



ENHANCING PRODUCTIVITY THROUGH PSYCHOLOGICAL PERSPECTIVES IN THE ERA OF GLOBAL TRANSFORMATION

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## The Influence of Social Media and Influencer Marketing on Consumer Buying Behavior

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**Abstract:** The purpose of this study is to examine more deeply the influence of social media marketing and influencer marketing on consumer buying behavior, based on previous studies. The continuous development of technology drives marketing innovation where social media becomes the main platform in building brands and influencing consumer purchasing decisions. The results of the review indicate that social media marketing and influencer marketing have a positive influence on consumer buying behavior. Psychologically, source credibility, self- congruence, and social trust are the triggers for buying decisions. Therefore, social media does not only function as a promotional tool but also as an important factor in building brand awareness and consumer trust in the digital era.

**Keywords:** Social Media, Influencer, Consumer.

### Introduction

In this modern era, the world has changed rapidly, especially in how we interact and shop. In the past, people only saw advertisements through TV and newspapers, but now with rapid technological development, advertisements are easily accessed and watched using only a mobile phone connected to the internet. In the business world, the rapid development of technology and the internet has created major changes, especially in how companies connect with consumers. Social media such as Instagram, TikTok, and Facebook have transformed from simple platforms for sharing photos and moments into giant showcases accessible by people from around the world.

In today's fast-growing business environment, the roles of Social media and Influencer Marketing are no longer just trends, but have become crucial strategies for brands to be seen, trusted, and recognized by many. Therefore, this literature review aims to examine how far social media and influencer marketing influence consumer buying interest.

## **Literature Review**

### **A. Social Media**

According to Kotler and Keller, social media is a medium used by consumers to share text, images, audio, videos, and information with others. Social media is also used as a technology-based strategy to improve marketing performance. Individuals learn how to conduct marketing through apps, websites, or other platforms.

Social media marketing has four dimensions:

1. Content creator, the person who creates the content.
2. Content sharing, distributing the content to peers and connections.
3. Connecting, linking consumers to the product marketplace.
4. Community building, building a network with other creators in similar product categories.

Thus, social media can be defined as a platform accessible to many and beneficial for both sellers and consumers, facilitating business interaction.

### **B. Influencer Marketing**

Influencer marketing is the digital form of word-of-mouth marketing, focusing on the use of capable individuals to deliver brand messages to a wide audience (Byrne et al., 2017). This strategy involves individuals with social influence to promote a product or service. An influencer may be categorized as a micro, macro, or mega influencer based on follower numbers. Influencers should have credibility, expertise, and visual or personality appeal to build strong trust. Thus, influencer marketing is a promotional strategy that utilizes socially influential individuals to promote products or services.

### **C. Buying Decision**

According to Kotler, a buying decision is an integration process that combines knowledge to evaluate two or more alternatives and choose one of them. Buyers usually consider several specifications before making a purchase:

1. Brand
2. Quantity
3. Quality
4. Payment method

5. Shopping time  
a purchase decision is made when these criteria match consumer preferences, both in offline and online transactions.

## Research Methods

This study uses a descriptive narrative method by reviewing existing studies and explaining them in scientific storytelling form. This method is suitable for understanding how social media and influencer marketing affect consumer buying behavior.

### A. Data Collection Procedure

1. The sources were selected based on:
2. Articles or journals in Indonesian or English.
3. Studies involving social media marketing and influencer marketing as independent variables.
4. Studies using buying decision or buying interest as dependent variables.
5. Quantitative, qualitative, and mixed methods.

### B. Data Categorization

1. Independent Variables (X): Social Media Marketing, Influencer Marketing
2. Dependent Variable (Y): Buying Decision

## Results and Discussion

Existing studies show a strong relationship between social media marketing and influencer marketing on consumer buying decisions.

### A. Positive and Significant Influence

Quantitative studies show a positive relationship between social media usage and influencer marketing with consumer buying decisions. Other studies show influencer marketing alone also significantly affects purchase decision making.

### B. Influencer Credibility and Buying Interest

The psychological effect of influencers relates to credibility, product suitability, and customer reviews. Influencers affect consumer judgment through visual style, communication, and trustworthiness.

### C. Role of Social Media in Building Trust

Social media serves as a platform for influencing and disseminating product information. Interactive features such as live shopping, reviews, giveaways, and testimonials support consumer decision-making and trust.

## Conclusion

This literature review reveals a consistent finding that Social Media Marketing and Influencer Marketing play a major role in influencing consumer purchase decisions and have a positive impact.

Future research is suggested to:

1. Examine other factors such as hedonic motivation.
2. Explore psychological dimensions such as consumer-influencer congruence.
3. Conduct cross-platform comparison studies such as Tokopedia vs. Shopee.

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