CUSTOMER BEHAVIOR: How to important is digital marketing in attracting buying interest?

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INFO ARTIKEL

Abstract

This research explores how important digital marketing is in attracting consumer buying interest with a case study on fruit market conditions in Banyakan Kediri Regency presented through the YouTube platform. The purpose of the study was to understand the relationship between the indicators of "view," "like," and "comment" in vlogs and news displayed on the YouTube platform on consumer buying interest. Quantitative research methods with a correlational study approach were used to analyze data from five videos relevant to fruit market keywords. The results showed a strong correlation between the number of "likes" and "comments" and buying interest, indicating that positive interactions and audience engagement play a significant role in purchasing decision making. The implication of this research is that digital marketing, especially through the YouTube platform, can increase consumer buying interest through positive interactions and responses. These findings contribute to the understanding of consumer behavior in the digital age, provide insights for marketers to utilize "like" and "comment" indicators in their digital marketing strategies, and stimulate further research into the influence of digital platforms in consumer purchase decision making.

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Introduction

In an era of rapidly evolving marketing, digital marketing strategies have become a key ingredient that has a significant impact on consumer behavior patterns and purchasing decisions. The utilization of the internet, social media platforms, mobile applications, and other digital communication technologies has become an integral component in people's lives (Callista et al., 2022). We can expect that consumer marketing in the future will be more likely to focus on digital channels, especially through social media and mobile devices (Ardani, 2022).

Many companies responded by stating that social media and digital marketing strategies have become an inseparable element of their marketing strategy (Hien Nguyen Ngoc et al, 2022). In the era of digital technology, entrepreneurs can pursue opportunities by adopting business strategies to increase sales. This business strategy is mainly focused on the marketing domain, which is a set of measures implemented by marketers to set the price of a product, promote it, and distribute it. The implementation of an effective marketing process will make a positive contribution to the competitiveness of the business or business in sales (Az-Zahra et al, 2022). This significant transformation is in line with a shift in consumer behavior, which is increasingly leaning towards searching for products and services online. The main change in consumer behavior is in terms of information retrieval, which has a great impact on the sales volume of products and services. In this context, digital marketing is a very important element in attracting consumer purchases(Santanagopalan et al, 2023). The role of consumer behavior is very important in the entire buying process. The way consumers act has a significant impact on various marketing tasks that must be tailored to the diverse needs and preferences that consumers have. Wayan Ardani (2022) concludes that consumer behavior refers to the study of the way individuals, groups, or organizations make decisions around the selection, purchase, use, and utilization of goods, services, ideas, or experiences to meet their wants and needs (Ardani, 2022). In contrast to the definition of consumer behavior which is a series of actions that are directly involved in the effort to obtain and choose a product or service, including the decision-making process that affects and follows a series of these actions (AlAradatin et al., 2021). In addition, consumer behavior can also be defined as a set of physical actions involved in the evaluation, acquisition, use, or consumption of goods and services (Hiola, 2022). It is important to note that there is no universally recognized theory of consumer behavior, as each theory has a specific focus and relevance depending on different contexts (Farahdiba, 2020).
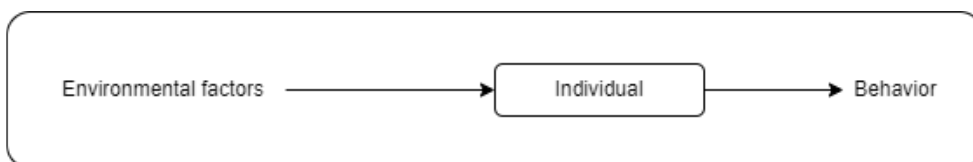
Picture 1. Basic Patterns of Consumer Behavior theory
Source: Farahdiba (2020)

