

ANALYSIS OF ATTITUDE, MOTIVATION, KNOWLEDGE, AND LIFESTYLE OF THE CONSUMERS IN BANDUNG WHO SHOP THROUGH INSTAGRAM

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ABSTRACT

The research purposes were to find out the most dominant variable (either it was attitude, motivation, knowledge or lifestyle) that had influenced consumers to do shopping through Instagram, and to give a contribution to the marketing strategy for seller/reseller who run an online business through Instagram. The method of this research was a survey with 154 people chosen by accidental sampling. Data analysis of this research used a confirmatory factor analysis. It finds that the most dominant variable that influences consumers' purchasing decision through Instagram is consumers' knowledge. By knowing what the most dominant variable is, this study proposes the most appropriate marketing strategy base to the promotion of a brand in Instagram. The segmentation bases that can be used in Instagram are gender, social class, age, and lifestyle. The marketing target includes women of middle social class ranging from 15 until 25 years old. Most products sold in Instagram are related to fashion, accessories, and gadget.

Keywords: consumer attitude, consumer motivation, consumer knowledge, consumer lifestyle, instagram

INTRODUCTION

Modern human activities cause people not to have much time to shop. However, by using Internet technology, there comes a new phenomenon which is called online shopping channel. This channel helps societies get used to online shopping facilities to buy all things needed. Through online shopping channel, the buyers feel assured that they can save time, energy, and cost. (Warayuanty & Suyanto, 2015). Adi (2015) has added that there are developing and promising virtual store categories nowadays, such as fashion, electronic, and gadget. Levy & Weitz (2014) has declared that in addition to the shop, retailers can also communicate with their consumers through the Internet (the Internet retailing) or smartphone (mobile retailing). The same thing has been said by Adi (2015) while stating that there are some general kinds of stores that exist. They are not only the physical form (brick and mortar store) but also the other form called online retail sites (virtual store). It is more famous by the name electronic retailing (e-retailing). Adi (2015) has also mentioned that online lifestyle will last for a long period, so e-commerce market is surely predicted to have a great opportunity. Especially in the virtual store, there are still many rooms to grow. It is because the number of selling is not more than 1% if it is compared with the whole retail.

One of the most important activities in e-commerce is online shopping. Online shopping activity includes online retailing, searching for the product, searching for product information, choosing the method of payment, communicating with another consumer, and buying goods or services (Cai & Cude, 2008). The number of Internet users' enhancement in Indonesia is sufficiently promising for the growth of online market (e-commerce) which has a wide market opportunity. To see whether the Internet users

utilize technological flow maximally, it depends on their needs. Most of our societies have the different point of view about Internet shopping (Elfina & Fajrianthi, 2010).

Social media has changed consumers' way of seeking information, evaluating products, and giving feedback on products. In 2012, one out of five consumers searched about a certain brand and its product information on Facebook, and almost 42% of the consumers become social network friend with some brands to get additional information (Hillard, 2012). Various aspects of social media as a strange, mystifying, and counterintuitive space are highlighted by Meyerson (2010). They explain that it is all about people, and people are puzzling. Social media is all about understanding what triggers people as individuals and groups. They also state that the social media has the six persuasive psychological forces embedded, which are (1) reciprocity, humans by nature are obligated to repay favors, gifts, and invitations, (2) social proof, unintentional act of looking for approval from the society for our actions, (3) liking, being liked by online users affects sales positively, (4) authority, it is natural to respect and obey a form of authority, (5) scarcity, and (6) commitment.

One of the newest social media tools that is available to the brand is Instagram. It is a mobile application that allows its users to capture and share images as well as videos with followers. These days, Instagram starts to be enthused by Indonesian societies as one of social media account with visual usages, such as a feature of uploading photos and videos (Lestari, 2014). As a large visual social media tool, Instagram allows a business to reach consumers and strengthen its brand in new ways (Lavoie, 2015). This eventually makes Instagram an effective tool to reach the consumers. In a day, five million photos are shared in Instagram on a daily basis. These days, 50% of the top brands use Instagram as a marketing channel (Wally & Koshy, 2014).

Instagram consists of 200 million monthly active users and a total of 20 billion shared photos during these three years period (Ting, 2014). Based on the results of a survey done by TNS, Indonesia is a country with the biggest amount of Instagram users after Japan and Brazil. Due to a large number of Instagram users in Indonesia, Instagram has many roles in the online market in Indonesia. Various Instagram accounts that have many followers are redirected to using commercial media (endorsement). Every time an Instagram account owner promotes a product, there will be many people who see the product and a fraction of those people that will buy the products. Consequently, online marketing in Instagram gains large profits.

SumaLL, an analysis institution, reported at its newest annual report that Instagram is claimed to be the most effective media social platform to boost business. In its annual end of year report, SumaLL also submitted three other social media; they are (1) Facebook, (2) Google+, and (3) Twitter. It is claimed that Instagram is the only mobile application based service acclaimed as social media that can create new followers at the fastest rate, making it a very good condition for entrepreneurs (Aditama, 2014). Followers in Instagram are either potential consumers or even the loyal consumers of a brand. There are some factors that influence consumers' buying behavior such as (1) cultural social environment (culture, social class, and group), (2) psychological factors (motivation, perception, education, attitude, and behavior), and (3) personal factor (lifestyle, role, and job status) (Schiffman & Kanuk, 2007; Kotler & Keller, 2009). By better understanding consumers' behavior, the company will be able to give the right satisfaction and a better service to its consumers.

