



# THE ROLE OF SOCIAL MEDIA MARKETING AND PRIVACY CONCERN ON PERCEIVED RISK AND ONLINE PURCHASE BEHAVIOR IN FRESH MEAT PRODUCTS

Natasya Sharla Kirana<sup>1</sup>, L. I Gusti Ayu Carla Tiffany<sup>2</sup>, Timotius FCW Sutrisno<sup>3</sup>

<sup>1,2,3</sup>School of Business Management, Universitas Ciputra

Email: <sup>1</sup>[nsharlakirana@student.ciputra.ac.id](mailto:nsharlakirana@student.ciputra.ac.id), <sup>2</sup>[li000001@student.ciputra.ac.id](mailto:li000001@student.ciputra.ac.id), <sup>3</sup>[timotius.febry@ciputra.ac.id](mailto:timotius.febry@ciputra.ac.id)

## ABSTRACT

Many micro and medium businesses have gone bankrupt due to not keeping up with the times, especially regarding digitalization, at this time technological advances are developing very rapidly and are very influential in the economic sector. Fresh meat is a business that can be said to have kept up with the times in the aspect of digitization in sales. This research investigates the dynamics of consumer behavior in online marketplaces that sell fresh meat. By exploring the relationship between social media marketing strategies and consumer concerns regarding privacy, this study aims to explain the factors that influence risk perceptions associated with online transactions for fresh meat products. This study recognizes the sensitivity of fresh meat quality, where trust and assurance are crucial in consumer decision-making. This research utilizes quantitative methods, using surveys and data analysis to gain a holistic picture of consumer responses. By examining the interactions between variables, this study contributes valuable insights to academic literature and practical marketing strategies in the fresh meat sales industry. Understanding how social media and privacy considerations jointly influence consumer perceptions and behavior, provides a foundation for designing effective marketing with online platforms, which promotes increased trust and confidence in online fresh meat purchases.

**Keywords:** Social Media Marketing Strategy, Privacy Concern, Perceived Risk, Online Purchase Behavior

## 1. Introduction

The number of companies around 30 million micro and medium enterprises has gone bankrupt due to not digitizing. They feel they don't need to follow the times because they feel enough, even though times will continue to develop and make updates (Lardón-López et al., 2022). A rapidly developing era can be marked by technological progress. Technological advances are able to have an influence in various sectors, including the economic sector (Lardón-López et al., 2022). This is proven by the ease of carrying out online transactions which can increase production which can be profitable for the company. Transaction activities can be carried out by utilizing social media as a media marketing strategy. Social media is believed to be able to provide significant benefits and influence public decisions (Hamid et al., 2022). Using social media involves personal data information registered on the account. So, privacy concerns become one of the important things for users to be comfortable in using social media. Cases of misuse of personal data raise privacy concerns (Kronemann et al., 2023).

The ease of making online transactions means customers accept the perceived risk that might occur. Shopping online requires managing the consumer experience to form positive buyer perceptions (Marikyan et al., 2023). So that it can increase the possibility of people making purchases online. Especially the younger generation has a tendency to carry out online transactions or online purchase behavior (Adeola et al., 2021)

Fresh Meat is a brand that was founded in 1980 and operates in the field of processed meat products. Fresh Meat was founded because it saw the opportunity that during this

pandemic more and more people were doing their activities online and tended to minimize outdoor activities, so the company saw this as an opportunity to meet the needs of people who like snacks. With the company's target market aged 10-40 years, both men and women in the cities of Surabaya, Denpasar, Cepu and Tuban. This company sells various kinds of typical Indonesian snacks such as glass chips, basreng, macaroni and fried onions. The variables studied certainly have useful indicators to help measure the changes that occur. Each variable studied is social media marketing strategy, privacy concern, perceived risk, online purchase behavior. With the following research instrument:

