

The Effect of Product Knowledge, Price, and Social Media Marketing towards Consumer Buying Decision on Fit Cookie Business

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Abstract—Due to Covid-19, a lot of peoples' diet ways have changed and most of these changes are not healthy for their health. People try to consume healthy food which cannot be categorized as healthy food, especially when they want to snack. Based on this situation, a lot of food and beverage businesses have somewhat developed some kind of healthy menu to offer to consumers, which then Fit Cookie emerged and offers variant of healthy snacks and food for consumer. The purpose of this research is to find out whether product knowledge, price, and social media marketing have significant impacts towards consumer buying decisions on Fit Cookie business. The research uses a quantitative method and the survey uses the means of a questionnaire. The questionnaire assists the researcher in collecting data. It is spread to 81 people where the population and sample are the same. They are the customers of Fit Cookie. They are taken and counted from the Fit Cookie Instagram that are still becoming active buyers since the first Fit Cookie published until this research is conducted. The results show that product knowledge, price, and social media marketing has a significant and positive impact towards consumer buying decisions on Fit Cookie business.

Keywords— Product Knowledge, Price, Social Media Marketing, Buying Decision, Consumer Behavior

I. Introduction

COVID-19 (Coronavirus) is a highly infectious respiratory illness caused by the SARS-CoV-2 virus. It was first identified in Wuhan, China in December 2019 and has since spread globally, resulting in a pandemic. To prevent the spread of COVID-19, public health officials have recommended measures such as wearing masks, washing hands frequently, social distancing, and getting vaccinated. To prevent the spread of COVID-19, public health officials have recommended measures such as wearing masks, washing hands frequently, social distancing, and getting vaccinated.

Fit Cookie is a food and beverage business that offers healthy and balanced nutritious and low in calories food

and snacks. Menus offered are healthy burgers and oatmeal cookies, made from sweet potatoes and chicken breast. Prices are relatively low compared to other healthy and low calorie foods in Indonesia. Calories and macros are also provided for every menu on Fit Cookie, so those who are on a strict diet still can enjoy sweet and fun and affordable cookies.

Being in the food & beverage (F&B) industry, Fit Cookie is in a competitive market where in order to be successful and sustainable, it needs to understand its customers very well so that it can consistently sell its products and develop loyal customers. Understanding its customers allows for the business to compete in the market as without understanding them, the company may position itself in a way that is not liked or following the consumers' liking and the market trends, which may negatively impact the company's sales as people may not be as interested in the business' products. Musumali (2019) stated that customers go through a process that has many factors when deciding to go for a purchase. This provides an urgency on how a business should understand the consumer's purchasing behavior.

According to the article Food Prices for Nutrition Datahub (2017), most people cannot sustain a healthy diet because they cannot afford to sustain the diet itself economically. Price plays a big role in a consumer's buying decision, as it helps consumers determine their buying decisions compared to the product's expected value. It is natural for customers to expect a high-quality product with a good price for every business. Consumer behavior research has always focused on product knowledge, which is a recall of one's experiences with a certain product. It is well known that consumer behavior varies depending on how well-informed they are about a product. Having knowledge of the product allows the consumer to either be interested or disinterested in said product as if a product is promoted to a person and they have no knowledge or information of that product and it does not say its special values compared to similar products, the person may not be interested in trying it as they do not have the knowledge of said item. But if that person recognizes the item and has fond memories about it, or has heard of how good that item

is, then they may be more interested in making a purchase of said product.

Consumers who have a high level of product knowledge are more likely to be familiar with the product and less likely to experience anxiety when making a purchase. Additionally, those who are knowledgeable are more likely to impart such knowledge than those who are not. It may be inferred that customers who have a high level of product knowledge and confidence prefer to persuade other customers to utilize the product.

