

## THE INFLUENCE OF WORD OF MOUTH AND SOCIAL MEDIA CONTENT ON LIVESTOCK PURCHASING DECISIONS AMONG MILLENNIALS AND GEN Z IN PALEMBANG



Egi Naufal Zuhdi<sup>1\*</sup>, Ahmad Maulana<sup>1)</sup>, Aslamia Rosa<sup>1)</sup>

<sup>1</sup>Magister Management Universitas Sriwijaya

\*Corresponding author: [eginaufalz1@gmail.com](mailto:eginaufalz1@gmail.com)

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### ABSTRACT

Livestock purchasing is primarily utilized to meet the demand for animal products such as meat, dairy, and wool. Livestock purchasing highly depends on the context and goals of the consumer in a generation. Some methods can be used for word of mouth. As time goes by, the existing technology is developing, so the current method of livestock purchasing has become more accessible by utilizing existing media social content. However, as a past method, word of mouth still affected consumer purchase decisions, even among millennials. This study will comprehensively examine, explore, and validate this phenomenon by examining how word of mouth and social media content influence millennial and Gen Z consumers' livestock purchasing decisions. This research was carried out from May to June 2024, and data was collected on Google from consumers who had purchased livestock (cows or goats). This research used several data processing method tests, including inferential descriptive statistics and multiple linear regression. This research uses a questionnaire distribution technique by 100 respondents directly and distributed to livestock buyers in Palembang. The scope of this research is to determine the influence between the words of mouth ( $x_1$ ) and variables social media content variables ( $x_2$ ) on the purchasing decision variable ( $y$ ) for livestock in Palembang. In this research, the words of mouth variable ( $x_1$ ) have five dimensions: talkers, topics, tools, talking part, and tracking. The social media content variable ( $x_2$ ) has seven dimensions: clear, concise, concrete, correct, coherent, complete, and courteous. Furthermore, the purchasing decision variable has six dimensions: product choice, brand choice, channel choice, purchase time, purchase amount, and purchase method. The implications of these findings were discussed, and limitations and future research directions were suggested.

**Keywords:** livestock purchasing; social media content; word of mouth.

### INTRODUCTION

Livestock purchasing is primarily utilized to meet the demand for animal products such as meat, dairy, and wool (Pandey & Upadhyay, 2022). Farmers and consumers purchase livestock to raise them for personal consumption or commercial. The purchase of livestock provides several other significant economic, social, and environmental benefits for humans (Lovarelli et al., 2020). Economically, the purchase of livestock is a source of income for farmers, breeders, and other agricultural communities (Sarkar, 2020). Selling farm animals and their products can provide them with a stable income. Based on social benefits, livestock is often an essential part of a ritual, tradition, or related to religious values, such as the need to sacrifice and the obligation of a child's birth (aqiqah) in Islam (Hidayah & Paris, 2023). In addition to the benefits in many rural communities, farm animals also have significant social and cultural value. They are often part of the rituals and traditions of the local community. The benefits of purchasing livestock from an environmental point of view are that they can provide benefits in an integrated agricultural system, and livestock can help in soil and vegetation management. Farm animals can help control weeds and improve soil quality through prudent grazing (Aide et al., 2021). All the facts above show that the need for farm animals provides



considerable benefits for humans

The supported data also shows that livestock production, such as meat, has increased. Like beef cattle, beef production in Palembang City has increased by 0.71-22% (kg/year). As for goat meat, it decreased by 1.70% (kg/year) in 2022. Data on energy consumption also support this protein per capita per day, which shows that the number of proteins needed for the Palembang area has increased by 5.42% throughout 2021-2023 (Badan Pusat Statistik Sumatera Selatan, 2024). The increase of protein sources needed is not limited by generation, meaning that every generation needs livestock protein sources by livestock consumption.