Table 1. Confirmation of Factor Analysis

<b>Variable</b>	<b>Code</b>	<b>Items</b>	<b>Source</b>
<i>Social Media Marketing Strategy</i>	X 1.1	<i>social media</i> makes everything easier.	(Manzoor et al., 2020)
	X 1.2	Enthusiasm for seeking information on social media	
	X 1.3	Wider social media information	
	X 1.4		
	X 1.5	Social media is effective in helping find products	
<i>Privacy Concern</i>	X 2.1	Use of social media is preferred	
	X 2.2	Data collection	(Pawestri, 2021)
	X 2.3	awareness of information use	
<i>Perceived Risk</i>	Z.1.1	Familiar with the entity	
	Z 1.2	<i>Financial Risk.</i>	(Haryani, 2019)
	Z 1.3	<i>Performance Risk</i>	
	Z 1.4	<i>Time and Convenience Risk.</i>	
<i>Online Purchase Behaviour</i>	Y 1.1	<i>Physical Risk.</i>	
	Y 1.1	Shopping online saves time	(Manzoor et al., 2020)
	Y 1.2	Shopping online is profitable	
	Y 1.3	Shopping online is easier	
	Y 1.4	Shopping online is cheaper	
	Y 1.5	Transactions are safe	

Y 1.6 when done online

You can get more complete product information online

Source: Processed by researchers, 2023

## 2. Literature Review

### 2.1 Social Media Marketing Strategy

Social media marketing strategy as a modern marketing technique and is used by the majority of companies in online networks with the aim of reaching a wider range of potential customers (Manzoor et al., 2020). Social media marketing strategy explains that social media marketing strategy is used to determine decisions related to marketing budgets, marketing mix, marketing allocations related to desired environmental conditions, as well as competitive conditions for long-term planning which includes supporting activities in the process of achieving goals. (Juandi, 2021). (PUSPANINGRUM, 2020) explained that social media marketing strategy is a tool that helps companies communicate with consumers in building brand loyalty outside of traditional methods.

### 2.2 Privacy Concern

*Privacy concerns* or a sense of concern for information privacy, as users are able to have full control over the extent to which information privacy can be exercised or the extent to which users give permission for information that may be shared, as well as information that needs to be kept confidential (Pawestri, 2021). Every individual certainly has different privacy concerns, considering that privacy concerns are influenced by various external factors, individual characteristics and experiences. In addition, persuasion knowledge is significantly related to privacy concerns (Pawestri, 2021).

### 2.3 Perceived Risk

*Perceived risk* is one of the main problems in online shopping, considering that it has a direct influence on attitudes and purchasing interest (Prabowo, 2019). As a result, brand image will influence intentions to purchase a product/service. A person is encouraged to purchase a product if the product has a good brand image, which creates a desire to try or buy.

### 2.4 Online Purchase Behavior

*Online purchasing behavior* (OPB) as behavior that represents whether the consumer has purchased a product online or chosen another available alternative. In this way, this behavior is known as purchase behavior: if a consumer still chooses to purchase a product that he really wants to buy (Rahman & Hossain, 2022). Intention is one of the motivational factors that can influence behavior, among other things, indicating a person's planned effort to carry out an attitude (Choedon et al., 2020).

### 2.5 Relationship Between Variables

This research was based on the Theory of Planned Behavior (TPB). The theoretical basis is used because the Theory of Planned Behavior (TPB) explains individual behavior based on the existence of an intention to behave. In this case, perceived risk is a consumer behavior that occurs due to intention so that this behavior can be predicted using the Theory of Planned Behavior (TPB), besides that it has been tested by (Cristofaro et al., 2022) and (Miguel et al., 2022) concluded that the TPB is a good research model and is a strong theoretical basis. The theory of planned behavior (TPB) is the result of the development of the theory of reasoned

action (TRA) once put forward by Fishbein and Ajzen in 1975. Ajzen's stated that TPB can be accepted as a medium for analyzing the differences between attitudes and intentions and both intentions and behavior. This research was also made by referring to previous research using the same grand theory, namely the Theory of Planned Behavior (TPB)

Study Daroch (2021) with the title "A Study On Factors Limiting Online Shopping Behavior Of Consumers." using the grand theory Theory of Planned Behavior (TPB). Aims to investigate consumer behavior towards online shopping with several factors that can limit consumers from carrying out online shopping activities. This research used quantitative methods with a total of 170 respondents. The research results show that there is a relationship between the indicators of perceived risk, privacy concern, social media marketing and Online Purchase Behavior (OPB). The relevance of the research topic is that there is an influence between perceived risk, privacy concerns, social media marketing on Online Purchase Behavior (OPB). This research is important to carry out because it remembers the large influence of social media marketing as a way to increase online sales both during the Covid-19 pandemic and after the Covid-19 pandemic. Apart from that, this research is based on emerging problems of Fresh Meat companies so that the research results are able to provide solutions for Fresh Meat companies and companies from similar sectors.

