

Consumer Acceptance of Mamas Leather's Digital Marketing Implementation

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Abstract- The existence of the covid 19 virus has caused an unprecedented global economic downturn. This study is focused on finding out how consumers accept digital marketing implementation to adapt and survive in an industry from unexpected market changes. The data collection method was direct observation of the “Mamas” leather bag and wallet craft industry in Sleman, Yogyakarta, Indonesia. The research model uses the Technology Acceptance Model (TAM). This model is an influential theoretical approach in explaining the use of information technology (Davis et al., 1989). This study shows that leather bag and wallet craft entrepreneurs can carry out several strategies based on the application of digital marketing to save their business. Like doing promotions on social media Facebook, Instagram and Whatsapp to get new partners and to strengthen existing partners.

Index Terms— Craft Industry, Covid-19, Digital Marketing, TAM

I. INTRODUCTION

All countries in the world are affected by the Covid-19 virus pandemic, this virus originated from China which spread throughout the world, including Indonesia. To date, 222 countries have had a COVID-19 outbreak (Worldometers 2021). COVID-19 has caused losses to all sectors of society globally and the number cannot be predicted with certainty (Ali & Alharbi, 2020). The fashion industry for handbags and wallets is one of the manufacturing businesses that has been negatively affected by the COVID-19 pandemic. After the COVID-19 pandemic, the Indonesian fashion industry experienced negative growth (BPS, 2021). Profits in the fashion industry globally are expected to decline by 93% throughout 2020 (Amed et al., 2020). Various companies around the world have also closed their stores (Hackers, 2020). Therefore, bag and wallet craft industry players need to innovate in digital marketing to rise from adversity due to COVID-19.

Based on data from the Association of Indonesian Internet Service Providers (2020) online purchasing of necessities is carried out for several reasons, namely the highest survey is because the price is much cheaper, shopping can be done anywhere, faster and more practical, lots of discounts and promos, easy to compare items purchased. will be purchased as well because of the covid-19 pandemic (see picture 1).

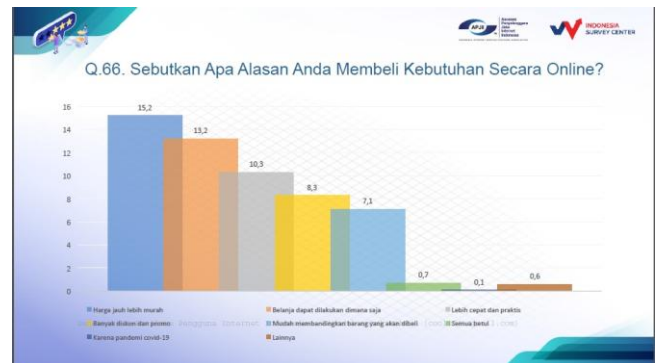


Figure 1 Reasons for Consumers to Buy Needs Online
Source: APJII 2020 Survey (Q2)

Technology Acceptance Model (TAM) is a theoretical approach that is influential in explaining the use of information technology, TAM specifically explains the determinants of acceptance of information technology that are general in nature and are able to explain user behavior in various information technologies to end users (Davis et al., 1989). Information technology users are influenced by perceptions of usefulness and convenience. The perceived usefulness of a person is how much effectiveness of information technology in supporting its performance. The ease of using information technology is felt by someone when doing work quickly and avoiding difficulties and with technology it can shorten the time in this case shopping, there is no need to leave the house.

II. LITERATURE REVIEW

Digital marketing is one solution to expand the marketing area from the existing one. According to Chaffey (2002), digital marketing is digital technology in the form of online channels that contribute to marketing activities (through websites, email, databases, digital television, and the latest innovations such as blogs, feeds, podcasts, and social networks). Social media when used in marketing can reduce costs and make a big impact. In the context of social media, users can rate a site based on how easy it is to use and how effective it is in helping to meet their social media-related needs. This supports the theoretical approach using the Technology Acceptance Model (TAM).

Technology Acceptance Model (TAM) is a theoretical approach that influences the use of information technology. TAM can describe the general determinants of information technology adoption and explain user behavior across various information technologies at different end users and user groups. Information technology is influenced by the benefits when used and the ease when used by its users.

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According to Davis et al., (1989) A person's intention when using technology is determined by the perceived ease of use and perceived usefulness.

A. Perceived usefulness

The perceived usefulness associated with online shopping is the extent to which consumers believe that online shopping provides useful information, facilitates price comparisons, and allows consumers to shop more quickly (Vijayasathya, 2004). according to Huseynov and Yildirim, (2019) Perceived usefulness is related to the degree to which an individual believes that a particular technology improves job performance.

B. Perceived Ease of Use

The ease of use of information technology, in this case online shopping, refers to the convenience offered by a system that is influenced by the attitude of trust of its users. According to Huseynov and Yildirim (2019) Perceived ease of use refers to the extent to which users believe that using technology will be easy. The convenience of the online shopping system affects attitudes to use the system to make purchases of an item they want. This is in line with research conducted by Agag and El-masry (2016), Changchit et al., (2018); Fortes and Rita (2016), Ruiz-mafe and Bigne (2008) jointly state that the perceived ease of use of an online shopping system has a positive impact on the attitudes of users of the system.

