



Analysis of the Impact of Instagram, TikTok, and YouTube on Online Fashion Purchase Decisions

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Abstract

This study aims to explore and analyze the influence of social media, specifically Instagram, TikTok, and YouTube, on purchasing decisions for fashion products on e-commerce platforms. With the growing role of social media as a marketing and informational channel, consumers are increasingly influenced by the content they encounter on these platforms. The study employs a quantitative method with a survey approach to gather data from active Shopee users exposed to fashion content on the three social media platforms. The findings indicate that Instagram, TikTok, and YouTube each have a significant impact on consumer purchasing decisions. Instagram is considered the most influential due to its engaging visuals and direct shopping features, while TikTok affects through viral content and the latest trends. YouTube plays a crucial role by providing in-depth information through reviews and tutorials. The analysis identifies that factors such as interaction with influencers, content quality, and product relevance play a key role in purchasing decisions. These findings offer valuable insights for marketers and fashion businesses to optimize their social media marketing strategies and clarify how different platforms can be effectively used to influence consumer behavior. The study also opens opportunities for further research on integrating cross-platform marketing strategies in e-commerce.

Keywords: Social Media, Purchasing Decisions, E-Commerce, Fashion.

INTRODUCTION

In the current digital era, the integration of connectivity between the internet and social networks has provided significant convenience for consumers in finding and learning about the products offered by online stores. With easier and faster access to various social media platforms, consumers can easily find product information, read reviews, and compare prices. This certainly makes it easier for them to make purchasing decisions. On the other hand, online store owners take advantage of this opportunity to influence consumer decisions through creative and engaging promotional strategies. By offering special promotions, such as exclusive discounts, bundling offers, or sponsored content on social media, they are able to attract consumers' attention and encourage them to choose the products being offered. Therefore, effective marketing strategies and intelligent use of social networks are key factors for online stores in increasing product appeal and expanding their market reach.

The use of the internet as a marketing medium has a significant impact on consumer purchasing decisions. With the presence of various digital platforms that enable direct interaction between businesses and consumers, the process of searching for and evaluating products becomes easier and faster. As online business competition intensifies, consumers have access to a wider range of references, both for goods and services. They can compare prices, read reviews from other customers, and evaluate the advantages of products and services from various providers. This situation forces businesses to be more innovative and efficient in their marketing strategies in order to capture consumer attention and differentiate themselves from competitors. Proper management of marketing through the internet not only increases business visibility but also directly influences consumer purchasing decisions by offering relevant information and attractive promotions.

PT Shopee International Indonesia, a subsidiary of SEA Group (formerly known as Garena), was established in 2015 and is headquartered in Singapore. This e-commerce platform, led by Chris Feng, operates in several countries, including Indonesia, offering an online shopping experience with secure payment systems and integrated logistics. Shopee primarily targets young consumers who are accustomed to shopping through gadgets, accessible via both the website and mobile app. According to a 2014 Brand Marketing Institute (BMI) survey, the number of online shoppers in Indonesia is equivalent to the number of internet users.

Social media has the potential to trigger feelings of inadequacy among teenagers, driving them to appear more fashionable and stylish (Prifanti et al., 2022). Fashion, including clothing, bags, and shoes, has seen rapid growth in Indonesia's e-commerce sector, although consumers still harbor concerns about payment security, safety, and product quality. Creative marketing content is crucial for an effective digital strategy, with social media platforms such as Instagram, TikTok, and YouTube playing a significant role in influencing consumers, particularly teenagers. These platforms have become essential tools for brands to reach and engage their target audience, shaping trends and consumer behavior in the process (Wasiat & Bertuah, 2022).

Purchase decisions are a complex process that involves various considerations, starting from curiosity and the need for a product, whether goods or services. This process includes an in-depth evaluation influenced by various factors, including marketing strategies and product quality, which can be controlled by the seller. However, factors such as economic conditions and consumer personal preferences also affect these decisions. Psychological aspects like motivation, perception, and attitude play a crucial role in understanding how consumers assess and choose products that align with their needs and desires (Saputri, 2016).

