



Social Media Analysis on Interest in Buying Imported Used Shoes at SOM Sneakers

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Abstract

This study investigates the impact of social media on consumer interest in purchasing imported secondhand footwear, focusing on SOM Sneakers as a case study. Employing a mixed-methods approach combining surveys and interviews, the research demonstrates a significant influence of social media on consumer buying decisions. This influence is mediated through increased brand awareness, influencer marketing, consumer reviews, and direct brand-consumer interaction, particularly on platforms like Instagram and TikTok, fostering engagement, building trust, and ultimately driving purchase intent. The findings offer valuable insights for both academic discourse and the development of effective marketing strategies within the secondhand footwear industry.

Keywords: Social Media, Consumer Engagement, Purchase Intention, Second-Hand Shoes, Digital Marketing



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INTRODUCTION

Consumer purchasing behavior is significantly shaped by their buying interest, a key psychological factor driving motivation and purchase decisions. As defined by Putri et al. (2016), this interest manifests as a desire to acquire a specific product or engage in related activities. Numerous factors influence this interest, encompassing personal preferences, product quality, brand image, and external stimuli like promotional campaigns and advertising. In the contemporary landscape, social media marketing represents a particularly potent external influence, profoundly impacting consumer behavior and preferences. Indonesia's burgeoning digital landscape, characterized by a rapidly expanding internet and social media user base, has solidified social media's position as the dominant force in digital marketing. With 221.6 million internet users (79.5% penetration) in 2024 (APII), and 167 million active social media users (60.4% of the population) in January 2023 (We Are Social), businesses are increasingly leveraging these platforms for enhanced product promotion and consumer engagement. The fashion industry, particularly the second-hand footwear market, has greatly benefited from the rise of social media marketing. Platforms such as Instagram, TikTok, and Facebook have become essential tools for businesses to build brand awareness, foster consumer engagement, and drive sales. The increasing popularity of second-hand products, driven by sustainability concerns and unique fashion trends, has further contributed to the expansion of this sector. Consumers are now more open to purchasing used goods, especially when they are presented attractively through digital campaigns and influencer endorsements.

One of the companies using social media marketing in this sector is SOM Sneakers, a company specializing in the trade of imported second-hand shoes. SOM Sneakers leverages social media platforms to enhance brand visibility, conduct live selling sessions, and engage with their target market. Their approach exemplifies how digital marketing strategies can be tailored to attract consumers, particularly those who prioritize affordability and exclusivity in



their fashion choices. According to (Religia et al., 2023), factors influencing consumer interest in second-hand shoes include economic considerations, trends, and the increasing reliance on digital technology for purchasing decisions. Limited research exists on how social media influences consumer purchase intentions within the secondhand footwear market, despite its significant role in shaping broader consumer behavior. While digital marketing has been extensively studied, this niche sector remains under-researched. To develop effective advertising strategies, understanding social media's impact on consumer interest is crucial. A thorough analysis of consumer preferences, influencer marketing's efficacy, and various digital campaign performances would yield valuable insights for businesses in this market. Research problem and objectives: Starting from the above background, This study investigates the impact of social media on consumer interest in purchasing secondhand imported shoes. Specifically, it addresses the following research questions: What is the impact of social media on consumer choices regarding the purchase of imported used shoes? Which social media marketing factors contribute most to increasing consumer interest in buying shoes? Through a literature review, this study will provide information on the role played by social networks in shaping consumer preferences in the second-hand footwear sector. The results should contribute both to academic debate and to the practical marketing strategies of companies operating in this niche.

Literature Review

Social media's role in the digital marketplace has evolved from a communication channel to a crucial influence on consumer purchasing decisions. Its features facilitating easy access to product information have significantly boosted consumer engagement and purchasing interest. One of the main reasons why social media is so influential is its ability to present visually appealing content. Quality images and videos can capture consumers' attention and spark their interest in a product. A well-presented product on social media is more likely to be remembered, and to generate the desire to try or buy it. In addition, social media enable consumers to obtain more detailed information about a product by consulting user reviews and experiences. Many consumers feel more confident about their purchase when they read testimonials from other users who have already tried the product. Easy access to real-life consumer experiences makes social media a reliable source of information that reinforces confidence in a brand or product. Direct interaction between brands and customers is another advantage of social media for increasing interest in purchasing. Thanks to features such as comments, direct messages and discussion forums, consumers can easily ask questions about the products or services on offer. Fast, informative responses from companies or marketers can leave a positive impression and support consumers in their purchasing decision.