C. User attitude

A person's attitude when using technology in relation to online shopping greatly influences in taking action to shop through online media. Peter and Olson (2010) define attitude as an assessment of a person's concept and divide it into two types, namely, attitudes towards objects and attitudes towards behavior. Attitudes towards behavior can be described as positive or negative judgments related to individuals (AlDebei, et al., 2015). Those who have positive beliefs tend to have relevant intentions (Oladapo et al., 2019). Another theory, TAM by Davis (1989), argues that behavioral intentions influence a person's actual behavior. This is in accordance with the research of Fortes and Rita (2016) who found that people's preferences when shopping online had a positive impact on behavioral intentions when shopping online.

D. Information Security

Information security in online shopping is the most important thing to note, this is because it will have a major impact on consumers if the data they have is not safe. This is in line with the opinion of Lu et al (2016) which states that information security and data protection on the Internet are important issues in online shopping. Privacy and security issues are the main reasons why many consumers dislike the idea of shopping online (Ariffin et al., 2018; Lian and Lin, 2008). Personal data protection and transaction security are known to have a significant effect on consumers' desire to shop online (Mapande and Appiah, 2018). Several studies have also shown that consumers take a positive attitude towards online shopping when they believe that the Internet is safe for online commerce (Changchit et al., 2018; Lian and Lin, 2008).

III. METHOD

This research was conducted using a case study research method in a Mamas craft industry which was established in 2018 in Sleman, Yogyakarta. This business uses a traditional marketing system and will add to using digital marketing in its marketing. The data used is primary data. The data collection method used is triangulation which includes several data collection methods such as observation, interviews and field notes (Carter, Bryant-Lukosius, DiCenso, Blythe, & Neville, 2014). This research is focused on knowing the extent of acceptance of digital marketing at Mamas' company to increase marketing which previously declined due to the COVID-19 pandemic.

IV. RESULTS

According to Malholtra and Galleta (1999), the usability and ease of use of the system are used to predict user intentions when using a system. The usability of the system is influenced by the ease of use of the system. Usability and attitude in using a system is influenced by the individual's intention to behave. In addition, the security of user information in online shopping systems is also very influential. The opinion of Lu et al (2016) which states that information security and data protection on the Internet is an important issue in online shopping. In the practice of digital marketing in this Mamas craft business, she always evaluates the usability, convenience, attitude and security of customer information when running online marketing. Following up on the results of the business evaluation during Mamas' current business practice period, several strategies were implemented during the COVID-19 pandemic, which are as follows:

- 1.Mamas evaluates all business processes and prepares changes to business strategy, marketing, human resources, operations, and financial savings.
- 2.Mamas uses online media (facebook & whatsapp) to make it easier for consumers to buy bag and wallet products. So you can save time by buying bags or wallets without having to come to a physical store.
- 3.Mamas provides certain discounts to attract consumer attitudes, so that consumers make the decision to shop at the place.
- 4.Mamas accepts input from consumers in making bags and wallets before they are mass-produced, this method is quite effective so that Mamas products can be well received.
- 5.Mamas maintains the security of information related to customer data that has made purchases in its place. This is expected to make consumers comfortable in shopping for leather bags and wallets in their place.
- 6.The online marketing that Mamas does through Facebook & Whatsapp is very effective considering the conditions of the Covid-19 pandemic, people are limited in their movements, so marketing through Facebook & WhatsApp social media is chosen so that consumers are more personal in making purchases.

V. DISCUSSION

Digital marketing is marketing using digital-based technology that aims to brand a business. Digital marketing is an activity to promote and find markets online through digital media using various means such as social networks. The COVID-19 virus pandemic has resulted in changes in consumer spending behavior and has a negative impact on the fashion industry, which still uses traditional marketing systems. Mamas is a fashion industry that applies online marketing as an alternative to increase its consumer reach.

The implementation of digital marketing starts from analyzing the situation, making an implementation plan, determining the budget and the last part is conducting an evaluation to measure the success of the digital marketing program. During the COVID-19 pandemic, people have changed their shopping habits. This is motivated by the government's prohibition to carry out activities directly. The use of digital marketing is a solution to overcome this phenomenon. Social media (facebook) was chosen as the main media in promoting the bags and wallets produced by the Mamas company industry. The marketing media through Facebook was chosen because it is cost efficient and has a big impact on the marketing or the term "low budget, more effect. In this study using a theoretical approach to the Technology Acceptance Model (TAM). The influence of convenience, usability, attitude, and information security has a positive effect on this online shopping decision on Mamas social media. The company's policy in making decisions during the COVID-19 pandemic has a significant impact on the company's ability to maintain its business and minimize its negative impact during a crisis.

VI. CONCLUSION

The phenomenon of the COVID-19 pandemic has greatly impacted the business world, which has resulted in business people requiring innovation, especially in their marketing strategies. Business people are sued. to streamline spending on business activities. Promotion on social media Facebook is considered appropriate for digital marketing. There are several strategies that can be used to get customers online including:

1. Using the Facebook social media application, this was chosen because the Facebook application is often used by consumers so that consumers are easy to interact virtually. And with this convenience, consumers can save space and time shopping because they don't have to come to a physical store.
2. Giving discount promos on certain products and quantities is important to attract attitudes or decisions to shop.
3. Provide information security guarantees to consumers, so that consumers feel more comfortable in shopping online.
4. Evaluate the strategies used on a regular basis.

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