

Dari Scroll ke Checkout – Bagaimana Social Commerce & Konten Video Singkat Mengubah Perjalanan Konsumen

Devi Novianti¹, Arfianti Nofita Anwar², Muhamad Fajri³, Endah Arianti Putri⁴

^{1,2,3,4}Universitas Paser Pengaraian

E-mail: Devinovianti872@gmail.com

ABSTRACT

The development of digital technology has significantly changed people's consumption patterns. One striking phenomenon is the increasing practice of social commerce and the use of short-form video content in marketing activities. This article aims to analyze how the integration of social commerce and short-form video content can influence the consumer journey from awareness to purchase (checkout). This research uses a qualitative descriptive approach by reviewing various previous studies and global digital trend data. The results show that authentic and interactive short video content can drive engagement and purchase decisions directly through social platforms. This phenomenon indicates a shift in consumer behavior that is increasingly impulsive, efficient, and based on digital experiences.

KEYWORDS: Social Commerce, Short Videos, Consumer Behavior, Digital Marketing, E-Commerce.

INTRODUCTION

The development of digital technology over the past decade has revolutionized nearly every aspect of human life, including consumption patterns and purchasing behavior. Initially serving as a means of communication and interaction, social media has now evolved into a primary channel for marketing and e-commerce. This phenomenon is known as social commerce, which involves the integration of social media activities with online shopping features that allow users to discover, evaluate, and purchase products without having to switch platforms (Sprout Social, 2025).

This shift is not only occurring globally but is also evident in Indonesia. According to DataReportal (2024), more than 191 million Indonesians actively use social media, and 82% of them admitted to purchasing a product after seeing it on social platforms like TikTok, Instagram, or Shopee Live. This means that social media is no longer just a place to socialize, but has transformed into a social marketplace that facilitates direct and impulsive economic transactions.

This phenomenon has been further strengthened by the emergence of short-form video content formats such as TikTok videos, Instagram Reels, and YouTube Shorts, which have successfully transformed the way brands communicate with their audiences. Research by Wahyudi et al. (2025) shows that 73% of Gen Z users in Indonesia are more interested in short video ads than image or text ads. This is due to the nature of short videos, which can convey messages quickly, entertainingly, and

authentically – three elements that are crucial for capturing consumer attention in an era of information overload.

This trend is also in line with the DHL eCommerce Insights (2025) report which revealed that social commerce will be the main driver of global e-commerce growth in the next five years, with transaction values predicted to reach more than 1.2 trillion US dollars in 2025. This growth is driven by increasing consumer trust in recommendations from influencers and user-generated content, which is considered more authentic than formal promotions from brands.

However, the “from scroll to checkout” phenomenon also raises new challenges. One of them is changes in consumer decision-making patterns which have become faster and more impulsive. The traditional consumer decision journey process, which usually goes through the stages of awareness–interest–consideration–purchase, is now shorter and more dynamic. Consumers can find products while surfing social media, feel interested through short, interesting videos, then immediately make a purchase in just a matter of minutes. According to Think with Google (2024), 70% of today's digital consumers state that online video plays a direct role in their purchasing decisions.

This phenomenon raises important questions for the digital marketing world: how can short-form video content strategies and social commerce practices transform the consumer journey from passive viewers to active buyers? Furthermore, how can brands maintain customer trust and loyalty amidst the flood of information and promotions on social media?

The main issue that arises is the imbalance between the visual appeal of the content and the depth of product information. Many consumers are drawn to purchases by momentary emotional impulses (impulse buying), rather than rational needs. Furthermore, not all brands are able to effectively utilize short-form video to build long-term image and value. This highlights the need for a measurable, research-based strategy so that social commerce practices not only increase short-term sales but also strengthen long-term relationships with customers.

Thus, this research is crucial for in-depth examination of how the integration of social commerce and short video content influences consumer behavior, and how these shifting digital consumption patterns require adaptations to modern marketing strategies. This study is expected to provide theoretical and practical contributions for marketers, researchers, and business actors in understanding the dynamics of consumer behavior in the era of a social media-based digital economy.

