Social media marketing, influencer marketing, and personalization as drivers of consumer behavior in Indonesian e-commerce: a conceptual review

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Abstract: *Indonesia is one of the biggest e-commerce markets in Southeast Asia. As more people shop online, businesses need to understand how digital marketing affects the way consumers make purchasing decisions. This paper reviews existing studies on three digital marketing strategies: social media marketing, influencer marketing, and content personalization. The goal is to understand how these strategies influence consumer behavior in Indonesian e-commerce, specifically brand awareness, purchase intention, trust, satisfaction, and loyalty. The paper uses three main theories as its foundation: the Technology Acceptance Model (TAM), the commitment-trust theory, and the social proof principle. The paper uses a narrative literature review approach, drawing on 20 selected peer-reviewed studies published between 1984 and 2025. on the review, this paper argues that social media content quality matters more than posting frequency. Influencer marketing works best when influencers are honest and genuinely connected to the products they promote. Personalization improves customer satisfaction but must respect consumer privacy. It offers seven research propositions that future studies can test. It also gives practical suggestions for Indonesian businesses, especially small and medium enterprises (SMEs), on how to improve their digital marketing strategies.*

Keywords: *Digital Marketing, Consumer Behavior, Social Media Marketing, Influencer Marketing, Personalization, E-Commerce, Indonesia, Brand Loyalty, Purchase Intention*

1. INTRODUCTION

In recent years, Indonesia has become one of the most active digital economies in Southeast Asia. The country has more than 212 million internet users, and its e-commerce market was worth around USD 62 billion in 2023. This number is expected to grow to USD 95 billion by 2025. Large platforms like Tokopedia, Shopee, Lazada, and Bukalapak have changed how people buy and sell products. Because of this growth, digital marketing has become very important for businesses that want to stay competitive.

The COVID-19 pandemic made this shift happen even faster. Between 2019 and 2022, around 37 million new consumers started shopping online in Indonesia. Many of them continued shopping online even after the pandemic ended. This change pushed many businesses, from large companies to small ones, to invest more in digital marketing to attract and keep customers.

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However, most studies on digital marketing and consumer behavior focus on developed countries like the United States or countries in Europe. There are fewer studies that look at Indonesia specifically, even though Indonesian consumers have unique characteristics. They tend to rely heavily on social recommendations and community trust when making purchase decisions. This gap in the literature is what motivates this paper.

This paper has four main aims. First, it reviews the theoretical frameworks that explain how digital marketing affects consumer behavior. Second, it looks at existing research on social media marketing, influencer marketing, and content personalization. Third, it discusses how the characteristics of Indonesian consumers shape the way these strategies work. Fourth, it proposes a conceptual framework with seven propositions that future researchers can test empirically. The paper is organized as follows: Section 2 explains the method used; Section 3 presents the theoretical framework; Section 4 reviews relevant literature; Section 5 presents the conceptual framework and research propositions; Section 6 discusses practical implications and limitations; and Section 7 presents the conclusion.

2. METHOD

2.1 Research Design

This paper uses a narrative literature review approach. This method is used when the goal is to understand a broad topic by collecting and summarizing what other researchers have already found. A narrative review is different from a data-based study because it does not collect information from surveys, interviews, or experiments. Instead, it brings together ideas and findings from multiple existing studies to build a new understanding of the topic.

This approach is suitable for this paper because the goal is to build a conceptual framework about digital marketing and consumer behavior in Indonesian e-commerce. At this stage, there is still a lack of studies that specifically look at this topic in the Indonesian context. A literature review is therefore a useful and valid first step before more detailed empirical research is carried out.

2.2 Search Strategy

The literature search was conducted using three main academic databases: Google Scholar, Scopus, and Web of Science. The following keywords and keyword combinations were used: “digital marketing,” “social media marketing,” “influencer marketing,” “content personalization,” “consumer behavior,” “e-commerce,” “Indonesia,” “brand loyalty,” “purchase intention,” and “trust.” These searches were focused on articles published between 2008 and 2025 to ensure the review covers both foundational and recent research. A few older studies published before 2008 - such as Davis (1989), Cialdini (1984), and Morgan and Hunt (1994) - were included because they provide important theoretical foundations that are still widely used in the literature today.

