The Influence of Instagram Influencers on Impulse Buying Fashion Products

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Abstract. This study aims to obtain information about the influence of Instagram influencers on impulse buying of fashion products based on aspects of influencers such as expertise, trustworthiness, similarity, familiarity, and liking, as well as aspects of impulse buying that include spontaneity, strength, compulsions, and intensity; excitement and stimulation; and disregard for consequences. The research method uses a descriptive method with a quantitative approach. The sample size for this research is 90 respondents. The analytical method uses Chi-Square. The results of this study show that in influencers, the indicator with the highest influence is similarity, with a percentage of 100%. In impulse buying, the indicator with the highest influence is the indicator of excitement and stimulation, with a very high category of 78.9%. The results of the data analysis show a value of $0.00 < 0.05$. The more significant the influence of Instagram influencers, the higher the impulse buying of fashion products. Any change in value among influencers will improve impulse buying by 5.333.

Keywords: Instagram, influencer, impulse buying, fashion.

INTRODUCTION

Consumer behavior in shopping can be planned and done as needed or spontaneously. Purchases made without prior planning or spontaneously can arise due to certain factors that generate interest until consumers decide to purchase; this behavior is called impulse buying. According to Septila and Aprilia (2017), impulse purchases are made by consumers without considering the needs of a product, do not pass the stage of searching for information on a product, and are dominant with emotional elements. Therefore, impulse buying is a shopping activity that involves quick reactions. Meanwhile, according to Aprilianty and Purwanegara in Sosianika and Juliani (2017), consumers aged 18–24 years tend to make impulse buying. The vulnerable consumer segment is easily influenced to spend on products that are not needed.

Impulse buying is defined by Rook (1987) as a compelling experience that urges consumers to buy immediately and allows emotional conflict and abandonment of negative consequences. In his research, 56% of respondents experienced financial problems as a result of impulse buying; 37% said they were disappointed with products purchased on impulse; 20% experienced feelings of guilt; 19% had been the target of ridicule from others; and 8% said that impulse buying had ruined their nonfinancial plans. The indicators of someone doing impulse buying include spontaneity, power, compulsion, and intensity; excitement and stimulation; and disregard for consequences (Rook, 1987).

Fashion is one of the products that is bought a lot, especially when shopping online. According to the data above, fashion products ranked first, with 65.7% of the total respondents, or as many as 733 people (Dihni, 2022). The significant level of consumption of fashion products is influenced by fashion trends, which can change from time to

time and always bring up new innovative models. According to Erawan (2021), the development of fashion today is also influenced by several influencers on social media because many influencers in the fashion world are used as trendsetters or sources of inspiration. There are many reasons for someone to follow trends, including to keep themselves from falling out of date, for self-actualization, to meet inner needs, to fulfill self-confidence, and to gain recognition from others (Haryanti et al., 2020).
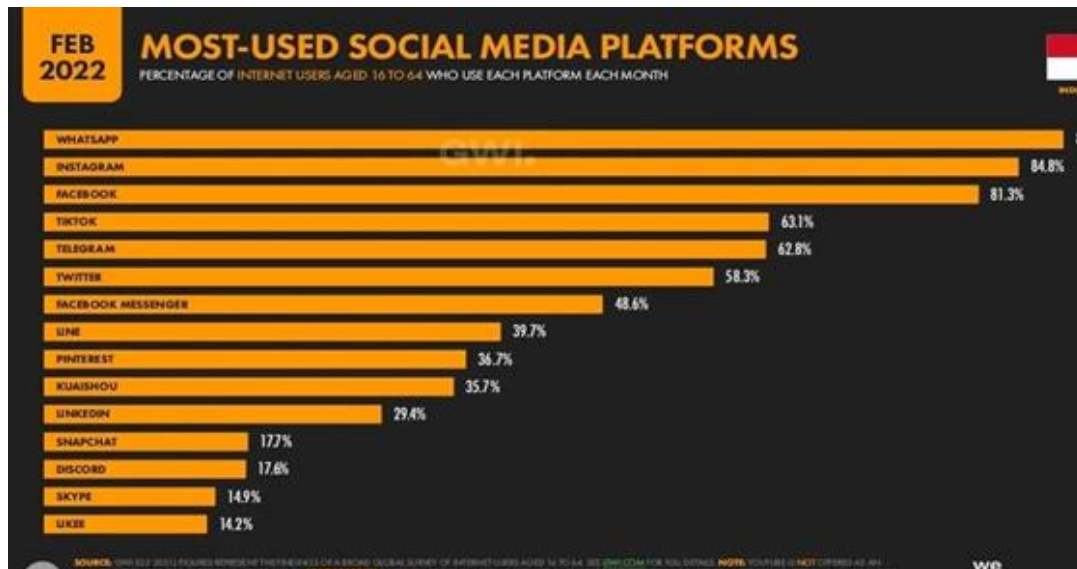