Social Media Marketing is a major factor in consumer buying decisions, as it is used by 3.6 billion people worldwide and is expected to reach 4.41 billion by 2025. According to Sugiharto (2016), 97.4% of Indonesians have access to social media accounts. Social media has a major impact on the growth of a sustainable buying attitude, as it influences users' daily lifestyles and has the ability to influence sustainable purchase decisions. Social media concentrates on social issues, so using it is a crucial part of creating a sustainable buying behavior. Most consumers also tend to follow others through social media when deciding their purchase decision.

This paper mainly explores how those factors are applied and how much does it affect the consumers' purchase decision on Fit Cookie, by using quantitative methods through surveys by using online forms that are given to Fit Cookie's customers. The purpose of this paper is to find the significance of pricing, product knowledge, and social media marketing on consumers' purchase decisions.

II. LITERATURE REVIEW

Theoretical foundation, also known as conceptual definition, is an explanation of the variables researched. Consumer Behavior Theory is a theory that discusses the factors that influence consumer behavior in buying a product or service. It assumes that consumer buying decisions are influenced by several factors such as perceptions, motivations, needs, beliefs, attitudes, and previous experiences. This theory can help researchers understand consumer behavior in buying Fit Cookie products by studying factors such as product knowledge, product prices, and social media marketing. Additionally, Fit Cookie manufacturers can apply this theory in their product development and marketing by considering consumer psychology, so they can increase the attractiveness of their products in the market.

Product knowledge is an essential factor in influencing consumer buying behavior. It is the degree of familiarity and understanding that a consumer has about a product's features, attributes, and benefits. It can be acquired through various sources, such as personal experience, advertising, word-of-mouth, and social media marketing. Research has shown that consumers with high product knowledge tend to have a more favorable attitude towards the product and are more likely to purchase it.

The Price Theory is a theory that explains how the price of a product can affect consumer buying decisions. It

states that consumers will consider product price when they decide to buy or not buy a product, and there are four price indicators: Affordable Price, Competitive Price, Price Equals Quality, and Price Equals Benefit.

Social Media Marketing is the use of social media platforms to promote products or services to potential consumers, and it emphasizes the importance of direct interaction between producers and consumers through social media. According to Fauzi, 2016 in Upadana & Pramudana (2020), social media has been influencing consumer buying decisions for a long time and has a significant impact in their decision. There are 4 indicators of Social Media Marketing: Relationship, Communication, and Interaction after Purchase.

The most important details in this text are that consumer buying decisions are influenced by a range of factors, including product knowledge, price, and social media marketing. These factors interact in complex ways to affect the consumer's perception of the product and ultimately their buying decision. Understanding the interplay of these factors can help businesses develop effective marketing strategies that can lead to increased sales and revenue. The 3 independent variables mentioned above have a huge rule for consumer buying decisions. The most important details in this text are that consumer buying decisions are influenced by a range of factors, including product knowledge, price, and social media marketing. These factors interact in complex ways to affect the consumer's perception of the product and ultimately their buying decision. Understanding the interplay of these factors can help businesses develop effective marketing strategies that can lead to increased sales and revenue. The 3 independent variables mentioned above have a huge rule for consumer buying decisions.

Karim (2021) conducted a study to determine how prices affect consumers' decisions at Café ABC in Pekanbaru. 99 respondents made up the sample, and simple linear regression analysis revealed a strong correlation between price and purchasing choices. The better the price, the better the purchase decision.

Han, et al. (2020) conducted an online questionnaire to evaluate the effect of product knowledge and price on consumer buying decisions in the Korean food and beverage industry. Results showed that product knowledge had a positive and significant effect on consumer buying decisions, while price had a negative and significant effect. Product knowledge strengthens the relationship between price and consumer buying decisions, so manufacturers in Korea must provide accurate and detailed product information to improve their buying decisions and increase sales.

