

# Consumer Behavior Analysis of MSME Products through Social Media Interaction during Eid al-Fitr Celebration

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**Abstract.** Eid al-Fitr celebration is a significant moment in the culture and tradition of Muslim society, where the consumption of goods and services increases significantly. During this period, consumers tend to be more open to purchasing products related to the celebration's needs, such as clothing, food, and home decorations. This research aims to delve deeper into how consumer behavior towards MSME products during Eid al-Fitr celebration is influenced by social media interaction. The research method employed is a literature review with a qualitative approach utilizing descriptive analysis. Data used were gathered from academic sources indexed in Google Scholar, spanning from 2015 to 2024. The study's results indicate that in the current digital era, social media interaction plays a crucial role in influencing consumer behavior, especially during Eid al-Fitr celebration. MSMEs have significant opportunities to leverage social media to enhance product visibility and influence consumer purchasing decisions. Consumer behavior analysis suggests that factors such as content type, posting frequency, user interaction, and visual content quality greatly affect consumer interest. Moreover, brand trust and credibility also play a key role in influencing consumer behavior. Interaction between consumers and brands through comments, testimonials, or product reviews also has a significant impact on purchasing decisions. External factors such as market trends, economic conditions, and government policies also influence consumer behavior, necessitating MSMEs to have flexibility in adapting their marketing strategies.

**Keywords:** Consumer Behavior, MSME Products, Social Media, Eid al-Fitr

## 1. Introduction

In recent years, there has been significant development in the utilization of social media. Platforms such as Facebook, Instagram, and Twitter have solidified their positions as integral elements in daily life, especially in Indonesia. The use of social media extends beyond mere social interaction functions; it has also expanded into a source of information and inspiration for users, including in the context of purchasing decisions for products [1].

The celebration of Eid al-Fitr not only serves as a routine moment in the culture and tradition of Muslim society but also becomes a significant period in the dynamics of the local economy. This phenomenon is evident from the remarkable increase in consumption of goods and services during this period. In this blessed atmosphere, consumers tend to show a tendency to be more open to purchasing products related to the needs of celebrating Eid al-Fitr, ranging from traditional clothing, Eid-specific foods, to decorations that embellish the home environment. This reflects the importance of celebratory moments in determining the consumption patterns of society and provides significant business opportunities for industry players to meet the unique market needs at that time [2].

The role of Micro, Small, and Medium Enterprises (MSMEs) in the Indonesian economy cannot be underestimated. Beyond just creating job opportunities, MSMEs also serve as a vital axis in driving the economy, both at the local and national levels [3], [4]. The presence of MSMEs is the primary driver in expanding the economic base of society, providing broader opportunities for individuals to contribute to the economy, and enhancing overall purchasing power [5]. Through its multifaceted role, MSMEs are expected to become the engine of inclusive economic growth, aligning economic growth with social welfare, and strengthening the country's economic resilience in the face of diverse global dynamics.

In the midst of an increasingly competitive landscape, SMEs (Small and Medium Enterprises) require effective strategies to differentiate themselves and reach their potential consumers. Social media has emerged as a highly potential platform for SMEs to expand their market reach at a much more affordable cost compared to conventional marketing methods [6]. With various features and tools available, such as precise ad targeting and direct interaction with consumers, social media provides opportunities for SMEs to enhance visibility and efficiently build brand recognition [7]. In this context, the adoption of digital marketing strategies becomes crucial for SMEs to gain competitive advantage and sustain amidst the ever-changing market dynamics.

Interaction through social media has emerged as one of the most effective instruments in building brand awareness, expanding market penetration, and influencing consumer behavior [8]. With the presence of engaging, informative, and interactive content, SMEs have the opportunity to build strong bonds with their audience, form dedicated communities, and strengthen brand loyalty [9]. In an era where digital connectivity permeates everyday life, SMEs' presence on social media platforms provides easier access for consumers to interact directly with the brand, disseminate relevant content, and obtain feedback firsthand. By maximizing this potential, SMEs can evolve into dynamic entities that are consumer-friendly, thus expanding their impact in marketing and branding domains.

This research aims to delve deeper into how consumer behavior towards SME products during the Eid al-Fitr celebration is influenced by social media interaction. With a better understanding of consumer behavior patterns and the influence of social media, it is hoped that the findings of this research can provide guidance for SMEs in designing more effective and beneficial marketing strategies.

