

# Superior Proposal Concept of Factor Dominant on Social Media, eWoM as Healthy Lifestyle Decision

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**Abstract:- This superior proposal concept is to define the influence of social media promotion and electronic word of mouth on product decision choice on the organic store. The research will propose using a quantitative research technique. The collection data questioner is applying to organic store community members. Social media promotion and electronic word of mouth to product decision choice on an organic store community member will examine accordingly. A healthy lifestyle is a good choice that recommended as an option of life. Do hope the finding related influence of social media promotion & electronic word of mouth factors that plan to examine will be use as an application and or will more publish to encourage the public to choose quality and healthy products so drive the life healthier. The research will provide information influence related to social media promotion & electronic word of mouth as well as product decision choice knowledge. This proposal concept will be the first research to examine the influence of social media and electronic word of mouth on product decision choice for organic and healthy food consumption as a pathway to a healthy lifestyle model.**

**Keyword:-** Social Media, eWoM, Purchase Decision, Healthy Lifestyle.

## I. INTRODUCTION

The initial of human life is interacting with the surrounding environment. It is undeniable that humans are formed from the elements within themselves and the elements in which they are. How humans act or move can be observed directly or indirectly (Notoatmodjo, 2007). Human limits and behavior will increase with the knowledge they have so that people will begin to weigh what needs to be done and chosen. Human belief is reasonable, proper and brings benefits to the human person will be associated so that it becomes a strong urge of humans to behave up to determine the choice of this behavior.

The development of increasingly sophisticated technology today is used to market a product. An attempt to marketing a product or service using internet media can also be called E-Marketing (Kotler & Amstron, 2008). E-Marketing is the marketing side of E-Commerce, as a company's effort to communicate about something, promote and market goods and services via the internet.

It is known that there are around 268.2 million of the population in Indonesia with various uses of Digital Media with a handful of Digital habits. The United Nation US Census Bureau survey (2019) found that there were 268.2 million urbanized populations in Indonesia with 355.5 million or 133 percent of mobile application users, 150 million or 56 percent of internet users, 150 million or 56 percent of active social media users and 130 million or 48 percent of social media users via mobile. E-Marketer, 2015 provides research results that the most favorite internet access is via smartphones.

The research shows how big the digital habits and or internet usage in Indonesia with millions of users. With the development of technology in this digital age, of course, we must also be able to respond the use of existing social networking sites, referring to the number of internet users in Indonesia which continue to experience significant increases every year.

Information about what consumer has been seen and enjoy creating the sense of trust then arising consumer will be delivered verbally and electronically to other consumers (Known as word of mouth), word of mouth marketing has become a competitive advantage. Due to word of mouth marketing comes out naturally from the opinions of the existing social and community environment and with more honesty and no specific motives in conveying information to other consumers.

In Rizqia & Hudrasyah's (2015) research on "EWoM effect on customer purchasing decisions, the case study of culinary Instagram accounts in Bandung city", found that there is a positive influence between customers and eWoM, there is a positive influence between eWoM and purchase decision, there is a positive influence between customers and purchase decision.

Diansyah & Ayu Indah Nurmallasari (2017) examined "The Effect of Internet Marketing and Electronic Word of Mouth on Purchasing Decisions with Brand Awareness as Intervening Variables in University Students on August 17, 1945, Jakarta" then found that internet marketing did not influence purchasing decisions.

Several types of research found a difference for the effect of social media, eWom to purchase decision this show that the development of this digital world drives consumers increasingly to have access to process the selection of their lifestyle for the better. In addition to social perspectives, the promotion media around him

encourage the community to adopt a quality-based and healthier lifestyle or not.

Based on the previous study and phenomena of business researchers chose consumers of the organic or healthy store as the respondent to examine how social media (Personal relevance, interactivity, brand familiarity), eWoM will affect the purchase decision. The consumer not only as a consumer of products they have used access to the social media official account of the store as well as. The consumer is the best audience to show the representative on how the social media and eWom will affect their purchase decision choice.

