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The Influence of Digital Content Marketing and Consumer Engagement on Online Purchasing Decisions through Shopee

Annida Fatihatul[1*], Abdul Muizz Wadud[2], Refaldo Fanther[3]
[1]*Islamic Economics, Faculty of Islamic Economics and Business, IAIN Syekh Nurjati Cirebon*
(*Email Correspondence: hagus5537@gmail.com)

KEYWORDS

Content Marketing, Consumer Engagement, Online Shopping

ABSTRACT

This research was conducted to determine the influence of digital content marketing and consumer engagement on online purchasing decisions through Shopee. The increasingly rapid technology in this modern era has caused a shift in human behavior, especially when it comes to shopping. Regarding online shopping, many factors can influence this shopping activity or what is usually called consumer behavior. Various marketplaces such as Shopee are starting to offer various conveniences to meet people's needs by shopping online. This research uses qualitative methods with the type of research being library research, which is a series of collection methods by reading books, journals, articles and previous research related to our current research. The results of this research found that digital content marketing and consumer engagement have a positive effect on online purchasing decisions through Shopee. This means that consumers feel that digital content marketing and consumer engagement can carry out their functions well.

INTRODUCTION

Technological advances in today's digital era greatly influence marketing, where many companies compete with each other to show which one is the best. Nowadays, companies no longer carry out promotions using advertising, currently companies have switched to promoting using digital marketing (Aditya, Ari, 2020). Based on information from the Indonesian Internet Service Providers Association (APJII), approximately 77% of the Indonesian population already uses the internet. This growth is very rapid, before the Covid-19 pandemic there were only 175 million users. Meanwhile, the latest data from the Indonesian Internet Service Providers Association (APJII), in 2022, internet users in Indonesia reached 210 million users.

Content marketing is a marketing scheme or step where we initially plan, create and share content that is packaged very attractively so that those who see the content are interested and then motivate them to become consumers. Content marketing has two things to achieve, namely making those of us who see it become interested and after being interested we hope to become consumers (Huda et al., 2021).

Consumer engagement is an effort to involve consumers in the emotional interactions of companies or business actors with consumers. Usually the company's efforts are in maintaining consumer engagement, namely by providing certain facilities. For example, providing live chat, media sharing and games. All of this is done to create good relationships between companies or business actors and consumers (Hikmah & Riptiono, 2020).

With increasingly sophisticated technology, the trend of online shopping is becoming increasingly popular among people when making purchases. Because the online purchasing process is easier compared to offline purchasing. Online purchases can be made anywhere and at any time, while for offline purchases we have to go directly to the shop, so many say it is less efficient (Hikmah & Riptiono, 2020). The development of the internet is also becoming more rapid day by day so that it is very easy and fast for consumers to obtain information because of today's technological developments.

Currently, consumers are looking for information not only on social media, but there are many applications that provide the information consumers need, such as Facebook, Instagram, YouTube and so on (Wardah & Emina, 2020). Based on this background, researchers are interested in conducting research entitled The Influence of Digital Content Marketing and Consumer Engagement on Online Purchasing Decisions through Shopee.

LITERATURE REVIEW

The impact of Shopee live content on content marketing and customer engagement is notably significant, as highlighted by Mangalani's findings in 2020. This emphasizes the pivotal role of engaging content in influencing consumer behavior within the Shopee platform (Mangalani, 2020). Moreover, Hikmah & Riptiono's research in 2020 underlines the strong influence of customer engagement and e-service quality on online repurchase intention within the Shopee Marketplace.

This underscores the interconnectedness between customer engagement and the quality of services in determining consumer loyalty and repeated purchase behaviors on the platform (Hikmah & Riptiono, 2020). Additionally, Dwi et al.'s study in 2022 demonstrates a positive and highly

significant correlation between customer engagement and both repurchase intention and customer equity. This substantiates the crucial link between engaging customers and fostering long-term relationships, contributing significantly to a brand's equity and customer retention within Shopee (Dwi et al., 2022).

Furthermore, Oisina's research in 2021 unveils the notable impact of content marketing and content reviews on shaping purchasing decisions within the Shopee platform. This highlights the persuasive power of content and consumer reviews in guiding potential buyers' choices, underlining the influence of information availability and quality on purchasing behaviors (Oisina, 2021).

