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 <https://doi.org/10.55463/hkjss.issn.1021-3619.61.47>

Factors Affecting Actual Purchases on Instagram: A Study of the Fashion Industry in Indonesia

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Received: May 17, 2023 ▪ Reviewed: June 19, 2023

▪ Accepted: July 22, 2023 ▪ Published: August 10, 2023

Abstract:

Based on assessing factors affecting actual purchases on Instagram for the fashion industry, the research team proposes correlations of all variables to actual purchases in the fashion industry through Instagram with regard to millennial customers in Indonesia. This study helps the fashion industry reach source credibility with a positive attitude toward social media advertising. This will help attract the attention of customers, increase sales of the promoted products and actual purchases. A quantitative study was conducted on 510 respondent millennials. A descriptive survey was conducted to obtain a description of the object under study, and an explanatory survey was conducted to determine one variable with another using SmartPLS 3.0. The finding is that millennial customers feel very close to the preferred program after actual purchase of the product. Millennial customers also feel trust when source credibility promotes the product with attitude toward social media advertising. This research is expected to help the fashion industry increase actual purchases and develop knowledge in marketing and social media. The combination of the variables of attitude toward social media advertising, source credibility, and product-endorser fit for actual purchase and interdependence of these variables are a novelty in this study.

Keywords: actual purchase, Instagram, fashion industry.

影响Instagram上实际购买的因素：印度尼西亚时装业研究

摘要：

基于评估影响Instagram时尚行业实际购买的因素，研究团队针对印度尼西亚千禧一代客户提出了所有变量与Instagram时尚行业实际购买的相关性。这项研究帮助时尚行业以积极的态度对待社交媒体广告，从而获得来源可信度。这将有助于吸引顾客的注意力，增加促销产品的销量和实际购买量。对510名千禧一代受访

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者进行了一项定量研究。进行了描述性调查以获得对研究对象的描述，并进行了解释性调查以使用智能偏最小二乘法3.0确定一个变量与另一个变量。研究发现，千禧一代客户在实际购买产品后感觉与首选计划非常接近。当来源可信度以社交媒体广告的态度宣传产品时，千禧一代的客户也会感到信任。这项研究预计将帮助时尚行业增加实际购买量并发展营销和社交媒体知识。对社交媒体广告的态度、来源可信度和适合实际购买的产品代言人等变量的组合以及这些变量的相互依赖性是本研究的新颖之处。

关键词：实际购买、Instagram、时尚行业。

1. Introduction

Currently, technology industry 4.0 in Indonesia is experiencing rapid growth, including market development. The social network Instagram is an application that can be used to sell online. Sellers can market products, offer reasonable prices, insert photos and product names, and sell their products on Instagram. Another convenience is that potential consumers can choose the item they want without having to go directly to the store. The social network Instagram can make it easier for sellers, especially in industry fashion. Based on very promising features such as the wide and quick spread of Internet users, simplicity of use, and speed of the Internet, many businesses are making social media an important part of their marketing strategy.

As per the data provided by We Are Social, the global monthly active users (MAUs) of Instagram had attained a count of 1.45 billion individuals in April 2022. Regarding age demographics, approximately one-third (31.6%) of Instagram's global user base is composed of individuals aged between 25 and 34. Approximately 30.1% of Instagram users are aged 18-24. This demographic represents a significant proportion of the user base on the platform. In April 2022, the estimated number of active Instagram users in Indonesia was recorded to be approximately 99.9 million. Indonesia stands out as one of the countries with a substantial proportion of Instagram users, whereby approximately 89% of users are aged 18-34 and have a tendency to access the platform at least once weekly. Furthermore, Instagram usage in Indonesia appears to be dominated by women, who make up approximately 63% of its total user base. "Indonesian individuals perceive one social media platform with great fondness (Rizaty, 2022).

Due to the rapid increase in internet users and social media users who have registered, marketers are motivated to use social media (Carim & Warwick, 2013). In contemporary times, advanced technological advancements and effortless access to digital content via the Internet have led several youthful cohorts to eschew conventional television in favor of alternative media. The use of the advertising social media platform Instagram offers numerous benefits, including but not limited to cost-effectiveness due to its complimentary nature, the opportunity to reach a larger pool of potential clients, secure transactions during buying and selling via a shared account, facilitation of valuable

