

Conference Paper

Analysis of Consumer Behaviour in Making Decisions after the Covid-19 pandemic: Perspectives on the Theory of Stimulus Organism Response (SOR)

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Abstract.

The COVID-19 pandemic in Indonesia has had an impact on the economy, including changes in consumer behaviour. This study aimed to analyze the effects of advertising and digital marketing strategies on consumer repurchase behaviour. The sample of this study included 150 respondents, selected through the purposive sampling technique. Data collection was done by distributing questionnaires through Google forms to three regions: Jombang, Malang and Surabaya. The questionnaire results were analyzed using the structural equation model (SEM) method. Of the six hypotheses offered, only 'advertising creativity' had a significant effect on customer engagement and repurchase behaviour. Customer engagement in and of itself did not affect the relationship either directly to repurchase behaviour or as a variable that mediates the relationship between digital marketing strategies and repurchase behaviour. Digital marketing strategies had no effect on repurchase behaviour.

Keywords: Costumer engagement; Digital Content Marketing; Repurchase Buying; Creativity Advertising

1. Introduction

Internet users, especially in Java Island, are increasing very rapidly, especially in Surabaya, this is influenced by the continuous development of infrastructure without stopping (1) with these developments, it will certainly have a big impact on consumer behaviour, especially with the new normal after the Covid-19 pandemic. Generation z is the generation affected by these changes, from a survey it is known that generation z in Hungary 99.34% use the internet every day and 30.4% like to shop through internet media and are very happy with online promotional media (2)

With these changes in consumer behaviour, the company must follow these developments in order to survive and win the market, one of the strategies that can be used

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to win the market is to optimize the digital content marketing strategy, the strategy is a collection of electronic marketing variables that can be created by the company in order to achieve marketing goals in order to achieve sales and profitability (3, 4) in addition to digital content marketing strategies, advertising creativity is an appropriate choice for companies to use considering that advertising credibility includes original, innovative, new and distinctive aspects with these characters can build positive cognitive and emotional perceptions in consumers so as to create purchase intentions or decisions (5)

The theoretical framework of SOR is used by adding the variable of customer engagement as a form of Organism in the customer to explain more specifically the relationship between digital content marketing and advertising creativity to repurchase decisions. The SOR framework has a wide history of use and is suitable for explaining consumer responses (6). Customer engagement is a manifestation of customer behaviour. The customer through his involvement with products and companies, encourages customers to behave (7). This study aims to determine and analyze the influence of advertising creativity and digital marketing strategy on repurchase decisions both directly and indirectly through customer engagement variables

2. Method

The data of this study belong to quantitative data. The data are both primary and secondary data sources. The primary data were from the results of the distribution of questionnaires that have been analyzed using Partial Least Square using smart PLS 3 tools. The sample was 50 respondents who have purchased products online through the marketplace at least once.

Further, the grand theory used to explain the phenomenon found is the SOR model proposed by Hovland. The research was carried out for five months, from January 2022 to May 2022. The questionnaire distribution process is carried out online through a google form where the questionnaire links are distributed via WhatsApp groups with the help of enumerators, while the criteria that are allowed to fill out are consumers who have purchased products through the marketplace more than once.

The data analysis technique used in this study consisted of descriptive analysis and inferential analysis. Descriptive statistical analysis was used to explain the demographics of respondents in the form of tables and frequency distributions. To add, respondents' responses to the indicators of each research variable presented in the form of frequency and average tables (mean). Inferential statistical analysis using structural

equation modeling analysis tools (SEM) with the help of the SmartPLS 3.0 program was carried out to test the hypothesis or determine the effect of digital content marketing and advertising creativity on repurchase behaviour mediated by customer engagement.

3. Result and Discussion

Table 1. describes the demographics of respondents based on age and gender. The majority of respondents are female, with 65.33% preferring to shop online, especially if the marketplace offers efficiency and convenience in the market (8). In contrast, for the age of the respondents the majority are aged 20-30. In that age, respondents always want to look fashionable and attractive because appearance is very supportive of activities in work and college. The last one is the level of education, the majority of which are undergraduates, with a score of 54.67. The respondents are viewed as having a broader knowledge and understanding of the rules of online shopping.

TABLE 1: Respondent Demographics.

Description	frequency	%
Gender		
Man	52	34.67
Women	98	65.33
Age		
20 -30	145	96.67
31-40	5	3.33
Education		
Senior high school	60	40
Diploma	8	5.33
Bachelor	82	54.67

After the data of 150 is collected, the next step is to look at the quality of the data by conducting validity and reliability tests. Table 2 shows that all the variables of advertising creativity, customer engagement, repurchase behaviour and customer engagement have Cronbach alpha values greater than 0.7 (9). It means that questionnaires are distributed reliably. The next step is the convergent validity test. Table 3 mentions that each variable's average variance extracted (AVE) value is more significant than 0.50 (9). It proves that the propagated questionnaire is valid.

Of the two tests, both reliability and validity tests produced good values so that they can be continued. For the next test, it is the hypothesis test in this research,

TABLE 2: Result of Reliability.

