The Influence of Consumer Reviews on Social Media on Purchase Intentions for Household Products (A Digital Marketing Approach) in Pasar Turi Baru Surabaya

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Abstract: The rapid advancement of digital technologies has transformed consumer behavior, particularly in how purchase decisions are influenced by social media interactions. This study investigates the effect of consumer reviews on social media platforms on the purchase intentions of household products, with a focus on vendors and consumers at Pasar Turi Baru in Surabaya, Indonesia. Employing a quantitative research design, data were collected from 50 respondents through a structured questionnaire distributed on-site. The study utilized a simple linear regression analysis to examine the relationship between social media reviews and consumer purchase intentions. The results indicate that consumer reviews have a statistically significant positive effect on purchase intentions. Visual content, trustworthiness of the source, and user-generated authenticity emerged as key drivers influencing consumer confidence. The coefficient of determination (R^2) reached 0.527, meaning that 52.7% of the variation in purchase intention can be explained by exposure to consumer reviews. Findings also highlight that visual testimonials and narrative experiences shared on platforms like Instagram and TikTok are particularly persuasive. This research offers practical implications for traditional vendors transitioning to digital marketing. It emphasizes the importance of leveraging user reviews, creating trustworthy content, and engaging with consumers online to enhance their purchasing motivation. The novelty of the study lies in its context: a traditional wholesale market integrating modern digital strategies, offering insights rarely explored in previous literature.

Keywords: *Consumer reviews, Social media, Purchase intention, Digital marketing, Household products*

INTRODUCTION

In the digital era, consumer behavior has undergone a significant transformation, particularly in the decision-making process. Consumer reviews on social media have emerged as one of the most trusted and influential sources of product evaluation (Cheung et al., 2020). Social media platforms are no longer merely communication tools—they have evolved into marketing channels driven by consumer experience.

Household products have seen a consistent rise in demand, driven by the growing trend toward minimalist living and the emphasis on domestic comfort. Consumers now consider not only the functional aspects of these products but also their aesthetics, practicality, and peer recommendations (Huang & Benyoucef, 2022).

Consumer reviews found on platforms such as Instagram, TikTok, and Shopee often include first-hand experiences, product ratings, and post-purchase satisfaction. According to Filieri et al. (2018), narrative and visual reviews (e.g., photos and videos) generate stronger emotional engagement compared to conventional advertisements.

Surabaya, one of Indonesia's major metropolitan areas, exhibits dynamic economic development and digitalization. Pasar Turi Baru—an iconic wholesale market in the city—is now integrating digital marketing strategies through social media engagement and e-commerce platforms (Putri & Prasetyo, 2023). This makes it an ideal setting for exploring the influence of digital reviews on local consumer purchase behavior.

The core issue this study seeks to explore is to what extent social media consumer reviews influence the intention to purchase household products in a physical yet digitally transforming market environment. While many studies focus on e-commerce contexts, few have addressed traditional markets that are undergoing digital adaptation.

Additionally, this research investigates which types of reviews—text-based, visual, rating-based, or hybrid—are most effective in influencing consumer decisions. Identifying these elements is crucial for guiding business owners in developing appropriate digital content strategies (Zhang et al., 2021).

The primary aim of this study is to examine the significant influence of consumer reviews on social media toward the purchase intentions of household products and to offer strategic recommendations to MSMEs and market tenants based on empirical findings. It places consumers' perspectives at the center of digital marketing effectiveness.

Methodologically, a quantitative approach will be used, involving surveys distributed to Pasar Turi Baru visitors who have been exposed to social media review content. Linear regression analysis will be applied to assess the relationship between these variables (Sugiyono, 2019).

The proposed solution is to develop a digital marketing model centered on authentic customer reviews. This model includes strategies such as curated content, collaboration with micro-influencers, and the use of visual testimonials as persuasive tools (Ladhari et al., 2020).

By identifying the review components that significantly affect purchase intentions, businesses can implement more targeted and efficient marketing strategies—particularly important in the increasingly competitive household products market.

The novelty of this research lies in its focus on Pasar Turi Baru as a case of digital marketing implementation in a semi-traditional wholesale setting. This market, blending traditional retail with modern digital practices, has been largely overlooked in prior digital consumer behavior studies.