When making a purchase, individuals typically carefully consider products that are perceived to be good and align with their desires. This process involves evaluating personal characteristics and seeking inner satisfaction. Consumer behavior reflects the thoughts, feelings, and actions taken, where purchasing decisions are based on comparisons of products that meet their needs and wants. In addition, these decisions are also influenced by internal drives such as the desire to be valued and respected, as well as to fulfill personal needs.

LITERATURE REVIEW

Consumer Behavior

Consumer Behavior refers to the dynamic interaction between influences, awareness, behavior, and the environment in which individuals are involved in the exchange of life aspects. It encompasses how various factors affect the way consumers make decisions, interact with products or services, and respond to the market environment and social conditions around them. Consumer behavior reflects the internal processes that occur within an individual as they identify needs, evaluate options, and ultimately make a purchase. These factors influence each other and shape complex behavior patterns in the context of consumer-market interactions (Saputri, 2016).

The factors that influence consumer behavior include cultural, social, personal, and psychological aspects. Consumer behavior encompasses the study of buying units, which can be individuals, groups, or organizations. These units form various types of markets, including the individual or consumer market, group market, and business market created by organizations. Each of these markets is shaped by different factors that affect how consumers make purchasing decisions and interact with the products or services being offered (Saputri, 2016).

Consumer behavior encompasses the entire process and activities that begin with the search for information about the products or services needed. In this initial stage, consumers actively seek information through various sources such as the internet, recommendations from friends, or product reviews. After gathering sufficient information, consumers move on to the selection stage, where they compare different options based on specific criteria such as price, quality, and features. This process is followed by the purchase stage, where the final decision is made and the transaction takes place. After the product or service is used, consumers then evaluate their experience to determine whether the product or service met their needs and expectations. This evaluation often influences future purchase decisions and may include aspects such as satisfaction with quality, service, and the value received. The entire process aims to achieve personal satisfaction and effectively meet individual needs and desires (Schiffman dan Kanuk, 1994).

Social Media

Social media is a digital platform that encompasses various online resources created, researched, used, and distributed to educate and inform people about products, services, brands, topics, and other interesting events. Through social media, users can share information, engage in discussions, and interact with relevant content, which helps expand the reach of information and influence opinions and decisions (Prifanti et al., 2022).

Social media serves as a tool used by consumers to share information with others and businesses in various forms, including text, images, audio, and video. Through these platforms, users can express opinions, provide reviews, share creative content, and interact directly with brands or companies. On the other hand, businesses also leverage social media to spread information, promote products or services, and communicate with consumers to build influence and enhance engagement (Prifanti et al., 2022). Media sosial adalah platform yang memungkinkan kerja sama antar pengguna dalam menciptakan konten yang dihasilkan oleh pengguna itu sendiri (user-generated content). Media sosial dapat digunakan sebagai strategi e-marketing yang efektif jika dikombinasikan dengan platform lain. Beberapa contoh media sosial yang populer termasuk TikTok, Instagram, Twitter, Facebook, blog, dan Foursquare, masing-masing menawarkan fitur dan audiens yang berbeda untuk mendukung berbagai tujuan pemasaran dan promosi (Oktaviani et al., 2022).

According to (Kotler, 2014), social media can serve as an effective tool for building communities where individuals can discuss and share experiences regarding the use of a brand. Through these platforms, users who have previously tried a product or service can express their opinions, provide reviews, and share recommendations with others. These discussions allow potential consumers to gain more in-depth information and diverse perspectives about the products or services being offered. This interaction not only strengthens trust in the brand but can also influence purchase decisions by providing a clear picture of the benefits and drawbacks of the product or service. In other words, social media becomes a space where the experiences of previous users can shape and guide new consumers' decisions in selecting products or services that meet their needs.

Social media has become one of the most effective advertising tools, providing a platform for companies to directly and precisely reach their audiences. Additionally, social media offers users the opportunity to create creative content that has the potential to gain wide attention and be liked by many people. With features such as posting, sharing, and interaction, social media enables individuals and businesses to develop engaging and innovative marketing campaigns, while leveraging virality to increase visibility and engagement with their target audience (Syafitri & Yulianto, 2021).

