



## Hyper-personalization in Social Media Marketing (Conceptual Framework)

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### ARTICLE INFO

*Keywords:* Theory of Reasoned Action (TAM), Technology Acceptance Model (TAM), Behavior Intension, dan Purchase Behavior

*Received :* 5 March

*Revised :* 17 April

*Accepted:* 20 May

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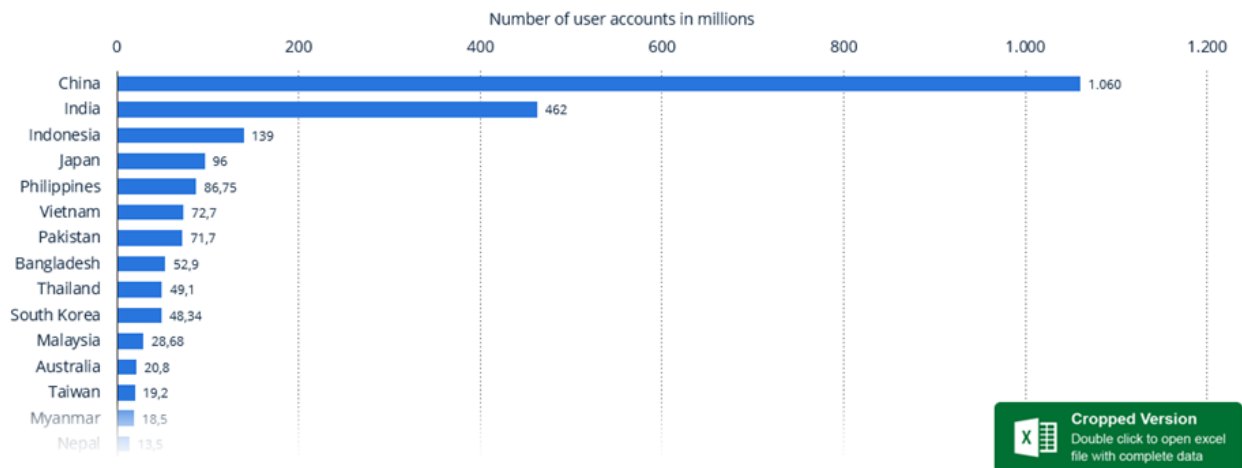


### ABSTRACT

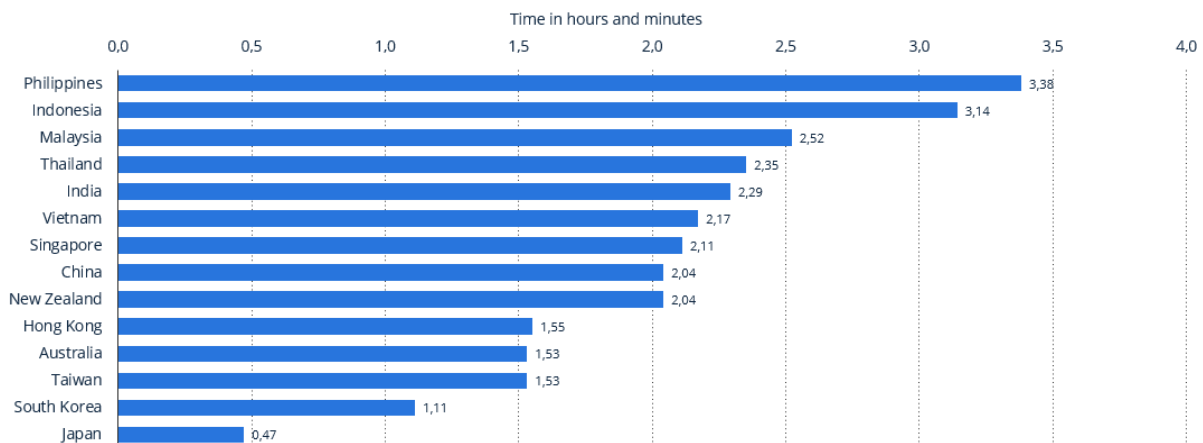
This study aims to analyze the relationship between social media marketing, attitude, subjective norm, perceived ease of use, perceived usefulness, behavior intention, and purchase behavior using a correlational approach. The sample population consists of Tiktok and Shoppe application users selected by purposive sampling method. The sample consists of generation Z who have seen live Shoppe and Tiktok, with domicile in Bandung. The Partial Least Squares (PLS) approach to Structural Equation Modeling (SEM) is used to analyze the collected data. The results showed that social media marketing has a significant positive influence on attitude, subjective norm, perceived ease of use, and perceived usefulness. Attitude, subjective norm, perceived ease of use, and perceived usefulness also have a significant positive influence on behavior intention. In the end, behavior intention has a significant positive influence on purchase behavior. In conclusion, social media marketing plays an important role in shaping attitudes, subjective norms, perceived ease of use, and perceived usefulness that will affect behavior intention and purchase behavior. Companies must take advantage of features available on social media, such as live Shoppe and Tiktok, and provide relevant and interesting content for consumers. In addition, companies must also pay attention to consumer preferences and needs in promoting products or services promoted through social media