FIGURE 1. Most used social media platforms (Riyanto, 2022)

Many social media platforms, including Twitter, Facebook, YouTube, Instagram, and others, can be used for marketing. Based on the **FIGURE 1**, it can be seen that, as of February 2022, 99.15 million Instagram social media users in Indonesia occupy the second position as the most widely used social media in Indonesia. With the number of existing users, the social media platform Instagram has the potential to be used as a medium in marketing strategies.

In marketing using social media, one of the strategies fashion brands carries to work with influencers. Influencer, in English, means someone who can influence. Influencers are people who have the power to influence others to make purchases. According to Maulana et al. (2020), the strategy of using influencers was chosen because influencers have their way of promoting products through soft selling, which will later become testimonials to increase the trust of their followers. Influencers can communicate various kinds of promotions with each influencer's visual and personal style, which is shown by the selection of photos and copywriting used. The influence of influencers in the digital world includes the attachment of influencers to their followers; this can be seen by the engagement between followers and influencers, which occurs because of communication built consistently by influencers with reputations that match the products offered. Marketing activities in the form of endorsements carried out by influencers can reach the target audience effectively. Followers of an influencer usually have behaviors or interests that match the influencers they follow.
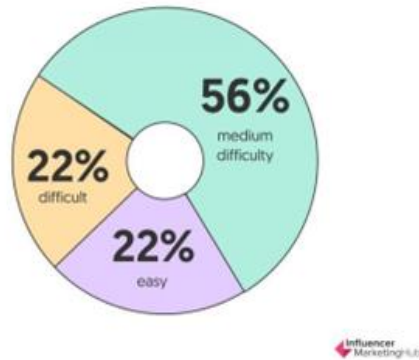
FIGURE 2. The level of difficulty of brands finding the right influencer (Geyser, 2021)

Based on **FIGURE 2**, 22% of brand respondents stated that it was challenging to find the right influencer, 56% had moderate difficulties, and 22% found it easy to find the right influencer. The difficulty of finding the right influencers is one of the factors influenced by the growth of the use of influencers as a marketing strategy in the digital world, which is also followed by the growth in the number of influencers. With so many types and accounts of influencers that exist and various categories of content displayed by influencers, it is a challenge for fashion product brands to choose the right influencers to maximize effective marketing so that it can stimulate consumers. Hannandharputri & Putra (2019) explained that not all influencers could significantly impact the marketing activities of a product displayed in their content. Having a large number of followers does not determine the quality of an influencer. According to Shimp in Wijaya & Sugiharto (2015), the role of influencers as endorsers has aspects that can contribute to changes in consumer behavior, including credibility, which consists of two dimensions in the form of expertise and trustworthiness; attraction, which consists of three dimensions: similarity, familiarity, and liking; and power.

Based on the background description above, researchers are interested in researching more about how influencers on Instagram influencers on impulse buying fashion products based on influencer aspects in the form of expertise, trust, similarity, familiarity, and liking, as well as aspects of impulse buying that include spontaneity; power, compulsion, and intensity; excitement and stimulation; and disregard for consequences.

METHODS

This research uses descriptive quantitative research methods. The population criteria in this study are respondents aged 18–24 years who have purchased fashion products because of the influence of Instagram influencers more than once in the categories of t-shirts, shirts, pants, skirts, dresses, and jackets. The sampling technique used in this study is incidental nonprobability sampling. In this study, the population was included in the infinite population because the number cannot be known with certainty to calculate the number of samples.

Minimum required using the Hair et al. in Fitriadi and Rini (2019) calculation formula.

Number of samples = Number of indicators x 10

Number of samples = 9 x 10 = 90

So, in this study, the number of samples was 90.

Data collection techniques with questionnaires with closed statements. The type of data used in this study is quantitative. The measurement scales used the Likert scale that scored include Strongly Agree = 4, Agree = 3, Disagree = 2, and Strongly Disagree = 1.

