

Media And Consumer Culture: Analysis Of The Role Of The Media In Shaping Consumption Culture

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Abstract - Media plays an important role in shaping consumer culture through the various platforms and content available to society. This article examines the influence of social media on people's behavior, the role of social media in society, the influence of media in popular culture, teenagers' media consumption behavior, and global and local media culture. By better understanding the influence of media, we can develop smarter strategies for using it to create a healthier, more sustainable consumer culture. This article aims to analyze the role of media in shaping consumption culture. By utilizing a qualitative approach and data obtained as well as media content analysis, this article explores how the media influences consumer perceptions, needs and behavior in shaping today's consumption culture. Findings show that media, through various platforms such as television, internet and social media, has a significant role in shaping consumer preferences, creating trends and influencing purchasing decisions. This analysis provides a deeper understanding of the complexity of the relationship between media and consumer culture, as well as its implications for a company's marketing and communications strategy.

Keywords: Media, Consumer Culture, Consumer Behavior

I. INTRODUCTION

Consumer culture is a way of life that is developed and shared by a group of people and passed down from generation to generation. Consumer cultural factors are the most basic determinants of desires and behavior in obtaining values, perceptions, preferences and behavior from other important institutions. Cultural factors owned by a consumer can influence behavior in everyday life (Saputri et al., 2023). Consumer culture produces such commodities that they can be socially constructed through advertising. Advertising through objects consumed is used as a mirror that is used to reflect oneself (Rosmiati, 2022). A set of

principles, concepts, artifacts, and other important symbols that help people communicate, understand, and value themselves as members of a society is called a culture. Culture is the most important component that determines a person's desires and behavior (Febriyanti et al., 2022). Culture influences many aspects of a person's life, including their attitudes toward their work, behavior related to food consumption, and recreational activities. When consumers have high cultural sensitivity, they are more ready to enjoy other people's company and do not perceive other people's cultures as a threat. As a result, consumers who have high cultural sensitivity see imported brands as a good thing (Darmawan & Sumar, 2024).

Because consumption theory views consumption as originating from production, it generates cultural problems and has an impact on concepts of economic, cultural, and societal relations. Therefore, consumer culture requires special attention (Ramadhan & Supsilani, 2021). Various fields of science pay attention to today's consumer culture. Consumption has a relationship with humans because humans are *homo economicus*. Consumption is a social phenomenon that cannot be separated from human life because by consuming, everyone has the ability to survive. Because humans always have needs and desires, shopping begins with consuming (Nur Azizah et al., 2024). Habibie said that culture and technology complement each other. A person's behavior is influenced by their culture. Koenjaraningrat said that culture consists of many things, such as ideas, notions, values, norms and regulations, as well as culture that is complex and produces works (Sari & Astutiningsih, 2022). Consumer behavior can also be defined as the actions of individual consumers, groups, or organizations to assess, purchase, and use goods and services during the exchange or purchasing process, which begins with a decision-making process that determines these actions (Linda & Dharasta, 2022).

Consumptive behavior is behavior that arises from hedonistic consumption activities by prioritizing what is desired and not really needed (Taqwa & Mukhlis, 2022). Consumptive behavior is characterized by a person's actions that are no longer based on logical balance but are instead driven by irrational desires. A person engages in consumer behavior when they waste money on products that provide fewer benefits (Pusparini & Soelistyowati, 2023). Consumptive is the term most often used when talking about consumer behavior. The consumptive lifestyle considers something as an object of self-satisfaction, the consumptive lifestyle has become popular in modern society, which causes symptoms of consumptivism (Novia, 2023).

II. RESEARCH METHODS

This research uses qualitative methods and a literature review (Library Research). Study of theories, relationships, and influence of variables from books and online journals, as well as online media such as Mendeley and Google Scholar. Literature reviews should be used in qualitative research consistently with methodological assumptions. So it does not direct the researcher's questions, meaning it must be used inductively. That qualitative research is exploratory is the main reason.

III. ANALYSIS AND DISCUSSION

1. THE ROLE OF THE MEDIA IN SHAPING CONSUMPTION CULTURE

Media plays an important role in shaping consumption culture by spreading values and lifestyles through various platforms such as television series and social media (Gürocak, 2023). Television series not only normalize consumer culture but also highlight the lifestyle, integrating individuals into a consumption-driven society. Social media, particularly Instagram, facilitates cultural awareness and consumption trends among youth, with influencers influencing followers' choices and strengthening cultural identity. Through advertising and product placement in television series, the values of consumption culture are perpetuated, promoting individualism, competition, hedonism, and status-seeking behavior. Media acts as a powerful agent of cultural change, influencing acculturation strategies, consumption choices, and cross-cultural learning, ultimately shaping society's values and behavior (Tirasawasdichai et al., 2022).

The problems that arise in the current era of globalization encourage us to reconsider the culture of Indonesian society that has developed. What is often considered as one of the impacts of globalization is the consumerist lifestyle of society. With various developments that occur every day, the era of globalization has made us careless and hasty.

