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Analysis of the intensity of social media use, digital marketing exposure, and its effect on consumptive behavior

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ABSTRACT

The research aims to determine the Influence of Social Media Use and Digital Marketing Exposure on the Consumptive Behavior of Urban Communities in the city of Kupang. The variables used in this study are social media, digital marketing, and consumptive behavior. Based on the results of the analysis and discussion obtained the conclusion: The use of social media has no effect on the Consumptive Behavior of the Urban Community of Kupang City, this is evidenced by T counting 1,651 < T table 2,001 and the significance level of 0.104 > 0.05. While Digital Marketing Exposure on social media has a positive and significant effect on the Consumptive Behavior of The Urban Community of Kupang City, this is evidenced by 4,986 > T table 2,001 and the significance level of 0.00 < 0.05. While the Use of social media and Digital Marketing Together affects the Consumptive Behavior of the Urban Community of Kupang City, evidenced by the coefficient of determination (R2) of 0.485 or 48.5%. Based on the R2 value of 0.485 where the influence together between the independent variables of Social Media Use (X1) and Digital Marketing Exposure (X2) on the dependent variables of Consumptive Behavior of The Urban Community of Kupang City (Y) is only 48.5%, while the remaining 51.5% is influenced by other variables outside the research, further research is needed on the other variables in question.

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INTRODUCTION

Science and technology, especially information system technology, both in the form of hardware, software, and infrastructure networks that are so rapidly developing, have ushered all mankind today in an era where in a relatively short period of time there have been significant changes in various aspects of life. Illustrative examples of some of the phenomena that are perceived in relation to this today are: the possibility of someone at the end of one continent connecting, talking, and meeting face to face or in real time with others at the other end of one continent; The CEO of a company can control all activities and ranks of his company with just a gadget device; the shift of conventional transportation service systems in urban areas such as motorcycle taxis, bemos, taxis,

city buses which are replaced with application-based transportation service systems such as Gojek, Grab and the like both two-wheeled and four-wheeled; Someone who just sits back and relaxes at home while touching the gadget button can choose his favorite menu, and in a matter of minutes he can enjoy the menu (Manteiro & Kabu, 2019; Manteiro & Kefi, 2021). There are other people who are almost without capital, just holding gadgets, entering into a certain virtual system, then making millions or even billions of rupiah every month (Fatmayati, 2022). There are many other examples as a result of the rapid development of information system technology that has simultaneously influenced the pattern of human activity and behavior today compared to the era of several decades earlier (Fanggidae, 2019).

The disruptive era swept all corners of the world, including Indonesia. Especially in Indonesia, one of the phenomena related to the above is the massive use of internet-based media including social media. British media, We Are Social in the Kompas daily reported, internet users in Indonesia were recorded at 202.60 million with 73.70 percent penetration. Furthermore, We Are Social on DataIndonesia.id website also reported, as of January 2022 the number of active social media users in Indonesia was 191 million people (68.78%), which number increased dramatically (12.35%) compared to a year earlier, which was 170 million people. Furthermore, according to previous research, based on the duration of time, Indonesia is among the top 10 countries whose citizens are classified as addicted in accessing social media platforms (Kaplan & Mazurek, 2018; Setyorini et al., 2022).

The interaction between social media users (netizens) in Indonesia so far has not only caused positive things such as: informative, motivative, educational content, there is also negative content such as: hoax information, slander, fraud, racial incitement, pornography, sadism, and others. Over time, both positive and negative things in social media use will be "judged" naturally (Olanrewaju et al., 2020). Negative things will generally get social sanctions or legal sanctions, while positive things are at least appreciated by the public (Humphreys, 2017). Apart from this, the usefulness of internet media, especially social media platforms, is actually so broad and very beneficial for life. Regarding the use of internet-based media, generally in urban areas, the availability of facilities, infrastructure, infrastructure, including technology, and other environmental conditions is adequate so that urban communities generally also have more access to internet-based media including social media platforms (Moslehpour et al., 2021).

