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EXAMINING CONSUMER BEHAVIOR USING SOCIAL MEDIA INSTAGRAM IN MARKETING 4.0 ERA BASED ON CUSTOMER PATH 5A

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ABSTRACT

The purpose of this study was to determine the consumer behavior of Instagram users in Marketing 4.0 based on Customer Path 5A. Data collection techniques used observation and in- depth interview , with health protocols implemantation in New Normal. Stages in data analysis include data reduction (data reduction), presenting data (data display) and drawing conclusions and verification (conclusion drawing / verification). Based on the results of research conducted on four NSB Beauty Studio customers who use social media Instagram, the conclusion of consumer purchasing decisions for NSB Beauty Studio service have basically through all stages of Customer Path 5A, starting from problem recognition to post-purchase behavior about Aware, Appeal, Ask, Act, and Advocate. All informants also said that Instagram helped them get to aware and make purchases of the NSB Beauty Studio brand.

Keyword : consumer behavior; customer path 5A, marketing, era 4.0 ; instagram

INTRODUCTION

Along with the development of human life, consumer behavior also changes, especially supported by the development of technology. In line with the increasingly development of the information and communication, business also supported by technology, the competition among entrepreneurs is also increase in order to attract consumers and dominate the existing market share by using technology and information as new marketing media, one of it is by social media Instagram.

Instagram is an application about photo and video sharing that allowed the users to take photos and videos and post it to their own account with additional filters to beautify them. According to Atmoko (2012) Instagram is a photography-based social networking service. The application was launched on October 6, 2010 by Kevin Systrom and Mike Krieger which was able to get 25

thousand users on the first day. In addition, Atmoko (2012) states that the name Instagram is the short of "instant-telegram". Its a combination of two words "insta" and "gram", Instagram means the taking and viewing photos which can sent or shared with others. This digital marketing process also happen due to era revolution 4.0 which requires business to adapt and changes caused by the development of technology and information.

According to Marketing 4.0 Moving from Traditional to Digital by Philip Kotler, Hermawan Kertajaya and Iwan Setiawan (2019) that stated Marketing 4.0 is a marketing approach that combines online and offline interactions between customers and companies. Philip Kotler, Hermawan Kertajaya and Iwan Setiawan (2019) mention that consumer purchasing patterns were previously very simple, namely:

Aware - Attitude - Act - Act Again

However, now the new pattern must acknowledge the existence of connectivity between these customers so that consumer purchasing patterns are written in 5A, namely:

Aware - Appeal - Ask - Act - Advocate

With this new buying pattern, it can be said that the definition of loyalty has begun to shift. If in the past, loyal consumers were consumers who made purchases repeatedly, then in this era 4.0, loyal consumers are consumers who can recommend products to their surrounding, both online through their social media and directly to their relatives and communities.

Instagram is one of the most social media that used in marketing activities. Since its launch in 2010, Instagram is currently one of the largest social media platforms in the world with more than 500 million active users, 4.2 billion likes and 95 billion photos uploaded every day (Indah, 2019). So that in order to streamline marketing activities, marketers should know what consumers are doing with their social media related to the products that offers by a brand. Marketers can properly formulate marketing strategies through Instagram social about the content that they want to share to consumers so they can make decisions to make purchases. Based on the description above, the author feels the need to conduct research on the Consumer Behavior of Social Media Instagram Users in the Marketing Era 4.0 Based on Customer Path 5A.

CONSUMER BEHAVIOR

An understanding of consumer behavior is the main success key for marketers (Sunarto: 2018). According to Khoirinnisa et al (2016) consumer behavior will appear when someone's behavior has a need or desire to get something. Sangadji (2014) describes consumer behavior as a study of purchasing units that can be individuals, groups or organizations, these units will create a market, so that individual markets or consumer markets, group purchasing units, and organizational business markets emerge. Meanwhile, according to Engel et al. (2010) consumer behavior is an action that is directly involved in obtaining,

consuming, and spending products and services, including the processes that precede and follow these actions. Swastha and Handoko (2010) define consumer behavior as the action of individuals who are directly involved in obtaining and using economic goods and services including decision-making activities.

MARKETING INDUSTRI 4.0

Marketing 4.0 is a marketing approach that combines online and offline interactions between a company and customers, and combines style and substance (Kotler, 2019: 43). Marketing 4.0 helps marketers shift to the digital economy, which is redefining key concepts of marketing. The marketing concept 4.0 combines online and offline interactions between companies and customers.

DIGITAL MARKETING

The usage of digital marketing is a way to make easier to understand the purpose of communication regarding digital marketing, divided into: Information Dissemination, Creating Awareness, Research Objectives, Building Perceptions, Product Experiments, Improving Services, Improving Distribution (Putra and Darma, 2019). The purpose of digital marketing is to maintain a communication process with customers, where customers get information about products, characteristics, prices and terms. Currently, promotion via internet is very helpful and it is necessary to use the available tools and innovations to be able properly implement promotional services which will ultimately lead to a success business (Darma, 2019).

CUSTOMER PATH 5A

According to (Marwani & Pamungkas, 2019) Customer Path 5A explains about the advocacy given by consumers after using a product and sharing or recommending it to the community so that it can affect the purchase of a product. Consumer Path 5A has a deeper concept, namely by advocating for consumers in choosing brands. Not only buying, but also providing recommendations to the community to use products from that brand. When compared with 4A, of course 5A is more profound, with the ultimate goal of advocating for consumers to recommend purchased products to other people or the community.