Moslehpour, et al. (2021) proposed a research framework to test the influence and interaction of factors such as entertainment (ENT) and interaction (INT) through the effects of trust (TR) and perceived value (PV) as mediators on purchase intention (PI). A total of 301 questionnaires were collected and analyzed using Structural Equation Modeling (SEM) to test the proposed model. The results showed that trust and perceived value significantly mediate the relationship between QMS

factors and purchase intentions at the initial stage of decision making towards buying airline products and services. Trust mediates the relationship between two QMS factors (INT and ENT) and purchase intention, while perceived value mediates the relationship between entertainment and purchase intention. This study was successful in offering a model to test the effect of social media marketing on consumers' purchase intentions of Indonesian airline products and services.

Nuseir & Elrefae (2022) conducted research to investigate the impact of social media marketing on consumer-based brand equity within the restaurant industry of the United Arab Emirates. The study examined the factors of facilitating conditions, customer experience, and brand loyalty that affect the adoption of social media marketing, which subsequently contributes to the development of consumer-based brand equity. The data collected was analyzed using Smart-PLS, and the findings indicate that facilitating conditions, customer experience, and brand loyalty have a significant impact on social media marketing and consumer-based brand equity. However, the mediating role of social media marketing was found to be insignificant.

Sun & Wang (2020) conducted a study to investigate consumers' attitudes and intentions to purchase green products on social media in China. The results showed that attitudes, subjective norms, and perceived behavioral control had a positive effect on purchase intentions, while price consciousness had a negative effect. Product knowledge had a positive impact on attitudes and purchase intentions, and PCE positively affected attitudes. Social media marketing positively influences subjective norms, product knowledge, and PCE, but negatively impacts price consciousness. Multigroup structural equation modeling analysis revealed that the effects vary significantly among different consumer groups. This study adds to the existing literature on the factors that influence consumers' green product purchases in emerging countries within the context of social media marketing.

Sudaryanto, et al. (2021) conducted a study to examine the impact of culture, brand image and price on buying decisions. A multi-stage sampling technique was used to derive a sample of 112 respondents in Situbondo, East Java, Indonesia. Gender involvement in buyer decision-making was dominant, with most customers being private-sector employees and higher income earners. Results showed that Hofstede's culture dimension and the brand image and price significantly affected consumer buying decisions at retail stores in East Java, Indonesia.

Product knowledge has a positive effect on consumer buying decisions, as evidenced by two studies conducted by Alvarado, et al. (2021) and Wang and Li (2020). Alvarado, et al. (2021) found that the more knowledgeable consumers are about a product, the more likely they are to buy it. They found that the greater the consumer's knowledge of a product, the higher their intention to purchase the product. Overall, the results of these studies support the hypothesis that product knowledge has a significant effect on consumer buying decisions. H1: Product knowledge has a significant effect on consumer

buying decisions on Fit Cookie business

Raza et al. (2021) and Kim and Lee (2020) found that prices have a significant influence on consumer buying decisions, with the higher the price, the lower the probability that consumers will buy the product. This suggests that price has a significant effect on consumer buying decisions in the Fit Cookie business. H2: Price has a significant effect on consumer buying decisions on Fit Cookie business

The hypothesis that social media marketing has a significant effect on consumer buying decisions is supported by research conducted by Tarnovskaya and Bialkova (2021) and Khezrian et al. (2020). Influence of social media marketing on brand preference and brand credibility has an impact on product buying decisions. Khezrian et al. (2020) found that the greater the influence of the brand on preference and credibility, the more likely consumers are to purchase the product. H3: Social media marketing has a significant effect on consumer buying decisions on Fit Cookie business.

III. METHODS

The type of research used in this research is quantitative research using survey methods. Quantitative research is research that collects data by means of numerical or statistical measurements to analyze the relationship between variables where the population for this research will be customers of Fit Cookie. According to Sugiyono (2019) a sample is a part of a population which represents the population according to the characteristic criterion. The sampling in this research was carried out using a non-probability purposive sampling technique (Campbell, et al., 2020), where the samples are the same with the research population which is the costumers of Fit Cookie.

The population for this research is 81 people, where the samples are the same as the research population which is the customers of Fit Cookie and the number of samples in this research will use the saturation method where the total number of respondents is the same as the population which is 81 respondents.