Instagram

According to (Barusman, 2012), social media has become a rapidly growing sales trend, and Instagram is one of the standout platforms in this regard. Instagram is a social media platform focused on sharing photos and videos, similar to Twitter in terms of serving as a digital medium for communication and information sharing. However, Instagram has an advantage in terms of visuals, providing space for users to display and distribute engaging images and videos, thus increasing interaction and engagement with their audience. This platform allows users and businesses to share creative and informative content, which can enhance brand visibility and strengthen their digital marketing strategies.

With Instagram's increasing popularity as a photo-sharing platform, many users have converted their personal accounts into business accounts to leverage the marketing potential offered by the app. Instagram has evolved into a highly effective tool for product promotion, where business owners can use features such as image and video posts, as well as stories, to introduce and market their products. Business accounts on Instagram allow companies to reach a broader audience, build influence with customers, and use analytics tools to track the performance of their marketing campaigns. In this way, Instagram not only functions as a social platform but also as a strategic marketing channel to increase product visibility and sales (Wibisono, 2015).

Tik Tok

TikTok is an application that allows users to share short music videos and was first launched in September 2016, initially known as Douyin in China. TikTok is designed to make it easy for users to create and share unique short videos, making it a popular platform for viral videos. As social media platforms in Indonesia such as Facebook, Instagram, and Twitter have grown, TikTok has also become a primary choice for interaction and content sharing. TikTok allows users to express themselves through short videos, enhanced with music and text. Additionally, TikTok now offers the TikTok Shop feature, which enables brands and sellers to promote their products directly on the platform, responding to the sales boost driven by social media promotions. This feature has turned TikTok into a powerful tool for both content creators and businesses looking to leverage its massive user base for marketing and direct product sales (Oktaviani et al., 2022).

Youtube

YouTube is a website that allows users to share and enjoy a wide variety of videos, including music videos, short films, trailers, educational videos, vlogs, and tutorials. Users can upload, watch, and share videos for free. Headquartered in San Bruno, California, YouTube uses Adobe Flash Video and HTML5 technology to display user-generated video content, as well as movie,

TV, and music clips. Additionally, the site hosts amateur content such as video blogs and educational videos, making it a diverse platform for both professional and user-created media (Parinata, 2021).

RESEARCH METHODS

This research aims to analyze the influence of social media, particularly Instagram, TikTok, and YouTube, on purchasing decisions of fashion products on e-commerce platforms. The approach used is a literature review, where the researcher will collect and analyze previous studies to build a comprehensive understanding of this topic. Data sources include academic publications, journal articles, books, and related research reports, with a focus on the impact of social media on consumer behavior in the context of online shopping.

The research steps begin with identifying and selecting relevant literature, with inclusion criteria focusing on studies about the influence of social media and online purchasing decisions, while excluding irrelevant literature. Data will be collected from academic databases such as Google Scholar and JSTOR, as well as books and industry reports if relevant. The collected literature will be evaluated based on relevance and methodology, and analyzed to identify key themes and conclusions. The researcher will develop a conceptual model that explains the influence between social media and purchasing decisions, and formulate hypotheses to test the influence of each platform.

The expected results will include the identification of significant influences from Instagram, TikTok, and YouTube, as well as a comparison of which social media platform has the most significant impact. Practical recommendations will be provided for effective marketing strategies. The research will also discuss conclusions and suggestions for further research, as well as social media-based marketing practices. A bibliography will be compiled according to the appropriate citation format, and the limitations of the research will be noted, including data limitations and contextual variations that could affect the generalization of the results.

RESULT AND DISCUSSION

The Theory of Planned Behavior (TPB) model is an analytical method that focuses on behaviors with a high level of volitional control, assuming that all behaviors are within the domain of personality and social psychology. TPB includes five main constructs: attitude toward the behavior, subjective norms, perceived behavioral control, behavioral intentions, and the behavior itself. This model also adds the concept of perceived behavioral control to explain behaviors that are not entirely under the individual's control (Jogiyanto, 2008). The Technology Acceptance Model (TAM) explains that users' attitudes toward using a system are based on two key beliefs: perceived usefulness and perceived ease of use. Perceived ease of use influences the perception of

usefulness, and the design features of the system affect both factors. TAM is used to measure technology acceptance based on the perception of ease of use and the perceived benefits, as well as to assess the success of information system implementation by considering the users' willingness to use the system (David, 1989).