Another novelty is its empirical investigation into household product purchase intentions based on social media reviews within a physical market context—not purely within online marketplaces. This study contributes to a deeper understanding of the intersection between digital marketing and consumer psychology in evolving local trade ecosystems.

METHOD

This study applied a quantitative research approach to examine the influence of social media consumer reviews on purchase intentions for household products, with the research

conducted at Pasar Turi Baru, Surabaya. A survey method was employed to gather primary data from consumers who actively use social media and shop for household products in the market.

The population in this study consisted of visitors to Pasar Turi Baru, and the sample was selected using purposive sampling based on criteria such as active social media usage and experience with reviewing or purchasing household products. A total of 50 respondents participated in the survey. Data were collected through a structured questionnaire using a 5-point Likert scale to measure both exposure to reviews and purchase intention.

To ensure the reliability and validity of the research instrument, preliminary testing was conducted. Validity was assessed using Pearson correlation, while reliability was measured using Cronbach's Alpha, with all items meeting the acceptable thresholds ($r > 0.30$, $\alpha > 0.70$). This ensured that the instrument was appropriate for measuring the intended variables.

Data analysis was performed using descriptive statistics and simple linear regression with SPSS version 26 to examine the relationship between consumer reviews and purchase intention. The results were interpreted based on a significance level of 0.05, with ethical protocols observed throughout the study, including informed consent and respondent anonymity.

RESULTS AND DISCUSSION
Research Results

Based on data collected from 50 respondents at Pasar Turi Baru, Surabaya, the findings reveal a significant relationship between consumer reviews on social media and consumers' purchase intentions toward household products. The demographic profile of respondents showed that the majority (64%) were female, aged between 25–40 years, and active users of social media platforms such as Instagram, TikTok, and Facebook.

From the descriptive statistics, it was found that 78% of respondents often read or watch consumer reviews before making purchase decisions. A total of 82% stated that positive reviews increased their confidence in the quality and functionality of household products. Furthermore, 74% admitted that they had purchased a product at Pasar Turi Baru after being influenced by user-generated reviews on social media.

To test the hypothesis, a simple linear regression analysis was conducted. The regression output showed that the coefficient of determination (R^2) was 0.527, indicating that 52.7% of the variance in purchase intention can be explained by consumer reviews on social media. The regression equation obtained was: $Y = 7.12 + 0.63X$

Where Y is the purchase intention and X is the influence of consumer reviews. The t-test value was 7.456 with a significance level (p-value) of 0.000, which is less than 0.05. This confirms that consumer reviews have a statistically significant positive effect on purchase intention.

These results indicate that the more positively consumers perceive reviews on social media, the stronger their intention to purchase household products offered at Pasar Turi Baru. Visual and narrative content—such as testimonial videos, before-and-after product usage, and influencer-endorsed content—were noted by respondents as particularly persuasive in influencing their buying behavior.

Model	Unstandardized Coefficients (B)	Standard Error	t-value	Sig. (p-value)
(Constant)	7.120	1.045	6.813	0.000
Consumer Reviews (X)	0.630	0.085	7.456	0.000

Table 1. Simple Linear Regression Analysis of the Effect of Social Media Consumer Reviews on Purchase Intention

R^2 (Coefficient of Determination): 0.527
F-value: 55.62
Significance Level (p): 0.000
N (Sample Size): 50 respondents

The regression model shows that consumer reviews on social media significantly influence purchase intentions. The coefficient of 0.630 means that for every one-unit increase in perceived influence of consumer reviews, purchase intention increases by 0.630 units. The p-value < 0.05 confirms that the relationship is statistically significant.

Discussion

1. The Impact of Visual Content on Consumer Purchase Intentions

Visual content, particularly high-quality images and short videos, plays a pivotal role in shaping consumer purchase intentions. A study by Yang et al. (2025) highlights that the usefulness, ease of use, and entertainment value of short video content significantly enhance consumer trust and purchase intentions. These elements serve as stimuli that influence consumer responses, aligning with the Stimulus–Organism–Response (SOR) theory.

In the context of Pasar Turi Baru, vendors can leverage platforms like Instagram and TikTok to showcase their household products through engaging visual content. Demonstrations of product usage, before-and-after scenarios, and customer testimonials in video format can provide potential buyers with a clearer understanding of the product's value and functionality.