## INTRODUCTION

In this era of globalization, the development of information and communication technology continues rapidly. One popular phenomenon is social media. Social media has become an integral part of human life (Kalam et al., 2024). Social media as a social interaction platform that provides information sharing services, photos, videos, and various other activities, has become an inseparable part of people's daily lives. According to the data statista (2024), social media users in Indonesia reached 139 million users, with the average time needed to access social media reaching 3 hours 11 minutes per day.



Picture 1. Social Media Users as of January 2024

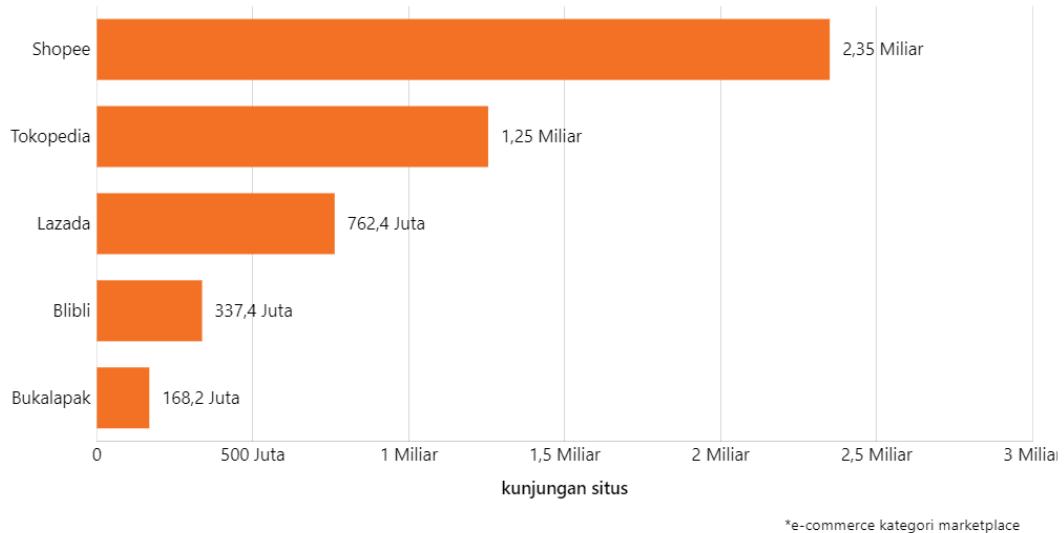


Picture 2. Average Daily Time Spent Using Social Media in the First Quarter of 2023