THEORETICAL STUDY

Social Commerce Concept

The term social commerce was first introduced by Yahoo! in 2005 to describe a commerce practice that combines social interaction with online shopping activities. According to Zhou et al. (2021), social commerce is an evolution of traditional e-commerce that leverages the power of communities and social networks to drive consumer purchasing decisions. In a modern context, social commerce is defined as the process of buying and selling goods or services that occurs directly within social

media platforms such as TikTok, Instagram, Facebook, and YouTube (Sprout Social, 2025).

The DHL eCommerce Insights (2025) report shows that social commerce is one of the fastest-growing segments in the global digital economy, with a market value estimated to exceed US\$1.2 trillion by 2025. This growth is driven by the increasing integration of shopping features in social media, such as TikTok Shop, Instagram Checkout, and Facebook Marketplace, which allow users to explore, evaluate, and purchase products without leaving the app. Research by Chen & Lin (2023) confirms that social commerce functions not only as a transaction channel but also as a social space where consumers obtain recommendations from friends, influencers, or online communities. This interaction strengthens trust and accelerates the decision-making process. In the Indonesian context, the DataReportal (2024) report noted that more than 75% of internet users have purchased a product after seeing it on social media, indicating that social commerce has become an important part of people's digital shopping behavior. Thus, social commerce is not just a temporary trend, but a structural change in the digital marketing ecosystem that demands companies adapt to more interactive, personalized, and user experience-based communication strategies.

The Role of Short-Form Video Content in Digital Marketing

Short video content (15–60 seconds) has become the most effective form of communication in the modern digital ecosystem. Platforms like TikTok, Instagram Reels, and YouTube Shorts are transforming how consumers consume information and how brands convey messages. According to Liu & Wang (2023), short-form video content has strong emotional appeal because it can combine visual, audio, and narrative elements concisely, allowing a message to be conveyed in just a few seconds. This format aligns with the behavioral trends of today's social media users, who have shorter attention spans and prefer fast, entertaining, and authentic content. Research by Wahyudi et al. (2025) shows that short videos featuring relatable influencers (influencers perceived as close and real) are more effective in increasing purchase intention than conventional advertising. This is because short-form videos enable more personal, two-way communication and create an emotional connection between consumers and brands. Furthermore, social media algorithms are increasingly prioritizing short-form video content, as this format has a higher engagement rate.

A 2024 study from HubSpot reported that short videos have up to a 54% higher engagement rate than other types of content. This phenomenon makes short videos not only a promotional tool but also a vehicle for building brand image and consumer trust. In the context of social commerce, integrating short videos with shoppable video features shortens the gap between brand awareness and purchase. Consumers can view product reviews, click on purchase links, and complete transactions without leaving the platform. This reinforces the "from scroll to checkout" phenomenon, the focus of this study.

Consumer Behavior Theories and Models in a Digital Context

In understanding the phenomenon of social commerce and short videos, it is important to link them to consumer behavior theory. Classic models such as AIDA

(Awareness–Interest–Desire–Action) introduced by Strong (1925) are now considered less relevant to describe the dynamics of digital buyer behavior. According to Kotler & Keller (2022), modern consumers tend to experience a non-linear and dynamic purchasing process, influenced by emotional, social, and algorithmic factors. In the context of social commerce, the consumer journey often begins with accidental product discovery while browsing content on social media. After that, engagement occurs through interactions with videos, comments, or recommendations from influencers, ultimately leading to an instant purchase decision on the same platform.

In addition to AIDA, Davis's (1989) Technology Acceptance Model (TAM) theory is also relevant for explaining how perceived ease of use and usefulness of social shopping features influence purchase intentions. If consumers perceive the shopping experience via video or social platforms as easy and enjoyable, adoption and transaction rates will significantly increase.

Social Engagement and Influence of Online Communities

Social factors have a significant influence on digital purchasing behavior. Today's consumers are influenced not only by brand advertising but also by community opinions and other users' content. Social Influence Theory (Kelman, 1958) explains that individuals tend to imitate the behavior or choices of groups deemed relevant to their social identity. In the context of social commerce, this phenomenon is manifested through user-generated content (UGC), reviews, and unboxing videos, which foster trust and emotional connections with products. According to Bazaarvoice (2025), 56% of global consumers stated that they trust content from other users more than direct promotions from brands.

Furthermore, influencers act as opinion leaders to accelerate the dissemination of product information. Influencer marketing is now considered a crucial pillar of social commerce strategies because it can significantly influence perceptions and purchasing decisions, particularly among Gen Z (Wahyudi et al., 2025).