2.3 Inclusion and Exclusion Criteria

Not all search results were used in this review. Studies were included if they: (1) were published in peer-reviewed journals or reputable academic publishers; (2) focused on at least one of the three digital marketing strategies covered in this paper; (3) were relevant to the topics of consumer behavior, trust, purchase intention, or brand loyalty; and (4) were written in English. Studies were excluded if they focused only on offline or

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traditional marketing without a digital component, were not peer-reviewed, or were not directly relevant to the research questions of this paper.

2.4 Data Extraction and Synthesis

After selecting the relevant studies, the key findings from each article were identified and organized according to three main themes: (1) social media marketing, (2) influencer marketing, and (3) content personalization. For each theme, the findings were compared and summarized to identify patterns, agreements, and gaps in the existing research. The results of this synthesis are presented in the Literature Review section (Section 4) and are used as the basis for the conceptual framework proposed in Section 5.

A total of 20 key references were selected for this review. These include both seminal theoretical works - such as TAM (Davis, 1989), UTAUT (Venkatesh et al., 2003), and the commitment-trust theory (Morgan & Hunt, 1994) - and recent empirical studies published between 2017 and 2025 that investigate digital marketing and consumer behavior in e-commerce contexts. This combination ensures that the review is grounded in established theory while also reflecting the most current research in this field.

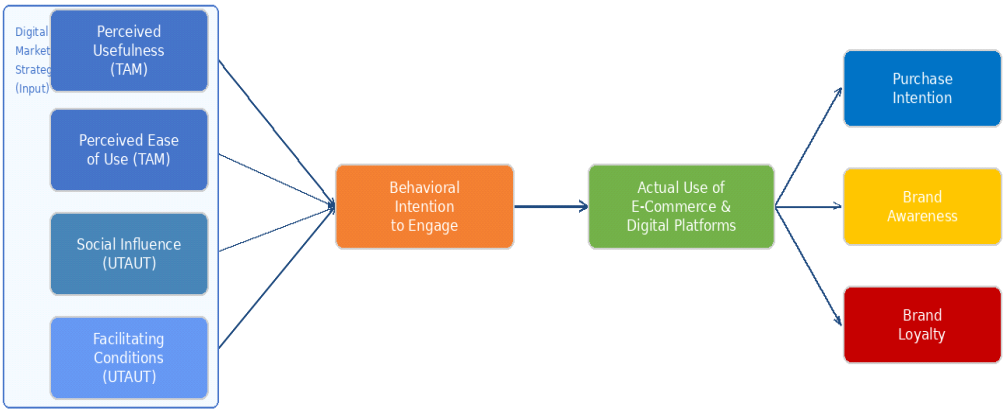
3. THEORETICAL FRAMEWORK

3.1 Technology Acceptance Model (TAM) and UTAUT

The Technology Acceptance Model, or TAM, was introduced by. This model explains why people decide to use a new technology. According to TAM, two main factors influence this decision: how useful a person thinks the technology is, and how easy it is to use. In the context of e-commerce, TAM helps explain why consumers choose to shop on certain platforms and engage with digital marketing content.

Later, extended TAM into a broader model called UTAUT (Unified Theory of Acceptance and Use of Technology). UTAUT adds two more factors: social influence and facilitating conditions. Social influence means that people are more likely to use a technology if people they respect also use it. This factor is especially relevant in Indonesia, where community opinions and peer recommendations play a big role in purchasing decisions. This is directly related to why influencer marketing and social media communities are effective in the Indonesian market.

Figure 2. Theoretical Foundation: TAM/UTAUT Applied to Indonesian E-Commerce Digital Marketing Context



Source: Adapted from Davis (1989) and Venkatesh et al. (2003)

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3.2 Commitment-Trust Theory

The commitment-trust theory was developed by. This theory says that in any marketing relationship, trust and commitment are the two most important factors. When a consumer trusts a brand, they become more committed to it. This commitment then leads to loyal behavior and repeat purchases. In digital marketing, this theory explains why brands that are honest and consistent in their communication tend to build stronger customer relationships over time. For influencer marketing specifically, this theory helps explain how an influencer's credibility can transfer trust to the brand they are promoting.