Picture 1. Illustrating basic concepts in consumer behavior theory suggests that consumer behavior arises as a result of interactions between environmental factors and individuals. Consumer behavior refers to the way individuals, groups, and organizations select, purchase, and use goods, services, ideas, or experiences to meet their needs and desires (Putlia Grace et al, 2020). Understanding of consumer behavior is needed by marketers to predict future consumer behavior (Yunita et al., 2019). One of the main issues in the view of consumer behavior is the extent to which individual ownership of objects can reflect and maintain the consumer's self-concept or identity. It is also necessary for marketers to realize that variations in consumer behavior are very significant, given that each individual has different characteristics, and each consumer has needs and desires that seek to satisfy themselves (Farahdiba, 2020). Digital marketing refers to the use of marketing strategies that utilize digital technology and online platforms to achieve certain business goals. It covers a wide range of marketing practices that utilize digital media or the internet (Dave et al, 2019). Digital marketing is very influential on consumer buying interest in the modern era, where information can be

accessed quickly through social media (Albi, 2020). In a digital age marked by the availability of easily accessible information and the many choices available, consumers often turn to online platforms, including YouTube, for information and content relevant to their needs. One common method used by consumers to evaluate products and services is through reviewing different types of content on the YouTube platform. The importance of a deep understanding of consumer behavior is key for marketers to understand customer preferences better (Ziarani, 2023). YouTube is now a media that is favored by many people, currently YouTube comes in audio and visual forms so as to make the information obtained more clear and real (Gusniar, 2020). The YouTube platform is the latest media that is able to grow rapidly thanks to the variety of types of content presented. Currently, YouTube tops the ranking as the most popular video platform in Indonesia, with around 88% of active users according to data from We Are Social in 2020. In the view of many people, YouTube is considered a medium that is in great demand by various circles (Farida et al., 2022). YouTube is considered to have the capacity to provide support for entrepreneurs and companies in order to promote products, increase brand awareness, conduct advertising, establish business partnerships, and convey product details. In the ever-evolving digital age, YouTube is becoming the most important place for consumers to find information and review products or services (Dimyati et al., 2023). Statistics show that more than half of Indonesia's population actively participates in social media, and more than 90% of them are YouTube users, with an average of 25.9 hours spent each month. This information shows that the YouTube platform is very popular among the Indonesian population (Sari et al., 2022). In this context, YouTube is an important place to understand the significance of digital marketing in generating purchase interest, especially in the unique fruit market situation in Banyakan Kediri Regency. The number of impressions, positive reactions in the form of likes, and comments that appear on this platform are important parameters used to assess the extent to which content is effective and popular. Impression volume reflects how many viewers saw the content, while likes reflect positive viewer feedback, and comments provide additional insight into viewers' perceptions and engagement of the material.

Picture 2. Google Trends results for fruit market searches in the Kediri region
YouTube searches
Source: Google Trends (2023)

Picture 2. Fruit market search data in most areas of Kediri Regency shows a level of stability, indicating that the keywords used by searchers remain consistent. The importance of utilizing social media (as a digital marketing strategy) has been emphasized in several previous articles. Consumer buying interest is the stage when consumers begin to form their preferences among the various brands available, and finally make the decision to buy a product that suits their preferences. This theory assumes that content videos uploaded by vlog or news creators provide options for consumers to review and evaluate products, and

interactions through likes, comments, and views provide an idea of how digital marketing affects consumer behavior and their purchase interests. For consumers who find credible information online, the level of comments can increase trust in the information (Afifah, 2022). Online marketing approaches have the ability to achieve more specific and efficient goals, both in understanding consumer responses and in conveying information appropriately, by communicating through appropriate channels, at relatively high speed, and with maximum efficiency (Kurniawan et al., 2023). Using data derived from vlogs or news about the condition of the fruit market in Kediri Regency contained on YouTube, the case study aims to provide a more comprehensive picture of the role of digital marketing in changing consumer behavior and influencing purchase interest in this particular market. By analyzing various videos on this platform, we can explore how digital marketing strategies affect the number of impressions, likes, and comments. All of this can ultimately have an impact on consumer buying interest in fruit products in Banyakan Kediri Regency. This study seeks to investigate the extent to which digital marketing plays a role in triggering buying interest, especially in the fruit market environment in Banyakan Kediri Regency. Indicators such as the number of impressions, likes, and comments on YouTube will be used as benchmarks in this investigation. This study is expected to provide valuable insights for traders and stakeholders operating in the fruit market in Banyakan Kediri Regency, so that they can better understand how digital marketing can support their efforts in attracting consumer buying interest.