Challenges and Ethical Issues in Social Commerce

Despite its enormous potential, social commerce and the use of short videos also present challenges, such as data privacy, promotional transparency, and influencer ethics. A 2024 report from Statista shows that 43% of consumers are still hesitant to make direct transactions on social media due to concerns about data security and product authenticity. Furthermore, the rise in impulsive buying driven by emotional short video content can pose problems for consumers who fail to make rational decisions before purchasing. Therefore, companies need to implement ethical and transparent communication strategies to ensure consumers remain secure and trust their brands.

RESEARCH METHODOLOGY

This study uses a descriptive qualitative approach with the aim of understanding in depth how the phenomenon of social commerce and short video content influences consumer behavior and journeys from awareness to purchase decisions (checkout). This approach was chosen because it is able to depict dynamic

and complex social realities, especially in the context of consumer interactions on digital platforms such as TikTok, Instagram, and Shopee Live. The study was conducted online with subjects from active social media users in Indonesia, specifically on TikTok, Instagram, and Shopee platforms that implement live shopping and short video commerce features.

The object of this research is the phenomenon of social commerce and short video content in influencing the digital consumer journey. Data were collected through the following methods: In-depth interviews with 10 informants consisting of consumers and business actors; Virtual observation, namely direct observation of live shopping activities and short video content on TikTok Shop and Instagram Reels; Documentation, in the form of screenshots, short video advertisements, and interaction statistics from social media platforms; and Literature studies, including journals, industry research reports (such as Datareportal, We Are Social, and Statista), as well as scientific articles related to digital consumer behavior and content-based marketing.

Data analysis techniques, Data analysis was carried out using thematic analysis with stages, Data reduction, Selecting and grouping data from interviews, observations, and documentation. Theme categorization, Finding patterns or main themes such as "the influence of visual storytelling", "purchase impulsivity", and "trust in influencers" and with Conclusion Drawing, Interpreting the findings to answer how social commerce and short videos affect the consumer journey from scroll to checkout.

RESULT & DISCUSSION

RESULTS

The results of this qualitative study indicate that the phenomenon of social commerce and short video content has fundamentally changed the way consumers discover, evaluate, and decide to purchase a product. Based on the results of in-depth interviews with a number of active users of platforms such as TikTok, Instagram, and Shopee Live, it was found that the purchasing process is no longer linear, but rather very fast and emotional. Consumers often have no initial intention to buy, but because they are captivated by short videos that are interesting, authentic, and contain direct testimonials, they are encouraged to make a spontaneous purchase. This phenomenon shows that visual content packaged in short duration has high suggestive power, especially when delivered by creators who are considered credible and relatable.

Most informants revealed that the primary appeal of social commerce lies in the authenticity and emotional connection that emerges from interactions between creators and audiences. Consumers feel more trust in product reviews from other users or influencers than in official brand advertisements. This trust is built through repeated interactions, a relaxed communication style, and the use of personal narratives that evoke empathy. In this context, social commerce is not simply a place for transactions, but has become a social space that forms communities based on experiences and recommendations. These results reinforce previous research findings that social and emotional dimensions play a crucial role in building loyalty and triggering purchasing decisions in the digital realm.

Beyond trust, this study also found that short video content is a key medium for influencing consumer perceptions and behavior. The dynamic, fast, and easily accessible video format encourages instant and reactive consumption patterns. Consumers no longer actively seek out product information through websites or digital catalogs, but instead passively discover it while scrolling through social media. In many cases, a single video less than a minute long can trigger curiosity, build desire, and ultimately lead to a purchase decision. This process is known as the "impulse loop," where the line between entertainment and transaction becomes increasingly blurred.

Furthermore, research shows that the success of a social commerce strategy also depends heavily on emotional engagement and content interactivity. Features like live streaming, live commentary, and algorithmic recommendation systems enhance user participation. In live sessions, for example, consumers can directly ask questions, request product demonstrations, and even negotiate in real time. This type of interaction creates a social, participatory, and immersive shopping experience, unlike conventional shopping, which tends to be static. Thus, the "from scroll to checkout" process not only demonstrates the acceleration of transactions but also a transformation in the meaning of consumption, which is now more influenced by social and emotional factors than purely rational considerations.