Lastly, Meilano & Hidayat's study in 2020 illustrates the remarkable influence of customer engagement and brand trust on purchasing decisions, particularly concerning Skind Aesthetic products. This emphasizes the importance of trust and active engagement in determining consumer choices, particularly in the context of specific product segments within the Shopee platform (Meilano & Hidayat, 2020).

RESEARCH METHODS

The methodology employed in this research adopts a qualitative approach, specifically utilizing the library research method. This methodological approach involves an extensive collection of data through the comprehensive review and analysis of various scholarly resources, including books, academic journals, articles, and previous research pertinent to the subject under investigation. Embracing a qualitative descriptive framework, this research endeavors to elucidate and narrate the insights gleaned from an in-depth examination of the available literature and related data sources. The selection of the library research method stems from multifaceted considerations that underscore its relevance and efficacy in this study. One primary rationale lies in the accessibility and richness of information embedded within existing academic resources. Through this approach, researchers circumvent the necessity of fieldwork, leveraging the wealth of knowledge encapsulated within scholarly publications, which serve as invaluable repositories of insights, analyses, and empirical findings. This methodological choice enables an exhaustive exploration and synthesis of existing knowledge, offering a comprehensive understanding of the subject matter without necessitating direct engagement in primary data collection.

Moreover, employing the library research method facilitates the synthesis of diverse perspectives and established scholarly discourse surrounding the research topic. By drawing from a spectrum of authoritative sources spanning various disciplines and erudite contributions, this approach allows for a holistic examination and assimilation of insights, enriching the research endeavor with a breadth of viewpoints and scholarly interpretations. It provides a platform for juxtaposing and synthesizing disparate ideas, theories, and empirical findings, fostering a nuanced understanding of the subject matter.

Furthermore, the library research method inherently aligns with the nature of this study, allowing for an expansive exploration of the existing body of knowledge, theories, and empirical evidence pertinent to the research domain. This comprehensive examination aids in contextualizing the current investigation within the broader scholarly discourse, enabling researchers to build upon and contribute to the existing knowledge paradigm. Consequently, the utilization of the library research method serves as a robust foundation for this study, enabling a thorough and insightful

exploration of the subject matter while leveraging the depth and breadth of existing scholarly insights and discourse.

RESULTS AND DISCUSSION

Digital Content Marketing

Digital content marketing is a marketing strategy which first plans and then creates interesting, innovative and informative content. Then, after that, publish the content to attract the right audience. When the audience starts to be interested in the content created, it is hoped that the audience will be encouraged to become customers. Thus, digital content marketing has two main goals, namely to attract viewers and encourage viewers to become customers (Zainurossalamia ZA et al., 2021).

Content marketing is the management process of a company or business actor to obtain, consider and satisfy consumer needs by utilizing content published or circulated electronically via social media. This content can include dialogue, sentences, visual media that provide information to attract the interest of potential customers or potential consumers who are in line with the target (Mangalani, 2020). There are two types that can be categorized in content creation, namely as follows (Rastitiati et al., 2022):

1. Firm generated content
   Firm generated content is content or dialogue created by a company or business person through the company's official website. Examples of firm generated content include companies uploading a video or photo on their official pages such as Web, Instagram, Tiktok, Youtube, Facebook and Twitter.
2. User generated content
   User generated content is content or dialogue created by customers or consumers through their social media so that companies or business actors cannot control it. Examples of user generated content include customers or consumers creating positive or negative reviews and stars (ratings) from their experiences and then uploading them via their social media, or what is also known as electronic word of mouth (eWOM).

Digital content marketing is a marketing strategy that currently has a very good opportunity to attract the attention of customers or consumers. This shows that someone who is working in the field of digital marketing understands that when the content created is relevant and informative, customers or consumers will feel helped. This will greatly influence the behavior of customers or consumers so that it is hoped that they will make repeat purchases or purchase intention (Partini, 2022). There are several things that companies or business actors must evaluate when producing content, namely as follows (Shadrina & Sulistyanto, 2022):

1. Cognition reader
   Cognition reader or reader cognition is a response from customers or consumers to content created by companies or business actors. Companies or business actors must create content that is easy to understand, innovative and informative so that it gets a good response from the audience.
2. Sharing motivation
   Sharing motivation is something that is very important or main in the social field. By having a company or business actor create content and then publish it, it will increase the company's value, show the company's identity and expand the market network.
3. Persuasion

Persuasion is quite important because it can influence the beliefs, attitudes, behavior and purchasing decisions of potential customers to become customers.