Several previous studies have explored the impact of marketing on firm value while considering profitability, providing important insights in this context. For example, a study by (Arsita, 2022) found that lifestyle and fashion trends significantly influence online purchasing decisions through Instagram, highlighting how trends and individual preferences shape consumer behavior.. A study by (Azizah & Aswad, 2022) showed a positive influence of online shopping on the consumer behavior of the millennial generation, although the focus was on specific e-commerce platforms such as Shopee. Meanwhile (Yuniarti, 2016), identified that product quality had the most significant influence on online fashion purchase decisions, with price and trust also playing a role, although to varying extents. The study by (Prifanti et al., 2022) highlighted the significant influence of fashion trends and social media on purchasing decisions, although trust did not show a significant impact.

According to (Wanadi, 2022), who explored how ads and the quality of the Shopee website influence the purchase intention of fashion products through trust, the study offers insights into how these factors interact. The research by (Wijaya et al., n.d.) shows that the clarity of information on TikTok influences the consumptive behavior of Generation Z, providing a different perspective from other social media platforms. Research (Ikbali et al., 2018), using the Theory of Planned Behavior, examined the influence of attitudes, subjective norms, and behavioral control on e-learning. Although in a different context, their study provides valuable insights into the impact of behavioral variables.

According to (Muktiwidari & Rinawati, 2023), the study found the influence of the Shopee 12.12 ad campaign on Instagram and its impact on the consumptive behavior of teenagers, while (Oktaviani et al., 2022) applied the Uses and Gratification Theory to show how TikTok Shop content influences consumptive behavior. The commonality among these studies lies in their assessment of the influence of social media and fashion trends, while the differences are found in the platforms used, the types of products, and the variables considered. This research aims to integrate these findings to provide a more comprehensive understanding of the influence of marketing on corporate value and profitability.

The Influence of the Instagram App on Purchase Decisions

The influence between the Instagram app and consumer behavior has been previously studied by (Syafitri & Yulianto, 2021). This research shows that

Instagram has a significant impact on consumer behavior. As a highly visual social media platform, Instagram allows users to view, interact with, and be inspired by content related to products and brands. Through features such as image posts, Instagram Stories, and targeted ads, the platform deeply influences purchasing decisions. Consumers can view product reviews, receive recommendations from influencers, and engage in compelling marketing campaigns. Additionally, Instagram facilitates direct interaction between brands and consumers, strengthening emotional influence and building trust in products. Instagram plays a key role in shaping consumer preferences and decisions, as well as influencing their overall consumption patterns.

This proves that advertisements displayed on Instagram have a significant impact on consumer responses, encouraging them to visit the related pages. Ads appearing in Instagram feeds or stories capture consumers' attention through attractive visuals and relevant messaging, motivating them to click on links and explore product or service pages. The effectiveness of these ads lies in their ability to target the right audience and deliver information that sparks interest, thereby increasing the likelihood of visits to the advertised pages and potentially accelerating purchasing decisions (Syafitri & Yulianto, 2021). Instagram can influence consumer behavior both in terms of purchases and visits to related pages. By displaying engaging and relevant ads, as well as providing a platform for interaction with brands, Instagram significantly impacts consumer decision-making. It can be concluded that Instagram has a significant influence on consumer behavior, encouraging them to make purchases or explore product pages further.

The Influence of TikTok on Purchase Decisions

TikTok has become one of the most popular social media platforms among young people, with the content shared often serving as a reference or fashion guide. This platform influences fashion trends and lifestyles through creative and viral videos, motivating its followers to adopt the latest trends and make purchasing decisions based on what they see on TikTok. TikTok's influence on consumer behavior is profound, as the trends and styles showcased on the platform can impact decisions related to selecting, visiting, and buying products on linked pages. Viral content and recommendations from influencers on TikTok often encourage users to explore products and make purchases based on what they view in the app.

