

THE INFLUENCE OF SOCIAL MEDIA ON CONSUMER PURCHASING DECISIONS

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Abstract

This research examines the influence of social media on consumer purchase decisions, focusing on how platforms such as Instagram, Facebook and Twitter shape consumer behaviour and perceptions. Social media provides quick and broad access to product reviews, recommendations and direct interaction with brands, which further influences purchase decisions. The role of influencers and paid content on social media is also an important factor in shaping consumer preferences and loyalty. However, challenges arise in the form of subjective and sometimes misleading information, which can cloud the decision-making process. Therefore, an effective marketing strategy on social media should emphasise openness and honesty, while consumers should be more critical in filtering information.

Keywords: Influence, Social Media, Consumer Purchase Decision.

Introduction

Since the last few decades, the development of the digital era has been taking place at a rapid pace, changing the way humans interact, work, and do business. The digital era is characterised by advances in information and communication technologies, such as the internet, computers, and increasingly sophisticated mobile devices. The internet has become a fundamental infrastructure that enables fast and efficient exchange of data and information around the world (Gupta & Kim, 2025). This infrastructure has brought about various innovations such as social media, e-commerce, and web-based applications that have had a significant impact on various aspects of human life. People now live in a digitally connected world, where access to information and communication has become easier and cheaper (Chan & Goh, 2023).

The development of the digital era has also created new opportunities and challenges for various industries. In the business sector, companies are competing to adapt to digital technology to improve operational efficiency and expand market reach. Digitalisation of business processes allows companies to deliver products and services that are more in line with consumer needs, and accelerate the pace of innovation. However, the digital era also brings challenges, such as data security, privacy, and dependence on technology (Martin & Murphy, 2022). In addition, digital transformation demands significant investment and organisational culture change to compete in an