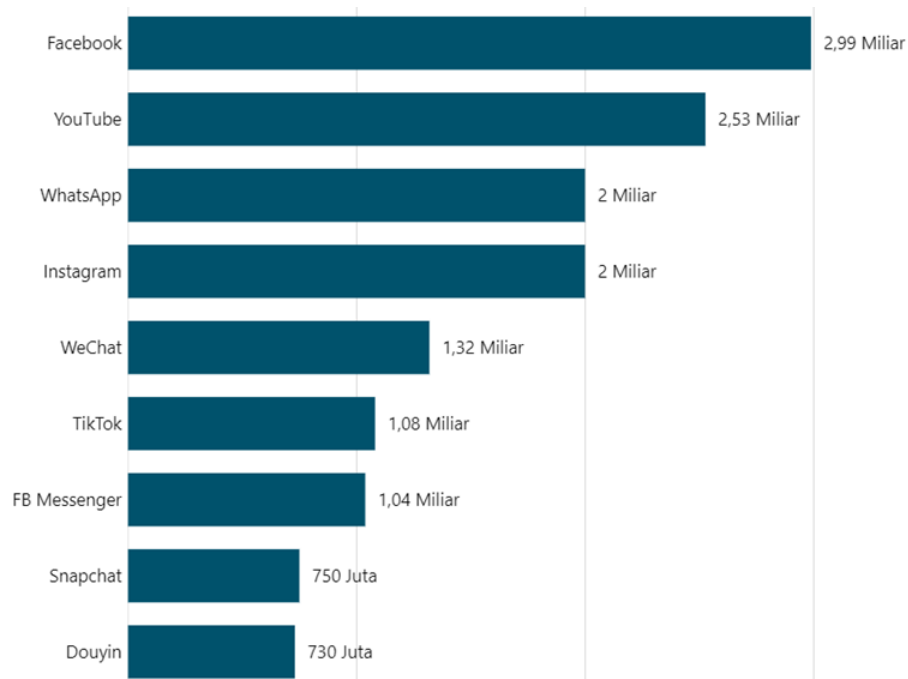
Source: Statista (2024)

In this case, the two social media platforms that are the focus of research are TikTok and Shopee. Platforms like TikTok and Shopee not only serve as a means to socialize and shop in their live features, but also as spaces to advertise and market products. By collaborating between TikTok and Tokopedia, TikTok reactivates the shopping feature (Catriana & Setiawan, 2023). TikTok has a yellow basket feature that can be used for various purposes, such as socializing, sharing information about a product, and making it easier for users to find products and make purchases on related products. Unlike TikTok which has a

yellow basket, Shopee has Shopee Video where there is a promotional video of an item with a link to shop. Shopee also has a Shopee Live feature. Based on data from Adi Ahdiyati (2024) Shopee is the e-commerce with the highest visitors in Indonesia, while based on data from Cindy Mutia Annur (2024) TikTok is the social media with the most visitors to 6 Indonesia recently opened a Tiktok Shop making many business people sell on the two e-commerce applications. In addition to the large number of users, both of these social media platforms have hyper-personalization features that adjust content based on user preferences and behavior.



Picture 3. 5 E-Commerce with the Most Visitors in Indonesia (January-December 2023)  
 Source: Adi Ahdiyati (2024)



Picture 4. Social Media with the Most Global Active Users (July 2023)  
 Source: Annur (2023)

Hyper-personalization is becoming an increasingly popular strategy in social media marketing, where hyper-personalization will analyze user data, such as search history, content preferences, and interaction behavior (Valdez Mendia & Flores-Cuautle, 2022). This strategy aims to provide a more relevant and engaging experience for users, thereby increasing their likelihood to interact with content, purchase products, or follow social media accounts. The rapid development of technology has led to the rise of hyper-personalization in social media, which allows companies to target specific consumers with customized messages, products, and services based on their unique preferences, behaviors, and needs (Jain et al., 2021). The use of hyper-personalization on social media is gaining popularity due to the increasing number of social media users resulting in the amount of data available on social media platforms such as consumer preferences and needs. This data can be used by companies to create highly personalized experiences that increase customer satisfaction, loyalty, and interaction.

To see the extent of hyper-personalization effects on social media, I used two theoretical models, namely the Technology Acceptance Model (TAM) and the Theory of Reasoned Action (TRA). The use of TAM in this study is to understand the factors that influence user perception of new technologies, while TRA takes the aim of understanding user behavior in taking risks using new technologies. This research will use two theoretical models, namely TAM and TRA, to study the factors that influence user behavior in using TikTok's live streaming feature and Shopee's e-commerce platform. Another challenge is the effectiveness of hyper-personalization, where not much research has been done to measure the effectiveness of hyper-personalization in increasing sales conversions or building customer loyalty.

