an important element for a company. Companies must always adapt to developments in information technology, especially in marketing a product or service. Marketing media today is very diverse and of good quality. Digital marketing is the current trend for marketing cheap goods or services that are easy to use to achieve business goals (Ajina & Tvaronavičienė, 2019). Digital marketing is very embedded in consumers' daily lives, and through social media, companies have significant benefits; it is an important component of the company's overall strategy (Salma et al., 2016). Digital marketing is any marketing strategy that uses electronic devices; it is an ever-changing process. Digital marketing allows potential customers to communicate with businesses in two directions, unlike traditional ways where communication is only one way (Chaffey & Chadwick, 2016).

Consumers use the Internet not only to look for information about a product or service but also as a medium for effective and efficient communication between consumers and entrepreneurs. Digital marketing has changed consumer behaviour (Khwaja et al., 2020). In addition to the quick expansion of Internet companies vying for customers' attention, businesses also need to come up with fresh ideas and innovations that appeal to modern consumers and offer unique experiences (Ilić et al., 2014; Lee & Lee, 2020; Sorescu et al., 2011).

In the digital age, businesses need to be able to satisfy customers in a number of ways. These include offering high-quality goods at competitive prices, expedited product delivery, and amiable customer service (Berman, 2012; Kotler et al., 2019; Weill & Woerner, 2015). According to Morgan and Hunt (1994), Good digital marketing can lower risks when customers assess the business and improve management-consumer relationships. Furthermore, clients who witness successful digital marketing are more likely to think highly of the business and associate it with credibility, dependability, responsibility, and trustworthiness.

According to Kotler and Keller (2016), Social media gives customers the ability to communicate with businesses and with each other through text, image, audio, and video sharing. The most popular digital marketing channel for staying up to date on news is social media (Hays et al., 2013; Whiting & Williams, 2013). Business actors have the power to alter product sales, particularly by facilitating companies' easy and quick use of social media for product marketing and informational purposes (Ibrahim et al., 2021). Digital marketing implements a good security system in the financial transaction process, with good trust and maintained security, making consumers comfortable purchasing products. Therefore, the many conveniences available can attract consumers to shop online. Consumers who have a desire to get goods related to purchases (Kim & Srivastava, 2007; Park et al., 2007). Addiction and desire on the part of the consumer will affect how appealing a product is, making the consumer feel compelled to purchase it (Park et al., 2007).

LITERATURE REVIEW

Digital Marketing

The Internet and information technology are used as marketing media in digital marketing (Bala & Verma, 2018; Tiago & Veríssimo, 2014). Yasmin, Tasneem, and Fatema (2015) state that one of the most popular forms of marketing used to promote products is digital marketing, which makes it simpler for customers to obtain products through digital channels. Marketing products through digital media connected to the internet connects people with digital media and can also be used to interact with consumers. With digital marketing, communication becomes easier for producers, marketers and buyers. Additionally, digital marketing makes it increasingly easier for businesses to track and meet the needs of potential customers. Royle and Laing (2014) assert that traditional marketing, which uses contemporary channels to promote products and engage with

stakeholders, includes digital marketing. All digital marketing activities are managed by web, email, and wireless media combined with digital data (Chaffey & Chadwick, 2019). Additionally, Todor (2016) discovered that digital marketing is a new approach with its features and dynamics that enable the selection of efficient marketing tactics and strategies. It is not traditional marketing driven by digital.

According to Dara (2016), digital marketing effectively increases customer perceptions and purchasing actions. Some basic forms of digital marketing such as content marketing (Silbert Jose, 2021), social media marketing (Forbes, 2014) (Wang et al., 2016); search engine optimization (SEO), pay-per-click (PPC) (Karjaluo & Leinonen, 2009); affiliate marketing; native advertising; marketing automation; and email marketing (Goic et al., 2021). Digital marketing is a new approach to online marketing that uses various interaction channels, such as social media, to attract customers (García & Matos, 2019). Digital marketing is a method for marketing products and services through e-commerce platforms that utilize real-time internet connections (Dastane, O, 2020). Based on several definitions, digital marketing is a marketing channel that promotes products to a wider audience using digital media and internet connections. Digital marketing is a branding strategy for achieving marketing goals through digital platforms (Elfo, 2020).

Social Media Marketing

According to www.techtarget.com, social media is a collection of websites and applications that includes wikis, social networks, forums, microblogs, and social bookmarking. Social media marketing, according to Bashar et al. (2012), focuses on how people can connect with their social networks through technology and how businesses can profit from this understanding. They discovered that social media marketing can be effective if a company has an online presence so that clients can get information from it quickly. Social media sharing of creative work is free and can instantly reach millions of customers. Social media are online communities and platforms encouraging social interaction where people can exchange views, experiences, and observations (Schroeder, 2017). Some examples of social media include Facebook, Twitter, podcasts, weblogs, wikis, and LinkedIn (Yazdanparast et al., 2016). Social media allows businesses to engage individual buyers (Harrigan & Miles, 2014). Social media has been considered a tool to help marketing organizational goals and strategies regarding customer engagement, communication, customer relationship management (CRM), and customer engagement (Alalwan et al., 2017).

As more people post content on social media sites like Facebook, Instagram, LinkedIn, Pinterest, and others, including videos, photos, and other types of posts, social media has grown in popularity as a resource for information searches. In social media marketing, organizations can use various approaches. One of the most popular approaches focuses on using social media to increase customer engagement and gain customer insight (Constantinides, 2014). The way people interact and communicate with each other has been changed by information technology. The increasing number of social media users has forced companies to find new ways to communicate with their target market. As more people use social media, businesses use digital marketing strategies (Çizmeçi & Ercan, 2015). Digital marketing strategies like this allow businesses to build customer relationships (Patruti-Baltes, 2016). Companies must use social media proactively to promote their prospects because they must interact actively with consumers (Tiago & Verissimo, 2014).