### **1.1 Consumer Behavior**

Consumer behavior refers to the series of actions, decisions, and preferences held by individuals or groups in the process of selecting, purchasing, using, and disposing of products or services [10]. It encompasses everything from pre-purchase considerations to post-usage habits. In the context of this research, the observed consumer behavior includes how individuals respond to MSME products during Eid al-Fitr celebration, including the influence of social media on their purchasing decisions. In other words, consumer behavior is a reflection of the complex interaction between psychological, social, economic, and cultural factors that influence how individuals act in their capacity as consumers [11], [12]. With a deeper understanding of consumer behavior, MSMEs can design more effective marketing strategies to attract and retain their customers.

### **1.2 MSME Products**

MSME products refer to goods or services produced by Micro, Small, and Medium Enterprises (MSMEs). These products are typically produced on a smaller scale than those of large corporations but have unique and diverse value propositions. Examples include handicrafts, local clothing, traditional foods, jewelry, as well as services such as catering, repair services, and local tourism. MSME products often reflect the cultural heritage and local wisdom of a region and often play a significant role in maintaining cultural and local economic diversity [13]. Encouraging the consumption of MSME products can be an effective way to support local economic growth, create job opportunities, and advance communities [14]. Therefore, understanding the dynamics and preferences of consumers towards MSME products is key to developing successful marketing strategies for MSME players.

### **1.3 Social Media**

Social media is a digital platform that allows users to interact, share content, and connect with others online [15]. These platforms encompass various websites and applications that facilitate the creation and exchange of multimedia content, text messages, as well as collaboration among users. Examples include Facebook, Instagram, Twitter, LinkedIn, YouTube, and WhatsApp. Social media provides users with the ability to create personal or business profiles, upload content such as photos, videos, and writings, and participate in various activities such as commenting, liking, and sharing content [16]. Additionally, social media also serves as an important means for business promotion, product marketing, and brand interaction with consumers [17], [18], [19]. With its global reach and ability to create connected communities, social media has become an integral part of modern digital life, influencing various aspects including culture, politics, and economics.

### **1.4 Eid al-Fitr**

Eid al-Fitr, also known as Eid al-Fitr or Lebaran, is an important celebration in the Islamic religion that marks the end of the fasting month of Ramadan. This celebration is observed by Muslims worldwide as a moment of joy, peace, and reconciliation. Eid al-Fitr holds deep spiritual significance, where Muslims gather to pray, celebrate, and share happiness with others [20]. The main traditions of Eid al-Fitr include the Eid prayer,

which is a special prayer performed in the morning on the first day of the month of Shawwal, as well as giving charity to those in need known as Zakat al-Fitr. Additionally, Eid al-Fitr is celebrated with visits to family and friends, sharing traditional foods such as ketupat, chicken opor, and cookies, as well as asking for forgiveness and forgiving others. Eid al-Fitr is not only a religious moment but also an important time to strengthen social relationships and enhance solidarity within the Muslim community.

## **2. Method**

The research method employed is a literature review with a qualitative approach utilizing descriptive analysis. Data used were gathered from academic sources indexed in Google Scholar, spanning from 2015 to 2024. The article selection process began with an initial search resulting in 50 relevant articles related to the research topic. Subsequently, a stringent selection based on relevance, quality, and alignment with the research objectives was conducted. A total of 25 articles were selected for inclusion in this analysis. A qualitative approach is used to understand and explain the phenomenon of consumer behavior towards MSME products through social media interaction during Eid al-Fitr celebration in-depth and contextualized manner. Descriptive analysis will be used to identify patterns, trends, and key findings emerging from the selected literature, as well as to provide a comprehensive overview of the research topic under review.

## **3. Result and Discussion**

In the current digital era, social media interaction has gained significant importance in influencing consumer behavior, especially in the context of Eid al-Fitr celebrations, which are not only a religious moment but also a highly anticipated cultural celebration by the community. In this context, Micro, Small, and Medium Enterprises (MSMEs) have great potential to optimize the use of social media interaction to increase exposure to their products and influence consumer preferences.

A profound understanding of consumer behavior towards MSME products through social media interaction during Eid al-Fitr celebrations demands a comprehensive analysis of the dynamics of consumer interaction with various social media platforms such as Instagram, Facebook, Twitter, and others. Additionally, a detailed understanding is needed of how information and content presented on these platforms can influence consumers' purchasing decision-making processes.

As Eid al-Fitr approaches, social media becomes a significant focal point for many individuals, where they use the platform to share moments of happiness, exchange greetings, and seek inspiration related to the celebration. In this context, savvy MSMEs will identify this moment as a strategic opportunity to introduce their products to potential consumers through content relevant to the spirit of Eid al-Fitr, such as special promotional offers, attractive gift packages, or products that meet the needs during the celebration period. By leveraging creativity in presenting content that resonates with the spirit of Eid al-Fitr, MSMEs can build stronger connections with consumers, thus increasing brand awareness and expanding their market share within the active online community during this celebration.