Data used is primary data obtained through questionnaires distributed to respondents who are into healthy diet and lifestyle and secondary data obtained from the internet. The data source used in this research is consumers who buy and consume healthy food products in Indonesia.

The measurement scale used in this study was a Likert scale with a range of 1-5, where 1 state "strongly disagree", 2 states "disagree", 3 stated "Fairly Agree", 4 stated "agree", and 5 stated "Strongly Agree". This scale is used to measure the variables involved in research such as product knowledge, price, social media marketing, and consumer buying decisions.

Table 1. shows the variables and indicators that are used for this research which the questionnaire will be based on.

Table 1. Variables and Indicators

Variable	Conceptual Definition	Indicator
Product Knowledge (X1)	Product knowledge is an essential factor in influencing consumer buying behavior (Nurhayati, & Hendar, 2020)	a) Considering a product purchase b) Describing value of a product c) Analyzing a product
Price (X2)	Price Theory is a theory that explains how the price of a product can affect consumer buying decisions (Kasmad, 2022)	a) Affordable price b) Competitive price c) Cost equals quality d) Cost equals benefit
Social Media Marketing (X3)	Social Media Marketing Theory is a theory concerned with the use of social media platforms to promote products or services to potential consumers (Palalic, et al., 2021)	a) Relationship b) Communication c) Interaction after purchase d) Information format
Consumer Buying Decisions (Y)	Consumer buying decisions are complex processes influenced by various factors, including product knowledge, product price, and social media marketing (Sun, & Wang, 2020)	a) Beliefs b) Faith c) Product Brand d) Product Reliability

IV. RESULTS AND DISCUSSION

The research examined the effect of product knowledge, price, and social media marketing on consumer buying decisions in Fit Cookie. Data was collected by distributing online questionnaires via Google Forms and purposive sampling. Results were analyzed using multiple linear regression techniques with SPSS software. Table 2 shows results of the data analysis where the results of Cronbach's Alpha for Product knowledge is 0.866, price is 0.903, social media marketing is 0.907, and consumer buying decision is 0.895.

Table 2. The Results of Cronbach's Alpha

Statements	Cronbach's Alpha
Product Knowledge	0.866
Price	0.903
Social Media Marketing	0.907
Consumer Buying Decision	0.895

Table 3. tells the results of Pearson Correlation Significance (2-tailed) where every statement has a result of 0.

Table 3. The Results of Pearson Correlation Significance (2-tailed)

Statements	Pearson Correlation Significance (2-tailed)
Product Knowledge	0.000
Price	0.000
Social Media Marketing	0.000

Consumer Buying Decision	0.000
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Based on the statistical data, the respondents have agreed to most of the variables' indicators with high mean value and lower standard deviation, which shows that the answers are mostly homogeneous, where most of the respondents have chosen strongly to agree as their number one answer.

Based on the result of the data, the variables all have a Pearson correlation value greater than r-table (0.2185) and reliable because it has a Cronbach's alpha value greater than 0.6, which means that the data used in the research can be said to be valid and reliable.

This research is done to find out the Effect of Product Knowledge, Price and Social Media Marketing on Customer Buying Decision in Fit Cookie business. The researcher conducted a survey with 81 Fit Cookie customers and found that all the statements' significance values were below 0.05 for the validity test and above 0.6 for the reliability test. The classical assumption test results showed that there were no multicollinearity and heteroscedasticity problems with the variables, all variables were normally distributed, and the dependent variable had a linear relationship with each of the independent variables. The researcher also used multiple linear regression analysis, F statistic test analysis, and t statistic test to analyze the data. The Coefficient of Correlation (R) and Coefficient of Determination (R²) analysis result indicated that the relationship between the independent variables and the dependent variable is a strong positive correlation.