3.3 Social Proof Theory

The social proof principle comes from Cialdini (1984). It states that when people are unsure about what to do, they tend to follow the actions or opinions of others, especially people they look up to. In digital marketing, social proof appears in many forms: product reviews and ratings, influencer endorsements, and how many likes or shares a post gets. This principle is very relevant in Indonesia because Indonesian culture tends to be collectivist, meaning people value community opinions and social norms when making decisions. This is why content that shows other people's positive experiences with a product tends to be very persuasive for Indonesian consumers.

4. LITERATURE REVIEW

4.1 Social Media Marketing and Consumer Behavior

Social media marketing refers to using platforms like Instagram, TikTok, and Facebook to promote products, engage with consumers, and build a brand image. Unlike traditional advertising, social media allows brands to have real conversations with their customers. Consumers can comment, share, and react to content directly. This makes the communication more personal and interactive. Many studies show that social media marketing has a positive effect on brand awareness, consumer attitudes, and purchase intention.

A useful framework for understanding social media behavior is the COBRA model by COBRA stands for Consumer Online Brand-Related Activities. It describes different levels of consumer engagement, from simply viewing content, to liking and sharing it, to actively creating new content about a brand. According to this framework, people are most likely to engage actively with brand content when they find it entertaining or when it helps them express their identity. This means brands need to create content that is interesting and emotionally engaging, not just promotional.

In Indonesia, social media use is very high. Instagram, TikTok, and Facebook together reach more than 80% of Indonesian internet users. Instagram and TikTok are especially popular among consumers aged 18 to 35 for discovering new products. A study by found that social media marketing significantly increases purchase intention among Indonesian consumers, with brand awareness acting as the main connecting factor. Short-form videos, like Instagram Reels and TikTok videos, tend to get more engagement than static photos. Content that tells a story or communicates brand values also works better than direct product promotion. On the other hand, when brands post too much promotional content, consumers tend to ignore it or unfollow the account. This is known as ad fatigue.

4.2 Influencer Marketing, Trust, and Brand Loyalty

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Influencer marketing means working with people who have followers on social media to promote a product or brand. This type of marketing is based on the idea of social proof (Cialdini, 1984) and source credibility theory (Hovland et al., 1953, as cited in. When a consumer sees someone they trust recommending a product, they feel more confident about buying it.

An important finding from that the number of followers alone does not determine how effective an influencer is. What matters more is whether the influencer's personal brand matches the product being promoted. If there is a good fit between the influencer and the product, consumers are more likely to trust the recommendation.

Many researchers have also compared micro-influencers (those with 10,000 to 100,000 followers) and macro-influencers (those with more than 500,000 followers). found that micro-influencers often get better results because their followers see them as more relatable and honest. adds that authenticity is the most important factor. Consumers trust influencers who genuinely use and believe in the products they promote. When influencers promote products just for money, without any real connection to them, consumers notice this and trust decreases.

Transparency is also very important. When influencers clearly label their content as sponsored, such as using "#ad" or "paid partnership," studies show that consumer trust actually stays high. This is because consumers appreciate honesty. In Indonesia, influencer marketing is a growing industry, estimated at IDR 1.3 trillion in 2023. Given Indonesia's collectivist culture, where people trust the recommendations of community figures, influencer marketing is especially powerful when done authentically.

4.3 Content Personalization and Customer Satisfaction

Personalization in e-commerce means using data about a customer's past behavior to create a shopping experience that feels tailored to them. This includes showing product recommendations based on what they have bought before, sending targeted emails, or displaying ads that match their interests (Hassan et al., 2025). Kotler and Keller (2016) describe this as the idea of marketing to each customer as an individual, rather than targeting a broad group.

Research shows that personalization has a positive effect on customer satisfaction and purchase intention. Chen and Lin (2019) found that when social media content feels personally relevant to a consumer, it increases their sense of belonging to the brand community and makes them more likely to buy. Hassan et al. (2025) showed that personalized product recommendations strengthen the link between trust, satisfaction, and loyalty in e-commerce settings.

Personalization also matters after a purchase. Wang et al. (2022) found that customers who receive personalized follow-up messages after buying a product are more likely to come back and buy again. Cheung et al. (2008) also showed that satisfied customers are more likely to write positive reviews, which helps attract new buyers.

However, personalization also has risks. When consumers feel that a brand is tracking them too closely or using their data without permission, they may feel uncomfortable. This is called perceived intrusiveness, and it can damage trust (Hassan et al., 2025). This means businesses need to be transparent about how they use customer data.

