CONSUMER BEHAVIOR IN IMMERSIVE MARKETING 6.0 BASED ON MAQASHID SHARIA PERSPECTIVE

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ABSTRACT :
This research uses qualitative research methods with a liberary research approach to analyze consumer berhavior in immersive markting 6.0 from a Maqashid Sharia Perspective . This reserach found that technological advances have helped companies not only promotion and marketing their products but combine the sophistication of this tecnology to building emotions with consumers through content video, consumers participation and easily interaction and transactions consumer only through their gadgets. In other hand consumer behavior in islam isn't only limited to material needs and participation or being part of product, but always refers to five main objective of maqashid sharia, because previous research was only limited to examining consumer behavior in general or comparing points of view. So this research examines specifically discuss about Consumer Behavior In Immersive Marketing 6.0 Based On Maqashid Sharia Perspective

Key words: Marketing, Immersive, Maqashid Sharia, Consumer Behavior

INTRODUCTION

Technological developments have driven changes in consumer behavior in Indonesia, marked by an increase in the number of internet users in Indonesia. Based on the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia in 2024 will to 79.5% of the total population of Indonesia, which is 278,696,200 people or 221,563,479 people. According to data from the Ministry of Trade of the Republic of Indonesia (RI), e-commerce users in Indonesia will be 58.63 million users in 2023 with a penetration of 21.56 percent and is expected to increase to 99.1 million users in 2029 or with a penetration of 34.84 percent. With wide access via the internet, consumers find it even easier to find out good and service their bought from brands and even colors (Aulia, 2020). The use of social media, customer loyalty, customer tolerance have a negative correlation while the use of social media and customer experience have a positive correlation (Xliema, 2019).

Social media has a significant impact on consumer behavior in Pakistan through word-of-mouth promotion and content credibility (Palalic et al., 2020). Consumers have wide access to search, interaction and make product purchasing decisions through digital marketing, marketing content and influencer marketing. E-commerce has opened wider access for consumers to determine and purchase products and services more easily anytime and anywhere (Arnold et al., 2022). Digital marketing has a significant impact

on consumer behavior in Indonesia, especially in the way consumers search, evaluate and purchase products or services (Eka Hartati et al., 2024). Human nature tends to buy goods recommended by people they trust (Behera et al., 2020). Personalization of content and product recommendations have a significant positive effect on customer loyalty (Maulida & Jaya, 2024).

Based on a survey conducted by the Indonesian Ministry of Trade in January 2023 on the types of goods purchased on e-commerce in Indonesia with 1,434 respondents aged over 18 years and found that as many as 70.13 percent bought clothes and shoes and 49.73 percent to buy beauty products and 40.8 percent to buy food. In making a decision, a consumer goes through five stages of need recognition, information rsearch, evaluation of alternatives, purchased, post-purchase behavior (Qazzafi, 2019). In the digital marketing era, not only selling products using text but also deliver information about the product (Yuvaraj & Indumathi, 2018). Consumer behavior in the marketing 6.0 era is very different from the previous marketing era which only focused on products or sales. However, in this marketing era, combines consumer behavior in the real world and the world of social media with the help of Artificial Intelligence (AI) technology. In marketing 6.0, personalizing a product with someone emotions either through content creators, reviewers and famous influencers so that they make purchases without careful consideration or what is known as impulse buying. In fact, Islam has clearly determined consumer behavior by considering problems according to the objectives of the maqashid sharia that have been outlined. Consumer actions in fulfilling their life needs are to maximize based on the needs and desires driven by reason (Hadi Gunarso, 2019). Experience is also the most important factor in influencing consumer behavior (Ardani et al., 2024). Islam outlines that the purpose of consumption is not merely to fulfill satisfaction with goods (utility), but more importantly to fulfill needs and obtain benefits so as to achieve true satisfaction that is complete and comprehensive, namely satisfaction in the world and the hereafter (Beno et al., 2022).

