The Effectiveness of Tokopedia's Social Media Campaign ''Tokopedia Spesial 9'' on Consumer Buying Decision

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Abstract

This study analyzes the effectiveness of Tokopedia's social media campaign "Tokopedia Spesial 9" on consumer buying decision. To do so, this study employs the AIDA Model to measure the effectiveness of the social media campaign, and Marketing Mix Strategy to explore factors that influence the consumer buying decision. This study seeks to find out in which stages of purchasing behavior is the "Tokopedia Spesial 9" social media campaign most effective. To do so, a survey of 160 followers of Tokopedia's social media accounts in the age of 21 to 25 years old in the region of Southern Jakarta and Southern Tangerang. Additionally, to find out the most contributing factors that lead to consumer buying decision, in-depth interviews were conducted with 5 informants. Data was analyzed using colleration coefficient statistics. Findings show that Tokopedia's social media campaign "Tokopedia Spesial 9" is most effective at the Interest stage. This means that Tokopedia's consumers assume that the benefits of the products/services on the campaign fit their wants and needs. Furthermore, the most contributing factor that leads to consumer buying decision is whether the product is worth the price. According to the informants, what pushes them the most was the quality of the product, the urgency of the needs of the product, followed by the price of the product/services.

Keywords: E-commerce, marketing mix, AIDA model, purchasing behavior, consumer buying decision, Tokopedia, social media campaign.

1   Introduction

There is an intense competition among e-commerce companies that requires its managers to implement a precise strategy to keep their customers loyal and also attract new customers. E-commerce companies use several marketing communication strategies in order to maintain its brand awareness and gain new costumers. In Indonesia, the competition of e-commerce businesses is getting steeper. E-commerce companies are also required to continuously innovate and strengthen their services in order to attract users. Good marketing communication strategies are required in order to gain competitive advantage in this competition. This research focuses on one of the most well-known E-commerce brands in Indonesia, Tokopedia. Tokopedia's main competitors are Bukalapak, Elevenia and VIP PLAZA. As of May 2019, Tokopedia has 6.1M fans on Facebook, 136.6K followers on Twitter, and 1,2M followers on Instagram, and these numbers keep increasing every day. Thus, this researcher investigates the social media activities conducted by Tokopedia. Being aware of the culture shift occurring in the mass-media industry, Tokopedia utilizes its social media followers to achieve an excellent marketing communication performance. One of the

marketing communication strategies that Tokopedia has used is "Tokopedia Spesial 9", which is a flash sales event held to celebrate the 9th anniversary of Tokopedia. The research measures the effectiveness of Tokopedia's social media campaign "Tokopedia Spesial 9" on consumer buying decision using the AIDA model. This researcher seeks to discover in which stage (Attention, Interest, Desire, or Action) is "Tokopedia Spesial 9" most effective. Furthermore, this research aims to investigate the main factors of Tokopedia's consumers buying decision during the Tokopedia Spesial 9 event, from the perspective of marketing mix.

Research Problem

Tokopedia uses several marketing strategies such as cash-backs, flash-sales, and collecting coins, to compete with other e-commerce companies. However, each strategy serves different purposes. Even though Tokopedia is one of the biggest e-commerce brands in Indonesia, the growth of the e-commerce industry in Indonesia is increasing rapidly. Therefore, each activity must be done effectively in order for Tokopedia to keep up and compete with other e-commerce brands. Ideally, the goal of a 'flash sale' is for consumers to make a buying decision. However, purchasing behavior consists of several stages. This research analyzes the effectiveness of Tokopedia's social media campaign, "Tokopedia Spesial 9" as one of the flash sales events. Using the AIDA model as the indicator, this research measures in which stage is this social media campaign most effective, and what factor contributes the most to consumer buying decision.

Research Question

Based on the previously mentioned research problems, this research seeks to answer the following research questions:

a. In which stage of purchasing behavior is the "Tokopedia Spesial 9" social media campaign most effective?

b. What are the main contributing factors in "Tokopedia Spesial 9" consumer buying decisions?

Hypothesis

Based on the existing literatures about marketing communication strategies and consumer buying decision, the following hypotheses are made:

H1: Tokopedia's social media campaign of "Tokopedia Spesial 9" is most effective at the 'Desire' stage.

H2: The most contributing factor that leads to consumer buying decision is the promotion.

AIDA Model

AIDA is an acronym for Attention, Interest, Desire, and Action. The AIDA model describes the psychological method of audiences that happens once they receive the message of the communication [1].

Marketing Mix

According to Philip Kotler, "Marketing Mix is the combinations of controllable variables that utilized to influence the buyer's response". The controllable variables in this context refer to the 4 'P's [product, price, place (distribution) and promotion.

2.   Research Methods

Population and Sampling
This research is targeted at males and females between the ages of 21 and 25, who reside in Southern Jakarta and Southern Tangerang, and are followers of Tokopedia's official social media throughout the duration of the campaign of "Tokopedia Spesial 9". Therefore, this research uses a non-purposive sampling technique, because the researchers already decided the criteria of the respondents who are qualified to participate.
Sample Size
The number of males and females between ages 21 until 25 in South Jakarta and Southern Tangerang region is not available for public access. Therefore, the sample size in this study is based on the statistical formula by Joe. F. Hair sampling method. In order to gather the exact number of sample size, the amount of sample indicator is multiplied by five to ten [3].

$$n = y \text{ x } 5 \text{ (minimum) or } y \text{ x } 10 \text{ (maximum)} \quad n = \text{Total respondent}$$
$$y = \text{Total question}$$

Based on the calculation above, the sample is calculated as, n = 16 x 10 n = 160. The survey data are then calculated using SPSS. For the qualitative method, 5 respondents are chosen from the survey respondents to participate the in-depth interview.

