The Kalimantan Social Studies Journal, Vol. 6, (2), April 2025: 221-245
ISSN: 2723-1127 (p); 2716-2346 (e)
DOI: https://doi.org/10.20527/kss
Available at online at website: https://ppjp.ulm.ac.id/journals/index.php/kss

Social Interaction and Purchasing Decisions: a Sociological Approach to Environmental Influence

Welly Surjono
welly.surjono@usbypkp.ac.id
Universitas Sangga Buana YPKP, Bandung, Indonesia

Article History
Received: 20/01/25 Review: 24/01/25 Revision: 11/03/25 Available Online: 01/04/25

Abstrak

Interaksi sosial memainkan peran penting dalam memengaruhi keputusan pembelian individu dalam konteks masyarakat modern. Studi ini mengkaji bagaimana lingkungan sosial, yang terdiri dari keluarga, teman, dan kelompok referensi, secara signifikan membentuk preferensi dan perilaku konsumen. Melalui pendekatan sosiologis, penelitian ini mengeksplorasi teori-teori interaksi sosial dan pengaruhnya terhadap keputusan pembelian, termasuk mekanisme konformitas, pengaruh kelompok sosial, dan tekanan normatif. Dengan menganalisis perilaku konsumen dalam jaringan sosial mereka, penelitian ini menyoroti bagaimana norma sosial, status kelompok, serta harapan budaya dan lingkungan dapat memengaruhi pilihan produk dan merek. Hasil penelitian menunjukkan bahwa lingkungan sosial tidak hanya memengaruhi keputusan pembelian secara langsung melalui interaksi sehari-hari, tetapi juga melalui konstruksi identitas sosial individu. Konsumen sering kali mencari validasi sosial melalui produk yang mereka beli, dengan harapan mendapatkan pengakuan atau status dalam kelompok sosial mereka. Selain itu, fenomena seperti pergeseran perilaku konsumsi karena pengaruh media sosial dan opini pemimpin pendapat (opinion leaders) turut memperkuat dampak lingkungan sosial terhadap keputusan pembelian. Penelitian ini menegaskan pentingnya mempertimbangkan aspek interaksi sosial dalam strategi pemasaran, terutama dalam memahami motivasi konsumen dari perspektif sosiologis. Temuan ini memberikan implikasi praktis bagi pemasar dalam merancang kampanye yang dapat memanfaatkan dinamika sosial untuk memengaruhi preferensi konsumen dan mendorong perilaku pembelian yang lebih efektif
Kata Kunci: Interaksi Sosial, Keputusan pembelian, Pengaruh lingkungan

Abstract

Social interactions play an important role in influencing individuals' purchasing decisions in the context of modern society. This study examines how the social environment, consisting of family, friends and reference groups, significantly shapes consumer preferences and behaviour. Through a sociological approach, this study explores theories of social interaction and its influence on purchasing decisions, including mechanisms of conformity, social group influence and normative pressure. By analysing consumer behaviour within their social networks, this research highlights how social norms, group status, and cultural and environmental expectations can influence product and brand choices. The results show that the social environment not only influences purchasing decisions directly through daily interactions, but also through the construction of individual social identities. Consumers often seek social validation through the products they buy, hoping to gain recognition or status within their social group. In addition, phenomena such as shifts in consumption behaviour due to the influence of social media and opinion leaders also strengthen the impact of the social environment on purchasing decisions. This research confirms the importance of considering aspects of social interaction in marketing strategies, especially in understanding consumer motivation from a sociological perspective. The findings provide practical implications for marketers in designing campaigns that can leverage social dynamics to influence consumer preferences and drive more effective purchase behaviour.
Keywords: Social Interaction, Purchase decision, Environmental influence

Preliminary

The social environment plays an important role in shaping individual behaviour, especially in the context of an increasingly complex modern society. Every individual, from

This is an open access article under the CC BY-SA 4.0
Copyright © 2025, The Kalimantan Social Studies Journal

birth, is involved in a network of social interactions that influence the way they think, act and make decisions (Bhukya & Paul, 2023). From family, friends, co-workers, to the wider community, all of these elements play a role in shaping the identity, values, and norms held by an individual (Nastaskin & Fiocco, 2015). This influence is not only direct through everyday interactions but also through more subtle social mechanisms, such as social pressure and conformity (Chung & Rimal, 2016).

The family, as the first social unit known to an individual, is the primary socialisation agent that instils basic values, habits and mindsets (Grusec & Hastings, 2015). The role of parents, siblings and other family members is crucial in determining how an individual responds to the world around them (Brown & Bakken, 2011). For example, food preferences, lifestyles and political views are often shaped by the family environment. In addition, important life decisions such as choice of education, occupation, and even life partner are often influenced by the expectations and norms prevailing in the family environment.

In addition to family, reference groups such as peers, co-workers, and communities that individuals follow also exert significant influence (Aral & Walker, 2012). Interactions with these reference groups often lead to pressure to conform, where individuals tend to adjust their behaviour and choices to fit the group's standards (van Hoorn et al., 2014). In this context, social influence can be positive, such as in encouraging an individual to achieve certain milestones, or negative, for example when an individual feels compelled to do something that goes against personal values in order to be accepted by the group (Laursen & Veenstra, 2021).

Social media and online communities have also become important components of the modern social environment that influence individual behaviour (Maulana et al., 2020). In the digital era, interactions are no longer limited to physical encounters but also occur in cyberspace, where opinions, reviews and recommendations from others can greatly influence individual decisions, especially in the context of consumption (Yadnya & Warastuti, 2023). This phenomenon is evident in various aspects of life, ranging from product purchases to political opinion formation (Dwiyanti et al., 2023). Social media provides a platform for individuals to connect with a wider and more diverse group, while also being a powerful source of influence on their behaviour and choices (Judijanto et al., 2023).

Thus, understanding the influence of the social environment in shaping individual behaviour is very important, especially in the analysis of consumer behaviour and other sociological studies. The social environment not only shapes who we are as individuals, but also influences our choices and actions in everyday life (Kholis & Salsabila, 2023). These

Copyright © 2025, The Kalimantan Social Studies Journal

insights are important for marketers, policy makers, and researchers in developing effective strategies to interact with various social groups.

Consumer purchasing decisions are a complex process and are influenced by various factors, one of which is sociological factors. In the world of marketing, an understanding of how sociological factors, such as culture, social class, and reference groups, influence purchasing decisions is critical to creating effective marketing strategies (Z. Hidayat, 2016). These factors not only influence consumers' preferences for certain products, but also influence the way they behave in a market context.