Previous research only focused on consumer behavior in general without involving consumer emotions as in the marketing 6.0 era and very few of these studies were studies from the perspective of maqashid sharia so that this is an important part for further research, so that a deep understanding of consumer behavior is obtained in the marketing 6.0 era from the perspective of maqashid sharia.

METHODS

This study uses a qualitative research method. Qualitative research is research that intends to understand the phenomena of what is experienced by research subjects, such as behavior, perception, motivation, actions and others (Rusandi & Muhammad Rusli, 2021). Qualitative research is a research method that aims to gain an understanding of reality through an inductive thinking process (Adlini et al., 2022). The data collection technique in this study used liberary research (literature review) either through

previous research in the form of journals, books or other secondary data from documents related to the research.

RESULT AND DISCUSSION
A. IMMERSIVE MARKTING 6.0

Marketing comes from the word "Market" or market which is identical to the location where consumers and producers meet. Technological advances in the digital era accompanied by the rapid growth of e-commerce which has become a marketing channel has opened up space for product interaction and information so that it can influence consumer behavior. The development of marketing in recent decades has been very rapid. Marketing 1.0 focuses on products (product driven), marketing 2.0 focuses on consumers (Customer centric), Marketing 3.0 assumes that humans are social beings (human centric), marketing 4.0 marketing that grows from habits or naturally (natural outgrowth of marketing) and marketing 5.0 focuses on technology (tech-centric) (Kumar & Saroj, 2022). In marketing 6.0 immersive is the keyword to understand the concept of this marketing which is characterized by a life where online and offline merge without any boundaries. According to Iwan Setiawan there are five elements in immersive marketing, namely; first frictionless experience all needs or transactional processes run smoothly because everything is online. The second multisensory experience is formed when all five human senses are stimulated. The third participate experience is an effort to build this by providing product reviews, and requiring the upload of unboxing videos when the package is received. The fourth interactive experience provides an effort to build interaction with the audience to provide reviews of products that have been purchased and the last is the storytelling experience which is a very effective marketing technique in making sales or telling experiences and encouraging repeat purchases.

Marketing 6.0 is not only about utilizing technology that facilitates transactions but more about utilizing technology to establish emotional relationships and maintain consumer loyalty using Artificial Intelligence (AI). According to Philip Kotler and Setiawan (2023) marketing 6.0 or metamarketing is a series of strategies and techniques that allow companies to provide experiences both through digital media and physical experiences with three levels, namely technology as a basic foundation that combines physical and digital experiences, both offline and online and providing virtual world experiences with real life. Digital marketing is the marketing of goods and services the internet and other digital technologies to increase sales. According to Desai (2019) digital marketing brings alternative solutions for the sustainability of services or products with current technological advances. The marketing techniques that are often applied are (Desai, 2019):

1. Search Engine Optimization (SEO)

   The process of optimizing a website using relevant keywords and hashtags so that businesses are easily found on search pages on websites or blogs or other platforms such as TikTok, Facebook, Instagram and Twitter

2. Social Media Marketing

   Promoting brands or brands through content on social media to increase awareness, traffic through various marketing channels such as TikTok, Facebook, Twitter and Instagram and LinkedIn

3. Content Marketing

   Is one of the promotional media by creating marketing content to increase traffic and awareness so as to generate sales through various social media.

4. Affiliate Marketing

   Is a type of performance-based advertising from the advertisement where someone will receive a commission from the sale of other people's products or services. This affiliate marketing includes hosting YouTube video ads, posting links or yellow baskets and others.

5. Native Advertising

   Fish whose main orientation is content displayed on other shared platforms and is not paid for either through Instagram and Facebook.

6. Marketing Automation

   This marketing refers to a software that can operate automatically or manually such as newsletters, social media post scheduling and others.