Variabel	Cronbach alpha	Composite reliability	Result
Advertising creativity	0.726	0.829	reliable
Customer engagement	0.828	0.861	reliable
Digital Content	0.718	0.787	reliable
Repurchase Intention	0.727	0.742	reliable

TABLE 3: result of AVE.

Variabel	AVE	Result
Advertising creativity	0.548	Valid
Customer engagement	0.586	Valid
Digital Content	0.521	Valid
Repurchase Intention	0.547	Valid

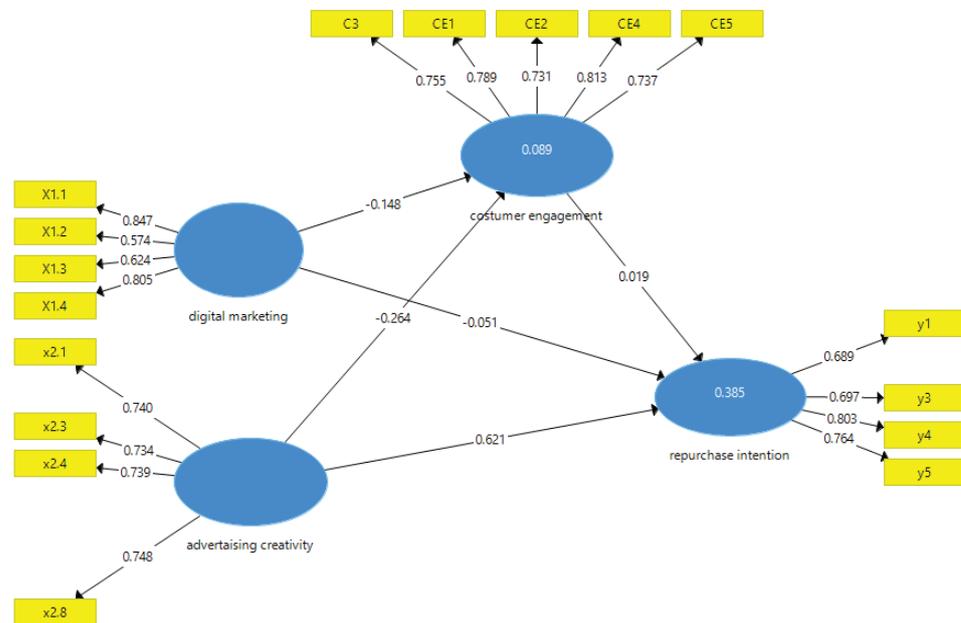


Figure 1: path diagram of structural model in PLS.

3.1. the Results

There are six hypotheses submitted for research, five hypothesis tests directly, while one hypothesis test indirectly. The calculation of the hypothesis test can be seen in table 4.

The results showed that for the model of direct influence on the confidence level of 95% ($\alpha = 0.05$), advertising had a positive and significant effect on customer engagement with a path coefficient value of 0.296 with a t-statistics value of 3.637 and a p-value of

TABLE 4: Hypothesis Testing of Direct and Indirect Effects.

Hypothesis		Path coefficient	t-statistic	P- value	Result
Advertising	Engagement	0.264	3.637	0.000	Accepted
Advertising	Repurchase	0.621	11.17	0.000	Accepted
Engagement	Repurchase	0.019	0.311	0.756	Rejected
Content	Engagement	- 0.148	1.477	0.140	Rejected
Digital	Repurchase	- 0.051	0.644	0.520	Rejected
Digital	Engagement	- 0.003	0.239	0.871	Rejected
Repurchase					

$0.000 \leq \alpha = 0.05$ means significant at a 95% confidence level. Thus hypothesis 1 (H1) in this study was accepted.

The higher the respondent’s perception of creative advertising provided by the service provider will result in a higher respondent’s perception of consumer attachment to the marketplace.

The results showed a direct influence on the confidence level of 95% ($\alpha = 0.05$), advertasing (X1) had a negative and significant effect on Repurchase behaviour with a path coefficient value of 0.621 with a t-statistics value of 3.637 and a p-value of 0.000 $\leq \alpha = 0.05$ meaning significant at a 95% confidence level. Thus hypothesis 2 (H2) on the study was accepted. The higher the respondent’s perception of creative advertising provided by service providers has an effect on the repurchase behaviour made by consumers.

The results showed a direct influence on the confidence level of 95% ($\alpha = 0.05$), Customer Engagement (Y1) had no effect on Repurchase behaviour (Y2) with a path coefficient value of 0.019 with a t-statistics value of 0.311 and a p-value of $0.756 \geq \alpha = 0.05$ meaning insignificant at a confidence level of 95%. The higher the respondent’s perception of customer engagement, consumers feel does not cause consumers to repurchase. Thus hypothesis 3 (H3) in this study was rejected.

