

Analysis of Consumer Decisions in Buying Fashion Products on Instagram (Case Study on Consumers in Kediri)

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ABSTRACT

This study aims to examine how to analyze the decisions of adolescent consumers in Kediri in buying fashion products on Instagram social media. The method used is a qualitative method. This study resulted in the conclusion that consumers make decisions to purchase fashion products through Instagram, which are carried out according to their necessary needs. The factors that can encourage Kediri consumers to make purchase decisions for fashion products through social media are divided into two categories: internal factors and external factors.

Keywords: Consumer Decision, Social Media

INTRODUCTION

The business world is now increasingly interesting since the introduction of *the e-commerce* system as a new medium to make it easier for entrepreneurs to manage their business. A few years ago, traditional business people were surprised by the rapid development of virtual business models (Zunaidi, 2022). In the past, many businesses in Indonesia still used traditional methods in carrying out all their activities. However, over time and the development of information technology and how to use it have now brought many changes (Ningsih, 2016).

The development and changes of information technology can be felt by business people and consumers. As a result of these changes, there are many implications for people's patterns or lifestyles. The Internet and people are becoming inseparable things in everyday life. This is because the internet is able to display various types of information on many websites which can be in the form of photos, videos, to the latest

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news. In addition, the rapid development of the internet can become an important part of the economic sector and facilitate human needs (Ningsih, 2016). Demands from consumers that are not the same or seem to be constantly changing, make business actors have to continue to look for new creations. Moreover, the increasingly fierce competition in the business world forces manufacturers to rack their brains so that their business continues to run so that their market share also becomes wider. Along with business competition that is getting tougher every day, it requires entrepreneurs to innovate more on product brands, change product packaging, or even make new innovations to market their products (Nurrachmi et al., 2021).

Indonesia is one of the countries that use the highest internet access in the world, according to Teknoia.com, 2020. As a country in the Asia-Pacific region, Indonesia is part of the total population of 4.3 billion. More than half of the population, that is, 56% or 2.42 billion of its inhabitants already have access to the Internet (Sarah et al., 2021). Internet use in Indonesia is also increasing from year to year, especially since the COVID-19 pandemic has made people have to be able to do all their work at home to break the chain of the spread of the corona virus (Mauludin et al., 2022).

Quoted from Tekno.kompas.com, 2021, it is written that of the total population of Indonesia is 274.9 million people and active social media users have reached 170 million people. Which means, the number of social media users in Indonesia is equivalent to 61.8% of the total Indonesian population in January 2021. Based on data obtained from Tekno.kompas.com, 2021, the most frequent and widely used social media applications in 2021 are *Youtube*, *WhatsApp*, *Facebook*, *Instagram*, and *Twitter*. It is known that Instagram social media, which was originally ranked 4th, rose to rank 3rd in Indonesia (Tekno.kompas.com, 2021). Meanwhile, according to a report from Napoleon Cat in 2021, the overall number of Instagram social media users in Indonesia was 88.22 million users in May 2021.

Instagram is a type of social network that presents many advertising services. It can be known that Instagram can record various data such as: purchase history, user location on the device, search or search history, user biodata, mobile data usage, and financial data. Therefore, it is not surprising that Instagram has a lot of content that can be displayed and promoted (Ningsih, 2016).

Based on data obtained from *Bisnis.tempo.co*, 2017, there are nearly 25 million business accounts that use Instagram for their marketing strategies. Instagram also helps the producers to lure buyers from different regions and even abroad. Therefore, it can be indicated that Instagram social media is able to become a business opportunity because of its wide target market share. However, with so many business people, it is also a challenge to compete even harder (Ningsih, 2016).

Fashion is one of the suitable business fields in using Instagram social media marketing strategies. With so many Instagram users, most of whom are teenagers, making the fashion business has many consumer enthusiasts from among teenagers who like to follow the latest fashion trends to look more fashionable (Ningsih, 2016).

Adolescence is a time of change from childhood to adulthood. At that time there were many changes both hormonal, physical, psychological and social (Ningsih, 2016). In general, adolescence occurs within the age limit of 10-24 years through 3 stages of development (Mulyatiningsih, 2004). Adolescents are one of the potential segmentations in buying and selling economic activities, so researchers used adolescent girls in Kediri as the object of research. The selection of adolescent girls in Kediri as research respondents because it is one of the districts that is quite potential.