Mass media plays an important role in shaping society's consumer culture, especially regarding spectacles. Consumerism has become part of everyone's life, especially in cities. According to sociologist Jean Baudrillard, consumerism is a modern consumer culture that gives rise to the desire to consume material goods excessively. Mass media such as television and advertising function to convey messages from sources to the public. People can now easily obtain various information thanks to advances in mass media. Mass media play an important role in shaping society's consumer culture, especially in terms of viewing because they function as a tool to convey messages from information sources to the public and make it easier for people to obtain various

information. It includes information about products, prices, and consumption trends. Apart from that, mass media also plays a role in shaping social trends and lifestyles. For example, advertising and product promotions in mass media can influence consumer behavior and cause consumers to lose their fighting spirit and core personal values. Consumerism is a lifestyle where people become addicted to a product(Mustomi & Puspasari, 2020).

2. THE INFLUENCE OF THE MEDIA ON CONSUMER PREFERENCES

Media plays an important role in shaping customer preferences by influencing their purchasing behavior and decision-making processes. By exposing products, producing persuasive messages, and encouraging desire for certain goods or services, various types of media, including social media such as Facebook, Twitter, and Instagram, influence consumer preferences(Dhingra, 2023). Advertisements on TV, the internet, and displays in stores influence customers, especially those targeting children. The characteristics of media hosts and anchors can also influence sales levels and customer preferences for products(Wang et al., 2022). It is vital for businesses to understand how different types of media influence consumer behavior, as this will help them create effective marketing strategies that connect with their target audience and drive their purchasing decisions in today's internet era.

3. DIFFERENCES IN MEDIA INFLUENCE BETWEEN DIFFERENT GENERATIONS

Media influences differ from generation to generation, and variables such as technological developments, preferred media types, and marketing communications perspectives are critical. Studies show that generation Y is experiencing a shift from analog to digital technology, which is impacting how they access digital advertising from social media influencers. Generation Z, on the other hand, has not experienced this shift(Syaifa Tania, 2022). In addition, the reputation of media tools such as television, the internet, newspapers, and social media differs from generation to generation, and the level of education and cultural capital possessed by each generation influences the level of appreciation of the popular media of its time(KOÇAK & AYDIN, 2022). Additionally, the way people view marketing communications especially through traditional channels compared to the internet and social media varies from generation to generation. This shows the importance of understanding generational differences in media preferences and behavior.

4. THE RELATIONSHIP BETWEEN MEDIA EXPOSURE AND CONSUMPTION BEHAVIOR AND CONSUMER PREFERENCES

Consumer behavior and preferences are greatly influenced by media exposure, including advertising in traditional media and social media. Research shows that exposure to media, such as advertising in various forms, such as visual and emotional elements, impacts consumer behavior by influencing their purchasing decisions, creating brand awareness, and influencing their perceptions(Bibi, 2022). In addition, social media has become very important in influencing customer behavior and preferences. Marketers can interact with customers and change their preferences by using social proof, personalization, and influencer marketing(Dhingra, 2023).

IV. IMPLICATIONS

This research shows that the media, especially social media platforms such as Instagram, play an important role in shaping consumption culture and influencing consumer behavior by creating cultural awareness and encouraging the younger generation to consume goods(Gürocak, 2023). Additionally, this research emphasizes the impact of consumption values, including emotional and social values, on users' desire to continue engaging with online social media brand communities, and the importance of focusing innovation on users in managing these social media platforms(Huang et al., 2021). In addition, this research emphasizes national cultural factors on consumer communities in social media, indicating that cross-border factors and cultural distance should be considered when studying influence processes in online environments. The implications are to collectively suppress the influence of media on consumption culture, and require a different understanding of how media shapes consumer behavior and attitudes.

As explained in various research papers, understanding how media influences consumption culture helps consumers make decisions by explaining how media influences their behavior. Media, especially television and social media, play an important role in shaping consumer attitudes, behavior and purchasing decisions. Researchers have shown how news media and social platforms influence analytics practices and consumer culture through content analysis and behavioral systems. This research emphasizes how important it is for consumers to be media aware and critical of their consumption habits. By understanding the messages conveyed implicitly and explicitly in content media, consumers can differentiate between covert and visible influences on their perception of products, brand awareness, trust, and loyalty. Ultimately, this allows consumers to make more conscious and informed choices in consumption environments(Rini et al., 2023). Regulation plays an important role in controlling the influence of the media in shaping consumer culture, especially with regard to advertising and representation which can influence consumer opinions and behavior.

Media platforms engage consumers in different ways through different configurations, highlighting the need for tailored regulatory approaches. Governance challenges arise from the integration of new media into everyday life, which requires complex regulatory design to achieve public policy goals. In the context of unhealthy food marketing, child- and time-based restrictions have been shown to be effective in reducing children's exposure to extended advertising. This shows the importance of comprehensive regulations to protect vulnerable communities. Media policy institutions emphasize the need for regulations to align media institutions with specific policy objectives, regulate ownership, production, and distribution, control cultural practices, and shape media content responsibly (Dillman Carpentier et al., 2023).