Wiandana & Suryani (2021) explained that sales carried out online are able to provide information about marketing strategies that can reduce the perception of risk regarding purchases. Tran & Nguyen (2022) explains that the majority of online shoppers express concerns about the risk of threats to privacy. The perceived risk accepted by consumers in online purchase behavior includes several risks, one of which is time (Haryani, 2019). Social media marketing strategy influences Online Purchase Behavior (OPB) (Satriyo, 2021). Based on research (Sanjaya, 2022) stated that privacy concerns have an influence on Online Purchase Behavior (OPB). So the hypothesis below can be designed:

H1: Social Media Marketing Strategy influences Perceived Risk in Online Purchase Behavior (OPB)

H2: Privacy Concern influences Perceived Risk in Online Purchase Behavior (OPB)

H3: Perceived Risk influences Online Purchase Behavior (OPB)

H4: Social Media Marketing Strategy influences Online Purchase Behavior (OPB)

H5: Privacy Concern influences Online Purchase Behavior (OPB)

### 3. Methods

This research is quantitative as a method based on positivistic (concrete data), which includes quantitative data analysis and collection and using statistical test methods is called quantitative methods (Prabowo, 2019). The population studied was Fresh Meat consumers in electronic trading media, namely Shopee, with a total of 98 consumers who made transactions in 2021-2022. Researchers used saturated sampling techniques. This technique uses all known members of the population (Sugiyono, 2019). The reason for choosing a saturated sampling technique is because the population is relatively small, less than 100 people, besides that it also aims to generalize with small errors. The respondent criteria are consumers who have previously purchased Fresh Meat products, consumers domiciled in Surabaya, consumers who made transactions in 2021-2022, consumers who made purchases through electronic commerce media.

Obtaining data was carried out by distributing surveys using criteria determined by the researcher. In the research carried out, in processing data the data analysis technique used PLS (Partial Least Squares). This is carried out using several processes starting from outer model evaluation, inner model evaluation, blindfolding, and testing the effects of mediating variables. PLS is an analysis technique from Structural Equation Modeling (SEM) with calculations supported by the SmartPLS program (Ghozali, 2019).