Cultural factors, for example, include the values, beliefs and norms adopted by a particular social group. (Sarwono, 1998). Culture provides a frame of reference for individuals in determining what is considered important, valuable, or appropriate for consumption (D. Hidayat & Hafiar, 2019). For example, in some cultures, symbolic products such as jewellery or branded clothing may have greater social significance than other products, as they reflect an individual's status or identity in society. Therefore, marketers who understand these cultural values can be more effective in designing messages and products that resonate with consumers.

In addition to culture, social class also plays an important role in purchasing decisions (Ummah, 2019). Social class determines an individual's access to economic resources, education, and other opportunities, which in turn influences consumer preferences and behaviour. Consumers from different social classes tend to have different lifestyles, aspirations, and consumption patterns (Fitriyah & Farida, 2022). For example, consumers from higher social classes may prefer premium products or exclusive services, while those from lower social classes may be more price sensitive and seek maximum value from every purchase. Understanding these social class dynamics allows marketers to segment the market more accurately and target products or services that suit the needs and preferences of each segment (Rolina, 2019).

Reference groups, such as friends, family and co-workers, also influence purchasing decisions through social mechanisms such as conformity and normative influence (Anggraini et al., 2020). Individuals often make purchasing decisions based on opinions, advice or pressure from those around them, especially in situations where they feel uncertain or when the product being purchased has significant social meaning. For example, in the purchase of fashion or technology products, recommendations from friends or trends on social media are often the deciding factor. Marketers who understand the power of these reference groups can utilise strategies such as influencer marketing or community-based marketing to influence consumer decisions (Afriansyah et al., 2021).

Copyright © 2025, The Kalimantan Social Studies Journal

By understanding the sociological factors that influence purchasing decisions, marketers can more effectively identify consumer needs, create relevant value, and build stronger relationships with target markets (Pratesi et al., 2021). It is not just about selling products, but about creating experiences and relationships that match consumers' identities, values and expectations. These sociological insights are becoming increasingly important in an increasingly competitive business environment, where a deep understanding of consumer behaviour can be a significant strategic advantage (Belk, 2013). The purpose of this paper is to analyse how social interactions influence purchasing decisions and identify the role of the social environment in the consumer decision-making process.

Method

This research uses a qualitative approach with a case study method to understand how social interactions in a particular environment influence individual purchasing decisions. The focus of this research is to analyze communication patterns, social norms, and group pressure in shaping a person's consumption preferences. Data was collected through in-depth interviews, participatory observation, and analysis of related documents.

This research was conducted in urban and rural environments to compare patterns of social interaction and their impact on purchasing decisions. Participants were selected using purposive sampling method, with the criteria of individuals who are active in social interactions, such as community members, loyal consumers of a product, and individuals who are often involved in group discussions about products and services.

Data was collected through three main techniques In-depth Interviews: Conducted with 15-20 participants from various social and economic backgrounds. These interviews aimed to explore how others' opinions, social recommendations, and group experiences influence their consumption choices. Participatory Observation: Researchers were directly involved in social interactions in neighborhoods, online communities, and informal group discussions. This observation was used to understand the social dynamics more deeply. Document Analysis: This included a review of product reviews on social media, community-based marketing trends, and relevant sociological literature.

Data were analyzed using thematic analysis method, with steps such as interview transcription, data coding, and identification of social interaction patterns that influence purchasing decisions. Interpretation was carried out by considering sociological theories of consumption, such as reference group theory and conformity pressure. With this approach, the research is expected to provide insights into how the social environment plays a role in shaping

Copyright © 2025, The Kalimantan Social Studies Journal

individual consumption preferences and behavior, as well as its implications in the context of marketing and social policy.

Result and Discusion

Social interaction theory is one of the fundamental concepts in sociology that explains how individuals and groups interact and form social relationships in various life contexts. Social interaction is considered the foundation of the structure of society, because through this process, social norms, values and identities are formed and continued. In a sociological perspective, social interaction is not just an exchange of communication between individuals, but also includes how social meanings and symbols are interpreted and constructed by social actors.

One of the theories often associated with social interaction is symbolic interactionism theory, pioneered by George Herbert Mead and Herbert Blumer. This theory focuses on how individuals create and interpret meaning through interactions with others. According to this theory, humans act based on the meanings they give to objects, events and social situations, and these meanings are formed through the process of social interaction. For example, something that is considered valuable or important in one social group may not have the same meaning in another. This process is dynamic and constantly changing as interactions take place, so a person's identity and social role can also change according to the context of their interactions.

Social exchange theory also provides an important insight into social interaction. This theory, popularised by sociologists such as George Homans and Peter Blau, sees social interaction as a series of reciprocal transactions, where individuals interact based on the principle of gain and loss. In this context, individuals engage in interactions with the expectation of gaining certain benefits, be it material, status, or emotional satisfaction. If the interaction is considered favourable, then individuals tend to continue and strengthen the relationship. Conversely, if it is perceived as detrimental, then the interaction may be avoided or terminated. This perspective highlights how social relationships can be formed, maintained, or dissolved based on individuals' rational calculations of the benefits gained.

In addition, the dramaturgical theory developed by Erving Goffman also provides unique insights into social interaction. Goffman uses the metaphor of theatre to explain how individuals "play roles" in everyday life. According to Goffman, social life can be thought of as a stage where each individual behaves according to the role expected of them in a given situation. In social interactions, individuals endeavour to control the impressions they give to others, known as impression management. Through this "performance", individuals endeavour

Copyright © 2025, The Kalimantan Social Studies Journal

to maintain a self-image consistent with social expectations, and social interaction becomes the process by which these roles are played out, negotiated, and accepted by others.

Overall, social interaction theory from a sociological perspective emphasises the importance of social processes in shaping behaviour, identity and the structure of society. Social interaction not only shapes relationships between individuals but also plays a role in creating and maintaining broader social norms and institutions. By understanding these theories, we can better analyse how individuals behave within their social context and how social structures form and change through everyday interactions.

1. The role of reference groups, family and community in shaping individual behaviour.

The behaviour of individuals in society is strongly influenced by the social interactions that occur around them, especially with reference groups, family and community. These three elements play a key role in shaping a person's attitudes, values and decisions in various aspects of life, including lifestyle, consumption preferences, and political and social views. While every individual has the freedom to make decisions, many choices made are influenced by the norms and expectations of the social groups around them.

A reference group is a group of people who are used as a reference or benchmark by individuals in shaping behaviour and decisions. These groups can be peers, work colleagues, or larger social groups such as online communities. Reference groups play a large role in influencing individual preferences and lifestyles, especially in the context of conformity and social pressure. For example, in the world of consumption, people are often influenced by the trends embraced by their reference groups, be it in the choice of clothing brands, lifestyle or even technology choices. In everyday interactions, one may tend to adjust their choices to fit in with what is considered good or acceptable by this group, thus creating a stronger sense of attachment and identity with the group.