Research Cahyono et al., (2024) and Burgess et al., (2023) It has been shown that TAM can be used to study user behavior in e-commerce, user convenience perceptions and usage attitudes. Research Keni et al., (2024) and Tobias-Mamina et al., (2023) has shown that TRA can be used to study user behavior in a variety of contexts, such as social media use and purchase intention and marketing strategies. However, there have been no studies that use a combination of these two theoretical models to study user behavior in using social media and live streaming features of TikTok and e-commerce platform Shopee.

## LITERATURE REVIEW

### Social Media

Compared to traditional one-way communication channels, social media provides many advantages (Sano et al., 2024). Studies made by Kirtis and Karahan (2011) show that social media is an effective marketing tool that helps reduce marketing costs because it is fast, accessible, and an easy method of sharing information (Harb et al., 2024). "Social media marketing" refers to the act of using social networks for marketing purposes (Eid et al., 2020). Social media as an interactive platform allows companies to build relationships with customers, receive direct feedback, and increase brand awareness. In addition, social media also allows companies to target the market more specifically and measure the results of each marketing campaign. By using social media as a

marketing tool, companies can expand market reach, increase interaction with customers, and increase efficiency in managing marketing costs.

### **Theory of Reasoned Action (TAM)**

The Technology Acceptance Model (TAM) was proposed by Fred Davis (1985) (Burgess et al., 2023) TAM is a basic model that aims to predict the adoption of any technological advancement and is a leading theory used to study technology adoption quantitatively. According to TAM, the intention to accept or use a new technology is determined by perceived ease of use and perceived use (Cahyono et al., 2024). Perceived usefulness is thought to be the extent to which a person believes that using technology will improve job performance (Kurniawan et al., 2024). Ease of use is defined as the extent to which a social media site is "user-friendly", and easy to use or understand. In the context of social media, Indrayanto et al., (2024) Explain that ease of use can affect user perceptions of usefulness in using social media. In addition, Zeithaml, Parasuraman, and Malhotra (2002) in Indrayanto et al., (2024) It also emphasizes the importance of ease of use in developing user-friendly websites. Using TAM in assessing hyper-personalization in social media can help identify factors that influence user perceptions of usefulness and ease of use in using social media that are tailored to user preferences. In addition, TAM can also be combined with rational action taking (TRA) theory to study the relationship between user perception and intention to use social media tailored to user preferences.

Social media marketing can affect perceived ease of use by providing easy-to-understand and interesting information about the product or service being promoted through simple and concise content, such as infographics, video tutorials, and product demos that show how the product or service is used. In addition, social media marketing can also utilize interactive features such as comments and question-answers to allow consumers to get more information and understand how the product or service is used more easily (Doshi et al., 2023). The hypothesis that can be made is: the higher the intensity of social media marketing carried out by companies by providing easy-to-understand and interesting information about the product or service being promoted, the higher the perceived ease of use of a person towards the product or service. Conversely, the lower the intensity of social media marketing carried out by companies by providing easy-to-understand and interesting information about the product or service being promoted, the lower the perceived ease of use of a person for the product or service. Furthermore, studies on the quality of social media apps in Iran show social media marketing positively affects the perceived ease of use of apps (Nugroho et al., 2023).

Social media marketing can affect perceived usefulness by providing information about the benefits and usefulness of products or services promoted through informative and relevant content, such as tutorials, reviews, and testimonials from users who have used the product or service. In addition, social media marketing can also utilize interactive features such as comments and question-answers to allow consumers to get more information and understand the benefits and uses of the product or service better (Doshi et al., 2023). Research shows that perceived usability is positively influenced by social media marketing

activities (Gholamveisy et al., 2023). The hypothesis that can be made is: the higher the intensity of social media marketing carried out by the company by providing information about the benefits and usefulness of the product or service being promoted, the higher the perceived usefulness of a person towards the product or service.