3.   Result & Discussions

The Effectiveness of Tokopedia's Social Media Campaign of "Tokopedia Spesial 9"
In order to answer the first research question, "In which stage is Tokopedia's social media campaign "Tokopedia Spesial 9" most effective?" an online survey is conducted. The questionnaire is based on the AIDA model as the indicator. The questionnaire uses a five-point Likert scale to measure both independent and dependent variables. Respondents are asked to rate their opinion the given statements, ranging from 1 to 5, 1 being 'strongly disagree' and 5 being 'strongly agree'. The data is then quantitatively analysed using SPSS. The following are the items for each indicator:
Attention:
- I have seen the countdown to Tokopedia Spesial 9 when I opened Tokopedia's official website.
- I noticed the appearance of online-banner ads on other social media platforms.
- I saw influencers / public figures endorsing Tokopedia Spesial 9 on their personal social media account
- The deals offered by Tokopedia Spesial 9 grabbed my attention.

Interest:
- I was interested in the items promoted on social media campaign on Tokopedia Spesial 9.
- I found the deals promoted on Tokopedia Spesial 9's social media campaign to be beneficial for my personal lifestyle.
- From its social media campaign, I found that Tokopedia Spesial 9 was different from other ecommerce events.
- The amount of social media influencers and public figures who endorse Tokopedia Spesial 9 increase my curiosity about this event.

Desire
- Seeing Tokopedia Spesial 9's social media campaign, made me want to participate in the flash sale.
- I wanted to buy some of the specific items promoted in Tokopedia Special 9's social media campaign.
- I was persuaded by the social media's influencers / public figures who endorse Tokopedia Spesial 9 to participate in the flash sale event.
- The countdown on Tokopedia's official website increase my desire to join the flash sale.

Action
- I bought more items in Tokopedia Spesial 9 than I usually do.
- I participate in the Tokopedia Spesial 9 flash sale event.
- I continue to make purchases on Tokopedia after this event.
- I make plans to buy more things on the upcoming event of Tokopedia.

Based on a survey of 160 respondents, the indicator that has the highest score is Interest, with a score of 2214.00.

Table 1. Result for RQ 1

Indicators	Scores
Attention	1868.00
Interest	2214.00
Desire	2099.00
Action	1955.00

The Pearson Correlation calculation indicates that the data is not distributed normally. However, the research could still be continued by using Non-Parammatic Test to test the significance of the correlation.

Table 2 Non Parammatic Test - Spearman's Correlation

		Stages of Purchasing Behaviours	Attention	Interest	Desire	Action
Spearman's Rho	Stages of Purchasing	1.000	.796**	.891**	.864**	.797**

				0.000	0.000	0.000
Behavior	Sig. (2-Tailed)					
	N	160	160	160	160	

According to the Spearman's coefficient calculation, if the significance value is <0.05, then the independent and dependent variables have a significance correlation.

The Most Contributing Factors of Tokopedia Spesial 9's Consumer Buying Decision

In order to answer the second research question, which: "What are the main contributing factors in "Tokopedia Spesial 9" consumer buying decisions?", in-depth interviews with 5 informants are conducted. The concept of Marketing mix is applied as the indicators to investigate the most contributing factors. The following are some of the questions asked:

1. Can you please share your experiences with ecommerce brands (good and/or bad)?
2. What do you think differentiates Tokopedia among other e-commerce brands?
3. Can you share your experience participating in 'Flash' sales?
4. Do you think Tokopedia Spesial 9 is different than other ecommerce sales events?
5. What is the most contributing factor that led you to purchase something during Tokopedia Spesial 9?

Table 3 Results on Indepth Interview

Benefits of E-Commerce	Practicality Money
Differences of Tokopedia Spesial 9 among other Flash sale events	Amount of discounts offered
Thoughts on Tokopedia	Target Market: Middle-Up
Buying decision	Product Price

4. Conclusions

• Tokopedia's social media campaign on "Tokopedia Spesial 9" is most effective at the 'Interest' stage. According to [1], it is the stage in which the consumers feel that the products are beneficial to the consumers' lifestyle. It is proven in the in-depth interviews that the most contributing factor that leads to consumer buying decision during "Tokopedia Spesial 9" is whether the product meets the urgent needs of the consumers.
• The second stage that has the highest score is 'Desire'. This is the last stage before the consumers decide to take 'Action'. The consumers are predicted to discover and collect the motives behind their purchasing decision. These motives and reasons vary greatly. In-depth interview results show that the main contributing factor of Tokopedia Spesial 9's consumer buying decision is whether the items on sale met the wants and needs of the consumers.
• Based on the in-depth interviews with 5 informants, the factor that most contribute to the consumer buying decision throughout their experience with e-commerce, specifically Tokopedia, is the 'Product'. Product includes the quality and the urgency of the needs of the

consumers. Within the marketing mix concept, a product is that which a corporation has and offers to the market that fulfils target market's needs and desires [2].

Recommendations

• This research has analyzed the case of the flash sale event by Tokopedia named "Tokopedia Spesial 9". The research is based on an event that is already in the past, and this becomes a delimitation. This event commemorates the anniversary of Tokopedia, and "Tokopedia Spesial 9" is, at the time of publication, the most recent. However, it is hoped that this research serves as an evaluation for Tokopedia to develop this annual event based on the insights and feedbacks discussed in this research.
• This research only focuses on social media campaign. Hence, the sampling only involves those who follow Tokopedia's official social media. However, Tokopedia does not only do social media campaigns, but also offline campaigns. It would be more useful to also conduct a research that includes Tokopedia's offline campaign.

References

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