According to (Al Hakim & Zuliestiana, 2022), Social media platforms facilitate the exchange of textual, visual, and audio content among consumers and businesses. This bidirectional communication enables marketers to cultivate an online brand identity and presence. Furthermore, social media serves as a catalyst for continuous process improvement and innovation, a key driver of organizational productivity (Asio & Khorasani, 2015). In addition, various promotional programs implemented via social media, such as special discounts, giveaways or new product launches, can also increase consumer interest in purchasing. Information about these offers can quickly reach a wide audience, encouraging consumers to buy before the promotion ends. In short, social media, thanks to its various advantages, plays a crucial role in shaping consumer buying interest. With visually appealing content, easy access to information, direct interaction between brands and customers, and attractive promotional offers, Social media has evolved into a powerful tool for enhancing the appeal of products and influencing consumer purchasing decisions in the digital era.

Types of social media

Depending on their functions and characteristics, social media can be classified into several broad types:

1. Social Networking Sites, exemplified by Facebook and LinkedIn, are online platforms enabling users to create personal profiles and connect with others. These platforms facilitate the creation of public or semi-public profiles within a defined system, allowing users to list their connections and view the networks of others (Boyd & Ellison, 2010).
2. Similarly, media sharing platforms, as described by Lipschultz (2018), provide a means for users to upload, share, and access diverse media content, including images, videos, and audio.
3. Direct Consumer Interaction and Engagement. Direct consumer engagement via social media significantly impacts purchase decisions. This allows brands to promptly address customer inquiries, provide product information, and build trust by addressing concerns about authenticity and quality. Research (Lavanya et al., 2023) demonstrates a positive correlation between social media interaction and source credibility, homophily, and content quality, which in turn positively influence purchase intent and consumer engagement. SOM Sneakers leverages this by actively engaging its followers through comments, Q&A sessions, and live shopping events on TikTok and Instagram.

Positive and Negative Impacts of Social Media on Purchasing interest

Social media have become an integral part of everyday life, influencing a variety of aspects, including consumers' purchasing intentions. International experts and trade journals have conducted research on the positive and negative impacts of social media on consumer purchasing intentions. Positive influence of social media on consumer purchasing intentions : First and foremost, companies can reach consumers more widely and more effectively through social media. According to a study published in the Kommas Journal, the use of social media can influence consumer purchasing intentions. The study shows that using social media as a promotional tool can significantly increase consumers' interest in purchasing. This is because of social media's ability to facilitate communication between consumers and manufacturers, increase interaction with consumers and help understand their needs and preferences. Consumers can also share their experiences and product reviews on social media, which can influence the purchasing decisions of others. A study published in the Journal of Economics and Management shows that social media have a significant The influence on consumers' buying intentions and choices has been widely studied, with bibliometric analysis indicating an increasing research trend in this area.

The adverse effects of social media on consumer purchasing intentions: Conversely, social media can also negatively affect consumers' willingness to make a purchase. One of the most common negative effects is "social media addiction". Consumers can spend a lot of time on social networks, which can hinder productivity and social interaction in real life. In addition, social networks can trigger feelings of inferiority, as consumers often compare themselves to the lives of others on social networks. Furthermore, excessive and unverified information on social media can confuse consumers and reduce their confidence in certain products or brands. A study published in the Journal of Economics and Business shows that advertising messages on social media do not always have a significant impact on consumers' purchase intention, particularly when the information presented is inaccurate or misleading. Finally, social media can expose consumers to misleading advertising or counterfeit products, which can undermine their confidence in online purchases. Research published in the Journal of Economics and Business reveals that social media promotions do not always strongly influence consumers'



purchasing intentions, especially when the information provided is misleading or lacks accuracy. Overall, Social media can influence consumer purchase intentions in both beneficial and detrimental ways. While social media can increase marketing reach, direct interaction with consumers and the exchange of opinions on products, they can also lead to dependency, the dissemination of misinformation and exposure to misleading advertising. It is therefore important that consumers and manufacturers use social media wisely and critically.

