



# The Effect of using Social Media Promotions and its Correlation with Consumer Purchasing Power

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## ABSTRACT

This study investigates the impact of social media promotions on consumer purchasing power, specifically focusing on the influence of promotional strategies on consumer behaviour. The research adopts a quantitative methodology, exclusively utilizing statistical analysis of survey data to examine the correlation between social media promotions, management, and consumer purchasing power. A random sampling technique was employed to select 33 respondents, chosen randomly without considering population strata. Primary data was collected through questionnaires distributed to the respondents. Hypothesis testing was conducted using multiple linear regression analysis with the SPSS

Version 26.0 software. Results indicate a significant correlation between social media promotions and consumer purchasing power. The quantitative data reveal patterns in purchasing behaviour influenced by promotional content, while qualitative insights are excluded in this approach. The discussion section explores the multifaceted impact of social media promotions on consumer decision-making processes and brand loyalty, emphasizing the effectiveness of various promotional strategies and the interplay between social media dynamics and consumer purchasing power. In conclusion, the study advocates for the strategic use of social media promotions to influence consumer purchasing power, with key terms including social media promotions, consumer purchasing power, and marketing impact.

**Keywords:** Social Media Promotions, Consumer Purchasing Power, Marketing Impact

## 1. INTRODUCTION

In the ever-evolving landscape of business and marketing, the role of promotional strategies in shaping consumer behaviour has become increasingly significant. With the advent of digital technology, particularly the widespread use of social media platforms, businesses have gained new avenues to engage with consumers. This research explores The Effect of Using Social Media Promotions and their correlation with Consumer Purchasing Power, aiming to shed light on the intricate dynamics between promotional strategies on social media and the resulting impact on consumer decision-making and purchasing power.

The surge in social media usage globally has transformed how individuals interact, share information, and make purchasing decisions. Social media platforms such as Facebook, Instagram, and Twitter have become spaces for socializing and powerful marketing channels (Diyatma & Rahayu, 2017). Businesses now leverage these platforms to connect with their target audience, build brand awareness, and influence consumer purchasing through promotional activities. The central focus of this research is to understand how the utilization of social media promotions affects consumer purchasing power. In an era where consumers are bombarded with myriad advertisements and promotional content on their social media feeds, it becomes imperative to discern the efficacy of these strategies. The choice to explore the correlation between social media promotions and consumer purchasing power is rooted in recognizing the profound impact of promotional activities on shaping consumer choices (Farina, et al., 2021).

The marketing landscape has been profoundly transformed, with businesses channeling considerable resources into social media platforms. This shift is not merely a trend but a strategic response to the changing dynamics of consumer engagement. The recognition of social media as a potent tool for brand promotion and engagement has led to an influx of promotional content on these platforms. However, the current challenge lies in understanding the subtleties of this interaction. Merely acknowledging the influence of social media on consumer behaviour is no longer sufficient; businesses need a comprehensive understanding of how distinct promotional strategies wield varying impacts on the purchasing power of consumers (Bergstrom, et al., 1998). As businesses increasingly invest in social media marketing, the urgency to decrypt the intricate relationship between

promotional strategies and consumer spending becomes paramount. This research employs a multifaceted approach to unravel the complexities inherent in this relationship. By incorporating quantitative and qualitative methodologies, the study aspires to discern patterns, correlations, and underlying mechanisms (Akram, et al. 2023). The quantitative aspect involves statistical analyses of data gathered through surveys to uncover overarching trends and connections between social media promotions and consumer purchasing power. Simultaneously, qualitative methods, such as interviews and content analysis, will offer a deeper insight into consumers' subjective experiences and perceptions regarding social media promotions (Rosyad, 2015).

As we delve into the impact of social media promotions on consumer purchasing behavior, this study aims to enrich our understanding of the changing interactions between businesses and consumers in today's digital landscape. Through a thorough analysis of the relationship between social media promotions and consumer actions, our research seeks to offer valuable insights relevant to modern marketing practices and to add to the ongoing conversation about consumer-focused strategies in the realm of social media.