Like other big cities, people in Kupang City, which is also the capital of East Nusa Tenggara Province, have the characteristics of urban society, including: high level of mobility, tend to be individual, like modern things (Nyoko, 2022; Sauw et al., 2022; Ufi et al., 2023). Characteristics like this, dependence on internet media is quite high, even vulnerable to social media addiction and consumptive behavior. Internet media or online media in a general sense is any type or format of media that can only be accessed through the internet containing text, photos, video and sound, as a means of online communication, while the special definition of online media is interpreted as a media in the context of mass communication (Ananda, 2020). While according to Widiantara (2021) Online media as a new journalism because it has the same features as conventional journalism with the ability to offer new and unlimited things in processing and disseminating news.

Digital marketing is a marketing activity that uses digital media through the internet network with the support of other media platforms in the form of web, social media, e-mail, databases, mobile (wireless), and digital tv with the aim of increasing target consumers including knowing the profile, behavior, product value, and loyalty of customers or target consumers to achieve marketing goals (Piñeiro-Otero & Martínez-Rolán, 2016; Saura, 2021). Some of the reasons business people use digital marketing include being practical, cheap, effective, and wide-reaching. Rauf (2021)Digital marketing defines as marketing activities including branding that uses various web-based media such as blogs, web sites, e-mail, adwords, or social networks. Of course, digital marketing is not just talking about internet marketing. Digital marketing is the use of the internet

and the use of other interactive technologies to create and connect dialogue between companies and identified consumers.

The presence of digital marketing is very in accordance with the existence of urban society which has characteristics, high levels of mobility, tends to be individual, likes things that are modern (Dewi et al., 2022; Olson et al., 2021). Some of these characteristics if supported by a fixed income and certain lifestyles can encourage the consumptive behavior of urban communities, namely the behavior of consuming the use value of goods or services excessively, which is often interpreted as Consumptive. Growth in a consumption society is accompanied by the emergence of new products driven by the expanding scope of consumption due to rising incomes (Fanggidae & Mumu, 2023; Maulana & Salsabila, 2020). This is because the greater a person's income, the more things he wants. However, any amount of income obviously cannot meet all human demands because these desires have no certain limits. Fransisca and Erdiansyah (2020) states that consumptive behavior becomes an excessive pattern of life. Less productive but expensive goods have become a symbol for recognition of identity and social status. All decisions are generally less rational, and more influenced by the environment. Lestarina et al. (2017) revealed that consumptive behavior is the human tendency to consume without limitation, less often humans attach importance to emotional factors than rational factors, in other words; is more concerned with wants than needs.

From the description above, a common thread can be drawn that the characteristics of urban communities have vulnerability to consumptive behavior, especially influenced by online social media content and digital marketing. Based on this description, the study focuses on the Effect of Social Media Use and Digital Marketing Exposure on the Consumptive Behavior of Urban People in Kupang City? The variables used in this study are social media, digital marketing, and consumptive behavior. Based on the background, formulation and limitations of the problem, as well as the objectives set in this study, the hypothesis of this study is as follows. First, we predict that there is a relationship between social media and the consumptive behavior of urban people. Second, we propose that there is an effect of digital marketing on the consumptive behavior of urban people. Lastly, there is a joint effect of social media and digital marketing on the consumptive behavior of urban people.

RESEARCH METHOD

The approach used in this study is a quantitative approach and research design in the form of a survey, with data collection methods through observation, interviews, and questionnaires. Survey data was collected in cross section to determine the influence between variables. A quantitative approach is used because the data to be used to analyze the influence between variables are expressed by numbers.

The samples used in this study were as many as 60 samples, while for data analysis, researchers used multiple regression analysis using tools in the form of IBM SPSS 25 software.

The collected data were analyzed using multiple linear regression methods, where the dependent variable (Y) is the consumptive behavior and the independent variables (X) are social media usage (X1), and digital marketing (X2).

To test a hypothesis, collected data is subjected to specific statistical techniques. Prior to this analysis, the quality of the data is evaluated in terms of its validity and reliability to ensure that it accurately represents the concept under investigation. Moreover, an assumption of a linear relationship between the studied variables is made and validated through classical assumption tests. As described by Field in 2013, regression models are employed for forecasting, and a good model is one that minimizes forecasting errors. Hence, it's essential for a model to meet various assumptions, collectively known as classical assumption tests, before it can be used effectively. These tests typically include assessments of normality, multicollinearity, and heteroscedasticity.