Previous research has revealed that viral content and influencer recommendations on TikTok have a significant impact on consumer behavior. Content that quickly goes viral on the platform often grabs users' attention and generates buzz around a specific product or brand. Influencers, with their large follower bases and high engagement, play a crucial role in promoting products effectively through authentic and relatable videos. When influencers

recommend a product, their followers are often influenced and motivated to explore the product further. This not only increases user interaction with the brand but also accelerates the purchase decision process, as recommendations from trusted figures are considered more valid and reliable. TikTok serves as a powerful platform in shaping consumer perceptions and directly influencing purchase decisions.

TikTok plays a key role in shaping consumer trends and directly affecting purchase decisions. Content presented on the platform, especially those that are viral or recommended by influencers, often encourages users to explore and buy the products being promoted. The visual and interactive influence of TikTok videos makes it easier for users to get inspired and make quick purchase decisions, positioning TikTok as an effective marketing tool in the world of e-commerce (Oktaviani et al., 2022).

The research findings show that content on TikTok has a significant impact on purchasing decisions. The uses and gratifications theory is validated, where users actively choose and use media to meet their needs. Product information via TikTok Shop encourages consumers to become more consumptive by increasing their interest in products and motivating them to make purchases. Content promoted on TikTok, such as viral videos and influencer recommendations, plays a crucial role in influencing consumer buying behavior. Viral videos that capture attention often feature products in creative and engaging ways, sparking users' curiosity to learn more. Recommendations from influencers, who are known to have a strong influence on their followers, provide social validation and trust in the promoted products. Users inspired by this content tend to explore the products further, visit related pages for more information, and ultimately make purchasing decisions. In this way, TikTok not only raises brand awareness but also facilitates the conversion process from interest to actual purchase actions.

The Influence of YouTube on Purchase Decisions

YouTube plays a significant role in influencing consumers to purchase a product through reviews presented by influencers or YouTubers. The review videos produced by content creators often provide detailed explanations of the features, benefits, and usage of the product, along with engaging visual demonstrations. When influencers or YouTubers with large followings provide positive reviews, they not only offer valuable information but also build trust and urgency among their viewers. This encourages viewers to explore the product further, often by visiting the website or online store where the product is sold. By presenting the product in a relevant and compelling context, these review videos can influence purchase decisions and direct consumers to make a purchase based on the recommendations given.

The reviews presented in YouTube videos often trigger viewers' interest in visiting the online stores that offer the product. Informative and engaging review videos provide a clear picture of the product's quality and benefits, motivating viewers to seek more information. If the reviews are persuasive and trusted by the audience, they may feel compelled to make a purchase. The impact of review videos can vary, but if the video successfully generates interest and trust, viewers are not only likely to visit online stores but may also proceed to purchase the featured product. YouTube review videos have substantial potential to influence purchase decisions and stimulate online shopping activity.

This demonstrates that YouTube has a significant impact on consumer behavior when it comes to making purchase decisions. The platform provides users the ability to upload, watch, and share various types of videos, including movie clips, TV clips, music videos, and amateur content such as video blogs, short original videos, and educational videos. Headquartered in San Bruno, California, YouTube uses Adobe Flash Video and HTML5 technology to display this content. With a wide variety of video types available, YouTube enables creators and influencers to produce product reviews and recommendations that can influence their audience. These engaging and informative pieces of content often encourage viewers to explore the products discussed further, which can ultimately affect their decision to purchase the product (Parinata, 2021).

CONCLUSION

The research findings indicate that all three social media platforms significantly influence consumer behavior, with Instagram being the most influential. Instagram has been shown to have the greatest impact on purchasing decisions for fashion products due to its features that support visual interaction and effective product promotion. TikTok also plays an important role, particularly through creative content and short videos that influence consumption behavior, while YouTube contributes by shaping purchasing decisions through product reviews and tutorials. Although both TikTok and YouTube contribute to this effect, Instagram proves to be more dominant in influencing purchase decisions due to its ability to present visually appealing and lifestyle-relevant content. This study provides valuable insights for social media marketing strategies, highlighting the importance of optimizing Instagram usage to enhance the effectiveness of fashion product marketing campaigns.

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