## **2. LITERATURE REVIEW**

### **2.1. Social Media Promotion**

The public is familiar with several different sorts of social media platforms. Research shows that across various social media platforms, the Popular social media platforms currently include YouTube, Facebook, Instagram, and Twitter. Social networking is being used for both leisure and business purposes. Internet-based business activities, often known as e-business and e-commerce, enable companies to penetrate online marketplaces. Using internet technology allows organizations to execute business transactions, share information with consumers and suppliers, and maintain relationships before, during, and after the purchasing process. Effective marketing media is crucial for businesses seeking to increase market share. Marketing communication is closely linked to the use of social media. This study examined the usefulness of social media as a marketing tool for internet businesses (Infante, & Mardikaningsih. 2022).

According to Dhiman, B (2023), social media has revolutionized the way people express their beliefs and views. Inline with this, Mukherjee, K. (2020) stated that the rise of social media and networking sites has opened up new channels for marketers to reach customers. Social Media Marketing is a crucial aspect for businesses to connect with customers, promote products, generate brand equity, and increase customer loyalty (Kushwaha, et al. 2020). Consumers typically use websites to search for product information before purchasing. However, over 80% of customers abandon the website without discovering what they are looking for. According to Yogesh and Yesha (2014), social media has become a crucial commercial tool that enables users to review items, provide recommendations, and connect current and future purchases through status updates. Social media can be a helpful asset for firms by allowing satisfied customers to suggest products to others (Kuncoro, & Kusumawati, 2021).

Interactivity is an essential component of social media. Social media promotes more information sharing and community development through Internet-mediated interaction that allows users to generate their own material (e.g., blogs, online discussion boards). This content, in turn, can be extremely useful for health education specialists who are looking for formative research to plan, adjust, and assess programs and campaigns targeting key populations. Consumers can consistently exchange strategic health messages on prominent social media channels such as Facebook, YouTube, and Pinterest in a variety of formats (e.g., text, image, video, and gif (Zhao, & Zhang, 2017)). Furthermore, recent analytic advances have increased researchers' and practitioners' ability to compute and analyze metrics that assess the process of implementing social media, as well as any health-related implications and outcomes associated with its adoption. As a result, new collaborative assessment approaches are being used to enhance the integration of social media into health-related activities. While progress is being made, there are still major barriers to the mainstream acceptance, adoption, and use of social media in health promotion (Greenhalgh, et al., 2017). This initiative will focus on further investigating the impact of communication and advocacy inside social-media-based interventions and campaigns.

## **2.2. Customer Purchasing Power**

Consumer purchasing power is strongly linked to consumer interest. According to Fuchs and Hovemann (2022), consumer buying interest refers to the process of selecting a preferred brand and purchasing an item or service based on various factors. Behavior is heavily influenced by one's interests, which in turn are influenced by attitudes and subjective norms. Attitudes and subjective norms are strongly influenced by beliefs about the consequences of behavior. Attitudes are shaped by a consumer's ideas and evaluations, whereas subjective norms are influenced by their motivations.

Yuniati et al. (2020) found that consumers make purchasing decisions anytime they are presented with the opportunity. Consumers will compare and choose one thing over another for consumption. The impact of others' opinions on one's chosen option is influenced by two factors: the severity of unfavourable attitudes toward the alternative and consumer incentive to comply with others' requests. 2. Unexpected situational considerations can influence customer purchase behavior. This depends on the consumer's confidence in their buying decision (Cakranegara, et al., 2022).

Purchasing power refers to a consumer's ability to purchase products or services. People's purchasing power can increase or decline, with an increase indicating a higher level than the preceding period. People's purchasing power drops, yet remains higher than in the prior period. (Goestjahjanti, 2016.) Purchasing power refers to a person's ability to consume a thing. Individuals' purchasing power varies. This can be apparent in their status, occupation, income, and other characteristics. Actual per capita expenditure measures purchasing power. Purchasing power is closely related to certain items or products. (Ali, 2019)

Low prices lead to increased purchasing power. This applies to the law of demand. Demand refers to the quantity of commodities demanded in a market at a specific price and time frame, based on purchasing power. Purchasing power refers to a consumer's ability to acquire a desired amount of things, typically measured in terms of money (Katrin & Vanel, 2020)

### 3. METHODOLOGY

The research employs a robust quantitative methodology to investigate the intricate relationship between social media promotions and consumer purchasing power. The primary focus of the study revolves around utilizing quantitative approaches, specifically employing statistical analysis to examine survey data. Through quantitative analysis, the research aims to identify patterns and establish correlations within the extensive dataset, specifically focusing on uncovering the impact of social media promotions on consumer purchasing behaviour (Sugiyono, 2012).