## II. LITERATURE REVIEW

### A. Personal Relevance

In using social media as promotional media, social brand account accounts represent the identity of the brand. For this reason, brands need to build personal relevance with consumers and pay attention to content that is relevant to consumers. A smart way to grow personal relevance is every time you post on your page such as fan pages, people or groups use words that are interesting and sell more. Words that are trending can be used to make visitors feel interested in the information conveyed. Personal relationships that are built by producers can influence a person's behavior towards a brand. Personal relevance influences changes in a person's behavior in making decisions (D. E. Campbell and Wright, 2008).

### B. Interactivity

Interactivity is a characteristic of the interface in the form of interaction between producers and consumers that affect consumer perceptions of information (D. E. Campbell and Wright, 2008). To make it easier for consumers to find topics of conversation and interact with each other through social media, producers can use the hashtag (#) in each message.

### C. Brand Familiarity

Brand Familiarity refers to the extent to which consumers have a direct or indirect closeness to a brand (M. C. Campbell & Keller, 2003).

### D. Purchase Decision

The selection decision is something personal and related to attitude, individuals who are interested in an object will have the strength and drive to do a series of behaviors to approach or obtain the object. The election decision is a continuation of attention which is the starting point for the emergence of a desire to carry out the expected activities. Interest arises due to positive stimuli that lead to motivation (Simamora, 2002).

Time to time research found a perfect various result as Rizqia and Hudrasyah (2015) finding the positive significant relationship between influences between customers and eWoM, there was a positive influence between eWoM and purchase decision also there was a positive influence between customers and purchase

decision. This study using an online questionnaire and SEM analysis to analyze the relationship between social media promotion and purchase decision with eWoM as an intervening variable. In 2018 Shantanu Prasad and Arushi Garg successfully analyzed through confirmatory factor analysis and found that eWoM and social media on purchasing decisions had a Positive Influence. EWOM significantly mediates the purchasing decisions. George Lăzăroiu, Gheorghe H. Popescu and Elvira Nica (2019) succeed to process data of sample 4,200 survey online respondents and analyzed through structural equation modeling. They found the results that eWoM did not show influence on purchasing decisions only eWoM which affected influence on purchasing decisions. Sinoka Ansari, Ghishwa Ansari, Muhammad Umar Ghori and Abdul Ghafoor Kazi (2019) using SPSS to process data on research that obtain and found that social media has significant positive influences on purchasing decisions.

### E. Theoretical Framework

Based on authentic research the development of technology and the internet now provides the opportunity for customers as the main role or innovator of sources of information about their desires and preferences. Customers have opinions and ideas that form the basis of competitive advantage. From them can be obtained useful information then furthermore used by some marketers who can see opportunities to reach out, interact and even collaborate with customers through social media marketing. Information obtained by what customers discuss and how products or experiences in social media services that customers feel can trigger an electronic word of mouth (eWoM) and of course this provides an advantage for marketers. Influencers in the opinion (Jalilvand, Esfahani, & Samiei, 2011) have their roles, they can influence people in their social circle to make certain decisions. The business approach that formally recognizes the role of customers and external influencers as the key to understanding and managing conversations about brands, products or services. Furthermore (Evans and McKee, 2010) explain that social networks or the relationships that exist through social graphs are built between people who have evidence of similar characteristics. Chowdhury, P. P. (2019) examine that the use of social media has a weak but statistically significant relationship with the decision process effective purchases in his research published under the title "Role of use of Social Media on Effective Buying Decision Process: A Study of Consumer buying Behavior in the Context of Bangladesh Market ". Another study concluded that the use of social media has a mediating effect on the relationship between guest post-purchase evaluation and guest loyalty. This study recommends that stakeholders in the hotel industry must monitor and control the use of social media due to t mediates the relationship, this study was conducted by Elizabeth Ockeyoh Otieno, Dr. Billy Indeché Wadongo and Dr. Erick V. O. Fwaya and the research published under the title "Effect of Social Media Use on Guests' Post Purchase Evaluation and Loyalty in Four and Five Star Hotels Kenya: Quantitative Approach". Sharing information for fellow people who are in the social graph. The greater the social graph that is owned, the greater the

spread of existing information. And of course, this can trigger an electronic word of mouth (eWoM) on social media. The greater use of social media and eWoM will trigger the purchase decision of people.