The family is also the primary social agent that plays a role in shaping individual behaviour, especially in the early stages of life. The family is the first place where an individual learns about values, norms and social rules. Family influences include aspects such as diet, shopping habits, political views and educational preferences. Parents and siblings set strong examples, which are internalised by the individual and guide their actions and decisions. For example, in a family where education is highly prioritised, an individual is likely to consider education a high priority and will strive to achieve the same standards. In addition, the family is often an early determinant in the formation of consumption and lifestyle preferences, which then evolve as the individual ages.

Copyright © 2025, The Kalimantan Social Studies Journal

Community also has a significant influence on individual behaviour. Community here can mean neighbourhoods, larger social groups, and virtual communities in the digital world. Communities often provide a broader social framework, which includes expectations, norms and values shared by the general public. In community settings, individuals learn to adapt their behaviour to fit socially accepted standards. For example, in a community that is highly concerned with environmental sustainability, individuals may be encouraged to behave in a more environmentally friendly manner, such as using less plastic or supporting local products. Communities also provide a space for individuals to interact, collaborate and strengthen their social identity, especially in dealing with issues that affect their daily lives.

Taken together, reference groups, family and community exert a great influence on how individuals perceive themselves and the world around them. Through social interactions with these elements, individuals internalise values, norms and expectations that shape their actions and decisions in various situations. Marketers, policy makers and behavioural researchers often look to these three factors to understand the social dynamics that influence individual behaviour in society.

Consumer decision-making process.

The consumer decision-making process is the series of steps that individuals go through before deciding to buy or not buy a product or service. This process is important for marketers and businesses to understand because it provides an overview of how consumers consider needs, choice alternatives, and external influences in making decisions. In general, the consumer decision-making process involves five stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour.

The first stage is need recognition. This process begins when consumers realise a difference between their actual state and a desired state, which creates a need or desire. This need can arise from an internal stimulus (such as hunger or thirst) or an external one (such as an advertisement or a friend's recommendation). For example, a person may feel the need to buy a new mobile phone after realising that the one they have no longer works properly or is out of date with the latest technology.

Once a need is identified, consumers enter the information search stage. At this stage, they search for relevant information to fulfil that need. Information search can be internal (relying on memory or previous experience) or external (gathering information from outside, such as product reviews, advice from friends, or advertisements). The more complex or expensive the product, the more intensive the information search. For example, to buy a car,

Copyright © 2025, The Kalimantan Social Studies Journal

consumers tend to seek information from various sources such as brochures, websites, and user testimonials before making a decision.

The third stage is the evaluation of alternatives. In this stage, consumers compare various product or service options based on certain criteria, such as price, quality, brand, or features. This evaluation is done to determine which product best suits the consumer's needs and preferences. For example, a consumer looking for a new mobile phone might compare different brands and models based on battery performance, camera, and price before making a final choice.

After evaluation, consumers enter the purchase decision stage. At this stage, consumers decide which product to buy, where to buy, and when to make the purchase. However, this decision does not always end with the actual purchase. External factors such as advice from others, discounts offered, or product availability can influence the final decision. In some cases, the decision not to buy or to delay the purchase may also occur.

The final stage is post-purchase behaviour, where consumers evaluate their satisfaction or dissatisfaction with the purchased product. If the product meets or exceeds expectations, consumers will feel satisfied and may become loyal customers. Conversely, if the product does not meet expectations, consumers may feel disappointed and potentially leave a negative review or make a complaint. Satisfaction or dissatisfaction at this stage will also influence future purchasing behaviour, be it repeating the purchase of the same product or switching to another brand.

Overall, the consumer decision-making process is a complex journey influenced by psychological, social, and environmental factors. Marketers who understand each stage in this process can design more effective marketing strategies, be it by creating needs, providing relevant information, or building long-term relationships with consumers through quality products and adequate after-sales service.

2. Factors that influence purchasing decisions from a sociological perspective.

Purchasing decisions are not only influenced by individual factors such as needs, wants, or preferences, but are also strongly influenced by the social elements around them. From a sociological perspective, individual consumption decisions are the result of complex interactions between social norms, social groups, economic class, and culture inherent to society. Therefore, understanding the sociological factors that influence purchasing decisions can help us see how consumption behaviour is shaped by the wider social context.

Copyright © 2025, The Kalimantan Social Studies Journal

One of the main factors that influence purchasing decisions is the reference group. A reference group is a group of individuals who are used as references or role models by a person in shaping attitudes and behaviour, including in terms of consumption. Reference groups can be peers, family, celebrities, or even certain social groups that are considered to have higher status or influence. For example, a person may decide to buy a certain product because of a trend that is popular among their friends or because the product is often promoted by figures they admire. In this case, the influence of the reference group can create social pressure for individuals to conform their purchasing choices to what is considered "acceptable" or "desirable" by the group.

In addition to reference groups, family also plays a significant role in influencing purchasing decisions. The family is the basic social unit that has a major influence in shaping individuals' consumption preferences and behaviour, especially in the early stages of life. The values, norms and consumption habits taught in the family environment are often deeply ingrained in individuals and continue to influence their consumption decisions in adulthood. For example, someone who grows up in a family that values local and environmentally-friendly products may tend to favour products that share similar values when making purchasing decisions. In addition, within families, there is also the dynamic of collective decision-making, where major purchase decisions (such as a house or car) often involve consultation or approval from other family members.

Social class is also a sociological factor that influences purchasing decisions. Social class refers to the economic stratification and social status that exists in society, where individuals are grouped by income, occupation, education and other social status. People in different social classes tend to have different consumption preferences. Those in the upper-middle social class, for example, may be more likely to buy premium products that are considered as status symbols, while those in the lower social class may prefer products that are functional and within their budget. Thus, social class not only determines one's purchasing power but also creates different consumption patterns based on social aspirations and identity.

Other influential sociological factors are culture and subculture. Culture encompasses a set of values, norms and traditions shared by a group of people in a society, and it influences how individuals view various aspects of life, including purchasing decisions. Within a society, cultural values can shape consumption preferences towards certain products. For example, in cultures that highly value healthy quality of life, organic or environmentally friendly products tend to be more desirable. In addition, within a culture, there are also subcultures, which are groups that have different values and norms from the majority group. These subcultures can

Copyright © 2025, The Kalimantan Social Studies Journal

form specific social identities and influence consumption preferences. For example, a certain subculture of music lovers may prefer to buy products related to their musical identity, such as clothing or accessories that represent the music genre.