From the description of the problem above, the author is interested in further researching how the results of the analysis of adolescent consumer decisions in Kediri in buying fashion products on Instagram social media. So that the author will conduct research on these problems with the title "Analysis of Consumer Decisions in Buying Fashion Products on Instagram Social Media (Case Study on Adolescent Female Consumers in Kediri)"

METHODOLOGY

In this study, researchers used a type of field research because researchers were directly involved in the research. Direct research or commonly called *Field research* is research conducted in the field by visiting respondents to obtain data or information directly (Ruslan, 2004).

This research uses a qualitative approach method that is carried out in order to build knowledge through discovery and understanding. The qualitative approach itself is

a research process based on the method of investigating a social phenomenon as well as a human problem. In essence, qualitative research is observing respondents in their living environment and interacting directly with them, trying to understand their language, and exploring their views to get the necessary information or data (Iskandar, 2009).

The subject of the study is an informant who will be observed and used to obtain information. The subjects in this study were excavated from parties directly related to this study, namely adolescent girls who purchased fashion products on Instagram social media in Kediri. Meanwhile, the object of research is the research point of a study. The point in question is the substance to be studied. Therefore, the object of research in this study is the decision of adolescent girls in making purchases on Instagram social media.

According to Lofland, the data source cited by Moleong, that is, the main data sources in qualitative research are words, as well as actions, the rest are only additional such as documents and others (Lexy J. Moleong, 2012). The data obtained must be from a fixed source, so that what is collected is relevant to the problem under study, so as not to cause errors. To obtain accurate data, first a study of the seconder data was carried out, and then field research was carried out to obtain primary data. Primary data is data obtained directly from the research subjects (Azwar, 2001). In this study, primary data was obtained from respondents, namely adolescent female consumers in Kediri who had purchased fashion products on Instagram social media. Data seconder is data obtained from other parties, not obtained directly from the subject of the study. In this study, data were obtained from literature studies conducted by examining relevant theories.

RESULTS AND DISCUSSION

Consumer Behavior

Consumer behavior is an activity that is closely related to the purchase process, which occurs when consumers carry out activities such as searching, checking, and assessing products and services. Consumer behavior is an activity carried out to influence consumers to make purchase decisions for a product and / or service. In other words, the definition of consumer behavior is an activity that is always related to consumers in making purchase decisions for goods or services (Anang, 2018).

Kotler argues that consumer behavior is an activity carried out to monitor the behavior of individuals, groups and/or entities or organizations when sorting, selecting, buying, using goods, and conducting assessments (Mangiring, 2021).

Schiffman and Kanuk explained that consumer behavior can be defined as consumer behavior in searching, purchasing, using, evaluating, and when using the products or services they buy according to their needs (Irwansyah, 2021).

Loudon, D.L, and Della Bitta also expressed their opinions regarding the meaning of consumer behavior, consumer behavior is a decision-making activity and an activity carried out by individuals when assessing, obtaining, using, and spending on purchased goods or services. Meanwhile, according to Ebert and Griffin, consumer behavior is a way for consumers to make purchasing decisions for a product they want to buy and use (Irwansyah, 2021).

Based on some of these expert opinions, it can be concluded that the definition of consumer behavior is a decision-making activity by consumers when choosing, buying, using the products or services purchased to meet their needs.

Types of Consumer Behavior

Consumer behavior is divided into 2, namely (Irwansyah, 2021):

1. Rational consumer behavior is that consumer behavior prioritizes logical and general thinking when purchasing goods. Examples of consumer behavior of a rational nature, such as buying goods according to their needs, buying goods that have optimal use value, buying goods of good quality, buying goods according to the funds owned. Features of consumer behavior of a rational nature, namely:
 - a. Buying goods according to their needs.
 - b. The purchased goods have an optimal use value.
 - c. The purchased goods are of good quality.
 - d. Buying goods according to the funds owned.
2. Irrational consumer behavior is consumer behavior that is not based on logical thinking but due to the presence of other factors such as discounts, gifts, and others offered by the marketing department to consumers. Examples of buying a product because of advertising on tv or on social media, buying a branded product, buying a product because it is to meet the lifestyle and social status in its

environment. The characteristics of consumer behavior of an irrational nature, namely:

- a. Want to buy a product because of its attractive advertisements and promotions
- b. Buying branded and well-known products.
- c. Buying products because of lifestyle and prestige.