RESEARCH METHODS

This research adopts a mixed methods approach by integrating quantitative and qualitative methods to investigate the role of social media in the purchase intention of MSME consumers. On the quantitative side, data were collected through an online survey using a questionnaire covering demographics, intensity of social media usage, and purchase behavior. Respondents were selected using a reasoned sampling technique based on the following criteria: active following of MSME accounts and purchase experience. In the qualitative stage, semi-structured online interviews were conducted with MSME actors and consumers who actively interact on social media. The purpose of the interview was to explore in depth the perception of the effectiveness of digital marketing and the factors that influence purchasing interest. In this study, data analysis was carried out qualitatively and quantitatively. The two types of analysis are combined, not separated, and even support each other appropriately, so that they support each other. Qualitative analysis was chosen based on the type of data collected from the results of observations, documentation, and in-depth interviews with a number of key informants as well as interviews in the field with independent informants as a comparison. While quantitative analysis was chosen based on the type of data collected through questionnaires (Anastasia Sulistyawati, 2023). Quantitative data analysis includes descriptive statistics and hypothesis testing with structural equality modeling (SEM) using SmartPLS, while qualitative data was subjected to thematic review to identify patterns and main themes. The entire research process was conducted in accordance with ethical principles such as consent, information about information and voluntary participation. This approach hopes that we can investigate the intrinsic effects of social media on consumer purchasing interests in small business enterprises since computer age.

RESEARCH RESULT AND DISCUSSION

SOM Sneakers is one of the fastest growing second-hand shoe stores in Indonesia. Founded in 2017 by Aan Parulian Marpaung, the company was born out of the realization that Medan lacked a comprehensive second-hand shoe store. Since opening its first store at MMTC, SOM Sneakers has expanded to several strategic locations, including Halat, Marelan, Denai, Sei Belutu, Tangel, Deli Tua, and Jakarta. This expansion reflects the high market demand for used shoes and the effectiveness of the growth strategy implemented by the founders. SOM Sneakers implements a digital marketing strategy that focuses on social media platforms, especially Instagram and TikTok. One of the most important marketing strategies is the daily live sales on TikTok. Live sales allow direct interaction with potential customers, provide a personalized shopping experience, and significantly increase conversion rates. Sales data shows that SOM Sneakers sells about 150 pairs of sneakers per week, and most transactions are conducted online. Although the company operates several physical stores, most sales occur through social media, highlighting the shift in consumer shopping preferences to digital platforms for second-hand products. From a demographic perspective, SOM Sneakers' customers are spread across several regions in Indonesia, with a strong concentration in Medan. This shows that while the company operates nationwide, its main customer base remains concentrated in the city where

it was founded. This success is supported by a community-based marketing strategy where SOM Sneakers engages its customers through active social media engagement, engaging content and a diverse product offering.

The business model implemented by SOM Sneakers includes an omnichannel approach where the physical stores serve as showrooms and distribution centers, while digital marketing and transactions remain the backbone. This strategy improves operational efficiency and increases the accessibility of products for customers in different regions. The success of this model also shows that the second-hand sector can experience significant growth through the introduction of technology and effective digital marketing strategies. In addition, the study highlights that growth in the second-hand sector depends not only on product availability but also on advancements in marketing and distribution strategies. SOM Sneakers serves as an excellent example of the effective utilization of social media, particularly TikTok and Instagram, can drive significant retail growth in the secondhand sector. These results offer other thrift store entrepreneurs valuable insights into the importance of digital transformation and adapting to changing consumer behavior in the digital age. By adopting a sustainable approach, SOM Sneakers has the potential to continue its expansion and establish itself as Indonesia's leading second-hand sneaker retailer. A review of the literature indicates that social media significantly contributes to boosting consumer interest in imported second-hand shoes at SOM Sneakers. Key factors that influence consumer purchasing decisions through social media include increased brand awareness, customer feedback, influencer marketing, and brand-consumer interaction.