Overall, from a sociological perspective, purchasing decisions cannot be separated from the broader social context. Reference groups, family, social class and culture are interrelated elements that influence how individuals make purchasing decisions. Understanding these sociological factors helps us see that consumption behaviour is not just about individual needs, but also about how individuals attempt to conform to the social norms and expectations around them.

3. How family members influence product and brand choices. Case study: The influence of family on the purchase of certain products.

This research reveals that family members have a significant influence in determining the choice of products and brands consumed by individuals. Interactions within the family, both explicitly through discussions and implicitly through adopted habits, are key factors in shaping consumer preferences. The results show that this influence varies depending on the role of each family member, the stage of family life, and the context of the purchase decision.

Firstly, the role of parents in shaping product and brand preferences is dominant, especially in families with young children. Parents tend to be the primary decision-makers, particularly in the purchase of household goods, food and health products. Habits adopted by parents, such as choosing products that are perceived as quality or trusted brands, influence children's consumption patterns, which often carry over into adulthood. For example, many respondents in this study recognised that their preference for certain food brands or household products was directly inherited from their family's habits from childhood.

In addition, the role of children in modern families is also increasingly important in influencing purchasing decisions, especially for certain products such as snacks, clothing or technology. Children, especially those in their teens, often have strong preferences for certain brands associated with their identity or social group. Parents tend to exert influence at an early stage, but as children become more independent, they often manage to influence their parents' decisions on product selection. This can be seen in the survey results where most parent respondents admitted that children's requests, especially regarding technology products such as mobile phones and gadgets, largely determine the family's purchasing decisions.

Collective decisions within the family also play an important role, especially for the purchase of high-value products such as vehicles, electronics or property. In many cases, the

Copyright © 2025, The Kalimantan Social Studies Journal

decision to purchase such products is made through consultation and discussion between husband, wife and sometimes children. The decision is often based on shared considerations, such as the family budget, long-term needs, as well as each family member's preference for the brand or product features. The results of in-depth interviews show that husbands and wives tend to take different approaches to brands, with husbands emphasising technical or functional aspects more, while wives tend to consider aesthetic or comfort factors.

In addition, this study also found that there is a recurring family habit of choosing certain products or brands that eventually becomes a pattern that is difficult to change. For example, families who are used to using products from a particular brand for many years tend to continue using the brand for reasons of trust, positive experience and brand loyalty. This pattern reflects the transfer of values from generation to generation where purchasing decisions are not only influenced by practical needs, but also by a sense of emotional attachment to brands that have long been used in the family.

Overall, the results of this study confirm that the influence of family members, both directly and indirectly, is very significant in shaping purchase decisions related to products and brands. Interactions between family members, hierarchical factors in decision-making, and consumption habits passed down from generation to generation are important elements in understanding the dynamics of family influence on consumer behaviour.

4. The influence of friends, colleagues and social groups on consumer preferences. An analysis of social pressure and conformity in purchasing decisions.

The results of this study indicate that friends, colleagues and social groups play a significant role in shaping consumer preferences. Social influence in purchasing decisions is seen in the way individuals adjust product and brand choices to what is considered appropriate or accepted in their environment. This phenomenon is closely related to the concepts of **social pressure** and **conformity**, where individuals feel compelled to conform to the prevailing norms and expectations within their social groups.

This research found that **friends and colleagues** are the two main reference groups that influence consumer preferences. Friends, especially in close social settings, are often a source of information and product recommendations. In the survey, respondents admitted that they often choose a particular product after seeing or hearing a friend's experience of using the product. For example, when it comes to purchasing electronic goods or clothing, many respondents rely on recommendations from friends before making a decision. Friends also influence one's perception of brands, especially those brands that are considered "popular" or "classy" within their social circle.

Copyright © 2025, The Kalimantan Social Studies Journal

The influence of colleagues at work is also considerable, especially in **professional contexts** where image and social status are important. For example, the choice of work clothes, gadgets or even vehicles is often influenced by unwritten standards in the work environment. Many respondents stated that they feel compelled to buy certain products so as not to feel "less" than their colleagues. This pressure reflects the strong conformity in professional environments, where purchasing decisions are not only based on individual needs, but also to fulfil social expectations and maintain self-image.

From a sociological perspective, conformity is the tendency of individuals to adjust their attitudes, beliefs or behaviours to conform to the norms of the social group they follow. This research found that conformity plays a big role in purchasing decisions, especially when consumers face social pressure to choose products or brands that are considered "better" by their environment. One example is how consumers choose certain brands of clothing or accessories that are trending among their friends or social groups. In many cases, although consumers may have personal preferences, the pressure to follow the prevailing trends in their environment often leads to changes in purchasing decisions in order to "look good" with their group.

Furthermore, the analysis shows that larger social groups, such as online communities or special interest groups, also have a significant influence on consumer preferences. In such groups, members often share experiences, reviews and recommendations regarding certain products, which then influence the choices of other members. The research notes that participation in online forums, social media groups or hobby communities plays an important role in shaping consumer preferences, especially among young people who tend to be more digitally connected. These interactions create a kind of group norm that encourages members to buy products endorsed or promoted by the community.

Overall, the results of this study confirm that friends, colleagues and social groups play a major role in shaping consumer preferences. Social pressure and conformity serve as mechanisms that encourage individuals to conform their product choices to group expectations and standards. In many cases, purchasing decisions not only reflect individual preferences, but also become a means of demonstrating social identity and maintaining status within the group.

5. The impact of digital interactions on consumer behaviour.

How online reviews and recommendations from virtual communities influence purchasing decisions. The results of this study show that online reviews and recommendations from virtual communities have a very strong influence on consumer purchasing decisions,

Copyright © 2025, The Kalimantan Social Studies Journal

especially in the context of the growing digital economy. The findings underscore the importance of other consumers' experiences shared online as one of the key sources of information in decision-making. Platforms such as e-commerce, discussion forums, social media and blogs have become effective spaces for consumers to evaluate products based on other users' experiences, helping them to reduce uncertainty in the buying process.

Firstly, the study found that online reviews play an important role in influencing consumer decisions. Most respondents stated that they actively search for reviews before purchasing products, especially for high-value or complex products, such as electronics, home appliances and beauty products. Reviews containing information on product quality, reliability, price and customer service are the main reference for consumers in evaluating products before making a purchase. Respondents also tend to trust reviews that appear authentic and contain details of personal experiences more than promotional information from manufacturers.