RESULTS AND DISCUSSION

Characteristics Respondent

TABLE 1. Respondent characteristics data by age

Age	Frequency	Percentage
18-19	10	11%
20-21	23	25.6%
22-24	57	63.3%
Total	90	100%

Based on **TABLE 1**, the age distribution of respondents The percentage of 18–19-year-olds was 11%, 20–21-year-olds at 25.6%, and 22–24-year-olds at 63.3%. The data shows that the percentage of consumers who make purchases due to the influence of Instagram influencers is dominated by those aged 22–24.

TABLE 2. Respondent characteristics data based on gender

Gender	Frequency	Percentage
Male	29	32.2%
Female	61	67.8%
Total	90	100%

Based on **TABLE 2**, in several groupings of 90 respondents, 32.3% were male, and 67.8% were female. The percentage indicates that consumers who make purchases because of the influence of Instagram influencers are more female than male.

In this study, respondents were 90 people who had purchased due to the influence of Instagram influencers, had shopped for ready-to-wear fashion products in the categories of t-shirts, shirts, pants, skirts, dresses, and jackets, and had shopped because of the influence of the influencer's Instagram content in the ready-to-wear fashion product category more than once.

Influencer Variable Results Data (X)

After going through the assessment process, the assessment results are obtained in the influencer variable indicators as follows:

TABLE 3. Influencer variable result data

Indicator	Very low	Low	High	Very High
Expertise	0%	1.1%	8.9%	90%
Trustworthiness	0%	14.4%	31.1%	54.4%
Similarity	0%	0%	0%	100%
Familiarity	0%	5.6%	14.4%	80.0%
Liking	0%	0%	1.1%	98.9%

The **TABLE 3** shows that the indicator with the highest influence is the similarity indicator, with a very high category percentage of 100%. The similarity can contribute to changes in consumer behavior because it refers to the audience's perception of the similarities they have with influencers, which can include age and similarities in a fashion that can influence consumers to carry out behavior or take action that leads to a purchase decision. According to Martensen et al. (2018), this is in line with research that the similarity factor is the perceived similarity between the audience and the influencer. The similarity of individuals influences the audience towards a greater level of interpersonal interest. The more the audience feels that there is something in common with the influencer, the more persuasive the influencer's influence will be.

Based on the influencer variable indicators, here is the influencer variable assessment data:

TABLE 4. Influencer variable assessment

	Frequency	Percentage
High	10	11.1%
Very High	80	88.9%
Total	90	100%

The **TABLE 4** shows that influencers have a high percentage of 88.9% and a very high percentage of 11.1%. From the data above, the respondents gave a very high category in the influencer's variable.
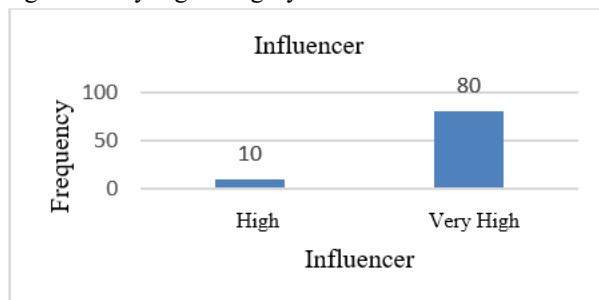

FIGURE 3. Influencer graph

Based on the **FIGURE 3**, the influence of influencers felt by consumers is very high, based on factors that include expertise, trustworthiness, similarity, familiarity, and liking. So that it can affect the behavior of his followers when they make purchases; this is in line with research by Hanindharputri and Putra (2019), which shows that influencers can communicate various kinds of promotions with the visual style and expression of their personalities. This is shown by selecting photos and copywriting that can attract potential consumers. The potential for product searches, purchases, and revisits by affected audiences is even more significant, so it can impact companies that promote their products to influencers. Therefore, influencers become an effective marketing strategy because they can present content to promote a brand's image and characteristics, which significantly impacts its consumers.

Impulse Buying Variable Result Data (Y)

After going through the assessment process, the assessment results for the impulse buying variable indicator are as shown in **TABLE 5**.