RESEARCH METHODS

Researchers decided to apply a number-based research method using a correlational study approach. In this case, correlational research refers to a type of research that is focused on analyzing relationships between one or more variables to identify changes in other variables. The type of data collected includes information related to video views, the number of likes, and comments on video blogs (vlogs) and news relevant to the fruit market situation in many Kediri Regency on the YouTube platform. The data source used is secondary data in the form of five YouTube videos related to this research topic and has a span of about five years. These videos are the main source of analysis, which is processed using SPSS 23 to understand consumer buying interest. The data collection approach involves accessing and logging publicly available data on the YouTube platform, including utilizing available analytics software or applications. This data includes information about user interactions with videos, such as views, likes, and comments that directly reflect how viewers respond to their content. The data analysis approach applied will involve statistical analysis of correlations with the aim of identifying relationships between observed variables, such as the relationship between the number of impressions and buying interest. The variables measured include how consumers interact with the video, their level of engagement, and its effect on buying interest in a more specific fruit market context in Banyakan Kediri Regency. Researchers used the Pearson Correlation Test to measure the relationship between independent variables (such as the number of views, likes, and comments on videos) and dependent variables (buying interest). The results of the correlation test will provide information about whether there is a positive, negative, or no correlation between these variables. Using quantitative methods and statistical analysis of correlations, this study sought to identify and quantify the extent to which digital marketing on YouTube has an impact on consumer behavior and buying interest in this specific market context.

RESULT

In this study, the sample used consisted of five YouTube videos related to fruit market conditions in Banyakan Kediri Regency. Secondary data provide information to researchers through indirect channels (Sugiyono, 2019). Secondary data used in this research includes information regarding the number of views, likes and comments on the YouTube platform. This is different from primary data which is obtained directly through surveys or observations from respondents involved in the research. This secondary data summarizes user responses accumulated from various videos relevant to research, which will be used to analyze the relationship between these factors and consumer buying interest.

Table 1. Consumer Response to YouTube Videos

No.	Video ID	View	Like	Comment
1	O5jOnwcFdXU&t=109s	6765	72	43
2	LhoOPR2to3Q	754	10	8
3	s-tATe31Lno	1000	16	16
4	XKwuoNDtLGs	960	18	13
5	XKwuoNDtLGs&t=3s	959	18	13

Source: Secondary data processed by researchers (2023)