Meeting these assumptions is crucial to ensure the validity of the resulting regression equation when used for prediction.

RESULTS AND DISCUSSIONS

Instrument Tests

In this study, the validity test aims to determine whether or not the indicators / items of social media use are appropriate; digital marketing; against the consumptive behavior of urban communities in Kupang city. To determine the validity of the instrument in this study, the product moment correlation formula from Pearson was used with the help of IBM SPSS 25. The interpretation of the price of the correlation coefficient is done by comparing the r-calculation with the r-table (Sugiyono, 2013). The r-table for the validity of the instrument item is ≥ 0.209, meaning that if the r-count is greater than or equal to 0.209, the item number can be said to be valid. Conversely, if the r-count is less than 0.209, the item number is said to be invalid. The results show that all items are declared valid. Likewise, in reliability tests, all Cronbach Alpha values of existing variables are higher than 0.7 so that all variables are declared reliable. Moreover, we present the respondent profiles in the Table 1.

Table 1. Respondent profile

Profile	Description	Frequency	Percentage
Gender	Man	21	35%
	Woman	39	65%
Age	19 – 40 Years	42	65%
	> 40 Years	18	35%
Work	Student	9	15%
	Student	31	51,6%
	Official	15	25%
	Entrepreneur	5	8,4%

Table 1 offers a snapshot of demographic information for a group of respondents. It details the gender, age, and work status of the respondents. Among the respondents, 21 (35%) are identified as "Man," while 39 (65%) are categorized as "Woman." In terms of age, 42 (65%) fall within the 19 to 40 years range, and 18 (35%) are older than 40 years. Regarding their work, 9 (15%) are described as "Student," but there is an inconsistency with the "Student" category, which appears again with 31 (51.6%). Additionally, 15 (25%) are classified as "Official," and 5 (8.4%) are labeled as "Entrepreneur." This table provides a clear breakdown of the respondent demographics, making it useful for analyzing the composition of the surveyed individuals.

Normality Test

This test aims to test whether in a regression model, the residual variable has a normal distribution.

Table 2. K-S Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		59
Normal Parameters[a,b]	Mean	0
	Std. Deviation	1.45494544
Most Extreme Differences	Absolute	0.064
	Positive	0.05
	Negative	-0.064
Test Statistics		0.064
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

The presented table, labeled "Table 2. K-S Test Results," reports the outcomes of a One-Sample Kolmogorov-Smirnov (K-S) Test, a statistical test used to determine whether a dataset conforms to a specified theoretical distribution, such as the normal distribution. In this analysis, there were 59 data points in the sample, with a calculated mean of 0 and a standard deviation of approximately 1.45494544. The test statistics revealed that the most extreme positive difference between the sample data and the expected normal distribution was 0.05, while the most extreme negative difference was -0.064, with an absolute value of 0.064. The two-tailed asymptotic significance (p-value) was approximately 0.200, indicating that the data's departure from a normal distribution is not statistically significant at conventional significance levels. Additional notes at the bottom of the table explain the test's context, data source, and significance correction applied, highlighting the reliability of these results in evaluating the data's normality. Based on the Kolmogorov-Simrnov normality test, a significance value of 0.20 was obtained. Where it is greater than 0.05, it can be concluded that the data is normally distributed.

Multicollinearity Test

Aims to test whether the regression model found a correlation between independent variables, to detect the presence or absence of *multicollinearity* in the regression model.

Table 3. Vif test results

Coefficientsa

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.455	1.68		0.866	0.39		
	X1	0.161	0.097	0.19	1.651	0.104	0.696	1.437
	X2	0.611	0.123	0.573	4.986	0	0.696	1.437

a. Dependent Variable: Y

The table, titled "Table 3. VIF Test Results," presents the outcomes of a Variance Inflation Factor (VIF) test used to assess multicollinearity in a regression analysis. The table contains information about two predictor variables, denoted as "X1" and "X2." It reports unstandardized and standardized coefficients, associated t-statistics, significance levels (p-values), and collinearity statistics, including tolerance and VIF values. Tolerance measures the proportion of variance not explained by other predictors, while VIF quantifies how much the variance of a regression coefficient is inflated due to multicollinearity. In this context, lower tolerance and higher VIF values may indicate a potential issue of multicollinearity among the predictor variables, which can impact the reliability of the regression model. The dependent variable for this analysis is labeled as "Y."