Within the framework of consumer behavior analysis, several factors hold significant importance, including the type of content presented, posting frequency, level of interaction with users, and the visual quality of that content [21]. The significance of these factors lies in their ability to influence consumer interest and engagement in the context of Eid al-Fitr celebrations. Consumers tend to pay attention to content that is visually appealing [22], informative, and relevant to their needs or desires during this festive period. Therefore, for MSMEs looking to effectively utilize social media to expand their product reach during Eid al-Fitr, paying attention to and optimizing these factors becomes essential to enhance the impact of their marketing strategies.

In addition to the mentioned factors, aspects of trust and credibility also play a crucial role in influencing consumer behavior. MSMEs that can effectively build a strong brand image and trustworthy reputation through active social media interactions are likely to gain greater trust from consumers [23]. Consequently, the opportunity to increase product purchases also increases. This highlights the importance of not only presenting engaging and relevant content but also maintaining brand integrity and consistency in delivering quality services to consumers. In an era where digital interactions are increasingly dominant in the purchasing process, building consumer trust through social media becomes a key element in successful MSME marketing strategies.

However, it's important to remember that in the purchasing decision-making process, consumers are influenced not only by the content presented by MSMEs but also by the reviews and recommendations provided by other users. The presence of interactions between consumers and brands through comments, testimonials, or product reviews has an immense impact on consumer behavior. In a digitally connected and transparent

ecosystem, peer reviews are often considered highly valuable sources of information and can significantly influence purchasing decisions [24]. Therefore, MSMEs need to pay attention not only to how they build their brand image but also how they respond to and interact with consumer reviews and feedback to strengthen brand trust and credibility in the eyes of potential consumers.

In addition to the considerations outlined, it's essential not to overlook external factors such as market trends, prevailing economic conditions, and government policies, which also significantly impact consumer behavior. MSMEs must take these factors into account when designing their marketing strategies and possess sufficient flexibility to adapt to changes in market dynamics and the external environment. In this context, the ability to identify changes in market trends quickly and respond to them with appropriate strategies will be key to success in facing challenges that may arise amidst the continuous changes in the business ecosystem [25]. Therefore, MSMEs that can integrate a deep understanding of both internal and external factors into their marketing strategy design will have a greater competitive advantage in addressing the complex dynamics of the market.

Thus, it can be concluded that consumer behavior analysis of MSME products through social media interaction during Eid al-Fitr celebrations reveals the significant role of social media in shaping perceptions and influencing consumer purchasing decisions. Social media is not merely a communication platform but also a primary stage where brands can strengthen their presence, build a strong brand image, and interact directly with consumers. MSMEs that have the ability to effectively leverage the potential of social media, produce relevant and engaging content, and maintain meaningful interactions with consumers have a greater opportunity for success in the competitive market. In an era where digital connectivity is rapidly expanding, understanding the role and benefits of social media in the marketing context is crucial for MSMEs to survive and thrive in a rapidly changing business environment.

Furthermore, it's important to consider several strategies and approaches that MSMEs can utilize to enhance social media interaction and influence consumer behavior during Eid al-Fitr celebrations:

1. **Quality and Relevant Content:** It's crucial for Micro, Small, and Medium Enterprises (MSMEs) to ensure that the content they publish on social media platforms aligns with the context of Eid al-Fitr celebrations. They can enrich their content by showcasing appealing product images, providing tips or ideas related to the celebration, and sharing inspiring stories about the products they offer. This way, they can more effectively reach and interact with their audience, create stronger bonds with consumers, and increase brand awareness during this festive period.
2. **Special Promotions and Discounts:** Offering special promotions and discounts as part of marketing strategies during the Eid al-Fitr celebration period can be a highly effective strategy to attract interest and increase consumer participation. MSMEs have the opportunity to leverage the power of social media as an efficient platform to announce these various promotions to their audience. By utilizing engaging and relevant content, such as appealing product images, messages containing Eid al-Fitr values, and information about exclusive promotions and discounts, MSMEs can create greater engagement with their potential consumers. This approach enables them to expand their reach, strengthen brand image, and achieve success in optimizing business opportunities during this festive season.
3. **Active Interaction with Users:** Responsive and friendly interaction with comments, questions, or feedback from users is a crucial strategy in building strong relationships between MSMEs and their consumers. This action not only creates a positive impression of the service provided but also forms a better perception of the brand in the minds of consumers. By responding quickly and with a friendly attitude, MSMEs can demonstrate that they pay attention to and care about the needs and desires of their consumers. Beyond simply answering questions, good responses can also bring benefits in increasing consumer trust in the brand. This gives the impression that MSMEs are not only focused on sales but also prioritize quality service and sustainable relationships with consumers.
4. **Content-Based Campaigns:** Launching content-based campaigns such as interactive quizzes, creative challenges, or encouraging users to share their stories (user-generated content) are proven effective strategies to increase user engagement and interaction, as well as expand the reach of MSME brands across various social media platforms. Through such campaigns, MSMEs can encourage active participation from users, which directly creates deeper connections between the brand and consumers. Beyond just creating engaging content, these content-based campaigns also allow MSMEs to harness the power of engaged online communities, creating sustainable momentum to expand brand reach and strengthen brand image in the market.
5. **Collaboration with Influencers:** Some MSMEs may consider partnership strategies with influencers or public figures who have significant presence on social media as part of their efforts to expand reach and increase brand exposure. Such collaborations open opportunities for MSMEs to reach a wider audience