Factors Influencing Consumer Behavior

Factors influencing consumer purchasing behavior, namely (Mangiring, 2021):

1) Cultural Factors ; Culture means thoughts and behaviors learned by both family and society. The behavior of a person in various aspects is influenced by culture. Market participants should understand about the roles below:

- a) Culture : The main cause of the appearance of desires in a person is culture. Culture can influence consumer behavior in making purchasing decisions. Therefore, it is very important for the marketing management team to know and understand the cultural values believed by the people of every country around the world.
- b) Subculture : The notion of sub-culture is a value that is based on life experience in society. Sub-cultures are closely related to nationality, ethnicity or race, geographical area, religion, social class and so on.
- c) Social Class : Social class can be influenced by work, education, and wealth. Social class is defined as a person who describes a person's identity and sense of belonging that is sometimes formed because of the reputation he has. Usually social classes carry out identification on themselves, place of residence, work, income, education and family.

2) Psychological Factors: definition of psychological is the response of consumers to information from products and / or companies. Psychological factors are divided into four, namely:

- a) Motivation : Motivation means the encouragement in a positive form that comes from oneself a consumer to carry out purchasing activities. Motivation arises due to the presence of a desire to meet needs. Examples: thirst, hunger and discomfort.

- b) Perception : Perception means a view that affects a person's actions in carrying out activities of selecting, compiling and analyzing information and experiences.
 - c) Beliefs and Attitudes : Beliefs mean the behavior that humans show when they feel very aware and conclude that they are right, while attitude means someone's behavior shown through words and actions. Attitudes and beliefs can influence consumer behavior in making purchasing decisions. Example: having confidence in the image of the company and the brand of the product.
 - d) Learning : For consumers who have experienced experience strengthening with a combination of stimulation, encouragement, and responses, they must have gained learning.
- 3) Personal Factors: Personal Factors are factors that are influenced by the environment, divided into the following:
- a) Age and Life Cycle : A person's age greatly affects the needs and desires about the product or item to be purchased. The change in the purchase of products in people is influenced by several stages, namely: *Single stage*, at this stage a person is young and unmarried. *Newly married couples*, young and have no children. *A complete family phase I*, when already having children under the age of 6 years. *A complete family phase II*, at the time of having a child over 6 years old. *Incomplete family phase I*, a couple who have been married for a long time but have no children. *Incomplete families phase II*, elderly couples. A person who is still alive and also still working. A person who is alive and retired.
 - b) Employment : The work will be related to salary and the ability to purchase products or services. The work we do will also affect consumption patterns.
 - c) Economic conditions : conditions can affect people's intentions in purchasing goods or services. Economic conditions will affect the selection of products. Therefore, the *marketing* team should observe personal income, savings and interest rates.
 - d) Lifestyle : Because a person's lifestyle is closely related to interests, activities, and income, this will affect their consumption patterns.

- e) Personality and self-concept : Personality and self-concept are different characters and have a relatively stable response to the environment.
- 4) Social Factors : Social factors mean consumer behavior that is influenced by a group of people either directly or indirectly. Examples: family and reference groups.
 - a) Family : In general the family is considered the first reference group that can influence purchasing decisions.
 - b) Reference groups : friends can influence opinions, deeds, and habits. When consumers want to buy a product or service, the reference group will give advice.
 - c) Role and status : Each individual has a role and can interact with family, society or organizations. Families, communities and organizations act as a source of information for consumers. Generally, the family acts as a reference group that can influence in decision making.

Purchasing Decision

All marketing activities carried out by the company are expected to have an influence on consumers' purchasing decisions. A purchasing decision is a consumer's decision to buy a product or service based on their own intention to make a purchase through different stages. So it can be concluded that the purchase decision begins long before the occurrence of purchase activity by consumers which is sustainable for a long time after the purchase of the product (Eddy Soegiarto K dan Mardiana, 2016). Consumer behavior is a supportive thing in making purchasing decisions. According to Islam, consumer behavior must reflect the bond between himself and Allah SWT in every activity he carries out, namely in the form of shopping for daily necessities. It is a form of performing zikir in the name of God. Therefore, a person will prefer the things advocated by God so that his life is safe while in the world and in the hereafter (Ningsih, 2016).