Purchase Intention

According to Lu, Zhao, and Wang (2010), purchase intention is the result of a series of a person's actions that begins with the consumer discovering a problem, then gathering information about the product or brand, and assessing how well an alternative product or brand can solve the problem. Understanding consumer purchasing choices is part of capturing purchase intention (Ge et al., 2009). The acquisition and use of a given item is called interest. The buyer's willingness to purchase goods a particular brand provides is included in the definition of purchase intention (Vinh & Huy, 2016). In addition, buyers' considerations when purchasing goods or services can also be considered as purchasing intentions (Jundrio & Keni, 2020). Thus, it can be concluded that purchasing intention is a purchasing process based on certain considerations that buyers have when purchasing goods or services. Behaviour that encourages someone to do something is called intention (Rezvani et al., 2012). According to Kim & Ko (2012), purchase intention combines customer interest and their likelihood of purchasing a particular product. Purchase intention is a kind of decision-making (Mirabi et al., 2015) in which buyers indicate their desire, possibility, or intention to purchase certain goods or services from a certain brand. Purchase intention is also explained as part of consumer behaviour, namely their attitude toward certain goods or services (Soebagyo, 2014).

METHOD

This research was conducted using the Instagram case study @osaka_organizer. The owner of this event and wedding organizer is Evy Merdika. Instagram @osaka_organizer has 4690 followers recorded in March 2024. This business operates in the service sector in Kediri and serves East Java. Osaka Organizer has been actively using Instagram for the last three years. Descriptive qualitative methods are used to present the research findings. To gather primary data, Osaka Organizer owners were observed in person and interviewed. In order to supplement the literature on digital marketing and purchase intention, additional secondary data was gathered from literature studies, social media, online and offline media, and national and international articles. Triangulation was then used to validate this data. Three months of research data collection, from January to March 2024, were conducted.

RESULTS

Osaka Organizer has been using digital marketing with social media for around three years. Digital marketing is a modern marketing approach; digital marketing channels facilitate communication between business actors and consumers; in its implementation, it is used to promote products or services that are sold without time, place and cost limitations (Monfared et al., 2021). Osaka Organizer's social media platform can provide the latest information about its wedding packages. Social media marketing can influence consumer purchasing intentions, according to Kim and Ko (2010). Osaka Organizer consumers can view social media content and access it anytime and anywhere via Instagram @osaka_organizer. Osaka Organizer chose Instagram as an online marketing platform because it provides an attractive appearance with photo and video feeds; photo and video displays on Instagram can be neatly arranged and themed as a business portfolio.

This business portfolio makes it easier for consumers to get information and an overview of the wedding concepts that consumers want. The results uploaded to Instagram are photos and videos of consumers' weddings from the Osaka Organizer. The consumers agreed to be uploaded to the Osaka Organizer's account because they were satisfied with the services. Wedding content can make new consumers interested in getting services from Osaka Organizers. Wibisurya (2018) explained that digital marketing can have a positive impact through interesting content that aligns with consumer needs regarding purchasing interest. Osaka Organizer's consumer segmentation is

consumers who want to hold a wedding with the help of a wedding organizer. Poyurak and Softic (2019) explained that through digital marketing, the exchange of ideas between business actors and consumers can positively influence purchasing interest. The Instagram feature makes it easier for Osaka Organizers to communicate with consumers. Consumers often exchange opinions on how to hold a wedding at an appropriate cost.

Evy Merdika, as the owner of an Osaka Organizer, also increases her self-value through personal branding on Instagram. Evy Merdika often gets endorsements or as a speaker at various events. It can increase public attention, and Evy Merdika's potential to build personal branding on Instagram positively impacts the development of Osaka Organizer businesses (Prasojo & Mukhlis, 2023). Amir (2017) explained that a celebrity has a unique character and values that can attract the attention of Instagram users. Osaka Organizer created a new logo to give a new impression to consumers. This logo change was announced via social media so that consumers could discover the new Osaka Organizer brand identity. Logo identity and good business management provide a satisfying impression to consumers.

Displaying photos and videos on Instagram makes it easy for consumers to choose an Osaka Organizer as a wedding planning service. Photos that have been uploaded to Instagram are a new opportunity in the digital marketing transformation strategy that is currently trending. Business actors must be sensitive and care about utilizing technology in society. New technology allows customers to find the most relevant information when they make purchasing decisions. Consumers can compare one product with another to get a good quality product that meets consumer expectations.

Research in Malaysia discussing the development of online businesses in the marketplace found that digital marketing can increase purchasing interest (Dastane, O, 2020). Then, research in Madurai explained that digital marketing increased buying interest positively and significantly (Karuppiyah, 2020). Digital marketing makes it easier for consumers to find information about Osaka Organizer, which can strengthen their intention to purchase. Research in Surabaya found that digital marketing influences purchase intentions (Kaihatu, 2020). Effective digital marketing can make consumer purchase intentions come true.

CONCLUSIONS

Based on data findings obtained from interviews with the owner of Osaka Organizer, it provides the latest views on the era where digital marketing transformation is now an important element for a company. Companies must always adapt to developments in information technology, especially in marketing a product or service. Marketing media today is very diverse and of good quality. Digital marketing is one of the best strategies for winning market competition. Osaka Organizer continues to maximize the potential to increase consumer buying interest in wedding planning services. Studies show that Osaka Organizers' digital marketing strategy to increase consumer buying interest via Instagram has a positive impact. Consumers tend to use Instagram in the era of digital transformation actively.

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