The quantitative research methodology uses random sampling techniques to select 33 respondents from the target population. This approach ensures a diverse and representative sample chosen without consideration for population strata. Utilizing quantitative approaches, this research endeavors to offer an in-depth comprehension of the relationship between social media promotions and consumer buying influence (Syahrums, 2012). Opting for this methodology enables statistical extrapolation, thereby furnishing significant contributions to the overarching domains of marketing and consumer behavior. It enriches our comprehension of how social media promotions impact consumer decision-making and foster brand loyalty.

This research employs multiple regression analysis as its primary data analysis method, aimed at exploring potential relationships between two or more independent variables (X) and a dependent variable (Y). Through this analytical approach, the study seeks to ascertain the extent to which the independent variables influence the dependent variable. Specifically, multiple linear regression allows for the estimation of coefficients derived from a linear equation involving two independent variables, which can then be utilized to predict the value of the dependent variable. In the context of this study, the independent variables examined are Public Sector Accounting (X1) and Quality of Regional Financial Reports (X2), while the dependent variable under scrutiny is Public Accountability (Y). As outlined in reference (Ningsi & Ekowati, 2021), the multiple linear regression formula is utilized for this purpose.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e \quad (1)$$

Where:

Y = Variable Y

$\alpha$  = constant regression equation

$\beta_1$  = Regression coefficient of variable X1

$\beta_2$  = Regression coefficient of variable X2

X1 = Variable X1

X2 = Variable X2

The determinant coefficient's magnitude signifies the extent to which all independent variables collectively influence the dependent variable's value. A higher value suggests that the regression equation effectively estimates the dependent variable, emphasizing its accuracy. The results of this determination coefficient can be seen from calculations with Microsoft/SPSS or manually obtained from  $R^2 = SS_{reg}/SS_{tot}$ . The appropriate statistical test for calculating regression analysis and correlation can be determined by taking into account the characteristics of the variables being tested.

#### 4. RESULTS AND DISCUSSION

It is necessary to fulfil certain assumptions before testing the hypothesis to ensure the credibility of the results obtained from the multiple linear regression analysis. These assumptions include testing for normality, multicollinearity, and heteroscedasticity to avoid potential biases in the regression results. In order to strengthen the results obtained from the regression, a test of the classic assumptions of regression was conducted. The outcomes of this test are as follows:

##### 4.1. Case Processing Summary Test Results

The Case Processing Summary Test Results refer to a concise summary providing insights into data processing in a research study, particularly during quantitative data analysis. This segment encompasses critical information, including the number of cases processed, missing data, and the effectiveness of the statistical tests. The "Number of Cases" indicates the quantity of data points or participants included in the analysis, offering an overview of how representative the data is of the broader population. The "Missing Data" section reflects how complete data were utilized, ensuring transparency about any data gaps. Lastly, the "Test Statistics" component evaluates how well the statistical tests used in the analysis produced relevant and meaningful results, determining the strength of evidence supporting or refuting the research hypotheses. The Case Processing Summary Test Results are crucial in presenting a clear and comprehensive picture of the quantitative analysis, aiding in assessing the study's validity and reliability. Validity tests show that all statements are valid. Case Processing Summary Test data can be seen in Table 1 below:

**Table 1:** Case Processing Test Results

Case Processing Summary		N	%
Cases	Valid	33	100.0
	Excluded <sup>a</sup>	0	.0
	Total	33	100.0

The Case Processing Summary Test Results table reveals that the analysis involved 33 valid cases, representing a 100% completeness rate. This signifies that all the collected data points or participants were successfully utilized in the quantitative analysis, demonstrating a comprehensive and robust dataset. The 100% validity indicates the absence of missing or incomplete data, enhancing the reliability of the findings and ensuring that the results

accurately represent the entirety of the study's participants. The completeness of the dataset further contributes to the overall credibility of the research outcomes and strengthens the generalizability of the findings to the broader population.