Consumers will conduct various evaluations before making a purchase decision. Islam teaches its people to make decisions in purchasing, so for a Muslim consumer we must be able to apply the function of expediency of the goods to be purchased and not

just to fulfill desires. Thus, man must be able to distinguish good and bad between his needs and desires (Ningsih, 2016).

Social Media

At this time, human life is very related to social media, even social media plays an important role starting from sending messages, sharing information, seeking information, and also currently social media is a platform in doing business. Social media is a digital platform that provides several facilities for its users for 24 hours, for example, such as communication or interactions providing

information in the form of writing, images, and videos (Umam, 2022).

Here are some definitions of social media according to experts (Arum Wahyuni Purbohastuti, 2017):

- a. Media social availability according to Lisa Buyer is a form of the most transparent, interactive and interesting crowd relationship.
- b. The definition of social media according to Sam Decker is a digital content and user interaction with each other.
- c. The definition of social media according to Marjorie Clayman is a marketing tool that can find out customers in a way that was previously impossible.
- d. The definition of social media according to Philip Kotler and Kevin Keller is a means to share information in the form of writing, photos, videos, or audio with each other.
- e. Understanding social media according to Henderi, Muhammad Yusup, and Yuliana Isma Graba is a web-based social networking site where each individual can build a public or semi-public profile in a restricted *system*, list other users with whom they are connected, and see and explore the list of connections made by others with a *system*.

The role of social media in business

Social media is not only for making friends and social networking, but also for the business world. Even now platforms like Instagram and Facebook have special features for doing business. The role of social media is not only to increase sales but can be used

to analyze the market, consumers, and production needs. Here's what social media plays for business (Sendari, 2019):

- a. Find potential customers quickly: Social media can now gather potential consumers quickly, for example, like Instagram which has a search feature that can make it easier for users to find things.
- b. Analyzing potential consumers: Media social availability can now analyze potential consumers. Many people share on social media, so a lot of data can be found about the target consumer. In social media, you can also find out what consumer needs are and provide what they need.
- c. Giving *feedback* faster and easier : With social media consumers can communicate directly regarding the products or services offered. Social media really helps maintain a business reputation by providing a platform to interact with customers. So, the more responsive consumers, the better it can help consumers and the greater the level of consumer confidence.
- d. Attracting consumer interest : In social media, active business can be an attraction for consumers. Just like marketers, consumers use social media for tools to help make better purchases and decisions. With good product quality and good service, social media can build interest for consumers.
- e. Increase website visitors : Social media can now reach a large audience by attracting, entertaining, useful, and referring users who may never have been reached.
- f. Branding : The role of social media for business, one of which is *branding*. Social media can be a place for consumers to review products. The existence of social media can now help increase consumer confidence.
- g. Sharing information faster : With social media, it can now help share information faster. For example, promotions related to promos or about detailed product details quickly.
- h. Promoting at an affordable cost : Promotional media is also the cheapest way of promotion, only by using internet capital and good *marketing* skills.
- i. Analyzing competitors : Social media not only helps practice in marketing but can now also be a way of analyzing the tactics used by competitors.

- j. Social selling : Social media creates a relationship between the sales and marketing teams, and also builds a good relationship with the existing network or connections.

Analysis of Fashion Product Purchase Decisions Through Instagram Social Media in Kediri

A decision can be interpreted as a choice over the actions of two or more. If seorang the consumer is given two choices between buying or not buying then he chooses to buy then in fact he is in a position to make a decision (Ristiyanti, 2004). The consumer's buying decision is a set of several decisions. For example, decisions regarding the product to be purchased, decisions regarding the form of the product and the number of products, decisions related to the timing of purchase, and decisions related to how to pay. Decision making is indirectly an activity involved in using and obtaining products offered by manufacturers.

From the results of the interviews that the author has carried out, it can be concluded that in analyzing decision making there are 4 points of view that must be known, namely:

- a. Economic point of view : The purchase decision is made rationally. Consumers must know all alternatives of the product to be purchased and available and then be able to make a rating of each alternative determined by looking at the disadvantages and uses.
- b. Passive point of view : Consumers here are considered to be impulsive and irrational buyers because from this point of view consumers have accepted and passively resigned to promotional efforts carried out by marketers.
- c. Cognitive point of view: From this point of view potential buyers or consumers will look for information then evaluate the information until it eventually leads to the formation of a decision, then there is an initiative to buy or not to buy the product.
- d. Emotional point of view : Here consumers are more inclined to use emotions as the main motivation in making purchase decisions.