Discussion

The results of this study indicate that the phenomenon of social commerce and short video content has fundamentally changed consumer behavior patterns in the purchasing decision-making process. Qualitatively, these findings demonstrate a shift from the traditional linear decision-making model—from awareness, consideration, to purchase—to a more dynamic, impulsive, and socially experienced model. Consumers are no longer merely passive recipients of information, but are now actively involved in creating and distributing content that can influence the purchasing behavior of other users. Interviews and observations conducted with users of platforms such as TikTok, Instagram, and Shopee Live indicate that short video content has a high emotional appeal. The use of authentic narratives, recommendations from micro-influencers, and interactive video formats make consumers feel closer to and trust in the products being promoted.

This reinforces the concept of trust-based marketing, where purchasing decisions are no longer solely determined by product price and quality, but also by the level of trust in the source of the information.

Furthermore, social interactions within e-commerce platforms, such as live comments, live streaming sessions, and in-app checkout, shorten the gap between awareness and purchase. Consumers can immediately make transactions without switching platforms, demonstrating the integration of social and commercial activities. This phenomenon also illustrates the emergence of "instant gratification behavior," where the emotional impulse that arises when viewing engaging content is immediately responded to with a purchase. From a digital marketing perspective, this study shows that short video content-based strategies are more effective in building engagement and conversions than conventional promotional strategies. Content

featuring real-life experiences, honest reviews, and two-way interactions provides high authenticity and encourages deeper consumer engagement. This is consistent with consumer engagement theory, which states that active consumer participation in brand communication can strengthen loyalty and increase purchase intention.

However, this dynamic also brings new challenges, particularly in maintaining the authenticity and credibility of content. Many consumers are becoming skeptical of hidden endorsements and algorithmic manipulation that emphasizes certain products. Therefore, going forward, the success of social commerce will depend heavily on the extent to which platforms and brands can maintain a balance between personalization, transparency, and user trust. Overall, this discussion emphasizes that the transition from "scroll" to "checkout" is not simply a shift in shopping behavior, but also a transformation in digital consumption culture. Consumers now purchase not only products but also experiences, social identities, and emotional connections created through short video content. Thus, social commerce is not just a transaction channel but also a new social space that shapes the meaning of consumption in the digital era.

CONCLUSION

This study concludes that social commerce and short-form video content have become a major force in reshaping the consumer journey in the digital era. Consumer behavior patterns that were once rational and sequential have now shifted to become more spontaneous, emotional, and based on social interactions. Short-form video content featuring authentic narratives, influencer recommendations, and the convenience of direct checkout on platforms successfully connects entertainment aspects with purchasing decisions simultaneously. This confirms that social experiences and trust in information sources have a significant influence on purchase conversions and consumer loyalty. Furthermore, this phenomenon demonstrates that the boundaries between social and commercial activities are increasingly blurring. Consumers are not just marketing objects but also subjects who contribute to creating value through active participation on social media. Social commerce-based marketing strategies that utilize short-form video have been proven to shorten the distance between awareness and action, while increasing the effectiveness of brand communications in a competitive digital environment.

Limitation

This study has several limitations. First, the qualitative approach makes the results more descriptive and contextual, making them less generalizable to all platforms or market segments. Second, the data obtained largely comes from observations of social media user behavior and in-depth interviews, which are heavily influenced by respondents' subjective perceptions. Third, this study does not fully examine platform algorithm factors, consumer demographic differences, or the influence of macroeconomic variables on digital shopping behavior.

Suggestions

For further research, it is recommended to use a mixed methods approach involving quantitative data such as conversion rates, interaction duration, or

engagement rates to obtain more comprehensive results. Furthermore, further studies could focus on analyzing behavioral differences between generations (e.g., Gen Z, millennials, and Gen Alpha) in responding to short video content. Practically, business actors and marketers need to pay attention to the importance of transparency and authenticity in promotional content, as trust has been shown to be a key determinant of purchasing decisions in the social commerce realm. In general, short video-based social commerce will continue to develop as a new form of digital marketing ecosystem that combines aspects of entertainment, social interaction, and economic transactions. Therefore, a deep understanding of these dynamics is key for brands to adapt and remain relevant amidst increasingly rapid and experience-based changes in consumer behavior..

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