Livestock consumption patterns can vary across generations due to cultural preferences, dietary habits, economic status, and lifestyle choices (Voinea et al., 2020). Here is a general overview of how different generations may approach livestock consumption: (1) Baby Boomers (Born 1946-1964) generally grew up during economic prosperity and have traditionally been more accustomed to consuming red meat such as beef. They may prioritize meat quality and traditional cooking methods (Bailey et al., 2020); (2) Generation X (Born 1965-1980) tends to value convenience and health-consciousness in their dietary choices (Wahyuningsih et al., 2022). They may prefer leaner cuts of meat and are more likely to explore alternative protein sources such as poultry and seafood; (3) Millennials (Born 1981-1996) are known for their interest in sustainable and ethical food choices. They are more likely to seek organic or locally sourced meat products (Jorge et al., 2020). There is also a growing trend among millennials towards plant-based diets, although this varies widely among individuals. (4) digital media and global food trends highly influence Generation Z (Born 1997-2012) Generation Z (Pilařová et al., 2023). They are more likely to experiment with diverse cuisines and alternative protein sources, including plant-based meat substitutes. Environmental and ethical considerations may play a significant role in their food choices. These generational differences illustrate how consumer preferences and behaviors regarding livestock consumption evolve, influenced by changing societal norms, economic conditions, and advancements in food technology and sustainability practices (Stampa et al., 2020). However, existing consumption patterns cannot be separated from consumer decisions in livestock purchasing

Livestock purchasing is highly dependent on the context and goals of the consumer. Generally, some methods that can be used are word of mouth on the other names that purchase decisions based on direct recommendations from the people closest to the consumer (Stampa et al., 2020). The word-of-mouth method has been widely used by consumers, especially for the baby boomer generation. Consumers have limited access to technology because, in the past, technology has not developed massively as today. However, in the digital era, word of mouth as a past method still affected consumer purchase decisions, even for millennials and the Gen Z generation (Fadhilah et al., 2023). Millennials and Gen Z tend to place high value on recommendations from others, whether peers or digital influencers (Sayyed & Gupta, 2020). Information from word of mouth is more likely to be trusted by millennials than traditional promotional sources like advertisements (Munsch, 2021).

Moreover, the study found that word of mouth can significantly influence millennial and Gen Z consumers' purchasing decisions, especially for products that involve risk (Cabeza-Ramírez et al., 2022). As time goes by, the existing technology is developing, so the current method of livestock purchasing has become more accessible by utilizing existing social media content. Instagram, WhatsApp, Facebook, TikTok, and YouTube are part of the social media platforms that help farmers and breeders inform sales. Unfortunately, not all farmers or breeders fully understand its benefits. Thus, this study aims to determine how word of mouth and social media content can influence millennials and gen Z consumers' livestock purchasing decisions. However, limited studies have discussed how words of mouth influence a livestock purchasing decision among millennial and gen Z consumers in Palembang amid exposure to technology and a stable economy. Therefore, this study will comprehensively examine, explore, and validate this phenomenon by examining how word of mouth and social media content influence millennials and Gen Z on livestock purchasing decisions.

## **MATERIALS AND METHODS**

This research will be conducted from May to June 2024, and data will be collected on consumers who have purchased livestock (cows or goats), either for sacrificial purposes or for aqiqah in Palembang City. This is based on the possible threat of changes in market dynamics related to external challenges, such as changes in livestock seed prices and the role of social media, which can make it easier for consumers to buy livestock. The scope of this research is to determine the influence of the Word of Mouth (X1) and Social Media Content (X2) variables on the livestock Purchase Decision (Y) variable in Palembang City. In this research, the Words of Mouth (X1) variable has five

dimensions: Talkers, Topics, Tools, Talking Parts, and Tracking (Runturambi & Farid, 2023). The Social Media Content variable (X2) has seven dimensions: Clear, Concise, Concrete, Correct, Coherent, Complete, and Corteous (Gomes et al., 2023). Meanwhile, the purchasing decision variable has six dimensions: Product choice, brand choice, channel choice, purchase time, purchase amount, and purchase method (Sihombing et al., 2023).