relationships amongst online vendors, and the valuable capability to market and sell services/products with ease. Diverse commodities could be accessed using a single account. This study reveals that the origin of credibility significantly affects the efficacy of social media advertising on Instagram. Specifically, advertising endorsed by social peers, predominantly on the Instagram platform, is more likely to be perceived as authentic and trustworthy than conventional forms of media (Shareef et al., 2019). In this era of digitization, influencer marketing has emerged as a formidable content-based campaign strategy. In contemporary marketing strategies, the practice of fashion influencers endorsing products has emerged as a prominent phenomenon for localized brands. In the contemporary discourse, influencers are often regarded as prospective consumers themselves. Influencer marketing is a branch of advertising that capitalizes on the persuasive power of social media influencers such as those on Instagram and other similar platforms. The practice of employing influencers to promote products on the popular social media platform Instagram has become known as *Selebgram* within the realm of marketing. On the Instagram platform, the parameters of interest include "Likes," "Shares," and "Comments" within the realm of social media. The present study highlights that customer engagement constitutes a significant determinant of advertising effectiveness (De Vries & Carlson, 2014). Attitude toward social media advertising can make potential buyers feel entertained and create a sense of joy, and attraction associated with celebrity courtship results in heightened brain activation in related regions of human memory (Chang & Fang, 2013). In the attractiveness of advertising on social media, there are credible influencers who can have a positive influence on buying behavior (Popescu, 2014).

2. Literature Review

In recent years, the influence of attractiveness, trust, and expertise has been increasingly discussed in the context of social media. The source of credibility has an impact on the value of social media advertisements on Instagram because advertisements from colleagues on social media, especially Instagram, look more credible than traditional media (Shareef et al., 2019; Colliander & Marder, 2018). This is related to the credibility of a credible celebrity so that the recipient of the advertising message believes in the message conveyed through promotions supported by the celebrity (Kumar &

Tripathi, 2022). Therefore, source credibility has a positive impact on consumer attitudes toward advertising and increases consumer confidence (Lau & Lee, 1999; Chung & Cho, 2017).

In this case, product information reviews are a collection of experiences that convince customers of the attractiveness of advertising in social media (Calder et al., 2009). Social media is very effective in providing information related to endorsed products and can increase customer trust (McCormick, 2016; Chung & Cho, 2017).

Celebrity endorsement, advertising effectiveness, and advertising attractiveness have a positive effect on purchasing decisions (Popescu, 2014). A celebrity with high credibility positively influences consumer purchases (Singh & Banerjee, 2018). Therefore, actual purchase could be a consumer decision-making step ranging from information seeking to consumer decision-making (Court et al., 2009). With the interaction and data on social media, it can affect the extent of customer confidence in making actual purchases (Chung & Cho, 2017).

There must be an accurate and precise match between the celebrity or endorser and the product-endorser fit so that it can increase customer attention (Fink et al., 2012). Therefore, a product requires the expertise of source credibility to produce an effective attitude toward responsibility and increase trust (Chung & Cho, 2017).

The source credibility in an advertisement may end up in an actual purchase (Pradhan et al., 2016). Therefore, the role of a celebrity with high credibility positively influences consumer purchases (Singh & Banerjee, 2018). When the endorser is consistent with product-endorser fit and brand, an actual purchase is created (Wei & Lu, 2013). Therefore, actual purchases affect the consumer decision-making process (Court et al., 2009).

Product-endorser fit by celebrities, with characteristics that match the endorser are going to be ready to increase the endorser's confidence in promoting the product so that the compatibility between the endorser and the product has a significant relationship with actual purchase (Erdogan & Drollinger, 2008). The suitability between endorser products and consumers can affect customer trust (Boyd & Shank, 2004). The presence of product endorsers greatly influences millennials in purchasing (McCormick, 2016). This is very important when the endorsed brand or product provides the right information to increase trust in making an actual purchase (Chung & Cho, 2017).

3. Methodology and Materials

This study proposes a longitudinal design that embraces both qualitative and quantitative methodologies imbued with the intent of substantiating the research outcomes. The initial methodology

employed was predominantly centered on the use of qualitative data analysis techniques to assemble comprehensive and profound understandings regarding the pertinent research issue at hand. After the initial procedure, the second phase entailed the systematic analysis of quantitative data, whereby statistical information was gathered for interrogation and scrutiny.

The initial step adopted in this investigation entailed undertaking qualitative research, necessitating the use of various methodologies for data acquisition. This research uses the method of multivariate statistical analysis. The software used in this research was SmartPLS (partial least squares). With this method, the structure of the model is obtained from each research variable. Each variable is analyzed to measure the model structure of each latent variable. To finalize the research results, this can be done by testing the hypothesis. Partial least squares (PLS) is an analytical method that does not rely on assumptions of measurement scale, data distribution, and sample size. PLS is a powerful analysis method because it does not rely on many assumptions. In addition, PLS can measure formative relationships between variables that SEM cannot measure. PLS can also be used to predict and confirm theories, in addition to explaining whether there is a relationship between latent variables (Ghozali, 2008). Therefore, this study uses Smart PLS as it is considered to be the correct method to analyze the relationship between variables in the sample data. To test the reliability or consistency of a measure from the questionnaire and the sample, this study then used Cronbach's alpha method (if all research variables were greater than 0.70, an indication of reliability was accepted). The results of the validity test show that the indicators used will be valid if they meet the requirements of the stress factor greater than 0.70 and the p-value less than 0.05. The reliability test results will later show that all existing designs are reliable because the composite reliability score meets the required requirements and the Cronbach alpha value is greater than 0.6.