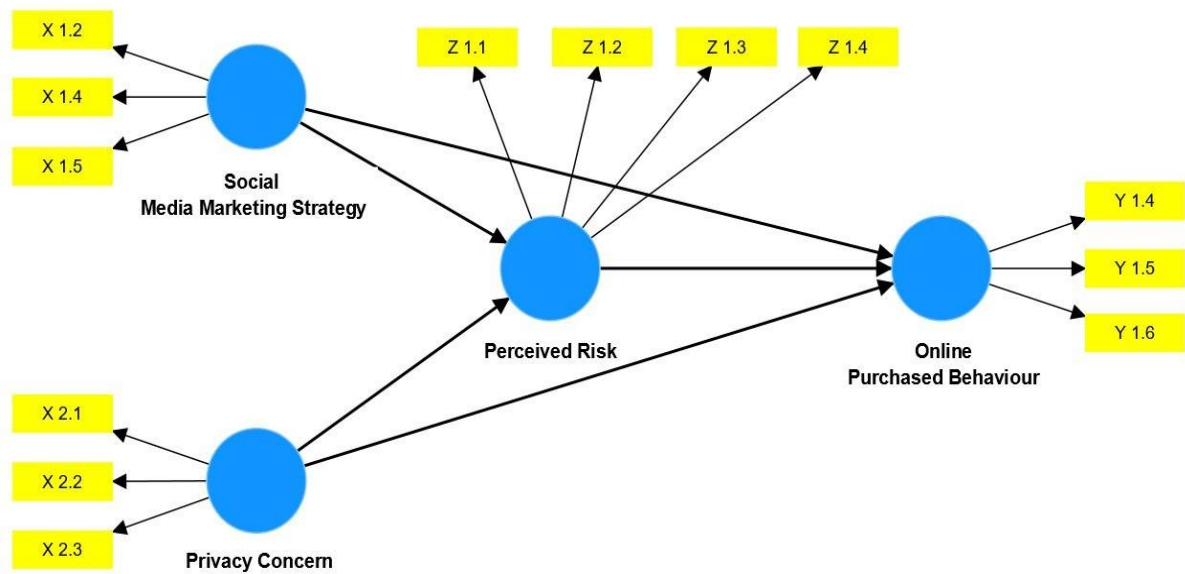


Figure 1. Structural Model

Table 1. Demographic Profile

<i>Respondent Profile</i>	<i>Total</i>	<i>Percentage</i>
<b>Gender</b>		
<i>Woman</i>		57.1%
<i>Man</i>	56	42.9%
	42	
<b>Age</b>		
<i>15-25</i>	87	88.8%
<i>26-35</i>	9	9.2%
<i>36-45</i>	2	2%
<b>Domicile</b>		
<i>Surabaya</i>	98	100%

Source: Data processed by researchers, 2023

#### 4. Results and Discussion

The perception of risk and modern progress that can be used to increase transactions or demand from consumers has led to many studies identifying several factors that can influence consumer behavior. The results of the research that has been carried out show that there are many variables that influence other variables. Such as the relationship between perceived risk and perceived technology on online purchase intention at Shopee with online trust as a mediating variable in the city of Magelang (Prabowo, 2019). Other researchers also revealed that privacy concerns can have an influence on online purchase behavior in Indonesia (Wardhani, 2019). So that in this research the results of the research attached are the test results as follows:

Table 1. Confirmation of Factor Analysis

Variable	Indicator	Description of Factor Analysis
<i>Social Media Marketing Strategy</i>	X 1.1	0.772
	X 1.2	0.810
	X 1.3	0.743
	X 1.4	0.790
<i>Privacy Concern</i>	X 2.1	0.891
	X 2.2	0.807
	X 2.3	0.806
<i>Perceived Risk</i>	Z 1.1	0.775
	Z 1.2	0.750
	Z 1.3	0.839
	Z 1.4	0.807
<i>Online Purchase Behavior</i>	Y 1.4	0.761
	Y 1.5	0.740
	Y 1.6	0.737

Source: Processed by researchers, 2023

Table 1. Reliability and Validity Model

Variable	Cronbach's Alpha		Average Variance Extracted	Composite Reliability	R-Square
<i>Social Media Marketing Strategy</i>	0.732	0.652	0.849		
<i>Privacy Concern</i>	0.805	0.630	0.872		
<i>Perceived Risk</i>	0.786	0.698	0.874		0.270
<i>Online Purchase Behavior</i>	0.785	0.607	0.861		0.554

Source: Processed by researchers, 2023

Table 1. Hypothesis Testing

Hypothesis	Description	P-Value	T-Statistics	Information
<i>H1</i>	Perceived Risk → Online Purchase Behavior	0,000	4,128	Supported
<i>H2</i>	Privacy Concern → Online Purchase	0,000	2,332	Supported

Behavior					
H3	Privacy Concern → Perceived Risk	0.542		0.609	NOT Supported
H4	Social Media Marketing Strategy → Online Purchase Behavior	0,000		3,596	Supported
H5	Social Media Marketing Strategy → Perceived Risk	0,000		5,416	Supported