The results showed a direct influence on the confidence level of 95% ($\alpha = 0.05$), Digital Content (X2) had no effect on customer engagement (Y1) with a path coefficient value of - 0.148 with a t-statistics value of 1.477 and a p-value of $0.140 \geq \alpha = 0.05$ meaning insignificant at a 95% confidence level. The higher the respondent’s perception of Digital Content carried out by the company has no effect on consumer engagement. Thus hypothesis 4 (H4) in this study was rejected.

The results showed a direct influence on the confidence level of 95% ($\alpha = 0.05$), Digital Content (X2) had no effect on repurchase behaviour (Y2) with a path coefficient

value of - 0.148 with a t-statistics value of 1.477 and a p-value of $0.140 \geq \alpha = 0.05$ meaning insignificant at a confidence level of 95%. The higher the respondent's perception of Digital Content carried out by the company has no effect on consumer attachment. Thus hypothesis 5 (H5) in this study was rejected.

The results showed an indirect influence on the confidence level of 95% ($\alpha = 0.05$), Digital Content (X2) had no effect on repurchase behaviour (Y2) through customer engagement (Y1) with a path coefficient value of - 0.003 with a t-statistics value of 0.239 and a p-value of $0.871 \geq \alpha = 0.05$ meaning insignificant at a confidence level of 95%. Customer engagement cannot mediate the relationship between Digital Content and repurchase behaviour. Thus hypothesis 6 (H6) in this study was rejected.

3.2. Discussion

One of the communication strategies that are often used for advertisers in attracting and retaining consumers and potential consumers is to increase the creativity and originality of advertising, make its initially elusive delivery easy and generate insights after understanding that is the benchmark of advertising creativities (10) with the need for products and consumers have adopted a shopping model with an online system, so it is not difficult for consumers to understand the content of advertisements conveyed by service providers, especially since the time to access social media is somewhat higher than before the Covid-19 period, so it is easier for advertisers to get their attention. Therefore, with the attention they give, a bond is formed in consumers to pay more attention to the quality of the products they buy (10, 11), especially those related to health, therefore the first hypothesis, namely H1, is acceptable.

However, advertising does not have to be done continuously so as to cause boredom. This study result shows that the relationship between creativity and advertising is significantly and negatively related. This means that the higher the ad is served, the more it decreases the repurchase made by consumers. This creates a negative impact. One of these impacts is the appearance of negative perceptions in the minds of consumers because excessive advertising inevitably holds a lot of lies rather than truth (12). Therefore the second hypothesis (H2) is accepted.

Creating customer engagement is something that must be done by all companies so that their business can run smoothly, especially for companies that operate in a competitive environment and do not advertise much. Companies with strong reputations tend not to benefit from customer engagement (13). From the results of research in, it can be that the customer engagement felt by consumers does not result in consumers

repurchasing because one of them is the price factor and the benefits they feel. When the price and benefits they feel are better than other products, then it is likely that they will move and not buy the same product (14) Therefore, the third hypothesis (H3) is rejected.

Digital content marketing describes the content "based on the premise of a sincere desire to add value to the lives of consumers in several relevant ways, thereby facilitating customer acquisition or retention" through online or social media (15). In this study, the hypothesis that digital content marketing affects customer engagement is unacceptable or (H4)rejected. It occurs because of a sense of distrust by consumers of the product or brand, consumers feel that the promises given by the company through product value creation cannot meet consumer expectations, so there is no trust and attachment in consumers, besides that the communication media used by the company also affects the phenomenon, choosing a wrong social media platform will have an impact on consumer acceptance of the benefits and value of the product or company (16)

Repurchase is a subjective assessment held by consumers who have shopping experience and will continue to make purchases in the same marketplace, therefore the company seeks to increase repeat purchases from customers to achieve profitability (17) but it is unfortunate that the emergence of self-doubt Consumers and the high level of brand switching owned by consumers make the application of digital content marketing strategies less effective so far, the fifth hypothesis (H5) which states that there is a positive and significant relationship between digital content marketing and repurchase is rejected. This also impacts the sixth hypothesis (H6), which states that customer engagement can mediate the relationship between digital content marketing and repurchase decisions. The assumption is rejected because consumers currently think more about quality, convenience, price and speed than just promises the company gives. The covid 19 disaster made consumers live more frugally and buy as needed without looking at the commitments and efforts provided by the company through its digital content marketing strategy.

4. Conclusion

The COVID-19 pandemic has changed the attitude of consumers, who are more observant and careful in interacting on social media, the amount of less credible information contributes to changes in consumers, consumers do not easily believe in the existence of a digital content strategy so that what is discussed by marketers through social media, consumers do not respond directly to them but are first selected by consumers,

therefore it is only natural that digital content strategy is not able to influence consumers to believe and a sense of customer engagement arises and with this distrust makes consumers feel reluctant to make repeat purchases.

Although advertising can affect customer engagement, the relationship between advertising and repurchase behaviour is negative, therefore companies need to be wise in advertising. The weakness in this study is that the number of samples is still small, only 150 respondents and taken from three areas of Jombang, Malang and Surabaya so that demographic characteristics are also feared to affect respondents in choosing answers to the questionnaire.

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