5. CONCEPTUAL FRAMEWORK AND RESEARCH PROPOSITIONS

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Based on the theories and research reviewed above, this paper proposes a conceptual framework. In this framework, the three digital marketing strategies - social media marketing, influencer marketing, and content personalization - are the main factors that drive consumer behavior. They work through three connecting mechanisms: brand awareness, consumer trust, and perceived value. The final outcomes are purchase intention, customer satisfaction, and brand loyalty. The Indonesian consumer context - including collectivist culture, high social media use, and mobile-first behavior - moderates how strong these effects are.

Figure 1. Conceptual Framework of Digital Marketing Strategies and Consumer Behavior in Indonesian E-Commerce

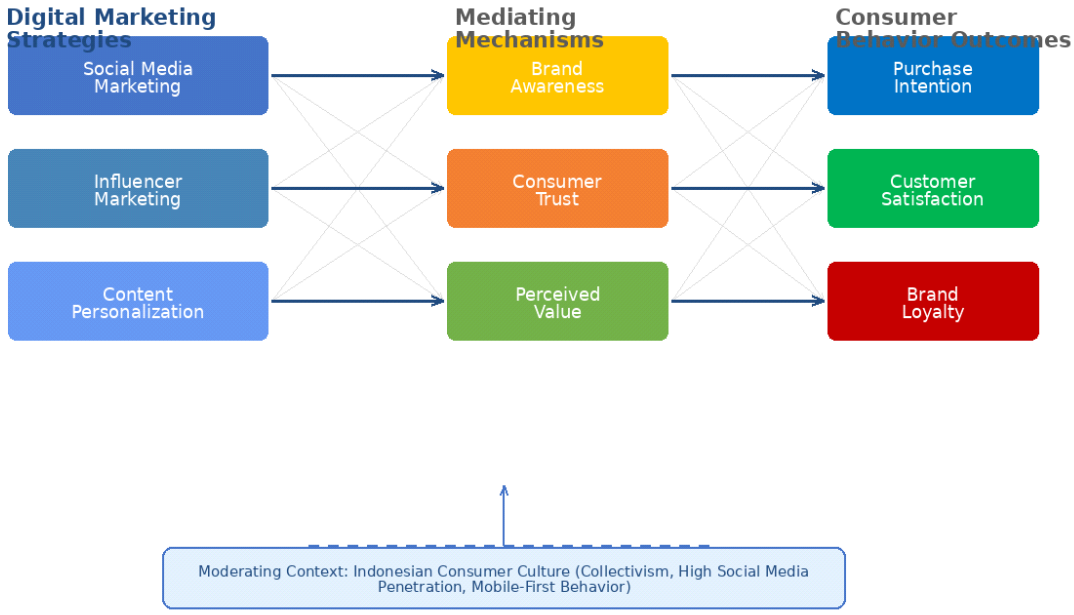


Table 1.

Research Propositions

Proposition	Statement	Based on
P1	Interactive and storytelling-based social media content increases brand awareness and purchase intention among Indonesian e-commerce consumers.	Muntinga et al. (2011); Zeqiri et al. (2025)
P2	When social media content lacks value, posting more frequently will reduce consumer engagement due to ad fatigue.	Labrecque et al. (2013); Dwivedi et al. (2021)
P3	Micro-influencer endorsements produce stronger consumer trust and purchase intention than macro-influencer endorsements when the influencer and brand share similar values.	De Veirman et al. (2017); Kim & Kim (2022)
P4	Influencers who clearly disclose sponsored content will have a stronger positive effect on consumer trust than those who do not.	Kim & Kim (2022); Baghel (2023)
P5	Personalized product recommendations	Hassan et al. (2025);

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	based on purchase history have a positive effect on customer satisfaction and repeat purchases.	Chen & Lin (2019)
P6	When consumers feel that personalization is intrusive or uses their data without clear consent, their trust in the brand will decrease.	Hassan et al. (2025); Morgan & Hunt (1994)
P7	Post-purchase personalized engagement, such as follow-up messages and loyalty rewards, increases customer loyalty through improved satisfaction.	Wang et al. (2022); Cheung et al. (2008)

