

## The Role of Social Media on Student Consumer Behavior in the City of Bandung

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**Abstract.** This pandemic poses limitations on human interaction and changes the way transactions are done from offline to online. This study was conducted to find out how much influence social media has on consumer behavior, especially the student segment, which is currently using digital applications that are growing, especially during the Covid-19 pandemic. In this study, the researcher tried to describe the phenomenon using a descriptive qualitative approach in which the researcher made observations through interviews to be able to get real information in the field, then added with the distribution of questionnaires based on several previous research studies, then based on the data obtained, the researchers tried to use SWOT analysis to be able to provide information on the current state and proposed strategies, with the hope that the results of this study can be used if the organization wants to go deeper into the segmentation, from the results of the study it is known that 85% of consumers come from teenagers from the analysis SWOT, the strategy that can be implemented is to promote products or services as attractive as possible by utilizing social media and using E-commerce platforms as a means of advertising and selling.

**Keyword:** Pandemic, Consumer Behavior, Student, Social Media.

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### 1 Introduction

The use of products, services, and applications in digitalization today, is mostly produced by companies originating from abroad, Indonesia as the country with the fourth-largest population in the world, has not yet maximized the benefits of this digitalization opportunity. Even though most of the digital access is used by teenagers who are active in social media and transacting on E-Commerce, in this situation our country can use it as an opportunity to produce products and applications that are more developed and known to the wider community by taking advantage of market opportunities dominated by teenagers and students to generate profits and boast of local products.

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Teenagers are an important segmentation in the economic development of a nation because social media is used as an option in communicating, sharing information, and transacting because, at this time, the media and the internet are part of everyday life that cannot be separated from their daily lives [1]. So, it is undeniable that social media can have an effect, especially in determining or making decisions about goods to be consumed. This will have a big impact on the lives of teenagers, especially students who are very dependent on digitalization applications, especially during the Covid-19 pandemic that has been going on since the beginning of 2020.

Technological developments can facilitate human activities, such as conducting social relations to interact globally [2]. Teenagers encourage digital transactions because the majority are already familiar with digital payment systems that are considered more practical. Adolescent consumption is currently high because most of them want to be up-to-date in various fields such as fashion, food, music, games, films, so in this study, we will discuss the results of SWOT analysis in the role of social media on students. In the city of Bandung, which did not exist in previous research, the researchers processed the data according to the survey results that had been obtained.

When viewed from a global scope, social media has the aim of conveying information in the form of videos, images, writings, and other media, as well as providing easy interaction between readers and writers so as to make users easily access social media [3]. Along with the development of an increasingly sophisticated era, technology has an important role, and social media can develop rapidly, as well as in terms of promotion, for example, the emergence of the E-Commerce business as a means to transact [4]. In addition to social media, the use of E-commerce itself is the best choice and is in demand today; E-Commerce itself is, of course, very diverse depending on the perspective or glasses that use it. The Association for Electronic Commerce simply defines E-Commerce as "an electronic business mechanism." In E-Commerce, there is "the process of buying and selling services or products between two parties via the internet or the exchange and distribution of information between two parties within one company using an intranet" [5].

In 2018, several online shops were growing and delivering products to most markets in European countries. Regional online stores are also opened for important markets such as France, Germany, Spain, North America, and Australia. The company may consider emerging into the market at a greater rate. Therefore, digital channels will become important in markets all over the world [6]. The same is true with Indonesia, where E-Commerce is starting to grow into a very promising business along with the development of the internet and mobile devices. Many offline retail businesses have started exploring the online market by creating special channels in large marketplaces, such as Tokopedia, Shopee, Bukalapak, Lazada, and other marketplaces [7].