Table 1. Describes consumer responses to five YouTube videos that were part of the research sample. This data includes the number of views, the number of likes, and the number of comments on each video. On YouTube, "views" refers to the number of views or times a video has been watched by a viewer. "Likes" is the number of positive responses in the form of "likes" given by users on a video, while "comments" refer to the number of comments or responses left by viewers under the video. These three metrics play an important role in attracting buying interest. The number of views reflects the popularity of the video, which can give potential buyers confidence that the product or service featured in the video has high appeal. Likes show a viewer's positive response to the video, which can build a positive image of the advertised product or brand. The number of comments not only creates engagement and interaction with viewers, but also provides valuable insight into any questions or concerns potential consumers may have. These three metrics, namely the number of impressions, positive reactions in the form of likes, and the number of comments, when used wisely in a digital marketing strategy, can have a positive impact on consumer buying interest and strengthen the relationship between brand and audience. These metrics not only provide an understanding of the extent to which content manages to capture viewers' attention, but also help brands understand the needs, preferences, and problems that need to be solved for consumers, so that they can design more effective and consumer-oriented marketing campaigns (Wirga, 2017).
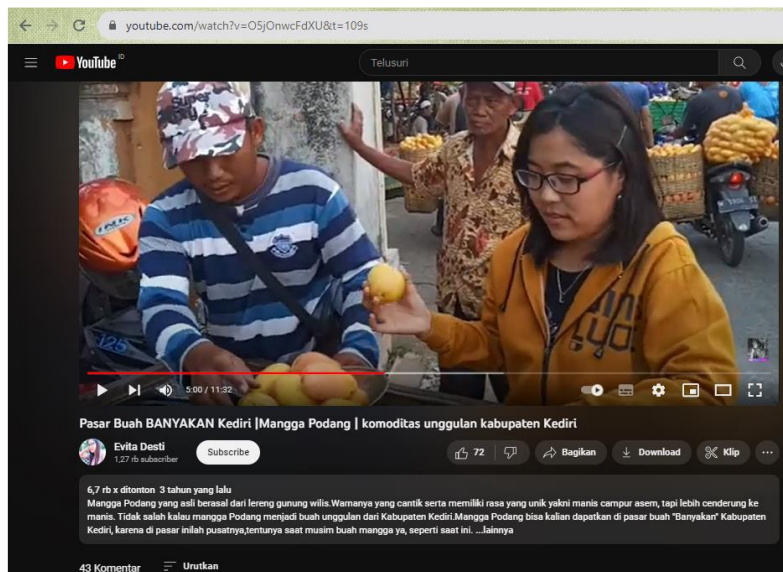
Picture 3. One example of a YouTube video
Source: Youtube (2023)

Picture 3. In one of the YouTube videos used as a research sample, entitled 'Pasar Buah BANYAKAN Kediri |Mango Podang| Kediri Regency's Leading Commodities', it can be seen that this video has a total of 6,765 views, 72 likes, and 43 comments. The video is one that is relevant to the condition of the fruit market in Banyakan Regency, Kediri, which is the focus of this study. User responses and interactions on this video are part of secondary data analyzed to understand the influence of digital marketing on consumer buying interest in fruit products in the region.

Researchers use three indicators, namely the number of views, the number of likes, and the number of comments, and researchers conduct correlation analysis to evaluate the relationship between these indicators. Researchers used the Pearson correlation coefficient to measure the relationship between two of the three indicators separately. The following is an example of calculating the correlation analysis between the number of views, the number of likes, and the number of comments :

Table 2. Result - Descriptive Statistics

	Mean	Std. Deviation	N
view	2087.60	2616.517	5
like	26.80	25.479	5
comment	18.60	13.939	5

Table 2 is the result of correlation analysis between three indicators: number of views, number of likes, and number of comments. Below the table, there are descriptive statistics that give an idea of the distribution of data for each indicator. The analysis results show that the number of views has an average of 2,087.60 with a standard deviation of 2,616.517. The number of likes has an average of 26.80 with a standard deviation of 25,479, while the number of comments has an average of 18.60 with a standard deviation of 13,939. Thus, these descriptive statistical results

provide an understanding of the distribution of data for each indicator. Furthermore, Pearson's correlation analysis will provide insight into the extent to which these indicators correlate with each other and how they affect consumer buying interest in fruit products in Banyakan, Kediri Regency.