4. Decision making
   Decision making is the right of every individual or person. Purchasing decisions are usually influenced by each individual's trust in the company.
5. Life factors
   Other factors also influence content created by companies or business actors, such as family, friends and companies.

Consumer Engagement

Consumer engagement or what is usually called customer involvement is a psychological condition that subconsciously arises as a result of the experience of customers who are attached to a company or business actor (Mangalani, 2020). Consumer engagement is a business strategy in developing, creating and improving relationships between companies or business people and customers. This is something that is very important and very important when a company or business person wants to maintain a business because this is very closely related to customers (Prasetya & Susilo, 2022).

The concept of consumer engagement includes interactions between sellers and buyers as well as an intense relationship between sellers and buyers. This aspect of involvement includes cognitive, consumer behavior and emotional (Morgan-Thomas et al., 2020). Consumer engagement is included in behavior that is correlated with a transaction or non-transaction process that will have an impact on the brand and company in the future. Consumer engagement occurs through interactive company communications and the company and consumer experiences created simultaneously (Sung et al., 2021). To form and increase consumer engagement, you can use methods such as creating a brand image, consumer trust, creating sales prospects, offering services to consumers and participating in the development of consumer loyalty (Hollebeek & Macky, 2019). All of this is the sum total of sustainable consumer engagement. Therefore, it is theoretically very important for managerial management that consumer engagement is a process that leads to the desired results, such as consumer satisfaction and loyalty (Rather, 2019).

Digital promotional media also has a big influence on consumer engagement. Although currently digital promotional media generates small demand, in the long term digital promotional media will probably increase demand (Lee et al., 2018). Marketing carried out online and traditionally will grow consumer engagement through various media such as advertising, direct marketing and marketing through digital content marketing (Peltier et al., 2020). One of the dynamic involvement of consumer engagement is the level of consumer motivation in certain circumstances or situations that can be demonstrated, such as consumer emotions, cognitive activities and consumer behavior in interaction (Piligrimiene et al., 2020).

Consumer engagement through electronic word of mouth (eWOM) is usually influenced by information service media related to brand image for two reasons. First, consumers have a sense of involvement and there is consumer engagement with the media itself. Second, electronic word of mouth (eWOM) provides facilities for consumers to provide opinions and express themselves regarding brands, this will increase consumer engagement (Gvili & Levy, 2018). In general, consumer engagement on social media has several indicators, such as response consumers to view, like, share or even comment (Lou et al., 2019).

Usually consumers who already have good consumer engagement with a company will recommend products based on their experiences with the people closest to them. And there will be emotional attachments such as recommending to the public through word of mouth, giving reviews, uploading products via social media and personal blogs (Paintsil & Kim, 2022).

CONCLUSION

The existing body of research signifies a robust and consistent trend in affirming the efficacy of digital content marketing and consumer engagement in influencing online purchasing behaviors within the Shopee platform. These findings collectively highlight the substantial impact that digital content marketing strategies and active consumer engagement wield in shaping consumer actions. Specifically, previous studies have consistently demonstrated that consumers perceive digital content marketing initiatives as highly effective, attributing them with a significant capability to fulfill their intended functions effectively within the Shopee ecosystem. Moreover, the empirical evidence pertaining to purchasing decisions within the Shopee marketplace, as elucidated by consumers in prior studies, resonates strongly with their perceptions and expectations. This aligns with the notion that the resultant purchasing behaviors on the Shopee platform harmoniously reflect the preferences, satisfaction, and anticipated outcomes sought by consumers. Such congruence between consumer expectations and actual experiences denotes a commendable alignment in the decision-making process, signifying a favorable and effective mechanism guiding purchasing decisions within the Shopee marketplace.This convergence of research outcomes collectively underscores the robustness and reliability of digital content marketing strategies and consumer engagement initiatives within Shopee. It not only accentuates their significant influence but also substantiates their efficacy in driving consumer actions and facilitating purchasing decisions that resonate with consumers' desires and aspirations within the digital shopping environment of Shopee.

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