Increasing brand awareness through social media

Brand awareness is the initial phase of the buying process, when potential consumers begin to recognize and remember a brand. In the context of imported used shoes, social media such as Instagram and TikTok play an important role in creating brand awareness through visual content and storytelling. Companies that are active on social media tend to be more easily recognized than those that only rely on conventional marketing. Businesses that actively utilize social media tend to get attention faster than those that only rely on traditional marketing methods. By using digital platforms, they can display products more attractively, for example through quality photos, unboxing videos that arouse curiosity, and convincing customer reviews. This kind of content not only attracts potential buyers, but also helps build trust and humanity.

Study: SOM Sneakers

SOM Sneakers actively uploads photos and videos of the shoes it sells to Instagram and TikTok. By optimizing features such as Instagram Stories, Reels, and TikTok Live, SOM Sneakers can reach more potential buyers. Social media algorithms also help its content appear on the homepage of users interested in fashion and sports shoes, which increases the likelihood that they will follow the account and view the products on offer.

Impact on purchase intention:

Consumers who frequently see a brand on social media tend to remember the brand more and are more likely to consider a purchase (Solomon, 2019). The higher the attractiveness and frequency of advertising views, the higher the consumer's buying interest in the advertised product/service. (Florentina 2024)



Strengthening consumer trust through testimonials and opinions

Consumer trust is an important factor in purchasing decisions, especially in the imported second-hand footwear sector, where the condition and authenticity of the product is a major concern. Through social media, consumers can directly access testimonials from other consumers in the form of comments, opinions or videos. According to (Budiarto, 2022), online customer reviews with positive valence have a significant influence on consumer confidence. On the other hand, reviews with negative valence can lower consumer confidence in the product. This trust is further strengthened if the reviews come from people who are considered credible, such as influencers or friends on social media.

Direct Consumer Interaction and Engagement

Engaging directly with consumers through social media is another key factor that influences purchasing decisions. Brands can swiftly address consumer inquiries through social media platforms, provide product details, and address concerns regarding product authenticity and quality. A study by Lavanya et al. (2023) found that interactions on social media enhance source credibility, source similarity, and content quality. Additionally, source similarity and content quality have a positive impact on purchase intention and consumer engagement. SOM Sneakers leverages this by actively engaging with its audience through comments, Q&A sessions, and live shopping events on TikTok and Instagram.

Impact on purchase intention

Quick responses and personal interactions between consumers can increase trust and encourage purchasing decisions. (Joesyiana, 2018). Live streaming of sales on TikTok social media accounts has an effect on consumer buying interest. Factors such as user perception and the benefits of technology that makes it easier for TikTok users also support this influence. (Mausul & Ma'mun, 2024)

Visual Content and Storytelling in Enhancing Purchase Decisions

Storytelling in marketing communication can create and strengthen brand identity, build emotional connections that increase consumer loyalty, as well as the importance of authenticity in stories to maintain credibility and trust. High interaction in social media marketing, including the use of compelling visual elements, can increase consumer engagement with the brand as well as strengthen brand awareness and image in their minds (Mauliddiyah, 2021). This is highly relevant for SOM Sneakers, which employs marketing strategies such as unboxing videos, product photoshoots, and before-and-after comparisons, creating a more immersive experience for potential buyers. According to a study by (Pratama, 2025), The aesthetics of product design not only improve visual appeal but also influence brand perception and consumer purchasing decisions in the international market. Aesthetic product photos can attract consumers' attention and make the product look more professional and high-quality (Arimawati et al., 2024). Furthermore, visual content and storytelling-based marketing strategies are essential in strengthening consumer trust and purchase interest in products offered by SOM Sneakers.

The Impact of Social Media on Consumer Interest in MSMEs Selling Pre-Owned Imported Footwear

Based on the survey data collected, most consumers aged 15-23 show a high interest in purchasing imported used shoes after seeing advertisements or promotions about these products on social media. A significant number of consumers prefer to buy products online after considering reviews from previous buyers. These reviews help build trust and allow potential

buyers to evaluate products based on others' experiences. Referring to Diagram 1: Consumer Behavior Towards Purchase Interest on Social Media, it is evident that viewing ads (over 80%), brand awareness (around 75%), and online purchasing (approximately 70%) are the key factors influencing consumer interest. Moreover, while following seller accounts and the convenience of locating sellers also contribute, their influence is relatively minor. The data clearly demonstrates that social media plays a significant role in shaping consumer behavior and greatly impacts their purchasing decisions.