H3: Social Media Marketing Positively Affects Perceived Ease of Use

H4: Social Media Marketing Positively Affects Perceived Usefulness

### **Technology Acceptance Model (TRA)**

The TRA proposed by Fishbein and Ajzen (1975) to explain human behavior has been widely used in technology acceptance research in the field of information and communication technology and became the theoretical basis for technology acceptance research (Cho et al., 2023). One of the strengths of TRA is its emphasis on the role of subjective attitudes and norms in determining behavior. Where attitude is a person's assessment of a behavior (Keni et al., 2024), while subjective norms according to Ajzen (1991) in Tobias-Mamina et al., (2023) refers to social pressure to do or not perform a behavior. Ajzen (1991) said Subjective Norms (SN) are variables related to social factors and refer to the extent to which the thoughts and opinions of people around affect products and services that are new alternatives (Cho et al., 2023). In the context of this study, I wanted to assess how social media can influence attitudes and subjective norms can affect Behavior Intentionality.

The impact of social media marketing on attitudes is a multifaceted discussion that focuses on a variety of variables. Studies have explored the influence of social media characteristics such as personalization, interactivity, relatedness, and ease of use on advertising effectiveness (Kurdi et al., 2022). In addition, the effectiveness of social media marketing, taking into account factors such as source credibility, attractiveness, product matching, and meaning transfer, has been investigated (Liu et al., 2024). In addition, the use of social media short videos for marketing has been studied, focusing on dimensions such as engaging content, scene-based experiences, and user participation interactions in relation to brand attitudes (Meliawati et al., 2023).

Social media plays an important role in shaping subjective norms, which can influence behavior and intentions in contexts such as green consumerism (Kumar & Pandey, 2023), drug use (M and Madni, 2023), and technology adoption (Liu et al., 2024). Social media marketing influences the subjective norm in two ways, namely through effective and efficient communication to more and varied consumers, and through building closer relationships with consumers through more personalized and engaging content (Kumar & Pandey, 2023). This helps create the perception that the product or service being promoted is generally accepted and liked by the general public, as well as that the company cares about consumers and wants to build a closer relationship with them.

H1: Social Media Marketing Positively Affects Attitude

H2: Social Media Marketing Positively Affects the Subjective Norm

### **Behavior Intension**

Behavioral intention is a concept in psychology that refers to an individual's readiness and willingness to perform certain behaviors (Alphonsa Jose & Sia, 2022). According to attitude-based behavior retrieval theory (TPB),

behavioral intention is considered a proximal determinant of actual behavior, indicating the likelihood that a person will engage in a particular action (Zulkepli et al., 2024). Behavioral intent is considered a direct precursor to the actual execution of a behavior, with the stronger the intention to perform a behavior, the more likely a person is to engage in that behavior. In addition, the SDGs also predict most variances in behavioral intention, with perceived attitudes and controls being strong predictors of intention. According to Mousavi et al., (2019) Perceived attitudes and controls can influence behavioral intentions by altering individuals' perceptions of the behavior and their ability to perform it.

The relationship between attitude and behavior intention can be explained as a person's positive or negative perception of an attitude that determines the level of his desire to carry out behavioral intentions. Attitude can affect behavior intention by increasing or decreasing a person's motivation to perform certain behaviors. For example, research Kammarsudin et al., (2022) Shows that attitudes influence the behavioral intentions of travel information seekers using online searches for travel information. In addition, research Teng et al., (2023) It also shows that attitude has a positive influence on behavioral intention. However, the relationship between behavioral attitudes and intentions in a marketing context is very complex and influenced by a variety of factors, as shown in studies Sadiq et al., (2023) about attitudes towards behavior in consuming organic food.

The relationship between subjective norms and behavior intention is a relationship in which subjective norms can influence a person's behavioral intention to perform a particular action. In the context of tourists, subjective norms can influence their behavioral intentions to visit a place, as the results of research Rahayuningsih, (2022) which shows that subjective norms that have a positive and supportive effect on the behavioral intentions of Mount Bromo tourists and have an important role in stimulating tourists to visit a place based on advice from those closest to them. In addition, subjective norms also influence the behavioral intentions of travel information seekers using online searches for travel information Kammarsudin et al., (2022). Keni et al., (2024) In his journal explains that subjective norms are determined by an individual's perception of what is considered to be done by others who are important to him, such as family members, peers, and authority figures. So the hypothesis that can be made is: the higher a person's subjective norm towards visiting a place, the higher the intention of his behavior to visit that place. Or vice versa, the lower a person's subjective norm towards visiting a place, the lower the intention of his behavior to visit that place.