The regression coefficient of a t-test on the Product Knowledge variable showed that Product Knowledge has a significant effect on consumer buying decisions. According to the consumer average answers in descriptive statistics of product knowledge (X1), Fit Cookie is providing an excellent product knowledge and providing

an excellent value for their needs. The consumer agrees that Fit Cookie is providing excellent product knowledge and providing an excellent value for their needs. Based on the results of this study, the first hypothesis (H1) which states that Product Knowledge has a significant impact towards consumer buying decisions is accepted.

The regression coefficient of the Price variable indicates that it has a significant impact on consumer buying decisions. Research conducted by Kim & Lee (2020) found that the higher the product price, the lower the consumer's intention to buy the product. The strongly agreed average answer from the consumers shows that the price of Fit Cookie has a positive influence on consumers' buying decisions. The second hypothesis (H2) which states that price has a significant impact towards consumer buying decisions is accepted.

The regression coefficient of the t-test of social media

marketing variable indicates that it has a significant influence on consumer buying decision. Khezrian, et al. (2020) found that the greater the influence of the brand on preference and credibility, the more likely consumers are to purchase the product. The strongly agreed average answer from the consumers is shown in the first and fifth statements having the highest strongly agreed responses. Based on the results of this study, the third hypothesis (H3) which states that social media marketing has a significant impact towards consumer buying decisions is accepted.

The following Table 4 lists the managerial implications of Fit Cookie before and after the research for each variable

Table 4. Managerial Implications

Variables	Before Research	After Research
Product Knowledge	I can determine the value of Fit Cookie for my needs	Fit Cookie needs to maintain the value that they can offer to customers. The value that they can offer can be through creativity or through trends like vegan ingredients or aesthetic food or even surveys directly through consumers on what they want for their food and diet.
Price	I think the quality that Fit Cookie products offers is worth their price	Fit Cookie needs to maintain their product quality to always make customers feel that they got what they deserve from spending the amount of money on Fit Cookies' product. Fit Cookie can always try to make an even better quality with the same price to increase customer satisfaction even more and gain trust and loyalty. To achieve this, the business can always check on production team with discipline and maintain production SOP and also, Fit Cookie can work together with companies that provide cheaper ingredients so they can improve product quality even more.
Social Media Marketing	I often ask questions about Fit Cookie product through social media	Fit Cookie needs to maintain their social media activity like fast respond to consumers when they have questions in social media, this way, consumer, and seller can build a good relationship for a long run business. Fit Cookie also needs to always provide good information about products, discounts, and offers constantly in their social media account. To achieve this, Fit Cookie can follow up after a consumer has purchased a product and ask consumers if they have any questions at all, and always keep posting about the product and be active in social media.

V. CONCLUSION

Statistically, it is proven that product knowledge, price, and social media marketing have significant effects towards consumer buying decisions. This makes Fit Cookies must prove maintaining their customers well. Since Fit Cookies' mission is to spread knowledge of healthy eating, so it needs to create creative contents that are fun and creative so that consumers are eager to learn the knowledge to eat healthy food. Fit Cookie needs to follow the trend and know what is popular at the current time, so that the information given to consumers are trendy and will attract more consumers to learn.

Quality control and consistency without increasing the price of Fit Cookies can make their customers keep buying the product. The consumers can expect the value that Fit Cookie offers to them according to the price that is already given, and if possible, always try to better product quality and always try to increase their product value and benefit by being innovative and trend centered idea to

increase customer satisfaction and loyalty.

To increase the Social Media Marketing is to create a fan base for customers to ask questions and give feedback to Fit Cookie for their products. It always provides trustworthy information with data backup by valid sources so that customer trust does not fade away. By giving fast feedback to customers when they ask questions can also build a strong brand and a better relationship.

To find out how the variables in this research influence consumer buying decisions in Fit Cookie based on the customers' lifestyle and age since everyone has different opinion towards healthy food and lifestyle which is mostly affected by age and their current habit of lifestyle, so their answers may vary depending on those factors and other factors. In addition, to ease the collection of customers data of a FnB business, it is recommended that researchers collect the data beforehand, so it will not take a lot of time for the researchers to contact and spread the questionnaire to their customers.

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