#### 4.2. Reliability Test Results

Reliability test results are a crucial component in research, providing insights into the consistency and dependability of the measurement tools used. These tests are designed to assess the extent to which a particular instrument or set of measures consistently produces the same results under consistent conditions. In research, reliability is essential for ensuring the accuracy and trustworthiness of the data collected. Common reliability tests include internal consistency measures, such as Cronbach's Alpha, for assessing the reliability of scales or questionnaires. A higher Cronbach's alpha value indicates stronger internal consistency among the items within the scale. Test-retest reliability, another frequently used measure, entails administering the identical test to the same group at two distinct times to assess the stability and reliability of the results across time periods.

The interpretation of reliability test results is crucial for researchers in determining the credibility of their findings. High reliability indicates that the measurement tool consistently produces reliable and replicable results, enhancing the study's overall validity. On the other hand, low reliability raises concerns about the consistency of the measurements, potentially leading to unreliable conclusions. Researchers often report reliability coefficients alongside their results, providing transparency about the robustness of their data collection instruments. In summary, reliability test results play a pivotal role in affirming the consistency and dependability of research measurements, influencing the overall Quality and validity of the study's findings. The results of the reliability test can be shown in Table 2 below:

**Table 2: Reliability Test Results**  
**Reliability Statistics**

Cronbach's Alpha	N of Items
.758	5

The assessment of the research instrument's reliability, as indicated by the calculated Cronbach's Alpha value of 0.758, serves as a pivotal indicator of the consistency and dependability of the consumer purchasing power test. Cronbach's Alpha serves as a prevalent statistical tool for evaluating the internal coherence of a scale or questionnaire, offering understanding regarding the extent to which the various items within the instrument gauge the same fundamental concept. With a Cronbach's Alpha value of 0.758 in this scenario, there is indication of substantial internal consistency among the items within the consumer purchasing power test. This indicates that the items reliably and consistently capture the targeted concept, thereby reinforcing the reliability of the instrument.

The interpretation of this Cronbach's Alpha value leads to a confident conclusion that the consumer purchasing power test instrument is highly reliable and meets the criteria for

a good research instrument. A Cronbach's Alpha value above 0.7 generally indicates good internal consistency. Therefore, the reliability test results affirm the suitability of the consumer purchasing power test for accurately and consistently measuring the targeted aspects of consumer behaviour. Researchers and practitioners can place high trust in the instrument, acknowledging its reliability in assessing consumer purchasing power. This is paramount for drawing valid and robust conclusions in the broader study on the effect of social media promotions on consumer behaviour.

**4.3. Multiple Linear Regression Analysis**

Multiple regression analysis was employed to examine how the independent variables influence the dependent variable. The mathematical representation for the connection among the three variables is articulated through the multiple regression equation as follows:

$$Y = \alpha + \beta 1X1 + \beta 2X2+e \tag{2}$$

The results of calculating the multiple linear regression coefficients using the Statistical Product Service Solutions (SPSS) Version 26 program in Table 3 are as follows:

**Table 3: Results of Multiple Linear Regression Analysis**  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	841536831.683	803084295.019		1.048	.303
	X1	.254	.169	.230	1.504	.143
	X2	.759	.245	.475	3.100	.004

The results of the regression coefficients obtained from Table 3 above can be written in the form of an equation that describes the relationship of the X and Y data used as follows:

$$Y = 0.254+ 0.759X1 \tag{3}$$

Where:

Y = Consumer Buying Power

X1 = Social Media Promotion

X2 = Social Media Management

The Multiple Linear Regression Analysis table provides insights into the statistical significance of the predictor variables. In this case, the significance levels (p-values) for the



predictor variables X1 and X2 are reported as 0.143 and 0.004, respectively. These p-values indicate the probability of obtaining the observed results if there is no actual association between the predictor variables (X1 and X2) and the dependent variable. A p-value less than the conventional significance level (e.g., 0.05) is typically considered statistically significant. In this instance, the variable X2 with a p-value of 0.004 is deemed statistically significant, suggesting a strong likelihood that it has a meaningful impact on the dependent variable.