The following are some of the things that a consumer must do in making a purchase decision, namely (Kotler, 2004):

- a. Analyze needs and wants : This needs and desires analysis is carried out mainly to find out the existence of needs and desires that have not been satisfied or met. If these needs are known, then consumers will immediately know that there are needs that must be met or satisfied immediately.
- b. Assessing Sources : The next stage in the process of determining the purchase decision has a lot to do with the time as well as the amount of funds available to make the purchase.
- c. Search for information : As a consumer who already has views and desires to seek more information about the purchase of a product. Consumer information sources can be divided into several groups, namely personal sources such as: family, friends, neighbors, commercial sources for example: advertising, salespeople, impressions, packaging, experience sources, as well as public sources such as mass media. In conducting information searches, there are 2 types of searches, namely continuous information search and pre-purchase information search. Continuous searches are carried out to increase more information and knowledge of the product to be selected so as to cause its own satisfaction and can influence others and can make purchase decisions efficiently and effectively. Meanwhile, the search for pre-purchase information is carried out to increase knowledge of the product to be purchased and the market so as to give rise to satisfactory purchase decisions.
- d. Evaluation of alternatives : How do consumers process information related to the selection of product quality, product prices, and their services to the end. The alternative evaluation criteria consist of how satisfied we get in buying the product and the benefits that will be obtained by buying the product. In purchasing through the *Instagram* application, it can be done by comparing between online shops and one online shop to another both in terms of price, product quality and reviews from previous buyers. On this alternative evaluation, consumers will compile a ranking of several products of their choice and generally consumers will buy the products they need and like the most.
- e. Purchase decision : After the consumer makes the decision to make a purchase, then at that time also the search for information related to the product to be purchased will stop and the evaluation will also be stopped. From the results of

the evaluation of alternatives, consumers will begin to direct their desires and intentions to immediately make purchases. But sometimes some consumers are faced with changes in purchasing decisions. These changes are influenced by several factors ranging from influence factors from others and factors related to unexpected situations and conditions. First, the influence of others, this will affect the change in purchasing decisions depending on the intensity of the negative attitude of others towards alternative choices and the motivation of consumers to meet the expectations of others. Secondly, unforeseen conditions may arise and change the motivation for purchase. Consumers will make purchase decisions based on considerations such as price, product benefits, and income from the consumers themselves.

- f. Behavior after purchase : After making a decision to buy and have made a purchase, consumers still have to do another evaluation, namely post-purchase evaluation. Whether you have been satisfied or dissatisfied because there are some possibilities that cause consumers to have mismatches after they make a purchase it is because maybe the original goods are not what they describe and expect (Swastha & Irawan, 2009).

The types of purchasing decisions that occur in Kediri in female consumers are diverse. It can be categorized in purchases that reduce unsuitability or hesitant purchases and there are also categories of purchases on a regular basis. The more specific the decision that will be taken, the more considerations must be prepared. The development of women's fashion products always undergoes innovation and change accompanied by the development of the internet and *smartphone* products that are easily accessible to many people.

Most women who already have smartphones must have social media accounts, especially *Instagram*. The ease of running *Instagram* social media is used by its users as a medium for buying and selling, including people in Kediri, especially women. Through *Instagram*, the interaction is made easier, even shopping is the same. Apart from the need for the development demands of the times to look fashionable and beautiful, it is also the reason they make purchases through *instagram* social media.

The following are the characteristics of consumers who show that they have a desire to buy a product through *Instagram*, namely as follows:

- a. There is a desire or effort made to find information related to the product to be searched
- b. Making sacrifices, the sacrifice referred to here is to be willing to make payments according to the number of products to be purchased.
- c. Have a positive view of the product to be purchased.