through the established and trusted networks of influencers. Additionally, collaboration with influencers also allows MSME brands to gain additional credibility and strengthen their brand image through association with respected figures in the online community. Thus, partnerships with influencers not only provide access to a larger audience but also create opportunities to build deeper and meaningful relationships with potential consumers, which in turn can positively impact the growth and success of the MSME business.

6. **Monitoring and Analysis:** It's important for MSMEs to regularly monitor the performance of the content they publish on various social media platforms and conduct in-depth analysis of the data collected from user interactions. Through this approach, MSMEs can gain valuable insights into ongoing trends and consumer preferences, which can then be used to guide strategic decision-making in the development and adjustment of their marketing strategies. By understanding how their audience reacts to various types of content, MSMEs can tailor their messages to be more relevant and appealing to consumers. Moreover, regular monitoring and analysis also allow MSMEs to identify new opportunities and measure the effectiveness of campaigns they have launched, enabling them to continue innovating and improving their overall marketing performance.
7. **Sustainability and Consistency:** Maintaining sustainability and consistency in activities on social media is a crucial aspect for Micro, Small, and Medium Enterprises (MSMEs). This includes various elements, from ensuring regular posting frequency to ensuring that shared content meets high-quality standards. Additionally, maintaining an active level of interaction with users is also key to maintaining engagement and building sustainable relationships with the audience. By consistently implementing this strategy, MSMEs can strengthen their presence on social media, increase brand awareness, and expand their market reach. This also opens up opportunities to gain valuable feedback from users, which can be used to continuously improve and refine their marketing strategies on these platforms.

By wisely implementing the various strategies mentioned, MSMEs have a great opportunity to optimize the potential of social media as a powerful tool to influence consumer behavior and increase product sales, not only during the Eid al-Fitr celebration period but also in other times. In the face of increasing competition and market dynamics, it's important for MSMEs to develop a structured and effective approach to leveraging social media as one of their main marketing strategies. By building strong relationships with their audience, providing relevant and valuable content, and actively interacting with users, MSMEs can establish a solid brand presence and increase consumer awareness of their products. Beyond just boosting sales, this approach also creates a solid foundation for long-term business growth and sustainability.

#### **4. Conclusion**

In the current digital era, social media interaction plays a crucial role in influencing consumer behavior, especially during Eid al-Fitr celebration. MSMEs have significant opportunities to leverage social media to enhance product visibility and influence consumer purchasing decisions. Consumer behavior analysis indicates that factors such as content type, posting frequency, user interaction, and visual content quality greatly affect consumer interest. Additionally, brand trust and credibility also play a key role in influencing consumer behavior. Interaction between consumers and brands through comments, testimonials, or product reviews also significantly impacts purchasing decisions. External factors such as market trends, economic conditions, and government policies also influence consumer behavior, thus MSMEs need to be flexible in adapting their marketing strategies. Suggestions that can be given on the results of this study include: 1) MSMEs need to deeply understand consumer behavior on social media, including content preferences and how consumers interact with these platforms. 2) MSMEs should actively utilize the Eid al-Fitr celebration to introduce their products with relevant and engaging content. 3) It is important for MSMEs to build a strong brand image and good reputation through consistent and positive interaction with consumers on social media. 4) MSMEs need to pay attention to reviews and recommendations from other users, as well as proactively interact with consumers through comments and testimonials. 5) Flexibility in adjusting marketing strategies with external factors such as market trends and economic conditions is crucial for MSMEs to remain competitive in the competitive market.

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