TABLE 5. Impulse buying variable indicator assessment score table

	Very Low	Low	High	So High
Spontaneity	0%	6.75%	27.8%	65.6%
Power, Compulsion, And Intensity	1.1%	14.4%	22.2%	62.2%
Excitement And Stimulation	0%	3.3%	17.8%	78.9%
Disregard For Consequences	1.1%	22.2%	37.8%	38.9%

The table above shows that the indicator that has the highest influence on the impulse buying variable is excitement. The table above shows that the indicator with the highest influence on the impulse buying variable is the excitement and stimulation indicator, with a very high category of 78.9%. The excitement and stimulation factor can contribute to impulse buying. It refers to the sudden urge to buy fashion products because of the desire and stimulation to follow existing fashion trends. This is in line with Rook's research (Japarianto & Sugiharto, 2012) that one of the factors that cause a person to do impulse buying is the stimulation that occurs due to a sudden urge to buy stuff that is often accompanied by emotions characterized as exciting.

Based on the Impulse buying (X) variable indicator, the following **TABLE 6** is the impulsive buying variable valuation data.

TABLE 6. Impulse buying variable assessment

	Frequency	Percentage
High	25	27.8%
Very High	65	72.2%
Total	90	100%

The **TABLE 6** shows that impulse buying has a very high valuation of 72.2%. Based on the data above, respondents gave a very high category in the impulse buying variable.
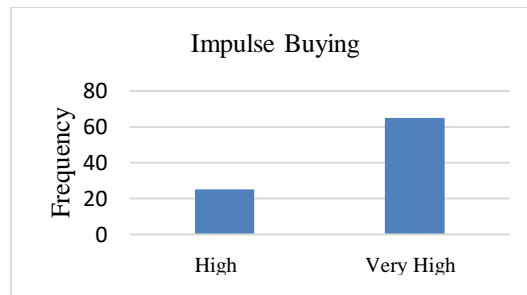

FIGURE 4. Impulse buying graph

Based on the **FIGURE 4**, it can be concluded that consumer behavior in impulse buying the purchase of fashion products has contributed highly, where the impulse buying behavior of consumers purchasing fashion products is based on factors in the impulse buying behavior of consumers themselves, which include spontaneity; strength, compulsions, and intensity; excitement and stimulation; and causal indifference. This aligns with research by Rook (1987) that defines impulse buying as a compelling experience that urges consumers to buy immediately and allows the emergence of emotional conflicts and the neglect of negative consequences.

Chi-Square Test

The result of the chi-square test is shown in **TABLE 7**.

Table 7. Chi-square result

	Value	Df	Sig
Continuity Correction	25.340	1	0.000

Based on the **TABLE 7**, the value is 0.000; this value will be compared with alpha (α) = 0.05. So the result is 0.000 < 0.05. To express the results of the hypothesis, it is adapted to the following hypothesis:

Ho = There is no influence between Instagram influencers and the impulse buying of fashion products.

Ha = There is an influence between Instagram influencers and the impulse buying of fashion products.

Hypothesis Test Results:

If ρ value > α (0.05) = Ho failed to be rejected.

If ρ value < α (0.05) = Ho is rejected.

Based on the above data, the result is 0.000 < 0.05. It can be concluded that Ho is rejected and Ha is accepted. The results above state that there is an influence between Instagram influencers on the impulse buying of fashion products, where the more significant the influence of Instagram influencers, the greater the level of impulse buying of fashion products.

	TABLE 8. Risk estimate		
	Value	**95% Confidence Interval**	
		Lower	Upper
Odds Ratio for Influencer (High / Very High)	5.333	3.380	8.416

In the **TABLE 8**, an OR (Odds Ratio) value of 5.333 was obtained, meaning that every value change on Instagram influencers will increase impulse buying by 5.333. The greater the influence of Instagram influencers, the greater the chance of impulse buying by 5.333 compared to the low influence of Instagram influencers.

CONCLUSION

There is an influence between Instagram influencers and the impulse buying of fashion products. The higher the influencer's aspect, the more it will stimulate the consumer's interest in impulse buying when seeing the fashion products featured in the content of the Instagram Influencer's account. Overall, the influencer variable has contributed very highly to the impulse buying of fashion products, which means that the influencer has aspects that influence someone to make a purchase decision. Knowing the aspects possessed by influencers is beneficial to choosing the right influencer to maximize effective marketing to reach the target audience and stimulate consumer buying interest when seeing the fashion products featured on the influencer's Instagram account.

Aspects that exist in impulse buying contribute a lot to the purchase of fashion products. Spontaneous shopping behavior can appear simply because of certain factors that create interest until the consumer decides to purchase. Knowing the aspects that can contribute to impulse buying is very useful in choosing the required marketing strategy that can arouse potential consumers' interest in purchasing fashion products that are made spontaneously or momentarily when seeing the fashion products being marketed.

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