This research uses a questionnaire distribution technique, carried out directly and distributed to livestock buyers in Palembang City as respondents. The measurements used in the questionnaire will use a Likert scale. According to (South et al., 2022), the Likert Scale is a tool for measuring questions in a questionnaire that respondents answer based on agreement and disagreement. The assessment weight used is a scale of 1 to 5. The population in this research is livestock buyers in Palembang City. The samples that were the objects of the research were consumers who had purchased livestock in Palembang City, especially cows and goats. The number of samples used in this research was 100 people. The questionnaire results will be processed using the SPSS (Statistical Package for the Social Sciences) application to get the required scores. Several data processing method tests used a re 1) Inferential descriptive statistics in this research. Inferential descriptive statistics used percentages and standard deviations for each respondent's characteristic variable. 2) multiple linear regression, namely a linear regression model used to determine how much influence the independent variables (social media content and words of mouth) have on the dependent variable (Purchasing Decisions). Multiple regression analysis in this research includes classical assumption tests (normality, heteroscedasticity, and multicollinearity tests T, F tests, and the coefficient of determination (Alita et al., 2021). Apart from using primary data from the results of data processing obtained from questionnaires, previous research journals and other references will be used to strengthen our data results.

## RESULTS AND DISCUSSION

### Respondent Characteristics

The characteristics of the respondents in this research are as follows: age, gender, education, occupation, income, type of livestock purchased, livestock information, and social media used by respondents. For more detailed data, see the following table;

Table 1. Respondent characteristics

No.	Category	Percentage (%)
1.	Age	
	20-35 years	49
	36- 50 years old	36
	>50 years	15
2.	Gender	
	Man	49
	Woman	51
3	Education	
	Junior High School	1
	Senior High School	7
	Diploma	18
	Masters	55
	Postgraduate	19
4	Work	
	Businessman	13
	Civil servants	20
	BUMN	18
	Private	24
	Does not work	2
	Other	23
5.	Income	
	1 – 3 Million	22
	3 – 5 Million	28
	5 – 10 Million	34
	> 10 Million	16

Table 1. Respondent characteristics

No.	Category	Percentage (%)
6.	Types of Farm Animals	
	Sacrifice – Cow	39
	Sacrifice - Goat	19
	Akikah – Goat	42
7.	Farm Animal Information	
	Social media	28
	Word of Mouth (WOM)	45
	WOM + Social Media	27

Based on the results of distributing questionnaires to respondents, it is known that the dominant age of respondents is Generation Y, namely respondents born between 1980 - 1996, with the number of respondents in this study being 63. Respondents with an age range of 20 -35 years were the dominant respondents in this research. The results of this research align with Arini's opinion (2021), which says that in the 21st century, 20 years of age is the initial age believed to be capable of forming a family. In Indonesian society, new families with children usually hold thanksgiving or akikah in the form of slaughtering livestock, namely goats. Meanwhile, based on gender, most respondents were female, with a percentage of 51%.

Meanwhile, minority respondents are men, with a percentage of around 49%. In previous research, it was stated that women more often use social media to make purchases according to what is needed so that purchasing decisions from a family can be made by the woman herself, including purchasing livestock to carry out akikah for children (Rekaysifa & Muki, 2020). The majority of respondents' education is in the undergraduate education level category, with a percentage of 55%, while the minority are respondents in the junior high school level category, with a percentage of 1%. This is explained in research (Martinez et al., 2018), which states that from research conduct, it is known that workers with low education earn lower incomes than workers with higher education. Furthermore, based on the respondents' occupation, it is known that the majority are private respondents, with a percentage of 24%, while the minority are non-working respondents, with a percentage of 2%. (Šramková & Sirotiaková, 2021), Say that a person's job can influence respondents' consumption patterns and the products and brands they choose so that the respondent's work can determine the product and quality selected. The highest respondent's income in this study ranged from 5-10 million, with 34%, while the lowest respondent's income was more than 10 million, with a percentage of 16% (Bm et al., 2021). said that the income owned by respondents is a resource that can be used to meet daily needs. If all their needs are met, the respondent has savings that can be used for other purposes, such as buying livestock. Furthermore, based on the livestock respondents have purchased, it is known that the most numerous are Akikah - Goats, with a percentage of 42%, while the livestock that respondents purchased the least are Qurban - Goats, with 19%. This is because the demand for goats for akikah is greater than the need for sacrificial goats in one year. This is because the demand for goats for akikah is greater than the need for goats for sacrifice within the once-a-year deadline (Hidayati, 2024). The most information related to livestock in this research is Word of Mouth (WOM), with a percentage of 45%. Meanwhile, the most minor information related to livestock in this study was WOM + Social Media at 27%. (Hendrayati & Pamungkas, 2020), Said Word of Mouth is the best medium for communicating products or services because it seems natural and honest, and the message conveyed is much better and more effective than other media.