3.1. Research Model

This study will exemplify the research process through the implementation of the outlined scheme:

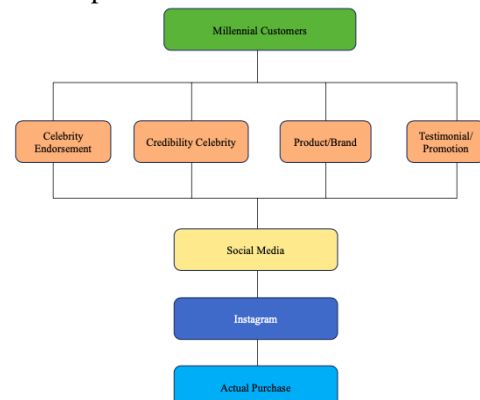


Figure 1. Research model (Research resources, 2022)

3.2. Types of Research

A review was conducted on a survey of actual purchases on Instagram. The study identified emerging insights and ascertained the outcomes that reflect a lack of research in the field.

3.3. Interview

This research also engaged in interviews with entrepreneurs in the fashion industry reliant on Instagram and influencers for sales and marketing purposes to complement the empirical evidence. The subsequent phase of the investigation incorporated quantitative research methods comprising an assemblage of procedures for data analysis using the following approaches.

3.4. Observations

The proposed research methodology entailed the active involvement of millennial consumers in Indonesia who engage in fashion-related purchases on the social media platform Instagram. This approach yielded comprehensive insights on the research problem.

3.5. Survey

This research begins by distributing questionnaires to millennial customers who shop through Instagram's social networks. The questionnaires are sent by electronic mail (e-mail), direct messages on Instagram, WhatsApp Chat, Line, Telegram, LinkedIn, and telephone confirmation based on the secondary data recorded. Before the questionnaires were distributed, validity and reliability tests were carried out on the catalog of questions. Validity is closely related to whether the question measures what it is intended to measure. Research validity indicates that the measurement characteristics relate to the extent to which the test measures what the researcher intends to measure. The reliability value shows the accuracy and precision of the meter.

4. Results and Discussion

The population in this study was respondents of millennial age who have shopped on Instagram social media. The main target respondents were those who made purchases through Instagram social media. When product reviews contain positive or negative aspects, it greatly affects the actual purchase (Li & Shimizu, 2018). Building community relationships has a positive impact on customer retention after an actual purchase (Verleye et al., 2014; Prentice & Loureiro, 2018). Positive reviews and interactions with actual purchases lead customers to repeat purchases, turning them into loyalty (Chatterjee, 2018; Cheong & Mafas, 2020). Thus, the effectiveness of advertising on social media has a very positive effect on actual purchase (Popescu, 2014).

The results in Table 1 for the value of Cronbach's alpha are greater than 0.60 at each indicator value. The rho_A value for each indicator is greater than 0.80, the composite reliability value for each indicator is greater than 0.60, and the average variance extracted (AVE) value for each indicator is greater than 0.50. It can be concluded that the construct has a reliable value or passes the reliability test. High reliability indicates that each indicator has high consistency to the extent of its latent construction.

Table 1. Cronbach's alpha results (Research resources, 2022)

Construct	CA > 0.6	Rho_A	CR > 0.6	AVE > 0.5
ATSMA	0.886	0.897	0.915	0.645
SC	0.885	0.886	0.913	0.637
PEF	0.866	0.867	0.909	0.714
AP	0.829	0.852	0.881	0.601

Notes: Significance > 0.5; ATSMA – attitude towards social media advertising; SC – source credibility; PEF – product-endorser fit; AP – actual purchase

Based on the results of Table 2 for P-value < .0001 and alpha = 5%, the T statistic value for all constructs is > 1.96. It can be concluded that all research models are accepted and the data support the model. According to the test result, attitude toward social media advertising has an influence on source credibility on social networks with a statistical value T of 52,629 and is significant since the statistical value T > 1.96. The results show that attitude toward social media advertising has a significant impact on source credibility and can be accepted. This is consistent with research by Kumar and Tripathi (2022) who confirm that the influence of a credible source on attitudes toward social media strongly influences the recipient of the message; moreover, the recipient of the message also believes that the messages transmitted by source information are credible. In the test results, attitude towards social media advertising affects the product-endorser fit with a t-statistic of 8,637 and is significant due to a t-statistic of > 1.96. The results show that attitude toward social media advertising has a significant impact on product-endorser fit and can be accepted. A promotional attitude toward social media has an effective impact on information and communication around the advertised product and can also increase customer trust (Chung & Cho, 2017). Based on the results of the attitude towards social media advertising test, it impacts Actual Purchase with a t-statistic value of 5,632 and is significant based on a t-statistic value > 1.96. The results show that attitude toward social media advertising has a significant impact on actual purchase and can be accepted. The effectiveness of attitude toward social media advertising has a very positive impact on actual purchase (Popescu, 2014).