Table 4. Multicollinearity test results

Variable	Tolerance	VIF	Criterion
X1	0,696	1,437	No multicollinearity occurs
X2	0,696	1,437	No multicollinearity occurs

Table 4, titled "Multicollinearity Test Results," provides the results of a multicollinearity test for two predictor variables, labeled as "X1" and "X2." The table reports the tolerance and VIF (Variance Inflation Factor) values for each variable. Tolerance measures the proportion of variance not explained by other predictors, while VIF quantifies how much the variance of a regression coefficient is inflated due to multicollinearity. In both cases, the tolerance is 0.696, and the VIF is 1.437. The "Criterion" column indicates that, based on these results, no multicollinearity is detected

among the predictor variables "X1" and "X2." This suggests that these variables do not significantly interfere with each other in the regression analysis, indicating a favorable condition for modeling with these predictors.

Heteroscedasticity Test

The Heteroscedasticity test aims to determine whether or not there is a deviation, that is, the presence of variance inequality from residuals for all observations in the regression model. A prerequisite that must be met in the regression model is the absence of symptoms of heteroscedasticity. There are several test methods that can be used, including observing scatterplots. If the dots spread irregularly then heteroscedasticity does not occur. From the scatterplot below, it can be concluded that there are no symptoms of heteroscedasticity since the dots are spread irregularly.

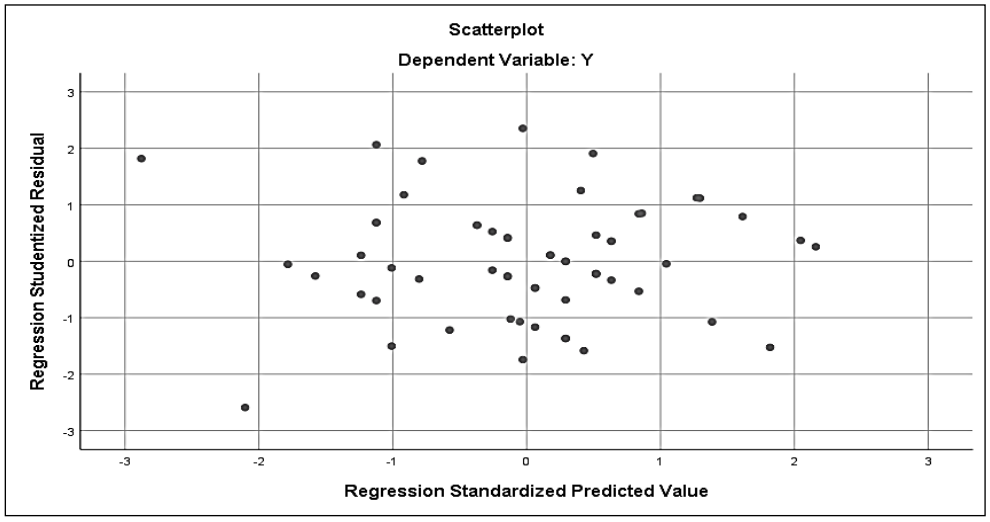

Figure 1. Heteroscedasticity Test Results

Multiple Regression Test

Multiple linear regression analysis is performed to predict the relationship between dependent variables to two independent variables. In this study the independent variable consists of social media use (X1), and digital marketing exposure (X2), while the dependent variable is consumptive behavior (Y). The relationship between the independent variable and the dependent variable is seen in the following multiple linear regression formula:

$Y = a + \beta 1\ X1 + \beta 2\ X2 + e$

Information:

Y = Consumptive Behavior
X1 = Use of Social Media
X2 = Digital Marketing
a = Constant
β1 = Regression coefficient of variable X1
β2 = Regression coefficient of variable X2

Table 5. Coefficient of determination

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.696a	.485	.466	1.48070
a. Predictors: (Constant), X2, X1				