Consumer behavior explains that every consumer decision in purchasing a product or service other than being influenced by consumer characteristics can be influenced by the marketing mix, which includes the product, price, distribution, and promotion [8]. Consumers as actors in making

transaction decisions certainly have several considerations, such as a sense of trust in an item, desires, and the process of the relationship between behavioral intentions and actual behavior [9]. Therefore, this study was made to find out how the interests and behavior of consumers, especially students, in the use of social media in their daily lives. Teenagers are quickly influenced by various things, especially those they did not know before. Until now and even in the future, teenagers are considered the most profitable consumer segmentation because teenagers have a very big role in influencing trends that occur in the market. The role of social media and e-commerce can be felt to have an effect on consumer satisfaction, and this satisfaction can be had through good customer service, usability, benefits, and assessment of goods or services provided by consumers [10].

Therefore, it is not surprising that teenagers dominate market share, especially in online transactions, by utilizing several E-Commerce company platforms they choose. E-Commerce websites and applications provided can be used by consumers in online transactions as access or facilities also equipped with advertisements. Social media can affect consumer interest, especially teenagers; this can be used as a good marketing strategy [11]. From the research, it can be seen that the purpose of this study is to develop and prove the influence of adolescent consumption in an ongoing e-commerce company with the data obtained.

From several previous studies such as it is known that the role of digitalization can affect the progress of an organization, as mentioned in the research "Increasing Consumer Satisfaction through the use of e-commerce," which will have a positive impact on entrepreneurs who start their business through e-commerce platforms [10], but Some of these studies have not focused on digitalization, especially on student consumer behavior, even though the segmentation of the younger generation can have a significant effect on the advancement of a business process, this is in line with the aim of the researcher, namely to explore more deeply about consumer behavior in which there are proposed strategies and steps. What can companies do if they want to enter or focus on that segmentation? Therefore, the urgency of this research is deemed necessary.

## **2 Research Methods**

In this study, the researcher used a descriptive qualitative approach in which the researcher tried to make observations through interviews with several teenagers who lived around the city of Bandung as confirmation of the results of processing the data that had been collected, then distributed questionnaires through Google Forms to obtain information about matters which can affect decision making in adolescents, especially in terms of decision making at the time of purchasing goods. Where the distribution of the survey through Google forms is aimed at adolescent girls and boys with an age range of 18-25 years from various universities in the city of Bandung, this research using the questionnaire method through Google Forms was carried out for 20 days, starting from May 13, 2020, to June 1, 2020, which received 85 correspondents.

In collecting this data, either through Google Forms or through observation, there are several obstacles that occur because it is not uncommon for respondents to be reluctant to fill out the questionnaires that we have distributed for some personal reasons. Then during this pandemic, interviews were conducted online due to limited access to be able to meet directly with respondents to protect each other from the dangers of this Covid-19 pandemic. We prefer respondents to the people around us to be able to fill out surveys and answer interviews that we conducted with an area covered in the city of Bandung in the hope that they can describe the real conditions that exist in the field. Then, based on the data that has been obtained previously, the researcher tries to analyze it more deeply with the SWOT approach. This is done in order to find out the proposals and strategies that can be done.

### 3 Result and Analysis

From the results of the research that has been done, there are several things that were found and discussed related to the influence of the use of social media consumed by students in the city of Bandung, which is quite dominant in the use of various social media and E-Commerce in everyday life.

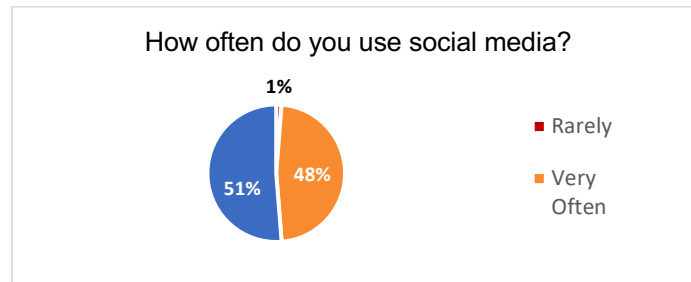
**Table 1.** Respondents Information

<b>Gender</b>	<b>Amount</b>
Female	63 Peoples
Male	22 Peoples

From the table, it is known that the data on the number of respondents who are the subject of discussion in this study, based on the relationship between the variables and the discussion presented, namely students in the city of Bandung, aged 18-25 years, both male and female. Where invisible numbers, women dominate the daily use of social media.