### Influence Word of Mouth to the Purchase Decision.

#### 1. Classical Assumption Tests

##### a. Normality Test

The results of the normality test obtained in this study are as follows:

Table 2. Normality test results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Test Statistic		0.117
Asymp. Sig. (2-tailed) <sup>c</sup>		0.052
Monte Carlo Sig. (2-tailed) <sup>d</sup>	Sig.	0.001
99% Confidence Interval	Lower Bound	0.000
	Upper Bound	0.002

The results of Table 2 show that the significance value is above 0.05, which is 0.052. This shows that the data used is usually distributed.

b. Heteroscedasticity Test

The results of the heteroscedasticity test obtained in this study are as follows:

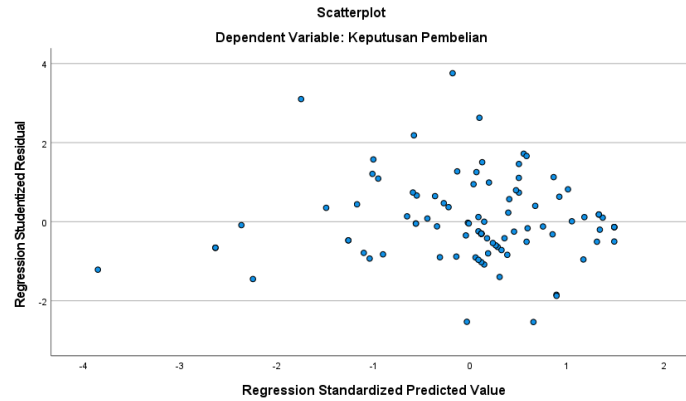


Figure 1. Scatterplot graph

The scatter graph above shows that the points are spread randomly and are spread both above and below the number 0 (zero) on the Y axis. So, it can be concluded that there are no symptoms of heteroscedasticity in the regression model used.

c. Multicollinearity Test

The results of the multicollinearity test obtained in this study are as follows:

Table 3. Multicollinearity test results

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Social Media Content	0.650	1.538
Word of Mouth	0.650	1.538

The table above shows that the value of the VIF variable produced is below ten, and the tolerance value is more than 0.10. The tolerance value of each variable, namely Social Media Content and Word of Mouth, is 0.650. At the same time, the VIF value of the two independent variables is less than 10, which is 1.538. So, it can be concluded that there is no multicollinearity, so that the data is suitable for use.

2. Multiple Linear Regression Analysis

Based on the research results, a regression equation model can be created as follows:

Table 4. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.681	1.537		1.744	0.084
Social Media Content	0.164	0.029	0.317	5.603	0.000
Word of Mouth	0.874	0.074	0.668	11.811	0.000
R Square	0.798				
F	191.667				0.000 <sup>b</sup>

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Word of Mouth, Social Media Content

$$Y = 2,681 + 0,874X_1 + 0,164X_2 + e$$

Description:  $X_1$  : Words of Mouth,  $X_2$  : Social Media Content, Y : Purchase Decision

The regression problem that has been prepared can be interpreted as follows: 1). The constant value ( $a$ ) of 2.681 indicates that if the independent variable has a value of 0 or is omitted, then the Purchase Decision value is 2.681. 2). The Words of Mouth coefficient value of 0.874 indicates that every change of 1 (one) point or 1% will cause an increase in the Purchase Decision value of 0.874 in the same direction. 3). The Social Media Content coefficient value of 0.164 indicates that every change of 1 (one) point or 1% will cause an increase in the Purchase Decision value of 0.164 in the same direction.

Based on the test results in Table 4, it can be seen that the coefficient of determination ( $R^2$ ) is an Adjusted R Square of 0.798 or 79.8%. This shows that the independent variables (Social Media Content and Word of Mouth) can influence the dependent variable (Purchase Decision) by 79.8%, while the remaining 20.2% is influenced or explained by other variables not included in this research model.

Based on the T-test Table 4, it is known that the Social Media Content variable partially influences the Purchase Decision Variable based on the value obtained at 5.603. The Word of Mouth variable partially influences the purchase decision based on the value obtained at 11.811.