Table 3. Result - Correlations

		view	like	comment
view	Pearson Correlation	1	.995**	.985**
	Sig. (2-tailed)		.000	.002
	Sum of Squares and Cross-products	27384653.200	265423.600	143727.200
	Covariance	6846163.300	66355.900	35931.800
	N	5	5	5
like	Pearson Correlation	.995**	1	.991**
	Sig. (2-tailed)	.000		.001
	Sum of Squares and Cross-products	265423.600	2596.800	1407.600
	Covariance	66355.900	649.200	351.900
	N	5	5	5
comment	Pearson Correlation	.985**	.991**	1
	Sig. (2-tailed)	.002	.001	
	Sum of Squares and Cross-products	143727.200	1407.600	777.200
	Covariance	35931.800	351.900	194.300
	N	5	5	5

**. Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS 23 (2023)

Table 3 shows The results of correlation analysis using SPSS show a strong relationship between the indicators "view," "like," and "comment." Pearson's correlation between "views" and "likes" is about 0.995 with a very low significance level (p<0.01), which shows a very strong positive correlation between the number of impressions and the number of positive responses in the form of "likes." In addition, the correlation between "views" and "comments" is about 0.985 with a low level of significance, indicating a strong positive relationship between the number of impressions and the number of comments. Similarly, the correlation between "likes" and "comments" was about 0.991 with a low level of significance, indicating a strong positive relationship between the number of positive responses in the form of "likes" and the number of comments. The results of the above analysis produce a score value for each item and a total score value. Next, the value is compared with the r-table value. If the pearson correlation is greater than the r-table, it is considered valid. Conversely, if the pearson correlation result is lower than the r-table, then the result is considered invalid (Hakimah et al, 2016). These results suggest

that these three indicators are closely related to each other, which helps us understand consumer response and how this can affect their interest in buying.

DISCUSSION

The results of correlation analysis from data involving indicators of "view," "like," and "comment" in the context of digital marketing on YouTube bring some very relevant findings in relation to theories of consumer behavior and buying interest. These findings provide a strong view of how consumer responses to videos used in digital marketing strategies can influence consumer buying interest. In understanding how consumers' thoughts, feelings, and actions are influenced by what they think (cognition), feel (discernment), and do (behavior) (Setiadi, 2019). These results are in line with consumer behavior theory, which says that the interaction and influence of the digital environment can influence consumer preferences and buying interests. This finding is also in line with previous research by Mariani Alimuddin and Paramita Poddala, which emphasized the importance of consumer engagement and interaction in the digital environment as (Alimuddin et al, 2023) well as choosing the right digital platform for digital marketing strategies (Indrapura & Fadli, 2023). The uniqueness of this finding lies in the use of "view," "like," and "comment" indicators as a benchmark to measure the extent to which digital marketing videos successfully attract buying interest. These indicators reflect consumer response in terms of how often the video is viewed, appreciated (by giving a "like"), and followed by a comment. These findings suggest that the higher these numbers, the greater the influence of video in shaping buying interest. As such, these indicators provide a new perspective on understanding the complex relationship between digital marketing, consumer behavior, and buying interest. The findings provide a deeper understanding of how videos on YouTube, as one of the powerful digital marketing tools, can play a role in shaping consumer buying interest. These results highlight the importance of interaction, positive response, and consumer participation in creating a strong influence in the digital marketing realm. Thus, this research provides valuable and relevant insights in developing effective digital marketing strategies and understanding the dynamics of consumer behavior in the digital era.

CONCLUSION

The results of this study show that in the context of YouTube, the indicators of "view", "like", and "comment" have a significant correlation with consumer buying interest. This finding reinforces the relevance of digital marketing in influencing consumer behavior to attract consumer buying interest indirectly, and shows that when videos receive a lot of views and get a lot of "likes" and "comments". Social media technology helps maintain good relationships with customers and allows them to communicate and actively participate on social media platforms, as well as collaborate with businesses to increase engagement. This paves the way for consumer behavior theory to consider how digital interactions influence purchasing decisions. This means that marketers can concentrate more on increasing interactions and pleasing video views to increase the influence of digital marketing on consumer buying interest. Although the results are interesting and provide new knowledge, keep in mind that this study has limitations, mainly because the sample was small. Therefore, future research may require a wider and more varied sample. This research can be used as a basis for further study of how online platforms like YouTube can serve as effective tools for influencing consumer behavior.

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