Effect of Instagram Profile View and Endorsement on Impulse Buying

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Abstract: This study aims to determine and analyze effect of Instagram profile view and endorsement on impulse buying. This research is assisted using quantitative methods. Population in this study are active Instagram users. Sample is taken randomly with a sample of 100 respondents. Testing the hypothesis in this study uses a part of multiple linear regression, namely partial (t) test. The results show that Instagram profile view has a significant effect on impulse buying. Endorsement has a significant effect on impulse buying.

Keywords: Instagram Profile View, Endorsement, Impulse Buying.

1. INTRODUCTION

Internet since it was discovered in 1969 with the initial name Arpanet by the United States Defense Agency. The internet then became an technology that is very commonly used by people all over the world. Almost everything is connected to the internet, from knowledge in the world of education to daily communication, everything can be done via the internet. The internet creates an new lifestyle that is completely digitalized.

Along with the development of the internet, various applications were created that were used to interact with each other internet users, which became better known as social media. Social media is an collection of internet-based applications that are based on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user-generated

content. With respect to social presence and media richness, applications such as collaborative projects and blogs have the lowest scores, as they are more text-based and therefore only allow for relatively simple exchanges (O'Brien and Marakas, 2016). At the next level are content communities for example, YouTube and social networking sites for example, Facebook and Instagram which in addition to text-based communication, allow the sharing of images, videos and other forms of media. At the highest level are virtual games and social worlds for example, World of Warcraft and Second Life, which attempt to replicate all dimensions of face-to-face interaction within an virtual environment.

Instagram is an type of social network that is often used today. This application was released 8 years ago on October 6, 2010 by Kevin Systrom and Mike Krieger. Instagram is an application for various photos and videos, where users can take photos or videos, apply digital filters to the photos or videos they have taken, and share them via their respective user accounts including various other social networks. Instagram is an mobile photo sharing application.

Instagram markets itself as an medium that allows users to transform an image into a memory that can be kept forever. Unlike Twitter and Facebook, text-only content cannot be created on Instagram. Instagram's image first and text second rule creates an strong visually oriented culture with enhanced photo editing features. Without having to use different applications to take, edit and upload photos, Instagram is an all-in-one package, which allows users to complete three steps instantly and, more importantly, with high quality.

Instagram has grown into an well-known social network with an total monthly activity of more than 1 billion users and daily activity of more than 500 million users. The large number of people using Instagram makes this application used as an online marketing channel to sell products and services. The ease of access and the attractive appearance of the platform are the main attractions for sellers, both companies and small-scale sellers. Instagram prioritizes the display of uploaded photos and videos so that they can look like an online storefront (Andarwati iand iSankarto, i2005).

Through uploaded products, consumers can choose and make transactions with sellers. Purchasing online is also something that is commonly done by internet users in Indonesia, because purchasing online relatively shortens the time and does not require an lot of effort, money or time. Instagram has also become an means of selling company to customer and customer to customer for several parties who use it for business purposes.

The types of consumer purchases on Instagram also vary. Starting from planned purchases to purchases that are not planned or happen suddenly, purchases like this are called impulse buying. Impulse buying is an common thing done by online buyers (Pratnyawan, i2019). This makes it possible for consumers to do impulse shopping on Instagram because the display consists of photos and videos, just like an apparel website.

Impulse buying carried out by consumers can be influenced by many factors, one of which is advertising content (Kotler, i2003). On Instagram, you can find many uploaded photos and video advertisements for various products. The uploaded photos or videos are made as attractive as possible to attract consumers' attention. This is the most important thing, because most consumers who are on Instagram will pay attention to photos or videos on the explore page, where users can view and browse photos and videos uploaded by other users.

Products endorsed by sellers to famous accounts will be uploaded with interesting photos and links as if they are using them. The link also provides an description of the shop that sells it. The endorsers will try to communicate the product as well as possible so that the message and intent conveyed can be understood by consumers. For example, if the product being endorsed is goods such as clothing, shoes, bags, and the like, the endorser will use it and take photos with an attractive style and background that maximizes the attractiveness of the advertised product (Budiargo, 2015). Consumer's who see uploadsfrom this account will be interested in seeing more details about what products they use and where to buy them. Of course in this promotion, the visual factor also plays an important role, because usually, the accounts that are targeted for endorsements are accounts with a lifestyle that has selling power, such as celebrity accounts, even Instagram users are familiar with the term celebgram, which is the designation for famous people on Instagram. Accounts like this have quite an strong influence on their followers and the people who see them. Especially for celebrity accounts that already have an name before they even have an Instagram account. This study aims to determine and analyze effect of Instagram profile view and endorsement on impulse buying.

2. RESEARCH METHODS

This research is assisted using quantitative methods. Research with quantitative methods has systematic procedures and statistical data collection. The purpose of carrying out analytical activities based on numerical data is to develop and mathematical model in research. Research does not only rely on theories from literature and social studies, but empirical evidence is also important in supporting or disproving an hypothesis (Pandiangan et al., 2023). This is the aim of quantitative method research, namely to make measurements that help link numerical data and the results of observations. Another aim of quantitative method research is to determine the relationship between variables that exist in social life. The reason is, that several things are closely related to certain events or phenomena. Therefore, the relationship needs to be examined and proven by empirical data in the form of statistics in quantitative research (Draper et al. 1998).