This is in accordance with the stages in making a purchase decision through Instagram social media. Although the interviewees differed in explaining the stages of purchasing through Instagram social media, the point is actually the same. Here are the stages in making a purchase decision through *Instagram* social media:

- a. The first step that consumers take is to find one or several online shop providers that we will need, of course, a trusted online shop account. Some potential buyers or new consumers may not know the name of which online shop account name provides the desired product, the step that can be done is to write the name of the product being searched for in the search section using a hashtag (#blouse), after that tens or even thousands of shirt product images with various models and various color choices will appear. Click on one of the images, you will see the name of the online shop and the description of the product offered. In this case, there is a stage of recognition of needs, namely the first stage in the purchase decision process.
- b. After finding the name of the Online Shop account and the goods to be fulfilled, first look at the detailed product description and price submitted by the online shop owner. In this case, there is a stage of purchasing decisions, namely the search for information. Information search can be done by asking the seller directly, seeing testimonials, and exchanging information with people closest to potential buyers. If *the customer* still wants and is not satisfied with the goods to be purchased, the step that needs to be taken is to find alternatives by comparing the online shop with one another in terms of the quality of the goods, more affordable prices, the quality of the information submitted. In this case the stages of the alternative evaluation process occur.
- c. The next step is to save the picture and then contact the *contact person* listed in the Instagram bio to place an order. There is a stage of purchasing decisions marked by product orders made by customers.

- d. The customer will send a picture of the product to be purchased by including the name, full address (sub-district) and telephone number. Then the shop owner will send his account number and the consumer immediately makes a payment of the predetermined price amount along with the shipping cost. Payment can be made via transfer or through a bank teller. However, if the online shop is close to the consumer's domicile area, then consumers can COD (*Cash On Delivery*) in a place that has been agreed between the two parties, namely consumers and buyers. This COD system is a system that will bring together sellers and buyers and usually payment is carried out simultaneously with the delivery of goods at the same place and time.
- e. After the payment is successfully made, the owner of the online shop account will provide information to consumers that the payment has been successfully made and has entered the seller's account. Then the seller will package the ordered product and send it through shipping services or shipping expeditions such as JNT, JNE, POS, SAP, and other shipping expeditions used by the seller or in accordance with consumer demand. After the seller successfully sends the consumer order product, usually the seller will get a receipt number from the shipping expedition used. The receipt number is proof that the product has been submitted to the service office or shipping expedition by the seller. The function of the receipt number can be used to track the journey of our products.
- f. After all the stages in the purchase process have been carried out, consumers only need to wait about 2-3 days until the ordered product reaches us. If the goods that have arrived are in accordance with what consumers expect, consumers will feel satisfied. They will even make a repurchase and will recommend to others that the products purchased in the online shop account can be guaranteed quality. This occurs in the last stage of the purchase decision, namely post-purchase behavior.

Analysis of Factors That Encourage Adolescent Consumers in Kediri in Deciding to Buy Fashion Products Through Instagram Social Media.

Instagram has its own place in people's hearts because of its convenience. Business actors and consumers are like two inseparable sides of a coin. The ease of features in Instagram that only display images is now used by business actors or

producers as a medium for sales and marketing. Meanwhile, consumers use Instagram as a medium to meet their needs. Especially women's consulate among teenagers in meeting their needs in supporting their fashionable appearance. Now with the development of innovative design, it makes business actors or producers think cleverly by taking advantage of a favorable situation to carry out a marketing strategy so that consumers are interested in making purchases.

Decisions in purchasing are influenced by several factors and each individual has his own considerations before deciding to make a purchase. These factors include (Sumarwan, 2011):

- a. Individual difference factors of consumers, i.e. needs.
- b. Motivational factors, information processing as well as perception, personality, composition learning , knowledge as well as attitude
- c. Consumer environmental factors, namely culture. socioeconomic, family and household characteristics, reference groups and consumer situations.
- d. Marketing activities carried out by business actors.

Based on research information, the factors that encourage adolescent female consumers in Kediri in their decisions in purchasing fashion products through Instagram social media can be concluded that each individual or consumer has different characteristics in making purchases through Instagram social media. This is due to several internal and external factors. With adanya some of these factors eventually encouraged people in Kediri to switch to making purchases online. As well as adanya innovation of online shopping through social media which is felt to be more effective and efficient.