In addition to written reviews, ratings or stars were also found to have a significant effect on purchasing decisions. Products with high ratings are more likely to be chosen by consumers, as ratings are considered a general indicator of product quality based on collective experience. Many consumers feel that a high rating indicates that the product has been widely accepted by other users, thus strengthening their confidence in making a purchase. Conversely, products with low ratings are often avoided because they are perceived to have significant problems.

The influence of online reviews is further strengthened by recommendations from virtual communities. The research found that virtual communities, such as Facebook groups, Reddit forums and hobby communities, strongly influence consumer preferences and purchase decisions. Within these communities, members share detailed recommendations, reviews and experiences of specific products or services. Active participation in these communities gives consumers access to more personalised and relevant information, often from users with similar interests or needs. Recommendations from fellow community members are seen as more trustworthy as they are perceived to have an in-depth understanding and first-hand experience of the product of interest.

The research also notes that virtual communities establish social norms that encourage members to purchase products recommended by the majority of the group. This phenomenon is similar to the conformity effect in real-world social interactions, where consumers feel compelled to choose products suggested by the community to be part of the group. For example, in the technology community, products from certain brands suggested by community members are perceived to be of superior quality, thus reinforcing the purchase decision of the

Copyright © 2025, The Kalimantan Social Studies Journal

product. Community members who receive these recommendations tend to feel more assured and confident as they are following a choice that has been verified by other users with similar backgrounds or interests.

Moreover, discussions in virtual communities are often more in-depth than general reviews on e-commerce sites, as they provide a more detailed view of the product's advantages and disadvantages, how to use it, and solutions to problems that may arise. Consumers who join such discussions feel that they are getting more complete and honest information, which influences their purchasing decisions in a more informed and balanced way.

Overall, this study confirms that online reviews and recommendations from virtual communities have a profound influence on consumer purchasing decisions. The trust that consumers place in the experiences of others in cyberspace reinforces the role of online communities as credible and relevant sources of information in shaping preferences and purchasing decisions.

6. The Influence of Social Environment in Purchasing Fashion Products. A case in point is how friend groups and social trends influence fashion choices.

This research shows that the social environment, especially friend groups and social trends, has a major influence in determining the purchase decision of fashion products. Fashion is not only seen as a functional necessity, but also as a symbol of status, identity and the way individuals interact with their environment. Fashion decisions are often driven by external factors such as friends' opinions, emerging trends and social group expectations.

One of the key findings of this study is that friend groups play a significant role in shaping one's fashion preferences. Respondents stated that they often adapt their clothing choices to the styles or trends that are popular among their friends. In many cases, people tend to adopt a similar style of dress to their friend group to maintain social harmony and prevent feeling "outcast" from the group. For example, some respondents mentioned that they felt influenced by their friends to buy certain brands of clothing or follow certain fashion trends in order to be considered "in" and accepted in their social circle. This influence is even stronger in groups of friends who share similar interests, such as groups active in streetwear culture or communities of lovers of designer brands.

Research has also found that social trends in general have a major impact on purchasing decisions for fashion products. These trends are often influenced by media, including social media, where celebrities, influencers and fashion bloggers are a key source of inspiration for many consumers. Respondents who follow social media recognise that they are inspired by

Copyright © 2025, The Kalimantan Social Studies Journal

trends promoted by public figures or influencers they admire. In some cases, respondents stated that they feel compelled to buy trending fashion products to stay up-to-date and relevant in their social circles. This phenomenon is indicative of social conformity, where individuals feel compelled to follow trends to maintain a socially acceptable self-image.

As a case in point, this research highlights the phenomenon of streetwear trends involving brands such as Supreme, Off-White and Nike that are very popular among young people. Respondents who are members of the streetwear community stated that they feel compelled to follow the trend and buy products from these brands because of the social status attached to these products. For them, owning clothes or accessories from these brands provides social recognition within their group, and is often considered a symbol of status and exclusivity. In fact, some respondents admitted that they are willing to spend a lot of money or even wait for the limited release of a product just to gain recognition from their friends in the community.

In addition, the study found that **social pressure** within friend groups often pushes individuals to make fashion purchases that may not match their own preferences or needs, but are driven more by the desire to fit in with the social environment. Some respondents stated that they felt pressurised to follow trends despite not being entirely comfortable with the style. This pressure suggests that in fashion product purchase decisions, social aspects play a more dominant role compared to functional factors or personal preferences.

Overall, the results of this study confirm that fashion product purchases are strongly influenced by the social environment. Friend groups, social trends and pressure to conform to social expectations shape consumers' preferences in choosing fashion products. Fashion, in this context, becomes an important means for individuals to express their social identity and maintain a position in the social group they belong to.

7. Purchasing Decisions of Technology Products among Millennials. The influence of social media and online reviews on purchasing the latest gadgets and technology.

This research reveals that millennials have a pattern of purchasing technology products that is heavily influenced by social media and online reviews. In the rapidly evolving digital era, millennials are one of the most responsive consumer groups to information and trends spread through online platforms. Technology products such as smartphones, laptops and the latest gadgets are often the main focus in purchasing decisions, where social media and online reviews play an important role as sources of information and references.

One of the key findings of this study is the huge influence of social media in shaping purchasing decisions among millennials. Respondents stated that they are often exposed to information about new technology products through social media such as Instagram, Twitter,

Copyright © 2025, The Kalimantan Social Studies Journal

YouTube and TikTok. Tech influencers and tech-savvy content creators active on these platforms are considered credible sources of information by millennials. These influencers usually provide in-depth reviews, tutorials, or even exclusive previews of the latest tech products, thus shaping consumers' perception of the quality and features of the products. Many respondents admitted that they follow trends or make purchases of the latest gadgets after seeing reviews or recommendations provided by their favourite influencers on social media.

In addition, the study also found that millennials are heavily influenced by online reviews available on various e-commerce sites and discussion forums. Before making a purchase, most respondents admitted to doing in-depth research by reading other users' reviews on platforms such as Amazon, Tokopedia, Shopee, or specialised technology sites such as GSMArena or TechRadar. These reviews are considered more objective and provide more practical insights into the advantages and disadvantages of a product based on other users' first-hand experiences. Positive reviews on a gadget's performance, durability and excellent features often strengthen consumers' conviction to buy the product, while negative reviews can dampen their interest even if the product is heavily promoted.

Another factor that influences purchasing decisions is product ratings on e-commerce sites. Respondents stated that gadgets with high ratings are more likely to be purchased, as the rating is considered an indicator of quality validated by other users. In addition, the number of reviews and discussions in online reviews also influence consumer perceptions, where products with many reviews tend to be perceived as more trustworthy than products with few reviews.