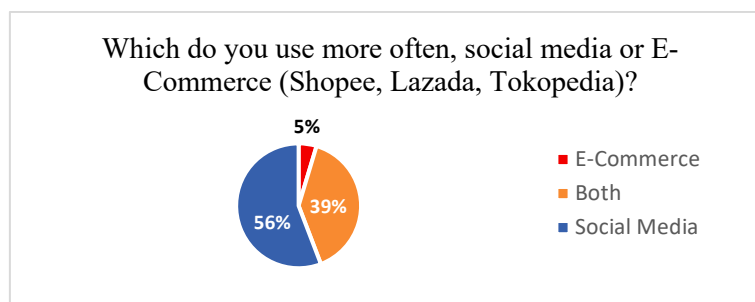
The questions were chosen to find out how consumer behavior, especially students in the city of Bandung, in the process of using social media and E-Commerce both to find out information or make purchase transactions and how the effect of advertising on consumers displayed on online media. In general, human activities, especially teenagers, are no strangers to gadgets for daily activities. It can even be said to be a secondary need that cannot be abandoned. Especially in the current state of the covid-19 pandemic, teenagers to adults are always in contact with online activities that require users to stare at cellphone screens, laptops, and other electronic devices for more than 3 hours a day. These activities include online schools, online lectures, and even work using the work from home system and is not infrequently used as an opportunity to do business online with only small capital but get big profits in the current pandemic conditions, by creating an online shop through their social media to sell items that consumers need during a pandemic

such as masks, hand sanitizers, and so on related to the Covid-19 virus as well as innovating with various interesting and creative things and marketing them with promotions and advertisements posted or distributed online.



**Figure 1** Diagram of Social Media Usage

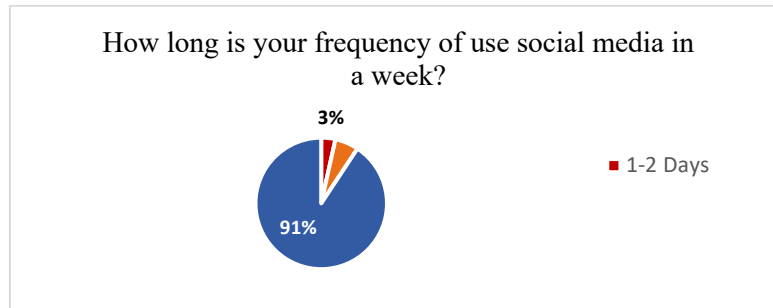
If seen in the results of research data obtained through respondents in Figure 1, it is known that the majority of respondents often use social media approximately (99%). This means the rapid development of social media at this time because the majority of teenagers can access it easily and quickly. Nowadays, the need or information can be met with social media, so people prefer to use social media. In an organization, social media and E-Commerce can be used to promote or market products or services so that they can be used as marketing strategies to build a designed business. In everyday life, it describes the depth of the relationship between social media and humans who use E-Commerce to fulfill their daily needs. It shows the level of trust and the frequency, length, and type of interaction on social media users. Therefore, social media and the use of E-Commerce can affect human activities in the long term.



**Figure 2** Data Diagram of Social Media & E-Commerce Usage

From this data, the majority of respondents use social media more often (56%) compared to opening certain E-Commerce. This is proven by the results of the research. Most people use social media more, namely, using internet networks for communication, entertainment, and information media. Meanwhile, the use of E-Commerce, which in fact is specifically for the online buying and selling process of a product or service, which will incur costs for the purchase of goods/services, is rarely used by the public.