Conversely, the variable X1, having a p-value of 0.143, does not meet the conventional threshold for statistical significance, indicating a lesser connection with the dependent variable. These results assist in assessing the significance of each predictor variable within the multiple linear regression model. Correlation analysis assesses both the direction and strength of relationships between two or more variables, with direction indicated as positive or negative. Meanwhile, the magnitude of the correlation coefficient indicates the strength or weakness of these relationships.

**4.4. Annova Test Result**

Analysis of Variance (ANOVA) is a statistical technique utilized to evaluate if there are statistically notable distinctions among the averages of three or more separate groups. This method operates by dividing the overall observed variance in a dataset into various segments, including the variation within each group and the variation between groups. By contrasting these variances, researchers can ascertain whether the observed disparities in averages are probably attributable to genuine effects or if they could have arisen randomly. ANOVA is particularly valuable when comparing means across multiple groups, allowing researchers to make informed decisions about whether the observed differences are statistically significant or could have occurred randomly. This method is widely used in various fields, including experimental research, social sciences, and industry, to analyze the impact of different factors on a dependent variable by considering group-level variations. The results of the ANOVA test can be shown in Table 4 below:

**Table 4:** Annova Test

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	112847963038	2	564239815191	6.948	.003 <sup>b</sup>
n Residual	339270000.000	30	69634000.000		
Total	243625398855		812084662850		
	232800000.000	32	7760600.000		
	356473361893				
	572100000.000				

Based on Table 4, the ANOVA Test table reports a calculated F-value of 6.948 with a corresponding significance level of 0.003. The F-value represents the variance ratio between group means to the variance within the groups. In this context, the obtained F-value of 6.948 suggests significant differences between the group means being compared. The associated significance level of 0.003 indicates a low probability of obtaining such results by random chance. When the significance level is below a predetermined threshold (commonly 0.05), it is considered statistically significant. Therefore, with a significance level of 0.003, the findings from the ANOVA Test suggest that the observed differences in group means are highly likely to be genuine and not due to random variability. This underscores the utility of the ANOVA Test in determining whether there are statistically significant distinctions among multiple groups, providing valuable insights into the impact of different factors on the variable under consideration.

**4.5. Analysis of the Coefficient of Determination**

The coefficient Value of determination is determined by R Square, as can be seen from each variable as follows:

**Table 5:** Coefficient of Determination

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.563 <sup>a</sup>	.317	.271	2849709920.06340

The Coefficient of Determination table presents key metrics for evaluating the goodness-of-fit of a regression model. In this case, the table reports an R-value of 0.563 and an R Square value of 0.317. The R-value represents the correlation coefficient, indicating the strength and direction of the linear relationship between the predictor variables and the dependent variable. In this context, an R-value of 0.563 suggests a moderate positive correlation. The R Square value, also known as the coefficient of determination, provides insight into the proportion of the variance in the dependent variable that the predictor variables can explain. With an R Square of 0.317, approximately 31.7% of the variability in the dependent variable is accounted for by the predictor variables in the model. While this indicates a moderate explanatory power, it also implies that a considerable portion of the variability remains unexplained. These values aid in assessing the overall effectiveness of the regression model in capturing and explaining the observed variability in the dependent variable.

The designated section of the article functions as a critical platform for an in-depth analysis of the efficacy of various promotional strategies, shedding light on the intricate dynamics governing the relationship between social media dynamics and consumer purchasing power. Commencing the exploration, the discussion focuses on dissecting the impact of diverse promotional strategies and unravelling the complex interplay between the dynamics of social media and consumers' financial capabilities (Ewere, 2023). Firstly, the examination zeroes in on how social media promotions affect consumer decision-making

processes. The traditional consumer journey has undergone a paradigm shift in the contemporary landscape, where social media is an omnipresent force. The article delves into how promotional content disseminated across popular platforms like Facebook, Instagram, and Twitter plays a pivotal role in shaping consumers' perceptions of products. Furthermore, it investigates the influence of social media on the intricate process of purchasing decisions and the subsequent engagement with brands (Dayanti, et al. 2020).