➤ *Research Questions*

This study sought to answer the following research questions:

- *Research Question 1:* -  
What is the impact of the authentic personal relevance of social media on electronic word of mouth?
- *Research Question 2:* -  
What is the impact of the authentic interactivity of social media on electronic word of mouth?
- *Research Question 3:* -  
What is the impact of brand familiarity of social media on electronic word of mouth?
- *Research Question 4:* -  
What is the impact of electronic word of mouth on a purchase decision?

➤ *Proposal Hypotheses*

This research study sought to prove that:

- *Proposal Hypothesis 1:* -  
Authentic personal relevance positively promotes electronic word of mouth.
- *Proposal Hypothesis 2:* -  
Authentic interactivity positively promotes electronic word of mouth.
- *Proposal Hypothesis 3:* -  
Brand familiarity positively promotes electronic word of mouth.
- *Proposal Hypothesis 4:* -  
Electronic word of mouth positively promotes purchase decisions.

➤ *Research Paradigm*

All the proposed hypothesis as shown on the framework below

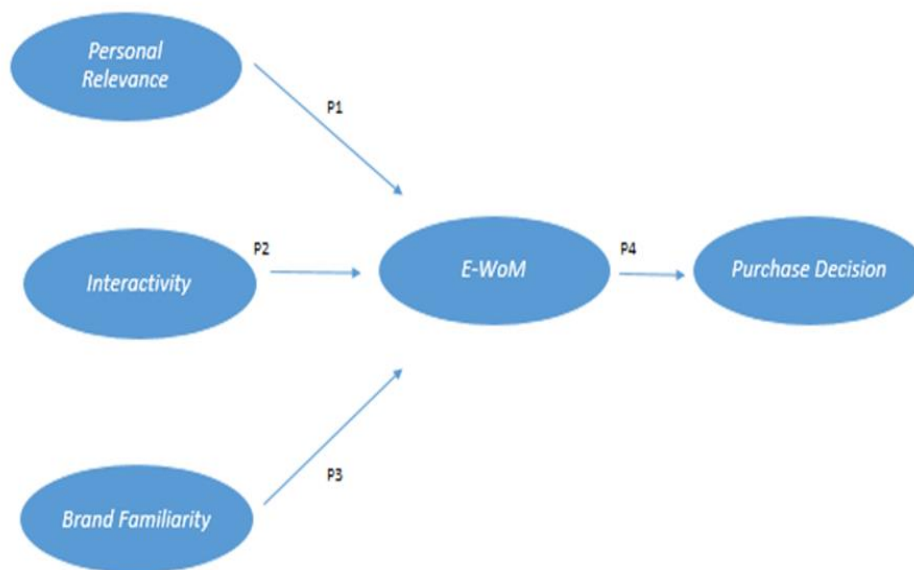


Fig 1

**III. METHODOLOGY**

This paper as superior proposal concept for future research that will examine how social media, eWoM has impact to purchase decision.

The future research will using 200 respondents of consumer of healthy or organic store who is using the official social media account. The consumer that stay on JaBoDeTaBek area (Jakarta, Bogor, Depok, Tangerang and Bekasi – Indonesia) that use the social media not only to obtain information regarding purchase of healthy or organic

good on this store but also promote this store thru its social media official account.

The future of research test using AMOS. The data will be analyzed using multiple regression analysis. Previous studies employed multiple regression analyses to investigate if authentic social media promotion variables would predict eWoM. multiple regression analysis can help in predicting the impact of social media on eWoM. The other previous studies may have analyzed that eWoM may have an impact to purchase decisions.

#### IV. CONCLUSION & IMPLICATION

A healthy lifestyle is a good choice that recommended as an option of a good and happy life. Do hope the finding related social media promotion & electronic word of mouth factors that plan to examine will be used as an application and or will more publish to encourage the public to choose quality and healthy products so drive the life healthier. The research will provide several information influences related to social media promotion & electronic word of mouth as well as product decision choice knowledge.

From a theoretical perspective, this superior concept has a significant contribution to broadening the study of marketing and health behavior. Whereas for a managerial perspective, it can offer more effective to encourage a healthier lifestyle choice of an employee of the company so may support better employee's health. This proposal concept will be the first research to examine the influence of social media and electronic word of mouth on product decision choice for organic and healthy food consumption as a pathway to a healthy lifestyle model. The prior study of factors dominant on social media and electronic word of mouth will gain great decision making for a better lifestyle.

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