Table 5, titled "Coefficient of Determination," presents a summary of the goodness-of-fit statistics for a regression model. The table includes crucial metrics for assessing the model's performance. The R-value, which is approximately 0.696, measures the strength and direction of the linear relationship between the dependent variable and the independent variables. The R-squared (0.485) indicates that around 48.5% of the variance in the dependent variable is explained by the independent variables. The adjusted R-squared (0.466) considers the model's complexity. The "Std. Error of the Estimate" (1.48070) quantifies the average error in the model's predictions. The note specifies that the predictors in the model are a constant (intercept), X2, and X1. These statistics collectively offer a concise assessment of the model's ability to explain the variance in the dependent variable and its overall goodness of fit.

Table 6. Regression equation results

Coefficientsa								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Type		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.455	1.680		.866	.390		
	X1	.161	.097	.190	1.651	.104	.696	1.437
	X2	.611	.123	.573	4.986	.000	.696	1.437
a. Dependent Variable: Y								

Based on the table above, the coefficient of determination (R2) is 0.485 or 48.5%, while the regression equation is built, namely, Y = 1.455 + 0.161X1 + 0.611X2. While the coefficient of determination = R2 = 0.485 (48.5%). The "Sig." column reports the significance (p-values) associated with each coefficient, and it appears that the "X2" coefficient is highly significant (p<0.001), while "X1" is less significant. The "Collinearity Statistics" section includes "Tolerance" and "VIF" (Variance Inflation Factor), which help assess multicollinearity. Both "X1" and "X2" have the same values for these statistics, suggesting similar levels of multicollinearity.

Based on the results of the analysis and discussion in the previous chapter, it can be concluded as follows. First, the use of Social Media has no effect on the Consumptive Behavior of the Urban Community of Kupang City, this is evidenced by the T count of 1.651 < T table 2.001 and the significance level of 0.104 > 0.05. Second, Digital Marketing exposure on Social Media has a positive and significant effect on the Consumptive Behavior of the Urban Community of Kupang City, this is evidenced by 4.986 > T table 2.001 and significance levels of 0.00 < 0.05. Third, the use of Social Media and Digital Marketing Exposure simultaneously affects the Consumptive Behavior of the Urban Community of Kupang City, this is evidenced by the coefficient of determination (R2) of 0.485 or 48.5%.

CONCLUSION

In light of the analysis and discussion in the preceding chapters, we can draw several key conclusions. First and foremost, it is evident that the use of social media does not exert a significant influence on the consumptive behavior of urban residents in the city of Kupang. This is substantiated by the fact that the calculated T-value (1.651) is less than the critical T-table value (2.001), and the associated level of significance (0.104) exceeds the standard threshold of 0.05. This implies that there is no statistically significant relationship between social media usage and consumer behavior among urban residents in this context.

Secondly, it becomes clear that exposure to digital marketing through social media platforms has a positive and significant impact on the consumptive behavior of urban residents in Kupang. The T-value of 4.986 exceeds the critical T-table value (2.001), and the level of significance (0.00) is lower than the conventional threshold of 0.05. This suggests a strong and statistically significant relationship between digital marketing exposure and consumer behavior, with digital marketing having a discernible influence on the consumptive patterns of the urban population in Kupang.

Furthermore, when we consider these factors simultaneously, i.e., the use of social media and exposure to digital marketing, it is apparent that they collectively have a meaningful impact on the consumptive behavior of urban residents in Kupang. This is confirmed by the coefficient of determination (R2) of 0.485, which corresponds to 48.5%. The R2 value signifies that a substantial portion of the variation in consumptive behavior can be explained by the combined influence of these factors.

In summary, this study reveals that while social media alone may not significantly affect consumer behavior in this urban setting, the influence of digital marketing, when considered independently, is indeed noteworthy. Moreover, the combined effect of social media usage and digital marketing exposure significantly contributes to shaping the consumptive behavior of urban residents in Kupang. These findings offer valuable insights for marketers and policymakers, highlighting the importance of digital marketing strategies in influencing consumer choices and behaviors within the urban context of Kupang. Further research and exploration may be needed to delve deeper into the intricacies of these relationships and to understand the specific dynamics at play in this unique setting.

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