The research also highlights that millennials tend to have a preference for technology products that serve not only functional needs, but also as part of their lifestyle and digital identity. In many cases, respondents stated that they are interested in owning the latest gadgets to enhance their self-image on social media and maintain their position in the online community. The latest technological features such as advanced cameras, stylish designs, or integration capabilities with popular apps are the main attractions that are often showcased through social media platforms. This creates a cycle where millennials are not only inspired by social media content, but also participate in the production of such content through the purchase of the latest tech products.

Overall, the results of this study confirm that technology product purchase decisions among millennials are heavily influenced by social media and online reviews. Both provide the necessary information to assess the quality and relevance of a product, and shape consumers' preferences in choosing the latest gadgets and technologies. Social media becomes a space

Copyright © 2025, The Kalimantan Social Studies Journal

where new trends and technologies are promoted and shared, while online reviews provide the validation and trust necessary for millennials to make more definitive purchase decisions.

8. **Community-based Marketing Strategy. How companies can utilise social interactions in their marketing strategies.**

Community-based marketing strategies have significant sociological implications as they leverage social interaction as a key element in influencing consumer behaviour. In this context, companies can take advantage of the social dynamics that exist within communities, both offline and online, to strengthen the emotional bond between consumers and brands. Community-focused marketing has the potential to create deeper engagement, increase consumer loyalty, and capitalise on the social influence that naturally occurs in interactions between community members.

From a sociological perspective, individuals not only purchase products based on functional needs, but also as a form of social identity expression. Joining communities or groups that share common interests is often a way for individuals to build and strengthen their identity within society. In this context, companies can create brand communities that allow consumers to connect with each other based on a love or common interest in a particular brand or product. For example, a community of users of a particular gadget, fashion lovers, or motor vehicle enthusiasts can be a powerful channel for companies to foster long-term relationships with consumers.

One way companies can capitalise on social interaction is by building digital platforms that allow consumers to interact, share experiences, and provide product-related feedback. Online communities, such as discussion forums, social media groups, or dedicated apps, can be places where consumers feel heard and part of something bigger than just a buyer. When consumers feel that they are part of a community that has influence and a voice over product development, loyalty to the brand will increase significantly. In many cases, community members can even become brand advocates who voluntarily promote products to others through personal recommendations and reviews.

In addition, companies can design community-based marketing strategies that involve the influence of opinion leaders or influential figures within the community. In sociology, such figures often have a strong influence in shaping the opinions and preferences of other community members. By involving these figures in marketing campaigns, whether through endorsements, collaborations, or becoming brand ambassadors, companies can harness the power of social conformity that encourages community members to follow in the footsteps of these opinion leaders in choosing products or brands.

Copyright © 2025, The Kalimantan Social Studies Journal

This strategy is also relevant to the phenomenon of peer influence, where community members influence each other through daily conversations, personal reviews and informal recommendations. When consumers see their friends or community members using and recommending a product, they tend to be more trusting and interested in following the recommendation, compared to traditional advertising campaigns. Thus, companies can encourage this social interaction through referral programmes, loyalty programmes, or special incentives that encourage community members to share their positive experiences with others.

Overall, community-based marketing strategies carry important sociological implications by creating deep social engagement between consumers and brands. By utilising social interactions, companies can build strong emotional connections with consumers, strengthen community identity, and increase consumer loyalty. The social interactions that occur within the community not only create influence in purchasing decisions, but also make consumers an active part of promoting and growing the brand organically.

9. Marketing through Influencers and Endorsements. The influence of public figures and influencers on purchasing decisions.

Marketing through influencers and public figure endorsements has a significant sociological impact in shaping consumer purchasing decisions, especially in today's digital era. Influencers and public figures are often seen as symbolic authorities in online communities, where they are perceived to have the knowledge, experience or lifestyle that many people desire. In this context, their role is not only as advertising messengers, but also as opinion-forming agents who have a direct influence on how consumers perceive and choose certain products or services.

From a sociological point of view, consumers not only seek rational information about products, but are also strongly influenced by social norms and conformity. When an influencer or public figure they follow recommends a product, consumers tend to trust the recommendation because they perceive the figure as a role model. Consumers often feel that choosing the same product used or recommended by an influencer can provide social legitimacy or improve their social status within a particular social circle. This is in line with the concept of symbolic interaction theory, where individuals construct social meaning through interactions with symbols or individuals who have strong meaning in society.

The influence of public figures on consumer purchasing decisions also reflects the power of social relationships online. Social media such as Instagram, YouTube and TikTok have become key platforms for influencers to interact with their followers, creating

Copyright © 2025, The Kalimantan Social Studies Journal

relationships that feel personalised and authentic. In many cases, followers see influencers as a "friend" or someone they can trust, even if the relationship is only digital. This sense of closeness makes consumers more receptive to product recommendations delivered by influencers, even if they do not have a direct physical relationship with the individual. In other words, digital social bonds formed through consistent interactions on social media influence consumers to follow what influencers suggest.

In addition, influencers often create personalised narratives that can emotionally connect with consumers' experiences or needs. When influencers share personal stories about how a particular product helped them, consumers feel more emotionally connected and inspired to make a purchase. For example, a review of a beauty product or gadget that is accompanied by a story about how the product has improved one's quality of life will more easily attract attention and trust from consumers compared to an overly direct commercial pitch.

Endorsements by public figures also create what is known as aspirational buying behaviour, where consumers buy products with the hope of achieving the lifestyle or status displayed by the figure. For example, a famous athlete endorsing a particular sports or fashion product not only functionally promotes the product, but also sells the image of success and achievement associated with him or her. Consumers who idolise the figure often feel that buying the same product can help them get closer to the ideal image or lifestyle they desire. This confirms that endorsements by public figures are not only about product sales, but also social identity construction.

Another sociological implication is the emergence of new consumption norms influenced by the consumption behaviour of influencers and public figures. When influencers promote certain trends, such as minimalist lifestyles, sustainable fashion or the latest technology products, their followers often feel compelled to adopt these trends as part of a collective identity within the digital community. As such, influencer marketing not only influences individual purchasing decisions, but also shapes broader social trends, creating new norms and standards in terms of product and lifestyle preferences.

Overall, influencer marketing and public figure endorsements have strong sociological implications in shaping purchasing decisions. Social trust, conformity and symbolic interaction are key in how consumers are influenced by these figures. In an increasingly digitally connected world, companies that understand these social dynamics can capitalise on the influence of influencers to create consumer loyalty, increase sales, and build a strong brand identity among online communities.