Source: Developed from literature review

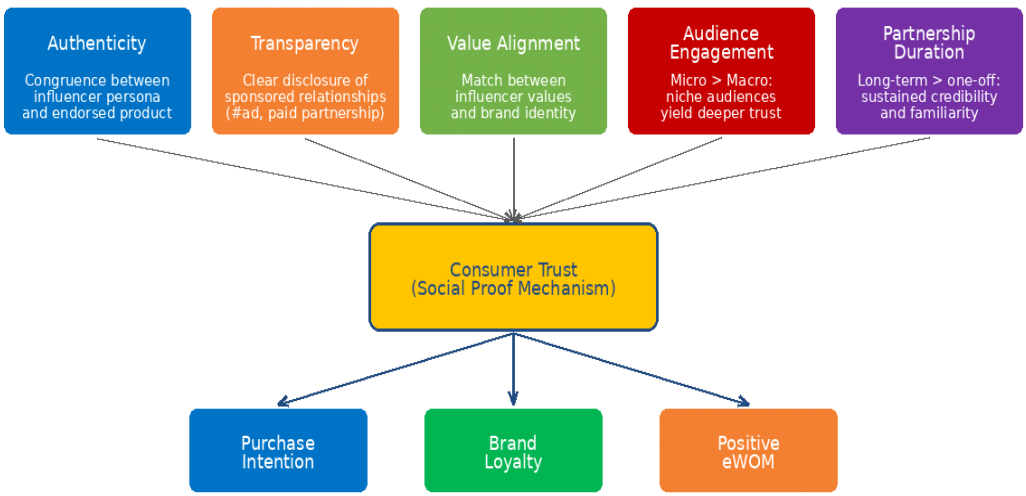
6. DISCUSSION

6.1 Practical Implications for Indonesian E-Commerce Businesses

The findings from this review have several practical implications, especially for Indonesian SMEs with limited marketing budgets. First, investing in quality social media content is more important than posting frequently. Brands that create short videos, tell stories about their products, or share content that reflects their values tend to get more engagement than brands that simply push promotional posts.

Second, for businesses that cannot afford to work with large influencers, micro-influencers are a better option. They have smaller audiences but stronger connections with their followers. When a micro-influencer genuinely uses and believes in a product, their recommendation can be very convincing . Long-term partnerships with influencers also work better than one-time promotions.

Figure 3. Influencer Marketing Effectiveness: Key Determinants and Consumer Outcomes



Source: Synthesized from De Veirman et al. (2017); Kim & Kim (2022); Baghel (2023); Cialdini (1984)

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Third, businesses should start personalizing their marketing based on what customers have already bought or liked. This kind of personalization feels helpful rather than intrusive. Sending a simple follow-up message after a purchase, like a thank-you note or a care guide for the product, is a low-cost way to improve customer loyalty.

6.2 Limitations and Future Research

This paper has some limitations. Because it is a conceptual review, it does not collect or analyze any real data. All the conclusions are based on existing studies from other contexts, which may not perfectly apply to Indonesia. The seven propositions presented in this paper still need to be tested through actual research.

Future studies should test this framework using quantitative methods, such as surveys and structural equation modeling (SEM), with Indonesian e-commerce consumers as respondents. Researchers could also conduct interviews to better understand how Indonesian consumers feel about social media ads, influencer content, and personalization. In addition, comparative studies across different product categories - such as fashion, food, and beauty - would help determine whether these strategies work the same way in all sectors (Hassan et al., 2025).

7. CONCLUSION

This paper reviewed studies on three digital marketing strategies - social media marketing, influencer marketing, and content personalization - and how they affect consumer behavior in Indonesian e-commerce. Three theories were used to explain these relationships: the Technology Acceptance Model, the commitment-trust theory, and the social proof principle.

The review found that the quality of social media content is more important than how often a brand posts. Storytelling and interactive content work better than direct advertisements. For influencer marketing, the key factors are authenticity, transparency, and a genuine match between the influencer and the brand. Micro-influencers often outperform macro-influencers because consumers find them more relatable. For personalization, it works best when it is based on what customers have already shown interest in, and when businesses are honest about how they use customer data.

These findings suggest that Indonesian businesses, especially SMEs, do not need a large budget to do digital marketing well. What matters more is building real relationships - with audiences through meaningful content, with customers through trusted influencers, and with individual buyers through personalized and post-purchase communication. Future empirical research testing the proposed framework will be important for deepening the understanding of digital marketing in the Indonesian context.

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