From Table 4, the  $F_{\text{count}}$  value is 191.667 with a significance of 0.000, less than 5%—furthermore, comparing  $F_{\text{count}}$  with  $F_{\text{table}}$ . Where  $F_{\text{count}} > F_{\text{table}}$ , the independent variables significantly affect the dependent variable simultaneously.

The research results show that word of mouth has a significant positive effect on purchasing decisions. (Romadhoni et al., 2023), It was said that using the word-of-mouth method can influence a person's purchasing decisions in determining their decisions. Word of Mouth is a marketing strategy that uses the "person-to-person" method to obtain information, increase product awareness, and generate sales (Prasetyo & Hidayat, 2019). Online word-of-mouth communication spreads through business, social and community networks, which can influence other people (Barba Capote et al., 2019).

The data related to respondent profiles show that consumers obtain information primarily by word of mouth when purchasing livestock. This shows that word-of-mouth promotion remains Palembang's most effective marketing method (Lisa Sulistiawati et al., 2022).

This research follows research conducted by (Hendrayati & Pamungkas, 2020), (Seopela & Zulu, 2022), and (Li & Jaharuddin, 2021) that Word of Mouth has a significant effect on decisions to purchase livestock. However, the results of this research differ from those of the research object. The influence of word of mouth in previous research is known not to reach 50%. In previous research, the objects studied included coffee shops, beauty salons, and pawnshops, whereas in this study, the research object studied was the purchase of livestock. This is inappropriate because the purchase of livestock is a momentum requirement that is not repeated in purchases, so the information obtained about livestock is minimal in the community. This is following the multiple regression analysis, which found that the influence of word of mouth was 87.4%

The analysis results show that the informant's role influences consumer purchasing decisions in the word-of-mouth method. The better and more promising the informant is in providing information, the level of consumer trust will also increase (Sabar, 2022). Producers' responses to consumer questions also greatly influence purchasing decisions (Palalic et al., 2020). This is because consumers ask about the goods to be purchased, so producers must be able to provide transparent information and answer all consumer questions quickly (Lisa Sulistiawati et al., 2022).

The actual form influencing word of mouth on purchasing decisions is the time of Eid al-Adha and consumer income. The implementation of Eid al-Adha in 2024 coincides with the start of the new academic year for pupils and students, so there will be a shift in the priority scale of consumer needs for consumers with sufficient income. Therefore, many consumers do not buy livestock privately or with savings. However, for consumers who have more income, this is not a problem (Kamil Hafidzi et al., 2022). The role of word-of-mouth promotion in livestock sales is enormous. Informants have a significant influence on consumers' buying of products. The informant's closeness to potential consumers, as well as the experience and relationships they have, can shape consumer trust in the informant.

Based on a field survey carried out during the 2024 livestock purchase implementation, new trading competitors are opening livestock sales depots on the roadside. This can be seen along the Demang highway, where there are approximately four new livestock sales depots. Information from breeders stated that those who opened the sales depot came from Lampung Province and sold their livestock in Palembang City. This provides consumers with choices in determining which livestock to buy. However, this has an impact on breeders from Palembang City. The more new livestock sellers there are in an area, the more competition between Palembang City and Lampung City breeders will

increase, and this can have an impact on the percentage level of livestock sales that Palembang City breeders can sell (Martin et al., 2020).

However, there is a weakness, namely the vulnerability of price markups, so consumers are not uncommon to become doubtful or distrustful and decide not to buy the product. In research conducted by (Lăzăroiu et al., 2020), it was stated that consumer trust influences purchasing decisions. The price markup offered is often far from the product's original price. For example, you can experience a price markup of up to 26.32% of the original price when purchasing cattle. Thus, word-of-mouth selling can be profitable or even a threat to producers.

### **The Influence of Social Media Content on the purchase decision**

The research results show that social media content significantly positively affects purchasing decisions when selling livestock in the Palembang area. These results follow previous research (Indriyani and Suri, 2020). This research indicates that reviews, photos, and videos distributed on social media can influence consumers' motivation to buy goods or services. This research follows research conducted by (Lisa Sulistiawati et al., 2022), (Li & Jaharuddin, 2021), and (Indika & Jovita, 2017) that social media has a significant influence on livestock purchasing decisions. However, the results of this research differ from those of the research object. The influence of social media in previous research was known to reach 50%.