Moreover, visual content can bridge the gap between online and offline shopping experiences. By providing a virtual touchpoint, consumers can visualize how products fit into their daily lives, thereby reducing uncertainty and enhancing confidence in their purchasing decisions.

Therefore, integrating compelling visual content into digital marketing strategies is essential for vendors at Pasar Turi Baru to attract and retain customers in an increasingly digital marketplace.

2. The Role of Trust in Social Media Reviews on Purchase Decisions

Trust is a fundamental factor influencing consumer behavior, especially in the realm of social media reviews. Research by Lee and Kim (2023) indicates that social media marketing strategies that prioritize transparency and authenticity significantly boost consumer trust, which in turn positively affects purchase intentions. Trust acts as a mediator between marketing efforts and consumer responses.

At Pasar Turi Baru, fostering trust through genuine customer reviews and transparent communication can enhance the credibility of vendors. Encouraging satisfied customers to share their experiences and promptly addressing negative feedback demonstrates a commitment to customer satisfaction and builds a trustworthy brand image.

Additionally, collaborating with micro-influencers who have established trust with their followers can amplify the reach and impact of marketing campaigns. These influencers can provide authentic reviews and endorsements that resonate with their audience, thereby influencing purchase decisions.

In summary, building and maintaining trust through honest and transparent social media interactions is crucial for influencing consumer purchase intentions at Pasar Turi Baru.

3.   The Influence of User-Generated Content (UGC) on Purchase Intentions

User-Generated Content (UGC) serves as a powerful tool in influencing consumer purchase intentions. A study by Zakaria et al. (2023) found that UGC positively affects purchase intentions, with perceived usefulness and trust acting as mediators in this relationship. Consumers often perceive UGC as more authentic and relatable compared to brand-generated content.

Vendors at Pasar Turi Baru can encourage customers to share their experiences with products on social media platforms. This can include photos, videos, and reviews that provide firsthand accounts of product usage and satisfaction. Such content not only enhances brand visibility but also builds a community of engaged customers.

Furthermore, featuring UGC on official brand channels can validate customer experiences and demonstrate appreciation for customer contributions. This practice can strengthen customer relationships and foster brand loyalty.

Therefore, integrating UGC into marketing strategies can significantly impact consumer perceptions and drive purchase intentions for household products at Pasar Turi Baru.

4.   Digital Marketing Strategies Leveraging Consumer Reviews

Effective digital marketing strategies that leverage consumer reviews can significantly influence purchase intentions. Research by Muliadi et al. (2024) emphasizes that digital marketing content, when mediated by trust, has a substantial impact on purchase intentions. This underscores the importance of integrating consumer reviews into marketing efforts to build trust and credibility.

At Pasar Turi Baru, vendors can implement strategies such as showcasing positive customer reviews on their websites and social media platforms. This not only provides social proof but also enhances the perceived reliability of the products.

Additionally, responding to customer reviews—both positive and negative—demonstrates attentiveness and a commitment to customer satisfaction. This interaction can improve brand image and encourage potential customers to engage with the brand.

In conclusion, incorporating consumer reviews into digital marketing strategies is vital for influencing purchase intentions and fostering customer trust at Pasar Turi Baru.

CONCLUSIONS

This study confirms that consumer reviews on social media have a significant and positive influence on purchase intentions for household products, particularly among consumers at Pasar Turi Baru, Surabaya. Visual content, authenticity, and trust play crucial roles in shaping consumer perceptions and behaviors. As indicated by the regression analysis, more than half of the variation in purchase intention is explained by the presence and quality of social media reviews, reflecting their powerful impact in a digitally connected market environment.

The findings highlight the importance of digital marketing strategies that incorporate consumer-generated content and transparent communication. Trust-building through authentic interactions, visual storytelling, and user engagement on social media platforms can strengthen the relationship between vendors and customers. Vendors who actively manage and leverage

customer feedback and social proof are more likely to see increased consumer confidence and higher conversion rates.

In conclusion, as traditional markets like Pasar Turi Baru transition into digital ecosystems, integrating social media-based review systems into marketing practices is no longer optional—it is essential. This research contributes to the growing body of literature on digital consumer behavior by demonstrating how reviews serve as both information and persuasion tools. Future efforts by vendors should focus on sustaining transparency, encouraging honest feedback, and consistently updating digital content to maintain consumer trust and loyalty in an increasingly competitive marketplace.

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