V. FUTURE CHALLENGES

Global media plays an important role in shaping local consumer culture by providing audiences with a variety of content from around the world (Ribeiro & Bonixe, 2021). Exposure to these global media products can lead to new consumption habits and influence how local viewers view foreign and local television formats (Rooyen, 2021). Furthermore, the concept of glocalization reveals the adaptation of global processes carried out by local communities and shows the link between global and local influences on consumption habits. On the other hand, local media, such as local media in Portugal, continues to grow despite challenges, with traditional formats such as print media and FM radio being the most widely used, and local culture influencing media consumption preferences showing a strong influence. Overall, the interaction between global and local media has a two-way impact on consumer culture, with each media influencing the other media in dynamic and complex ways. Digital media and new technologies are changing consumer culture by influencing consumer behavior, personalization of content, and use of consumer data. The changes brought about by digitalization are reflected in the movement towards prosumerism, where consumers are actively involved in creating and consuming content (Morozov & Sharonov, 2023). The impact of digital technologies such as the Internet of Things and artificial intelligence is enormous, leading to the virtualization of consumer behavior and further driving the digitalization process. In the digital era, personalization, whether by choice or pre-selection, is inevitable, impacting the diversity of content consumed, and potentially leading to social fragmentation and polarization. Additionally, personalization technology is based on mass collection of consumer data, classifying individuals into demographic categories to predict future behavior, and ultimately serving as a tool for capital accumulation. This trend shows that consumer culture continues to evolve under the influence of digital media and new technologies.

VI. CASE STUDY

Research shows that elements such as credibility and infotainment in social media influencer endorsement content positively influence advertising value and consumer purchase intentions. Social media influencers also play an important role in shaping consumer trends and preferences through their endorsements and shared content (Octaviani & Hartono, 2023). Additionally, elements such as entertainment, interaction, and customization are popular components of social media's influence on customers' desire to purchase brands (Kalam et al., 2023). Additionally, social media influencers function as promoters and brand enhancers, fostering direct relationships with customers, enhancing brand reputation, and growing customer loyalty (Dhingra, 2023). Influencers act as brand storytellers, mediate customer perceptions, and influence purchasing decisions through social media platforms such as Instagram. This shows their important role in changing customer behavior and preferences (Joshi et al., 2023).

Movies and television programs play a significant role in portraying lifestyles and influencing consumer preferences. They serve as powerful mediums for showcasing consumption cultures and societal changes, impacting individuals' choices and behaviors (Gürocak, 2023). Influencer marketing, a prevalent strategy in marketing communication, leverages influencers to target consumers, especially younger demographics, shaping consumer lifestyles and brand loyalty through trust and admiration (Margareta Nadanyiova & Jana Majerova, 2020). Moreover, media content often presents idealized body standards, particularly focusing on thinness for women, which can lead to body dissatisfaction among viewers, with effects varying based on image familiarity, body size, and race of the individuals portrayed. Additionally, movies extensively feature product placements, influencing dietary behaviors by promoting unhealthy sugary diets and serving the financial interests of industries, highlighting the need to address the impact of such portrayals on consumer choices and health outcomes (Banjac & Hanusch, 2022).

Social media plays a crucial role in shaping a culture of consumption by influencing individuals through various channels. Research indicates that social media, particularly through social influencers and advertisers, significantly impacts young people's consumer identities and consumption styles (Wilska et al., 2023). Additionally, social media acts as a mediator in the acculturation to global consumer culture by accelerating processes like social influence, cultural novelty, and economic rewards. Moreover, cultural context affects network formation and content consumption on social media, with differences observed in friendship networks across various cultures, impacting tie strength and content engagement (Seth et al., 2023). These findings collectively

highlight how social media, influencers, and cultural factors intertwine to shape consumer behavior and purchasing decisions, emphasizing the importance of understanding these dynamics in the digital age.

VII. CONCLUSION

Mass media plays an important role in shaping consumer culture in many ways. Media functions as the main channel for advertising and product promotion that directly influences consumer preferences and decisions. Advertising on television, the internet and print media often uses strategies to attract attention and arouse emotions, thereby creating a desire and need for certain products. Media shapes social norms and values around consumption. Television shows, movies, and social media often depict certain lifestyles that society desires and encourage individuals to emulate what is considered ideal consumer behavior. This can create social pressure to buy things you may not really need, but are considered important for your social status or approval within your group. The media also plays a role in disseminating information about product trends and innovations. Media helps consumers stay abreast of the latest trends in the market with comprehensive coverage of new products, reviews, and recommendations. This not only influences individual preferences but also accelerates product cycles and consumption trends. Overall, media serves as a powerful socialization tool in modern consumer culture, influencing not only what consumers buy, but also why and how they buy. The role of media in shaping consumer culture reflects the interconnected dynamics of economic and social forces in today's society.

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