Table 2. Research relationship results (Research resources, 2022)

Relationship	Coefficient	T-Stat	P-Value	Result
ATSMA → SC	0.875	52.629	***	Accepted

Continuation of Table 2

ATSMA → PEF	0.465	8.637	***	Accepted
ATSMA → AP	0.362	5.632	***	Accepted
SC → PEF	0.444	8.153	***	Accepted
SC → AP	0.200	2.684	.008	Accepted
PEF → AP	0.245	3.900	***	Accepted

Notes: Significance *** $P < 0.001$; T-statistic > 1.96

From the test results, source credibility has an effect on product-endorser fit with a T-statistic value of 8.153 and is significant because of the T-statistic value > 1.96 . The results of this study indicate that source credibility has a significant effect on product-endorser fit and can be accepted. In line with Chung and Cho's (2017) research, a product requires the expertise of a credible celebrity in order to increase consumer trust and have a positive effect on product sales.

Based on the test results, product-endorser fit has an effect on actual purchase with a T-statistic value of 3.900 and is significant because of the T-statistic value > 1.96 . The results of this study indicate that product-endorser fit has a significant effect on actual purchase and can be accepted. Therefore, providing the right information on the advertised product or brand will increase customer confidence in making a purchase (Chung & Cho, 2017).

5. Conclusion

The conclusion of this study is that millennial shoppers dominate Instagram when shopping on social media. Through social media advertising, millennial customers trust highly credible sources to promote a product or brand. If the testimonial receives a positive response from the customer, an actual purchase may result for the customer, in which the purchase decision can be made and the subsequent purchase can be declared as a loyal customer. The impact of the last phase in the significance of acquiring a product or service for the client is the actual purchase, which is an individual's readiness and desire. Actual purchase is also a factor in the decision to purchase the product. A promotional attitude toward social media has an effective impact on information and communication around the advertised product and can also strengthen customer trust (Chung & Cho, 2017).

This relates to the credibility of celebrities who are credible so that recipients of the advertising messages believe in the messages conveyed through promotions supported by these celebrities (Kumar & Tripathi, 2022). Because a celebrity with high credibility positively influences customer attractiveness so that it can become an actual purchase (Singh & Banerjee, 2018). Based on previous articles, there is a development of literature in this study, namely the combination of attitude toward social media advertising variables, source credibility, and product-endorser fit with actual purchase variables on Instagram in the fashion industry in Indonesia. With this research, it is expected to help the fashion industry develop its

marketing strategy. Attitude toward social media advertising can be directly related to the variables Source Credibility, Product-Endorser Fit, and Actual Purchase. Furthermore, source credibility can relate directly to product-endorser fit, while source credibility cannot relate directly to actual purchase; therefore, for the Source Credibility variable to produce an actual purchase, it must pass through the stages to the Product-Endorser Fit variable first, and then, it can only go through actual purchase.

This research has implications for fashion industry business actors to help market their products by choosing influencers with high credibility and positive attitudes toward social media advertising because most potential millennial buyers will see the products from a recommendation or from someone who is more trusted and preferred and is the expert in marketing the products to make potential and millennial customers more interested in seeing and buying products promoted by influencers or celebrities. Promotions using endorsements may affect actual purchases.

6. Limitations and Further Study

This study uses primary data, namely data collected directly from the field by distributing questionnaires to 510 millennial respondents. The object of this research was millennial customers who shopped for fashion via Instagram, aged 23-42. This research was conducted to examine the factors that influence actual purchases on Instagram in the fashion industry in Indonesia.

This study, like any research, has certain limitations. First, the data collection for this study was conducted primarily from Instagram account users in Indonesia. Therefore, future research plans to collect data in major cities around the world. Second, this study provides additional insights into the impact of attitudes toward social media advertising, source credibility, and product-endorser suitability through actual purchase on Instagram. To further support this study, future research could not only be limited to Instagram but also to other social media and markets. In addition, it would be interesting for future studies to explore the possibility of an influence of attitudes toward social media advertising, source credibility, and product-endorser suitability across different small towns in Indonesia.

Acknowledgments

The researchers would like to thank the parties that supported this research, especially Bina Nusantara University.

Authors' Contributions

Nadira carried out and designed the research, conceptualized the central research idea, and wrote and revised the article. Prabowo, Furinto, and Syamil provided the theoretical framework, supervised the research progress, anchored the revisions, and approved

the article submission.

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