C. Use of Social Data in Market Research

Copyright © 2025, The Kalimantan Social Studies Journal

The importance of social interaction data for understanding consumer behaviour.

The use of social data in market research has significant sociological implications in understanding consumer behaviour. In an increasingly connected digital age, data generated from consumers' social interactions across social media platforms, forums and online communities offers deep insights into their mindsets, preferences and purchasing decisions. Companies that are able to collect, analyse and leverage this social data can create more effective marketing strategies that are relevant to consumers' needs and expectations.

From a sociological perspective, social interaction is one of the key foundations in shaping individual behaviour. Through interactions with groups of friends, families, communities and the wider social environment, individuals shape their identities, norms and consumption preferences. Social data captured from social media, such as conversations, comments, and online reviews, reflect how consumers interact with products, share experiences, and give and receive recommendations. Using this data in market research allows companies to understand the social norms that drive consumer behaviour and identify social trends that influence purchasing decisions.

One of the main sociological implications of using social data is that it allows companies to understand group dynamics and social influences that play an important role in consumption decisions. For example, through analysing social data, companies can see how the influence of friend groups, communities or reference groups affects consumer preferences for certain products. This interaction data can show patterns of conformity behaviour, where individuals tend to buy products recommended by people they consider important or influential in their social network. By understanding these patterns, companies can design more personalised and relevant marketing campaigns, targeting social groups or communities that have a major influence in consumers' purchasing decisions.

Moreover, the use of social data in market research allows companies to understand social trends in real-time. Data generated from social media provides immediate information on what consumers are talking about, wanting, or complaining about. Through analysing sentiments and conversations taking place on social platforms, companies can identify emerging trends, potential problems their products may face, as well as opportunities to create products or services that better suit consumer needs. Social data also allows companies to identify micro-trends, which are small trends that emerge in specific communities but can develop into larger trends in the wider market.

Copyright © 2025, The Kalimantan Social Studies Journal

Another implication is that social data also helps companies understand market segmentation better. In a sociological context, consumers are not only grouped by traditional demographics such as age or income, but also by the social groups they belong to, their values, and their consumption behaviour. Social data provides richer information about consumers' cultural preferences, lifestyles, and identities that can be used to create more relevant and specific marketing messages for each segment. For example, analysing discussions and preferences among a community of technology enthusiasts can provide insight into the technological features or innovations that are most desirable to that group, making it easier for companies to develop products that are more in line with the market's desires.

However, it is important to note that the use of social data in market research also raises ethical and privacy questions. Consumers are increasingly aware of their personal data being captured by companies, and there are concerns that social data analysis may violate privacy or lead to manipulation in consumption behaviour. Therefore, companies must take care to ensure transparency, maintain consumer data privacy, and use social data in an ethical and responsible manner.

Overall, the sociological implications of using social data in market research are crucial in shaping marketing strategies that are more effective, personalised, and in line with consumers' social realities. Through a deeper understanding of how social interactions shape consumer behaviour, companies can respond quickly to changing trends, increase product relevance, and create stronger relationships with their consumers.

Conclusion

Social interactions play an important role in shaping consumer purchasing decisions, both through direct and indirect relationships with other individuals in their social environment. From a sociological perspective, consumer behaviour is driven not only by personal needs and preferences, but also by social influences that come from family, friends, colleagues and the communities they belong to. These influences are formed through a process of daily interactions that generate norms, values and expectations that direct purchasing decisions.

One of the key elements of social influence in purchasing decisions is the family, which is often the main reference in choosing products and brands. The consumption behaviour of family members tends to provide important guidance for individuals in choosing goods or services, especially those related to daily needs. In addition, groups of friends and colleagues also have a large role in influencing consumption preferences. Through informal conversations

Copyright © 2025, The Kalimantan Social Studies Journal

and recommendations between friends, consumers are often encouraged to buy products that are popular in their social circles. This is also closely related to social pressure and conformity, where individuals tend to conform their consumption choices to group norms in order to gain social acceptance.

In the digital context, influencers and online communities are increasingly becoming key actors in purchase decision-making. Online reviews, recommendations from virtual communities, and endorsements from influencers create a strong influence on consumers' perception of product quality and credibility. Consumers often rely on others' experiences shared publicly on social media or review platforms before making a final decision to purchase a product. Here, digital social relations play a role in creating a sense of trust and emotional connection that underpins purchase decisions, especially among millennials and Gen Z.

Overall, social interactions, both offline and online, contribute significantly to shaping consumer preferences and purchase decision-making. Companies that understand and utilise these social interaction dynamics in their marketing strategies will be better able to respond to consumer needs appropriately, create more relevant messages, and build long-term loyalty through strong social relationships with consumers. As such, social interaction is not just a supporting element in purchase decisions, but a driving force that shapes the way consumers choose, interact and relate to brands and products in their daily lives.

Recommendations for marketers and academics to pay more attention to sociological aspects in consumer behaviour analysis.

In understanding and influencing consumer behaviour, it is imperative for marketers and academics to pay more attention to sociological aspects as an integral part of the analysis. Approaches that focus solely on economic or psychological aspects often fail to capture the social dynamics that influence consumer preferences and purchase decisions. Social interactions, group norms, and community influences play an important role in how consumers choose products and brands. Therefore, marketers and researchers need to incorporate these social elements into their strategies and research.

For marketers, understanding social influences such as reference groups, families, and communities can provide deeper insights in designing marketing campaigns. Recommendations from friends, colleagues or influencers often have a greater impact than traditional advertising. Marketers can harness the power of peer influence by creating referral programmes, collaborating with communities, or engaging influencers relevant to their target audience. In addition, marketers need to be aware that consumption behaviour is often linked

Copyright © 2025, The Kalimantan Social Studies Journal

to social identity and membership in certain groups. By designing marketing strategies that take into account group dynamics, companies can build stronger loyalty and create emotional attachments between consumers and brands.

For academia, more research is needed to explore the link between consumer behaviour and social interaction. Research that focuses on the influence of social norms, conformity and group pressure in purchasing decisions will help enrich the understanding of how social factors shape consumption behaviour. In addition, in-depth research on the role of social media and online communities in shaping consumption trends could make a meaningful contribution to modern consumer behaviour theory. Academics are also expected to explore how social influence plays a role in different market segments, such as millennials, generation Z, or specific segments based on culture or social values.

In addition, collaboration between academics and marketing practitioners needs to be enhanced to integrate the results of sociological research into real business practices. Research based on social data can help marketers understand social trends and dynamics more deeply, enabling them to make more informed decisions in crafting marketing strategies. Academics can also utilise social data from consumer interactions on social media or online platforms to gain richer insights into people's consumption patterns and preferences.