7. Pay-Per-Click (PPC)

   PPC is an advertising method by paying for each click on the publisher, one popular example is Google Ad Words

B. CONSUMER BEHAVIOR

Consumer behavior refers to the behavior of individuals or groups in making decisions to choose, buy and use goods and services to meet their needs. Consumer behavior in conventional economics can be interpreted as all activities of a person that can influence their decision to use or utilize the value of goods and services to meet their needs that provide maximum satisfaction. Kotler and Armstrong (2003) there are four things that influence consumer behavior, namely 1) level of comfort, 2) completeness of accessible information, 3) time and 4) consumer trust. In addition, experience is also the most important factor in influencing consumer behavior (Ardani et al., 2024). Research conducted by Hadi Gunarso (2019) with a liberary research approach found that consumer behavior from a conventional economic perspective is based on the philosophy of capitalism, so that each individual prioritizes rationality over

spirituality, while in Islamic economics there are five, namely the principles of justice, cleanliness, simplicity, generosity, and the principle of morality.

Consumer behavior is also influenced by the use of social media as research conducted by Xliema in 2019 found, among others, the use of social media has a negative correlation with consumer loyalty, the more time a consumer spends on social media, the less loyal the consumer is. Second, the use of social media has a negative correlation with a consumer's tolerance where the more time spent on social media, the worse their search engine and the more expensive the price. Third, the use of social media has a positive correlation with consumer experience.

The results of this study only examine aspects of consumer behavior, similarities and differences in consumer behavior from two different perspectives. However, this study analyzes how consumer behavior in immersive marketing 6.0 is based on the perspective of maqashid sharia. A consumer can access all types of products on social media or all e-commerce only through their gadgets including product specifications, color, size, shape and even other people's experiences using the product.

In immersive marketing, brands or products unknowingly influence emotions by involving consumers in the sales or purchase activities of the product itself, for example through unboxing video requirements when opening an order package, giving reviews or getting certain discounts for being loyal customers, Of course, this has an impact on consumer behavior where in previous marketing, sellers only sold products, either online or offline. It's different in the current era where we are directly involved to become part of the brand. What is currently popular is content creators, TikTok affiliates who indirectly have to buy products that will be reviewed or created content so that they encourage purchases without careful consideration in the hope of getting profit from it. The decision to buy goods and services that will be used as content is of course a different consumer behavior pattern today when compared to previous marketing. The combination of technology and consumer emotions that are built from the many videos of content creators, famous influencers who introduce products and the convenience provided by technology of course makes direct purchasing decisions either from the TikTok application, Facebook, Instagram or other e-commerce. Even a consumer would rather lose money than lose moments in various social activities, for example buying accessories that match those used by their idols or the latest products that have not been used by the people around them. In the study (Hadi Gunarso, 2019) said that a consumer is influenced by Freedom (freedom in determining choices), self-interest (according to personal interests or needs). Materialism (to fulfill happiness or satisfaction). In addition, consumers can not only obtain complete information about goods and services, but consumers are directly involved in marketing through reviews of product and service purchasing experiences. Consumers in making decisions to purchase goods and services are divided into 4 (four) (Xliema, 2019):

1. Complex Buying Behavior

   This consumer behavior is very selective and very careful in making purchases of goods and services with various considerations of price, product information, product reviews and so on.

2. Dissionace Reducing Buyer Behavior

   Activities to reduce purchases of goods and services or the attitude of a consumer who sometimes feels doubtful or unsure of his choice so that he tends to look for complete information and reduce the number of purchases

3. Habitual Buying Behavior

   This consumer behavior can be seen from customer engagement, namely consumer habits in buying a particular product so that in consumer behavior, customer experience is very important.

4. Variety-Seeking behavior

   In making purchases, a consumer buys different products not because the product does not provide maximum satisfaction but consumer behavior to find variations in the goods and services purchased.