In previous research, the objects studied included coffee shops, pawn shops, and floating markets, whereas in this research, the research object studied was the purchase of livestock. This is deemed inappropriate because the object of previous research requires the ability to disseminate information to other consumers, so social media must be active to attract consumer interest in the product. Meanwhile, livestock breeders still have minimal marketing via social media due to their lack of knowledge and use of social media, so they are less able to attract other consumers' interest.

Social media content can provide information consumers need so that the goods or services that consumers are looking for can see and read reviews from other consumers who have purchased the product (Cooley & Parks-Yancy, 2019). In previous research, it was known that the role of online marketing had a significant influence on livestock sales. This is because shared social media content can provide information and make consumers believe in the product.

This provides information that social media content has positively impacted society. (B Narasimha Rao, 2022), Said that the content created significantly impacts consumer purchasing decisions (Palalic et al. 2020). Apart from providing the information consumers need, social media content provides ease of communication and flexibility in meeting consumer needs (Muhammad et al., 2021). However, it is felt that the use of social media content still requires some development. This is intended so that all generations can reach social media content. As in social media content selling livestock. The hope is that social media content will not only be widely used to sell goats for religious purposes but will also help in selling cattle to consumers who are generally adults.

In attracting consumer interest in social media content distributed by producers, the quality of the content must be considered. Producers must be able to provide content that can attract consumer interest, and in the process of taking videos and photos, they must be as enjoyable as possible so that the content created by producers is considered severe and can convince consumers so that it attracts buying interest from consumers.

Another factor in the ineffective use of social media is that the average age of buyers of animals for sacrifice is >50 years and above, so social media is not used too massively. However, this does not apply to purchasing goats for aqiqah. The average percentage of consumers who buy goats aged 20-35 years proficient in using social media. Based on previous research, it is said that the current generation is more active in using technology than previous generations. This is also supported by the development of people's lifestyles, where all activities can be done online (shopping, sending goods, ordering food, etc. online). However, several previous generations did not follow this, where media use was considered only for communication (Astuti et al., 2023).

Seeing the development of the livestock marketing process on the island of Java, which uses social media, it is possible that social media could become the main informant in the livestock sales process (Hidayati, 2024). The massive use of social media in the process of marketing sacrificial animals carried out by several social media accounts, such as 'Setia Farm,' 'Good Cow' and others, shows that the use of social media in marketing a product in the future will be an effective way and able to increase sales turnover.

During Eid al-Adha in 2024, based on the number of views on Kandang Bintang Tani Madani (BTM) social media content, they got 5,444 likes from one post. Apart from that, they also make sales and collaborate with several artists who act as influencers. For example, on social media, YouTube, One of the Indonesian artists, deHakims Channel, got 1.3 M views from one post about livestock. So,

apart from social media content reaching new consumers, producers can also use influencer services to assist their products' sales process (Ancillai et al., 2019). According to (Govindan & Alotaibi, 2021), an influencer is a person who has a significant influence and can influence someone's purchasing decision because the influencer has attractiveness, skills, and a strong bond with their followers, so they can make their followers believe and be influenced by what they say by the influencer.

Social media content delivery can also be done through paid advertising services, such as Instagram ads. Instagram ads can be a way to advertise products online (Sarkar, 2020). This is useful because paid advertising services can help reach and determine the desired target market. Thus, the number of new consumers who know about the product will increase, and this can influence the purchasing decisions of these new consumers (Augustinus & Agnes, 2020) say that at the information search stage, in this case, the use of Instagram ads can provide a final choice that is following what is desired, so that it will lead to purchasing decisions from the consumer.

## CONCLUSIONS AND SUGGESTION

Based on the analysis results, it can be concluded that word of mouth has a real influence on consumer purchase decisions, which are assessed from several indicators, namely talkers, topics, tools, talking parts, and tracking. In addition, social media content also has a real influence on consumer purchase decisions, as seen from seven indicators: clear, concise, concrete, correct, coherent, complete, and courteous. This shows that the social media content of farm animals accessed by consumers has so far influenced consumers' purchasing decisions.

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