Moreover, the article navigates the multifaceted terrain of psychological aspects within consumer behaviour, intricately intertwined with the influence of visually appealing promotions, persuasive messaging, and interactive content. As consumers traverse the digital landscape, the article probes the psychological underpinnings of their behaviour, emphasizing how compelling promotional content can evoke specific responses (Pomantow, et al. 2019). Visual aesthetics, persuasive language, and interactive features are dissected to comprehend their individual and collective impact on consumer attitudes and choices. The discussion unravels the complexities embedded in the evolving relationship between social media dynamics and consumer purchasing power. By peeling back the layers of influence, the article contributes valuable insights into how promotional strategies act as catalysts in shaping consumer behaviour within the digital realm. This thorough exploration enhances our understanding of the contemporary consumer landscape and provides a roadmap for businesses and marketers to navigate the intricacies of social media promotions, fostering informed strategies for effective engagement and impact (Aji, et al. 2020).

Moreover, the discussion delves into brand loyalty and how social media promotions contribute to its development. Brand loyalty is not merely about repeat purchases; it encompasses an emotional connection between the consumer and the brand (Martini & Dewi, 2021). The article explores how strategic and impactful social media promotions can foster a sense of loyalty by creating memorable and positive experiences. It discusses the role of engaging content, exclusive promotions, and interactive campaigns in building a loyal customer base. The effectiveness of various promotional strategies becomes a focal point in the discussion. Different platforms and formats offer a myriad of options for promotion, including sponsored posts, influencer collaborations, contests, and more (Hasanah, et al. 2016).

The utilization of social media for marketing has surged in recent times due to its cost-effectiveness and efficiency in reaching a broad audience and interacting with consumers (Diyatma & Rahayu, 2017). Social media marketing entails leveraging platforms like Facebook, Instagram, and Twitter to advertise products or services, often by creating and sharing visually appealing and captivating content (Man & Rahman, 2019). This approach proves particularly effective in influencing consumer buying behavior and boosting sales revenue. The impact of social media marketing on consumer purchasing power can be attributed to various factors. Firstly, social media platforms boast extensive reach, allowing businesses to target diverse and sizable audiences. Moreover, social media marketing facilitates real-time consumer interaction, enabling businesses to promptly address customer queries and issues. This fosters trust and credibility with potential customers, ultimately driving up sales (Sohail & Al-Jabri, 2019).

Social media has emerged as a powerful tool for marketing in recent years, gaining popularity for its cost-effectiveness and efficient reach to a diverse audience. Platforms such as Facebook, Instagram, and Twitter have become integral for businesses aiming to promote

their products or services through visually appealing and engaging content (Sumarlinah, et al. 2022). This marketing strategy has proven highly effective in influencing consumer purchasing behaviour and driving sales revenue, marking a significant shift in the landscape of modern marketing approaches. One of the key factors contributing to the impact of social media marketing on consumer purchasing power is the platforms' extensive reach. With billions of users across various demographics, businesses can strategically target a large and diverse audience, tailoring their content to specific consumer segments. This broad accessibility enhances the potential for brand exposure and engagement, crucial elements in influencing consumer decision-making processes (Lim, et al. 2017).

Furthermore, the real-time engagement facilitated by social media platforms plays a pivotal role in shaping consumer perceptions and behaviours. Businesses can promptly respond to customer inquiries, address concerns, and actively participate in discussions. This immediate interaction fosters a sense of trust and credibility, crucial components for building lasting relationships with potential customers. As a result, businesses can establish themselves as reliable entities in the eyes of consumers, contributing to increased brand loyalty and, consequently, heightened sales. The dynamic nature of social media marketing allows businesses to adapt swiftly to changing market trends and consumer preferences. Companies can refine their marketing strategies to align with evolving consumer expectations through data analytics and insights gained from social media interactions. This adaptability ensures that businesses remain relevant and resonate with their target audience, positively influencing consumer purchasing power (Shwastika & Keni, 2021).

Social media management for marketing has evolved into a multifaceted strategy that provides cost-effective reach and significantly influences consumer behaviour and purchasing power. The wide accessibility, real-time engagement, and adaptability inherent in social media marketing contribute to its effectiveness in building brand awareness and trust and ultimately driving sales revenue. As businesses continue to navigate the digital landscape, leveraging the potential of social media remains a crucial element for sustained success in today's competitive markets (Al-Zyoud, 2018).