Source: Processed by researchers, 2023

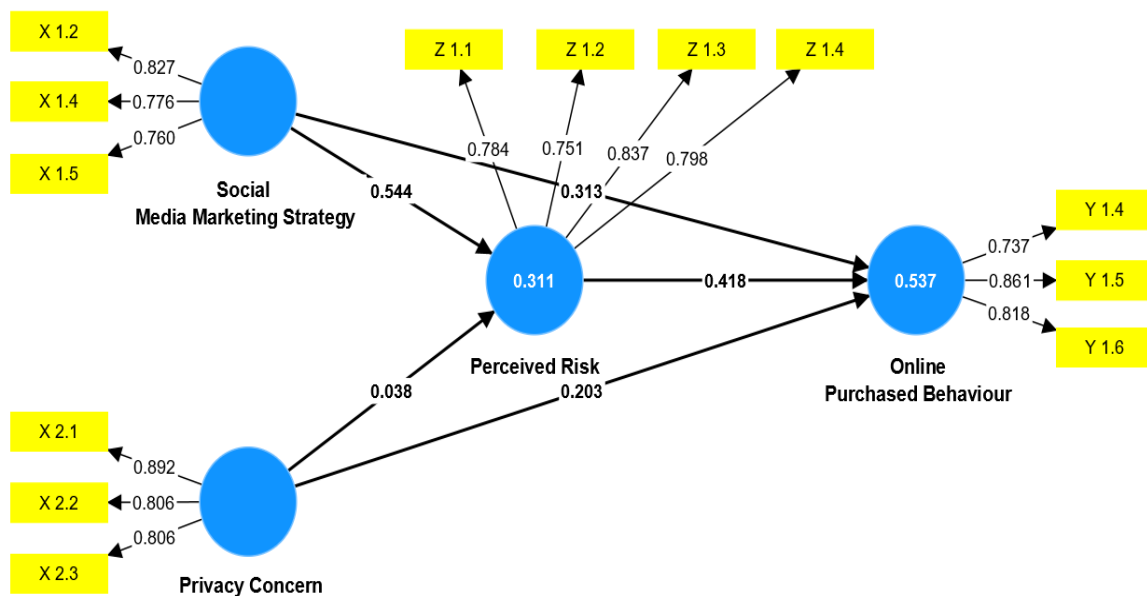


Figure 1. Partial Least Square Model

Source: Processed by researchers, 2023

The significance of the research hypothesis can be determined through the hypothesis test carried out. The results of hypothesis testing can be carried out using analysis of t-statistics values and p-values. In testing the Social Media Marketing Strategy hypothesis on Perceived Risk, the p-value was obtained according to the criteria, so that the first hypothesis (H1) passed and had an effect. So, it can be said that Social Media Marketing Strategy has a positive effect on Perceived Risk.

In testing the Privacy Concern hypothesis on Perceived Risk, it was found that the p-value was more than the standard criteria limit, so it could be said that the second hypothesis (H2) was not successful and was rejected. It can be concluded that Privacy Concern has a negative effect on Perceived Risk. In testing the Perceived Risk hypothesis on Online Purchase Behavior which was carried out, the p-value was obtained in accordance with the criteria, so that the third hypothesis (H3) was accepted so that perceived risk had a positive effect on Online Purchase Behavior. The fourth hypothesis (H4) that was tested, namely Social Media Marketing Strategy on Online Purchase Behavior, obtained a p-value value that was in

accordance with these criteria, passed and had an effect. It can be concluded that Social Media Marketing Strategy has a positive influence on Online Purchase Behavior. In testing the fifth hypothesis (H5) Privacy Concern on Online Purchase Behavior which was carried out, the p-value was found to be in accordance with the criteria. So, it can be said that Privacy Concern has a positive influence on Online Purchase Behavior.

## 5. Conclusions

Processed meat products circulating in Indonesia are one of the things that have the most consistent demand from the public. Because this equatorial country (Indonesia) is a country with a high level of processed meat consumption (Dwijayanti et al., 2021). In this study, the variable with the highest value was found, namely Perceived risk. So, it can be said that company success can be achieved by making perceived risk the main focus. All variables have an influence on other variables. However, the privacy concern variable was rejected and had no effect on perceived risk. This happens because consumers have low awareness without thinking about the risks involved due to privacy concerns. Apart from that, it occurs because of social norms, the quantity of society that underestimates privacy concerns so that it has the effect of other individuals not feeling that it is full of risks. Lack of control also makes privacy concerns unable to influence perceived risk.

In the research process, several limitations were found in the research, the survey was conducted online due to limited distance, the process of collecting respondents took a long time because it required company data regarding consumers, and the researcher only conducted research on Fresh Meat companies. So that improvements for the next research can be carried out research with the same case but the areas studied are different, the next researcher can add samples and a longer period to maximize the data results to make it more relevant and conduct research on other company sectors.

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