C. MAQASHID SHARIA

Maqashid Sharia comes from the word *"Maqashid "* which means intention or purpose while shariah means the path to the water source or can also be interpreted as the path to the main source of life. According to Wahbah Zuhaili as quoted in (Zulfa et al., 2023) maqashid sharia are the meanings and goals that must be maintained by sharia in all aspects of its law or most of its laws. Maqashid sharia is the goal of sharia to be achieved, namely protecting human welfare. According to Imam Asy-Syatibi, the purpose of sharia in creating law is to protect the welfare of servants in the world and the hereafter by upholding the five principles of maqashid sharia, namely protecting religion, protecting the soul, mind and descendants and property. Imam Asy-Syatibi explained that all legal provisions consist of five main parts known as Al-Darurriyat Al-Khamsah, namely hifzul al-din (protecting religion), hifzul al-nafs (protecting the soul), hifzul al-aql (protecting reason), hifzul al-nasl (protecting descendants), hifzul al-maal (protecting property) (Nst & Nurhayati, 2022), .(M. Zikwan, 2021), (Fajar, 2010)

The purpose of maqashid sharia is basically a problem. Maslahah is everything that is done can benefit humans, it can be interpreted that everything that is done by a human being can provide benefits to other humans either directly or indirectly (Indranata, 2022). Everything that is beneficial to humans, either in the sense of attracting or producing, such as generating profit or pleasure, or in the sense of rejecting or avoiding, such as rejecting harm or damage (Indranata, 2022).

D. CONSUMER BEHAVIOR IN MAQASHID SHARIA PERSPECTIVE

In the view of Islam, especially maqashid sharia, consumer behavior in making decisions to purchase goods and services must be based on the Qur'an by referring to the five main objectives of maqashid sharia. Changes in lifestyle or community behavior in accordance with technological developments are marked by people interacting more often in cyberspace. Studies suggest that people's lifestyles have changed due to the influence of technological developments with one of the most striking changes being the use of gadgets with a tendency to be active in cyberspace such as online shopping (Khairunnisa et al., 2022). The implications of maqashid sharia on consumer behavior in the era of marketing 6.0, namely still referring to the main objectives of maqashid sharia, are as follows (Zulfa et al., 2023):

1) Hifz Al-Din (Maintaining Religion)

Maintaining religion certainly focuses on protecting religious beliefs and practices in Islam. The consumer behavior of a consumer is not only to fulfill their worldly needs but also about how to fulfill their afterlife needs, for example by transacting and transacting without containing maisir, ghoror, for example in providing information in the content of product review videos or the conformity between product photos and facts.

2) Hifz Al-Nafs (Maintaining The Soul)

Consumer behavior should consider the goods and services purchased even though the goods are already emotionally integrated and feel in accordance with our needs but have the potential to have a negative impact on mental health such as not buying goods and services such as alcohol, drugs or other dangerous substances.

3) Hifz Al-Aql (Maintaining Reason)

The main objective of maqashid sharia is to ensure that consumer behavior in immersive marketing utilizes a combination of technology such as Artificial Intelligence (AI), Chat GPT with consumer emotions so that they decide to make purchases of goods and services that do not damage or endanger reason

4) Hifz Al-Nasab (Maintaining Descendants)

Technological sophistication gives consumers the freedom to maximize their satisfaction, but this does not mean that we have no limits, for example following famous influencers or idols from what is seen and used.

5) Hifz al-mal (maintaining wealth).

Freedom is not a way to waste wealth without careful consideration which causes massive purchases that do not match needs. In addition, technological sophistication should be part of the steps in developing or seeking wealth in accordance with Islamic ethics

CONCLUSION

The conclusion of this study is that the development of technology in marketing 6.0 with a combination and sophistication of technology and involving participation, experience and emotion in marketing goods and services has been able to change consumer behavior patterns. This behavior is characterized by the increasing amount of time spent in cyberspace compared to the real world. In addition, consumers are directly involved by producers and become part of the product or goods and services themselves through various things such as the obligation to provide product reviews, unboxing videos when opening purchased products as a condition for returning products and the proliferation of many content creators on various platforms. Islam has provided clear boundaries for consumer behavior in interacting and transacting with the ultimate goal of fulfilling the five main objectives of maqashid sharia, namely hifzul al-din, hifzul al-nafs, hifzul al-aql, hifzul al-nasl, hifzul al-maal

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