Perceived ease of use is an individual's perception of the ease of use of a technology or system. According to Arunachalam (2019), perceived ease of use is defined as a person's perception of the extent to which using a particular system will be free from physical and mental effort. If a person feels that doing an action is easy, then he will give a positive attitude towards it (Kurniawan et al., 2024). In Research conducted by Frisna Yoza et al. (2023) and Nurjannah & Hendrawan (2023), technology learning theory (TAM) explains that perceived ease of use has

a significant influence on behavior intention. The research may explain that if an individual feels that a technology or system is easy to use, then he will have higher behavioral intentions (Nurjannah & Hendrawan, 2023). Conversely, if the individual feels that a technology or system is difficult to use, then he will have lower behavioral intentions. The hypothesis that can be made is: the higher a person's perceived ease of use of a technology or system, the higher the behavioral intention to use it. Or vice versa, the lower a person's perceived ease of use of a technology or system, the lower the behavioral intention to use it.

In research Cahyono et al. (2024), electronic tourism operations are considered easier to use than others to be accepted by compactors. The perceived ease of use can be described as people's perception of the use of technology that will be without mental pressure and people do not need to allocate a lot of time and energy when using it (Frisna Yoza et al., 2023). Other studies show that the perception of ease of use has a positive and significant effect on the behavioral intention of DANA application users in Pekanbaru (Nofirda & Ikram, 2023). The hypothesis that can be made is: the higher a person's perceived usefulness to a technology or system, the higher the behavioral intention to use it. Or vice versa, the lower a person's perceived usefulness towards a technology or system, the lower the behavioral intention to use it.

H5: Attitude positively affects Behavior Intension

H6: Subjective Norm Positively Affects Behavior Tension

H7: Perceived Ease of Use berpengaruh positif kepada Behavior Intension

H8: Perceived Usefulness Positively Affects Behavior Intension

### **Purchase Behavior**

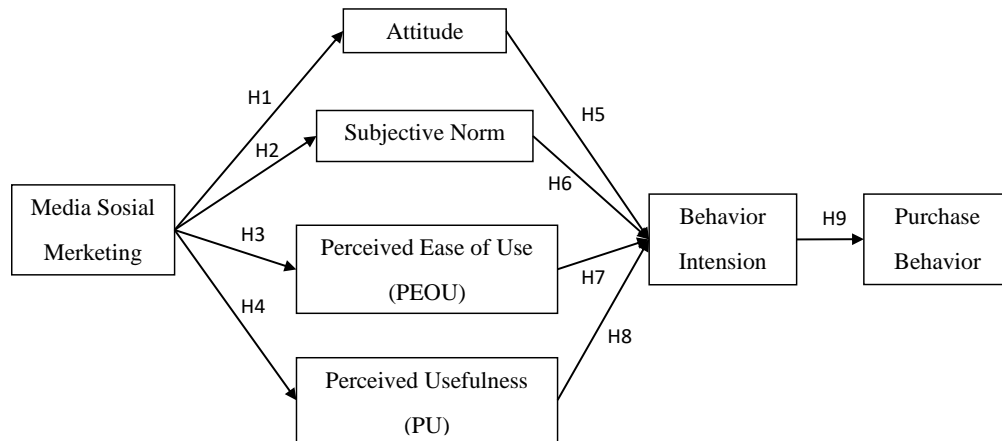
Buying behavior is a concept in marketing that describes how consumers make decisions to buy a product or service. In the context of marketing, the portrayal of consumer buying behavior is very important, as it can help companies to develop effective marketing strategies (Shen & Wang, 2024). In addition, the portrayal of purchasing behavior can also help companies to understand how consumers perceive the products or services offered, as well as how consumers compare these products or services with products or services offered by competitors. In the field of environmental psychology, marketing research also shows that consumer consumption behavior is influenced by environmental stimuli, as mentioned by Eroglu et al. (2003) and Mazaheri et al. (2011) (Pradana et al., 2024).