SOCIAL MEDIA

Social Media, according to Wisuda and Maradona (2019); Social media is Internet-based media that allows users to interact and present themselves, either instantaneously or postponed, with a wide audience or which not encourages the value of user-generated content and the perception of interactions with others. The types of social media according to Wilga Secsio and Meilany (2016), namely

Collaborative projects, Blogs, Content communities,
Social networking sites, Virtual games worlds, Virtual social worlds.

INSTAGRAM

According to Lizzatul and Irwansyah (2018), Instagram was founded in 2010. It is a mobile application for Smartphones which is available for free on the Application Store (App Store) and Google Play. The name Instagram is taken from the word "Insta" which originates from "Instant" and "gram" from the word "telegram". So Instagram is a combination of the word Instant-Telegram. Social Media Instagram is an application where the application focuses more on content in the form of photos or videos. The photo or video is posted according to the owner on Instagram account.

CONCEPT

METHODOLOGY

This study uses a qualitative approach since this method is considered appropriate to describe the phenomena that occur thus the results given can be read more interestingly. This research choose NSB Beauty Studio as the research object. NSB Beauty Studio is a beauty clinic that offers a variety of treatments using modern technology. NSB Beauty Studio is a 4 years establish business that uses digital and traditional interactions with its customers. Data

collection techniques used in this study were observation and in-depth interviews with health protocols application in New Normal. The type of data used in this research is qualitative data, which is data form direct interviews and related documents to the research. The data used in this study are primary and secondary data. The following are the criteria of the research informants on this study:

1. Informants are Instagram users
2. Female informants, aged 20 - 45 years
3. Informants know about the existence of NSB Beauty Studio, related to the services offered, location, and Instagram accounts.
4. In this study, researchers will conduct interviews with Instagram followers of @NSBBeautyStudio account.

RESULTS AND DISCUSSION

This study took a setting at the NSB Beauty Studio which is located at Ruko Uluwatu Square, Uluwatu, South Kuta, Badung, Bali. NSB Beauty Studio is one of the businesses in beauty (personal care) industry that focuses on skin and nail care.

Based on the results of interviews with informants, it can be seen that the followers of the NSB Beauty Studio Instagram account have a pattern of buying behavior that is relevant to the Customer Path 5A concept which consists of aware, appeal, ask, act, and advocate in purchasing products offered by the NSB Beauty Instagram account. The behavioral process of purchasing decisions by followers of NSB Beauty Studio on Instagram is a broad decision making process by going through all phases in Customer Path 5A:

1. **Aware Stage**
It is a stage which is an introduction to the NSB Beauty Studio brand, followers of the NSB Beauty Studio Instagram account get to know the NSB Beauty Studio brand through Instagram even though the followers of the NSB Beauty Studio Instagram account also know the brand after being recommended by others on Instagram.
2. **Appeal Stage**
It is a stage of interest in the NSB Beauty Studio brand, followers of the NSB Beauty Studio Instagram account are interested in the brand because of the services provided with the modern technology but at an affordable price for millennials. Their interest in the NSB brand is also because the content by NSB Instagram account is very informative, besides that the followers of the NSB Beauty Studio Instagram account process criticizing and considering the messages conveyed by NSB Beauty Studio's Instagram account.
3. **Ask Stage**
Is the stage of searching for information related to products offered by the NSB Beauty Studio brand, followers of the NSB Beauty Studio

Instagram account search for information on the brand online through the NSB Beauty Studio Instagram account about product reviews, treatments, prices and offline by sharing with friends and therapists who are come up with a recommendation.

4. Act Stage

It is the purchase stage for the products offered by the NSB Beauty Studio Instagram account, The followers get positive information results that affect their belief that the products offered by NSB Beauty Studio are indeed worth to purchase.

5. Advocate Stage

As a phase of consumer loyalty seen and recommending NSB Beauty Studio brand to others, the Instagram followers of NSB Beauty Studio recommend the NSB Beauty Studio brand spontaneously and not spontaneously to others. Purchasing behavior by followers of the NSB Beauty Studio Instagram account is not impulsive and compulsive because the buying behavior is carried out by seeking information and evaluating other people's considerations and recommendations by being selective in the content of NSB Beauty Studio Instagram account. They also recommend NSB Beauty Studio brand to other people who are looking for information or spontaneously recommend it because they have a satisfying experience with the brand.

CONCLUSION

NSB Beauty Studio's customer behavior based on the 5A customer path goes through stages starting from aware, appeal, ask, act and advocate. At the aware stage, the existence of the NSB Beauty Studio Instagram account has been able to grab the attention and awareness of the three main informants.

Consumer purchasing decisions for NSB Beauty Studio services have basically gone through all stages, from problem recognition to post-purchase behavior. The informant said that they seek and collect various information about various places similar to NSB Beauty Studio in fulfilling their need for personal care services. At the ask, aware, and appeal stage, not only new informants who know the NSB Beauty Studio brand are interested, but informants who already have initial knowledge also seek more in-depth information about the services provided at NSB Beauty Studio. Meanwhile, there is a informant who does not find for mr informatin outside NSB Beauty Studio's instagram account out since she already has sufficient information received from the content shared by NSB Beauty Studio. In the fourth stage, namely Act, it shows that the main informant who is looking for information is taking an act in a positive direction. At the advocate stage, most of the informants were very satisfied with the NSB Beauty Studio services. In addition, the resource person wants to recommend NSB Beauty Studio to others.

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