By considering and integrating sociological factors in the analysis of consumer behaviour, both marketers and academics will be better able to understand the social dynamics that influence purchasing decisions. This will lead to more relevant marketing strategies and more in-depth academic research, while helping to create a more holistic approach to understanding consumer behaviour in the modern era.

Bibliography

Afriansyah, R., Ramdan, A. M., & Jhoansyah, D. (2021). Online Purchasing Decisions Based on Reference Groups, Family and Role and Status. *BUDGETING: Journal of Business, Management and Accounting*,*2* (2), 529-539. https://doi.org/10.31539/budgeting.v2i2.1751

Anggraini, M., Fitriani, & Sanjaya, V. F. (2020). The Influence of Reference Groups, Social Media, Word of Mouth on Purchasing Decisions in the Millennial Generation. *Jurnall Ekonomak*, *6*(3), 1–8.

Aral, S., & Walker, D. (2012). Identifying influential and susceptible members of social networks. *Science*,*337* (6092), 337-341. https://doi.org/10.1126/science.1215842

Belk, R. W. (2013). Extended Self in a Digital World. *Journal of Consumer Research*,*40* (3), 477-500. https://doi.org/10.1086/671052

Bhukya, R., & Paul, J. (2023). Social influence research in consumer behaviour: What we learned and what we need to learn - A hybrid systematic literature review. *Journal of*

Copyright © 2025, The Kalimantan Social Studies Journal

Business Research,*162* , 113870. https://doi.org/https://doi.org/10.1016/j.jbusres.2023.113870

Brown, B. B., & Bakken, J. P. (2011). Parenting and peer relationships: Reinvigorating research on family-peer linkages in adolescence. *Journal of Research on Adolescence*,*21* (1), 153-165. https://doi.org/10.1111/j.1532-7795.2010.00720.x

Chung, A., & Rimal, R. (2016). Social Norms: A Review. *Review of Communication Research*,*4* , 1-28. https://doi.org/10.12840/issn.2255-4165.2016.04.01.008

Dwiyanti, D. A., Nurani, I., Alfarizi, M. N., & Hubbah, R. D. (2023). The Influence of Social Media on Citizen Political Participation: Positive and Negative Impacts. *Advances In Social Humanities Research*,*1* (4), 298-306. https://www.adshr.org/index.php/vo/article/view/34

Fitriyah, & Farida, L. (2022). The Influence of Social Class and Lifestyle on Consumer Behaviour in Consumers of PT Matahari Department Store Tbk Malang. *Journal of Management*,*12* (1), 45-47. http://jurnalfe.ustjogja.ac.id

Grusec, J., & Hastings, P. (2015). *Handbook of Socialisation*.

Hidayat, D., & Hafiar, H. (2019). Soméah cultural values in Sundanese communication behaviour. *Journal of Communication Studies*,*7* (1), 84. https://doi.org/10.24198/jkk.v7i1.19595

Hidayat, Z. (2016). The Impact of Digital Technology on Changes in Public Media Consumption. *The Impact of Digital Technology on Changes in Public Media Consumption Journal of Communicology*,*13* (September), 59.

Judijanto, L., Maulinda, R., Zulaika, S., Tjahyadi, I., & Suroso, S. (2023). The Influence of Information Sources and Social Interaction in Social Media on the Formation of Public Political Opinions in Indonesia. *Sanskara Social Sciences and Humanities*,*1* (01 SE-Articles), 21-31. https://doi.org/10.58812/sish.v1i01.303

Kholis, N., & Salsabila, F. T. (2023). The Effect of Social Environment on Household Consumption Patterns through Lifestyle. *Samudra Journal of Economics and Business.* https://api.semanticscholar.org/CorpusID:259381892

Laursen, B., & Veenstra, R. (2021). Towards understanding the functions of peer influence: A summary and synthesis of recent empirical research. *Journal of Research on Adolescence*,*31* , 889-907. https://doi.org/10.1111/jora.12606

Maulana, I., Manulang, J., & Salsabila, O. (2020). The Influence of Social Media Influencers on Consumptive Behaviour in the Digital Economy Era. *Wise Scientific Magazine*,*17* , 28-34. https://doi.org/10.31334/bijak.v17i1.823

Nastaskin, R. S., & Fiocco, A. J. (2015). A survey of dietary self-efficacy and food intake in students with high and low perceived stress. *Nutrition Journal*,*14* . https://api.semanticscholar.org/CorpusID:357792

Pratesi, F., Hu, L., Rialti, R., Zollo, L., & Faraoni, M. (2021). Cultural dimensions in online purchase behaviour: Evidence from a cross-cultural study. In *Italian Journal of Marketing* (Vol. 2021, Issue 3, pp. 227-247). https://doi.org/10.1007/s43039-021-00022-z

Rolina, I. S. (2019). *THE INFLUENCE OF SOCIAL ENVIRONMENT AND LIFESTYLE ON CONSUMER BEHAVIOUR*. 1–23.

Sarwono, S. S. (1998). CULTURAL VALUES AND MARKETING PRACTICES IN INDONESIA. *Journal of Indonesian Economy and Business*,*13* . https://api.semanticscholar.org/CorpusID:153739075

Ummah, M. S. (2019). THE EFFECT OF SOCIAL CLASS ON CONSUMER BEHAVIOUR (Study on House Purchases at PERUM PERUMNAS Mojokerto Branch Madiun Location). *Sustainability (Switzerland)*,*11* (1), 1-14. http://scioteca.caf.com/bitstream/handle/123456789/1091/RED2017-Eng-

Copyright © 2025, The Kalimantan Social Studies Journal

8ene.pdf?sequence=12&isAllowed=y%0Ahttp://dx.doi.org/10.1016/j.regsciurbeco.2008.06.005%0Ahttps://www.researchgate.net/publication/305320484_SISTEM_PEMBETUNGAN_TERPUSAT_STRATEGI_MELESTARI

van Hoorn, J., Dijk, E., Meuwese, R., Rieffe, C., & Crone, E. (2014). Peer Influence on Prosocial Behaviour in Adolescence. *Journal of Research on Adolescence*,*26* . https://doi.org/10.1111/jora.12173

Yadnya, I., & Warastuti, D. (2023). The Impact of Social Media Use on Consumptive Behaviour and Self-Perception of Adolescents in Jakarta: A Study of Online Interaction, Endorsement Influence, and Psychological Impact. *West Science Journal of Psychology and Counselling*,*1* , 250-260. https://doi.org/10.58812/jpkws.v1i05.852

Copyright © 2025, The Kalimantan Social Studies Journal