Furthermore, social media marketing can be tailored to specific target audiences, allowing businesses to create content that resonates with their desired customer base (Hutapea & Wiradinata, 2019). This can help to increase the effectiveness of social media promotions and their ability to influence consumer purchasing decisions. Additionally, the visual nature of social media platforms can be particularly effective in showcasing products or services, making it easier for consumers to understand and appreciate the value of what is being offered. Utilizing social media for marketing profoundly affects consumer purchasing power, with numerous factors shaping its efficacy. Grasping the influence of social media promotion on consumer buying choices enables businesses to make well-informed decisions regarding their marketing strategies and resource distribution (Akram, et al. 2023). This comprehension can also be leveraged to improve the caliber of social media promotions and their impact on influencing consumer purchasing decisions (Sohail & Al-Jabri, 2019).

The article's discussion section contributes a comprehensive analysis of the multifaceted impact of social media promotions on consumer decision-making processes and brand loyalty. It provides insights into the effectiveness of various promotional strategies, examining their influence on consumer behaviour and purchasing decisions (Prihadi & Susilawati, 2018). The interplay between social media dynamics and consumer purchasing

power is explored in depth, offering a nuanced understanding of how promotional efforts in the digital realm shape the contemporary landscape of consumerism. This discussion not only enriches the existing literature but also provides valuable insights for businesses and marketers seeking to optimize their strategies in the realm of social media promotions.

## 5. CONCLUSION AND RECOMMENDATION

In conclusion, the study presents a compelling case for the strategic utilization of social media promotions as a potent tool to influence consumer purchasing power. The three key terms encapsulating this research's essence: social media promotions, consumer purchasing power, and marketing impact underscore the significance of integrating effective promotional strategies into modern marketing approaches. The findings of this research offer valuable insights that businesses can leverage to optimize their promotional efforts on social media, thereby contributing to the evolution of consumer behaviour and marketing strategies. The first key term, social media promotions, emerges as a crucial driver in contemporary marketing. The study underscores the transformative role that social media platforms play in shaping consumer perceptions, preferences, and purchasing decisions. By strategically employing various promotional strategies such as sponsored content, influencer collaborations, and interactive campaigns, businesses can harness social media's immense reach and engagement potential. The discussion in the article highlights the diverse array of promotional avenues available on platforms like Facebook, Instagram, and Twitter, emphasizing the need for businesses to tailor their strategies to align with the preferences and behaviours of their target audience.

Consumer purchasing power, as the second key term, takes centre stage in the conclusion. The research demonstrates that social media promotions have a tangible impact on influencing what consumers buy and how they make purchasing decisions. Social media empowers consumers by democratizing information and creating engaging content, shaping their perceptions of product value and influencing their buying behaviours. The study encourages businesses to recognize and adapt to this shift in consumer dynamics, leveraging social media promotions to enhance brand loyalty and drive favourable consumer actions. The third key term, marketing impact, encapsulates the overarching goal of businesses to achieve meaningful and measurable outcomes from their promotional endeavours. The research findings emphasize that a well-executed social media promotion can go beyond creating brand awareness. It can influence consumer behaviour and, consequently, impact the bottom line. As businesses navigate the competitive landscape, the insights derived from this study serve as a guide for optimizing marketing strategies. Whether aiming to increase brand loyalty, drive sales, or expand market share, businesses can harness the potential of social media promotions to create a lasting and positive impact on their marketing objectives.

This research advocates for a holistic and strategic approach to social media promotions. By recognizing the interconnectedness of social media promotions, consumer purchasing power, and the broader marketing impact, businesses can position themselves for success in an ever-evolving digital landscape. The three key terms offer a succinct encapsulation of the study's core contributions and serve as guideposts for businesses seeking to navigate the complexities of contemporary consumer behaviour and maximize the potential of their marketing efforts on social media platforms. This research contributes to the academic

discourse on marketing and consumer behaviour and provides actionable insights that can propel businesses toward effective and impactful promotional strategies in the dynamic realm of social media.

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