Behavior intention is a statement about the level of desire for a person to perform a certain behavior. In the context of marketing, behavior intention is often used as the main indicator of purchase behavior. This is because behavior intention shows the level of a person's desire to buy a certain product or service. If a person's behavior intention is high, then he is more likely to buy the product or service. Conversely, if a person's behavior intention is low, then he is less likely to buy the product or service. In context It implies that when health workers have a strong intention to participate in interagency collaboration in chronic disease management (ICCDM), they are more likely to demonstrate true collaborative behavior in practice. This is in line with the research of Ajzen and Fishbein (1980)

with Jain et al. (2018) Where behavior intension has a direct influence on purchase intension.

H9: Behavior Intension Positively Affects Purchase Behavior

Figure 5 shows the theoretical framework developed in this study. Specifically, the framework proposes that social media marketing is hypothesized to have an influence on attitude, subjective norm, perceived ease of use, and perceived use. Continuing to these 4 variables are hypothesized to affect behavior and ultimately form purchase behavior.



Picture 5. Theoretical Framework

## METHODS

This study uses a correlational approach to investigate the relationship between variables consisting of: social media marketing, attitude, subjective norm, perceived ease of use (PEOU), perceived use fulness (PU), behavior intension, and purchase behavior. The sample population consists of a user of the Tiktok and Shoppe applications. Sempel for this study will be selected using the purposive sampling method, which involves incorporating certain criteria into the sampling process. The sample of this study consists of generation Z who have seen live Shoppe and Tiktok, with Bandung domicile. The Partial Least Squares (PLS) approach to Structural Equation Modeling (SEM) will be used to analyze the collected data. SEM-PLS is a statistical analysis method used to validate models of structural equations that incorporate latent variables.

## RESULTS AND DISCUSSION

In this study, using a correlational approach and purposive sampling method, a sample consisting of generation Z who have seen live Shoppe and Tiktok has been selected, with Bandung domicile. Using PLS-SEM as an analysis method, data related to the relationship between social media marketing, attitude, subjective norm, perceived ease of use (PEOU), perceived usefulness (PU), behavior intension, and purchase behavior have been collected. The results showed that social media marketing has a significant positive influence on attitude, subjective norm, PEOU, and PU. Furthermore, attitude, subjective norm, PEOU, and PU also have a significant positive influence on behavior intension. In the end, behavior intension has a significant positive influence on purchase behavior. From the results of this study, it can be concluded that social media marketing plays an important role in shaping attitudes, subjective norms,

PEOU, and PU which then affect behavior intention and purchase behavior. In addition, the results of this study also show that generation Z who have seen live Shoppe and Tiktok have a high level of behavior intention in purchasing products or services promoted through social media. To increase the effectiveness of social media marketing, companies must take advantage of features available on social media, such as live Shoppe and Tiktok, and provide relevant and interesting content for consumers. In addition, companies must also pay attention to consumer preferences and needs in promoting products or services promoted through social media.

## CONCLUSIONS AND RECOMMENDATIONS

Researchers can conclude that social media marketing plays an important role in shaping attitudes, subjective norms, PEOU, and PU which then influence behavior intention and purchase behavior. Generation Z who have seen live Shoppe and Tiktok have a high level of behavior intention in purchasing products or services promoted through social media. The advice that can be given by researchers is to increase the effectiveness of social media marketing, companies should take advantage of features available on social media, such as live Shoppe and Tiktok, and provide relevant and interesting content for consumers. In addition, companies must also pay attention to consumer preferences and needs in promoting products or services promoted through social media. Companies must develop the right and effective marketing strategies using social media, such as determining the right time to promote products, using influencers that match the products or services being promoted, and using relevant hashtags. In addition, companies must also monitor and evaluate marketing carried out through social media, so as to improve and improve the marketing strategy that has been set.

## FURTHER STUDY

This study uses theoretical concepts and previous research findings because it takes the form of a conceptual framework. The focus of this study is only on social media marketing, TAM, TRA, and purchase behavior therefore, future research is suggested to examine other variables, such as product quality, price, and brand reputation, in the relationship between social media marketing and purchase behavior. In addition, researchers suggest raising the variables of privacy violation and filter bubble to look at the negative aspects of hyperpersonalization.

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