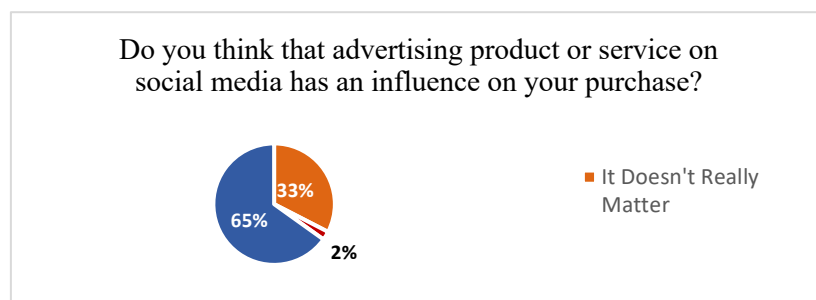
In an organization, this social media can also be used as a place or forum for selling products/services, with an attractive appearance because most people use or open social media more often than online shops, especially men. The level of customer engagement increases with more frequent and more diverse customers when customers connect with brands. Therefore, social media can be used effectively to maintain positive levels before, during, and after a purchase.



**Figure 3** Data Diagram of the Frequency of Social Media Use

From these data, the majority of respondents use social media every day (90.7%). People's daily life is more often to look at smartphones and see social media, even if it's just to check. Not always participate in buying goods/services. This situation does allow people to use social media more intensely because what is needed now can be obtained on social media.

In an organization, this is an attempt to increase sales of a product/service due to the high frequency of people using social media. So it is possible to carry out a stronger strategy in promoting the goods being sold with a high level of frequency in using social media on any platform.

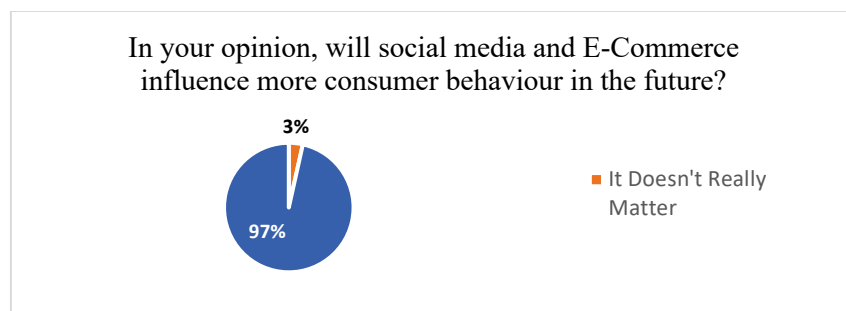


**Figure 4** Data Diagram of the Effect of Advertising on Social Media

From this data, the majority of respondents responded that the advertisement of a product on social media had a significant effect on purchases made (65.1%). In general, people would be more interested in interesting advertisements to visit on websites that were not complicated and easily accessible. Advertising a product/service is influential because it can make people interested in owning it, and usually, the product is trending. Apart from the appearance of the

advertisement it also offers a competitive price. The more attractive the image/display of a product being advertised, the product/service will be in great demand by consumers.

Consider: A potential customer is thinking of buying a product or service and one or more brands are in their initial set of considerations. They may have considered purchase because they've seen some commercials, were recommended by a friend, or have a need to be met (for example, your vacuum cleaner broke and needs to be replaced). The number presence of companies that have social media on the most popular platforms is certainly increasing. This social media has been used as a tool to promote and support the creation of a brand community to further increase in terms of sales made. In an organization, this becomes a strategy in planning how advertising or promotion of a product/service can be attractive so that consumers can be interested and have a desire to buy these goods/services because the results of research advertising or promotion in social media have a great influence.



**Figure 5** Data Diagram the Effect of Consumer Behavior

From this data, the majority of respondents answered Yes because social media will affect consumer behavior in the future (96.5%). Everyone from teenagers to the elderly is familiar with and uses social media, whether they are used for games, communication, information, meeting needs, and others. Indirectly greatly affect the behavior of a person or consumer in the future. As time goes by, technology becomes more sophisticated, so it is not surprising that social media in the future will influence consumer/society behavior in its use with all the ease and access that can be obtained.