Population is an generalization area consisting of objects or subjects that have certain qualities and criteria that are applied by researchers to study and then conclusions are drawn (Gulo, 2002). Population in this study are active Instagram users. Sample can be interpreted as part of the number and characteristics possessed by an population. Sampling measurements are carried out through statistics or based on research estimates to determine the size of the sample taken in carrying out research on an object. This sample size must be taken in such an way that a sample is obtained that can describe the true state of the population (Ratnawita et al. 2023). Sample is taken randomly with a sample of 100 respondents.

Testing the hypothesis in this study uses a part of multiple linear regression, namely partial (t) test. t test aims to find out how much influence the independent variable has on the dependent variable with the assumption that the other variables are constant (Syahrum and

Salim, 2014). The test was carried out in 2 directions (2 tails) with a confidence level of 95 percents and a significant level test was carried out for the influence of the relationship of the independent variables individually on the dependent variable, where the significance level was determined at 5 percents and degree of freedom (df)=n–k.

3. RESULT

General Description
Instagram was first launched on October 6 2010. Instagram itself was born from a company called Burbn, Inc, which was founded by Kevin Systrom and Mike Krieger. When it was first launched, Instagram appeared as the latest innovation in photo and video-based social networking, so that Instagram has become very popular to this day.

Kevin Systrom and Mike Krieger are graduates of Stanford University, United States. Systrom himself has experience working at Google as well as Twitter (formerly Odeo), which he used this experience as a provision in developing his own business, until finally both of them started developing Burbn.

According to the New York Times, initially Burbn was a location-based application development project, combined with mobile photography. The creation of this application allows users to share photos and also check in at the location they are visiting.

However, Systrom feels that the application he is developing is similar to another location-sharing application that has been popular before, namely Foursquare. Until finally, the two of them decided to start focusing on developing an application for sharing photos and videos, which also has features in the form of 'likes' and 'comments'. And named Instagram.

The two of them also saw potential from the previous photography application which was also popular because it could edit photos with certain filters, but could not be used as social media. From here he finally created Instagram which can share photos, use digital filters, comment and also provide comments.

Even this application only took 8 weeks to develop, until it was finally launched in October 2010. When it was first launched, Instagram was initially only released on the Apple App Store. Even after a day of release, the number of Instagram users reached 25, 000 users. At the end of the first week of release, Instagram was recorded to have been downloaded 100 thousand times. After 2 years of its release, Facebook finally took over Instagram on April 9 2012, for almost $1 billion.

Some time after being acquired by Facebook, Instagram began to be released for Android devices, and was successfully downloaded more than 1 million times in less than 1 day. In November 2012, Instagram also released their web app form, which allows users to be able to access Instagram via a browser on their desktop.

As the years go by, Instagram provides more and more features, such as the Geotagging feature which allows users to add locations to their photos, launching a new logo in 2016 with additional features in the form of layout changes, Boomerang features, Hyperlapse.

In 2018, Instagram introduced the IGTV feature where users can add longer videos, and the Instagram Reels feature in 2020 which replaced the previous IGTV feature.

The innovative features provided by Instagram are considered one of their attractions, which makes Instagram even more popular from year to year.

The name Instagram is taken from the words 'insta' or 'instant' and 'gram'. 'Insta' or 'instant' was originally inspired by Polaroid cameras which are also known as instant cameras or photos. Similar to Polaroid cameras, Instagram can display photos instantly.

While the word 'gram' is taken from 'telegram' which is able to send information to other people in a short time. Likewise Instant, which can also send photos ito other user's quickly, simply by utilizing the internet network.

It is very natural for Instagram to be as popular as it is today, because they often provide innovative features for their users.

Partial (t) Test

In this study, to answer the hypothesis proposed, the variables consist of independent variables, namely Instagram profile view (X1) and endorsement (X2). Dependent variable (Y) is impulse buying.

Table 1. Partial (t) Test

Variable	Sig.
Instagram Profile View	0.000
Endorsement	0.001

Source: Research Results (2023)

The results show that Instagram profile view has a significant effect on impulse buying. The function of social networks today is not only to communicate but also as a marketing medium for sellers where the Instagram social network has a fairly large market share. Instagram profile view will be an advertisement posted on Instagram which can be an effective marketing medium to trigger impulse purchases from consumers because consumers who use social networks tend to open the application at their leisure to -simply look for entertainment, where advertisements that exist indirectly will directly increase the desire of consumers who have impulsive personality traits to make purchases.

Endorsement has a significant effect on impulse buying. The celebrity endorsement stimulus can reflect the attributes of a celebrity. An endorser has attractiveness which does not only mean physical attractiveness, but attractiveness also includes a number of characteristics that can be seen by the public and are the uniqueness or strengths of an endorser, intelligence, personality traits, lifestyle, and body posture.

4. CONCLUSION

The results show that Instagram profile view has a significant effect on impulse buying. Endorsement has a significant effect on impulse buying.

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