Here are the internal and external factors that influence the purchasing decisions of female consumers in Kediri :

- a. Internal Factors : Internal factors are factors that arise from within the individual himself. Such factors include: needs and motivations, perceptions, personality, knowledge and learning, and attitudes and beliefs.
- b. External Factors : *Social Environmental Factors*, In encouraging consumers to make purchases environmental conditions are also very influential. Frequent meetings in the environment of family members, the lecture environment and the exchange of information and experience will greatly influence the decision of consumers to make

purchases. *Marketing strategy*, Marketing is a social and managerial process that makes individuals and groups obtain what they need and want through the creation and mutual exchange of products and values with others. Marketing strategy includes 4P (product, place, price, promotion). *Efficiency and interaction*, The next external factor is that when making a purchase through Instagram social media it is very efficient in terms of time and energy, and is easy to use and search for products. Then the interaction factors that can encourage female consumers to make purchases through Instagram social media are the quality of clear information, as well as the quality of service that is friendly and also fast (fast response). The above factors play a big role in encouraging consumers to make purchases through Instagram social media.

CONCLUSION

Based on the results of a study that has been concluded that: Consumers make decisions on purchasing fashion products through Instagram social media which are carried out according to the necessary needs. Thanks to the convenience of Instagram social media, it is able to change consumers' thinking patterns in buying products to be more modern. Consumers who used to have to buy products by directly coming to visit stores and shopping centers, now prefer to take advantage of advances in information technology in accordance with the development of the times, namely without going outside the home and just sitting playing with smartphones, they can buy various products, especially clothing products that are able to support their appearance according to the latest needs and trends. Especially for consumers who have a student background.

The following are some of the stages passed by consumers to make product purchase decisions through Instagram social media, including:

- a. Consumers must be smart in finding a trusted online store that sells various products they need and want. The trick is to type the name of the online store in the search field on Instagram. For example, for new consumers who still don't understand and don't know the names of online stores that sell the goods they want, they can take the first step, namely writing the name of the item they want to buy in the search column using *hashtags* (for example #blouse), then there will

appear many blouse images with various models. Select and press one of the images displayed then the name of the online store will be visible along with the description of the product. In the first stage this is called the stage of introducing needs in the process of making purchasing decisions.

- b. If the name of the online store account is already known and the product being searched is appropriate, you should first look at the description and price of the product listed. In this second stage, it is called the purchase decision stage, namely the search for information. How to find information can be done by directly asking the admin or online store owner, seeing comments or testimonial content, and so on. If consumers are still not satisfied with the product they want to buy, then they need another alternative, namely by comparing the online store in terms of product quality, prices offered, and the quality of the information provided. It is also at this stage that an alternative evaluation process occurs.
- c. The next step is to save the photo then contact the contact of the person listed on the Instagram bio to place a product order. In this process, the third stage occurs, namely the purchase decision stage because consumers decide to place an order for products.
- d. Consumers send a photo of the product to be *ordered* and write down their name, full address, and telephone number that can be contacted. Then the owner of the online store will send his account number to the consumer and process his order after the consumer has paid and agreed with the shipping cost. Payments can be made in several ways that are applied by online store owners, namely transferring money through atm / m-banking / bank tellers and through COD (*Cash On Delivery*) at a place that has been agreed upon by consumers and sellers, which usually payment and delivery of products occur at the same time and place.
- e. The buyer or consumer will get a confirmation message from the online store owner if the buyer has made a payment and has entered the seller's account. Furthermore, the seller will send the product through delivery services such as J&T Express, JNE, ID Express, Post Office, and others. And after the product is successfully delivered, the seller will tell the consumer the receipt number of the product to track the journey of the order.

- f. After all the above stages are carried out, the product will arrive at the consumer after 2-3 days of delivery after making payment. When the goods have arrived, consumers can review the products they bought. If consumers are satisfied with the product, there will be a possibility for consumers to make a repurchase. In addition, many consumers also recommend the products they buy to the people closest to them if the goods they receive are in accordance with what is expected. In this stage, it is usually referred to as the final stage of the purchase decision, which is the behavior after the purchase.

Factors that can encourage adolescent consumers of Kediri in making decisions to buy fashion products through Instagram social media are divided into two, namely internal factors and external factors.

- a. Internal factors are factors arising from within the individual. Those factors include needs and motivations, understanding, self-character, knowledge and learning, attitudes and also beliefs. According to research data, some respondents said that 30% of individual internal factors can influence the decision of adolescent consumers in Kediri to purchase fashion products through Instagram social media.
- b. External factors are factors outside of individuals, namely the social environment of consumers who are 25% able to motivate purchasing decisions through Instagram social media, 30% due to marketing methods (4P) from online store owners, and 15% due to efficiency factors which include: time, energy, and convenience and good interaction which include: quality of information, quality of service.

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