In an organization, this is a reference for planning how good goals can be achieved, how the strategy will be carried out, and how to design it to be better by adjusting to the times or conditions in the future. Based on the survey results obtained, have a question that is continuous with one another. In the questionnaire submitted, there are clear and proven facts that teenagers in the modern era cannot be separated from the gadgets that are used to interact with each other or buy a product in the selected e-commerce. It can be seen that in the use of social media and e-commerce, there is a balance with the results of data showing that (39%) people, especially teenagers, have an attraction to using social media and e-commerce in their lives.

SWOT is a strategic approach that is used in order to map strengths, threats, weaknesses, and opportunities so that they arise as a basis for consideration. The following are the results of processing based on previous observations:

**Table 2.** SWOT Analysis

<b>Strength</b>	<b>Weakness</b>
<ul style="list-style-type: none"> <li>• Consumers can get goods according to their lifestyle</li> <li>• Supporting consumer lifestyles to be up to date</li> <li>• Market development can still be wider</li> <li>• The price offered is more affordable</li> <li>• Facilitate transactions and information clarity of goods</li> </ul>	<ul style="list-style-type: none"> <li>• Still dominated by big players</li> <li>• Not all people can easily access the application</li> <li>• Signal constraints that are not evenly distributed in each area</li> <li>• Applications that do not support the device</li> </ul>
<b>Opportunity</b>	<b>Threat</b>
<ul style="list-style-type: none"> <li>• Activity restrictions during covid-19 make online transactions increase</li> <li>• It can be used as a means of promoting new items</li> <li>• Create attractive promotions for consumers</li> <li>• Social media can be used as an alternative choice in attracting consumers</li> <li>• Promotion costs can be reduced</li> </ul>	<ul style="list-style-type: none"> <li>• Goods do not meet consumer expectations</li> <li>• For newcomers, it's a bit difficult to enter</li> <li>• The service is difficult to use by the elderly</li> <li>• Unreasonable price competition</li> <li>• Slow delivery</li> </ul>

Based on the swot analysis above, if the company or organization wants to be superior in winning the competition, the company can take several strategic steps:

1. Using the E-Commerce Platform as a means of selling
2. Utilize advertising on social media as a means of promotion
3. Make promotions of goods as attractive as possible by utilizing social media
4. ensure that the goods sold match the description
5. Choose a logistics service that has good performance

From the information above, it is hoped that in the future, it can be used as a consideration for the company is seeing the market share needed and consumer expectations in creating products and services in the future so that they can win the competition with a more mature and appropriate plan and implementation. And can be better and wiser in utilizing the use of social media in



everyday life. Especially in the use of social media with platforms that are quite attractive to teenagers themselves. And social media will affect consumer behavior which has a major impact on the e-commerce used by these teenagers. This is in accordance with research which explains that social media has an influence on business development that uses a technological approach that is in accordance with research [12], wherein this study, social media has an effect on startup companies because it succeeded in increasing the company's profit, this is a new thing because it focuses on teenagers, especially the city of Bandung

#### 4 Conclusion

The information technology approach through social media and e-commerce has an influence on consumer behavior, especially students. It is known that the majority of respondents often use social media approximately (99%), whereas the majority of respondents use social media every day (90.7%) in Bandung. This research can be used as a reference for companies in looking at the market share that is developing because transactions that occur are online more than offline if you look at the determination of product selection, it is known that advertising on social media has a very large effect (65.1%).

In using internet networks, it can be seen that people, especially teenagers, always open social media (55.8%) for the needs of social interaction when communicating, and the use of e-commerce is always continuous with social media. This is evidenced by the existence of a marketplace that is available under various big names such as Shopee, Lazada, Tokopedia, and others. With the Covid-19 pandemic, of course, the increase in visits and transactions to social media and E-Commerce this year is much greater than the previous year. This research can be a reference or information to see business opportunities that can be developed because they already know how the behavior of existing consumers, especially students in the city of Bandung, in the use of social media and E-Commerce, which is quite significant from year to year both to find out information and transact.

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