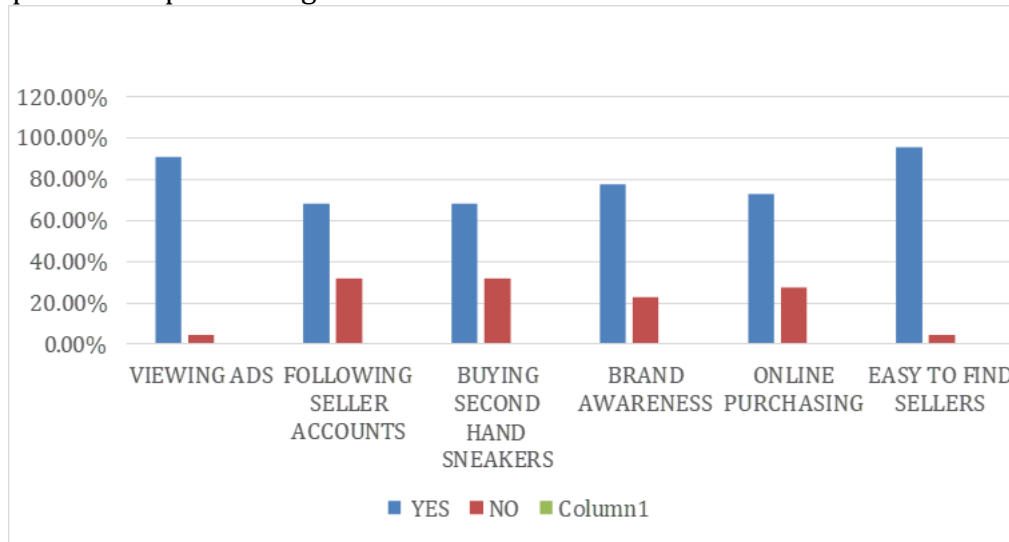


Figure 1. Consumer Behavior Towards Purchase Interest In Buying Imported Used Shoes On Social Media

CONCLUSION

This study concludes that social media play a crucial role in consumers' interest in buying imported second-hand shoes. This influence is particularly evident when it comes to increasing brand awareness, fostering direct interactions between sellers and consumers, and improving the effectiveness of digital marketing strategies. Platforms such as Instagram and TikTok have become important tools for businesses, enabling greater reach, customer engagement and trust through testimonials and customer reviews. The digital marketing strategies implemented by SOM Sneakers, including live sales and active community engagement, have proved highly effective in attracting potential buyers and fostering purchasing decisions. Consumers tend to trust products more when they can see them in real time through live sales on social media, as they have the opportunity to assess product condition and receive immediate responses from sellers. In addition, the presence of influencers and the use of storytelling techniques in content marketing play a crucial role in increasing product appeal and strengthening brand perception among consumers. While social media offer many advantages for engaging consumers, there are also a number of challenges to consider. One of these is the risk of exaggerated or misleading information, which can affect consumers' perception of a product. In addition, competition in the digital marketplace is increasingly intense, so companies must constantly innovate their marketing strategies to remain relevant and attractive to consumers.

SOM Sneakers' success in using social media to engage consumers demonstrates that the right digital marketing approach can have a significant positive impact, particularly in the second-hand goods sector, which relies heavily on trust and transparency. Other companies in similar sectors should therefore optimize their use of social media by creating visually appealing content, actively interacting with consumers and implementing community



marketing strategies. Future research should explore additional factors that affect consumer purchasing interest, such as pricing strategies, customer loyalty, and the evolving trends in social media. Moreover, a deeper analysis of the long-term effects of social media marketing on corporate sustainability could offer valuable insights. Therefore, this study can serve as a useful reference for both business practitioners and academics in understanding and formulating more effective digital marketing strategies in the modern digital era.

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