Based on the preliminary survey, the factors that have influenced consumers to do shopping through Instagram are; (1) attitude, the consumers prefer shopping in Instagram because of various products that are answered by 100% of the respondents. (2) Motivation, consumers prefer shopping in Instagram because the prices of the products are affordable that are answered by 72% of the respondents. (3) Knowledge, Instagram promotes other products, for example, food, cosmetics, and others besides fashion products that are answered by 92% of the respondents. (4) Lifestyle, consumers who shop in Instagram have understood information technology that is answered by 92% of the respondents.

From the background that has been explained, researchers are interested in examining which factor or variable among attitude, motivation, knowledge, and lifestyle that is the most influencing for someone to shop in Instagram. Thus, the research problem is which variable comes most dominantly (attitude, motivation, knowledge or lifestyle) in influencing consumers to shop through Instagram. Another research problem is to contribute a marketing strategy for brands that are sold through Instagram. Instagram is a medium designed specifically for visuals. Its capability to share photos easily on social platforms contributes to its tremendous growth (Wally & Koshy, 2014). Ting (2014) has declared that Instagram is a worldwide online social networking site that provides a platform for people to share photos and videos with others. There are also many online shops in Instagram that sell different products such as fashion, cosmetics, and daily commodities. Instagram users can check out the online shop pages and look for information about different products.

Schiffman & Kanuk (2007) and Kotler & Keller (2009) have declared that consumers' behavior is the knowledge that is learned to know how the consumers make their decisions to buy a product and some factors that influence that decision. To make a decision for purchase, the consumers will follow the buying process with these steps; (1) recognizing the needs, (2) searching for information, (3) evaluating alternatives, (4) purchasing, and (5) behavior after the purchase. Every step of the buying process is influenced by social cultural environment (culture, social class, and reference group), psychological factor (motivation, perception, learning, attitude, and personality) and personal factor (lifestyle, role, status, and job).

Sumarwan (2011) has declared that attitude is the expression of consumers about an object, whether it is like or dislike. An attitude can also figure consumers' perception to varied attributes, benefit or form its object. A similar statement is also declared by Suhartanto (2008), which is attitude is someone's evaluation form that is consistent with something, her/himself of his/her environment that involves the factor of motivation, emotion, perception, and comprehension about something. Measurement of attitude uses Fishbein's model according to which, people build the attitude of an object based on three things. Those are (1) attribute, a characteristic object which consumers will consider when they evaluate a product. (2) Trust, to measure how far the consumers' appraisal to something owned by an attribute is. (3) Importance weight, to show how far relative priority of an attribute perceived by consumers is (Suhartanto, 2008). By knowing consumers' attitude, marketers can identify utility segments, develop the new product, formulate it, and evaluate the promotion strategy (Sangadji & Sopiah, 2014). The results of a research conducted by Warayanti & Suyanto (2015) that have declared attitude has a high influence to determine product purchase through online shopping.

Motivation is something that comes out from inside or outside of people that could become a boost factor to reach the goal that people want to accomplish (Sangadji & Sopiah, 2014). Sumarwan (2011) has mentioned that motivation is a thrust that comes out of a consumer that will influence the decision process of purchase and the product usage. A motivation theory that commonly used is Maslow's theory of the hierarchy of needs (Schiffman & Kanuk, 2007). Based on that theory, human needs are tiered to (1) physiological needs such as the need for food, water, home, and clothes, (2) safety needs, (3) social needs such as contact with another human, (4) appreciation needs/ego which is the need to have achievement so people can reach work achievement and better career, and (5) self-actualization need (Schiffman & Kanuk, 2007).

Consumers' knowledge is all the information and experiences that owned by the consumer about a certain product (Mowen & Minor, 2002). Consumers' knowledge is divided into three; they are; (1) product knowledge, (2) purchasing knowledge, and (3) usage knowledge (Sumarwan, 2011). According to Schiffman & Kanuk (2007), the knowledge that is achieved by consumers or personal experience will be valid as a feedback for that person and will be a standard for the same situation in the future. This matter is emphasized by Sumarwan (2011) that stated that consumers' knowledge becomes a standard to decide what someone will buy, how many things he/she will buy as well as where and when he/she will buy it. When a consumer has more knowledge about some products, then he/she will be in a better

situation to make his/her decision, and he/she will be more efficient and precise to process the information. He/she will also be able to do better to recall the information collected before. Similar to the statement from Dai, Forsythe, & Kwodai (2014), they have described that online shoppers with online apparel shopping experience may perceive purchasing apparel products online to be less risky than those with limited experience. This is due to the familiarity that they have with the online channel for apparel purchasing which makes them feel more confident about their ability to choose the right online products.

Lifestyle is a pattern of someone's life in the world that reflects on his/her activities, interest, and opinion. Lifestyle is commonly associated with activities, interest, and someone's opinion (Kotler & Keller, 2009). According to Mowen & Minor (2002), lifestyle shows how someone's life is such as how someone spends his/her money and how someone allocates his/her time. Lifestyle reflects the whole personal life that interacts with the environment. Lifestyle in marketing perspective is a segment group that relies on to what they want to do and how they spend their income. Sumarwan (2011) has added that lifestyle will show more of someone's behavior as it tells about how he/she faces life, uses his/her money, and utilizes his/her time. Krishnan (2011) has added that consumers often choose the product and activity related to their lifestyle. The results of research that is done by Warayanti and Suyanto (2015) have declared that lifestyle is a factor that influences the consumer's decision at the time of online shopping. Lifestyle and attitude are important factors which have to be considered at the time of online shopping in Indonesia.

Here are several reasons why Instagram is used as an object in this research; (1) based on the consumers' perception, the features in Instagram are simpler and user-friendly because of its attractive visual content and filter option as well as its great number of users. (2) Based on the producers' perception, photos published by them are in a safe protection on its copyright because they cannot be downloaded, but they have to be captured manually. Not only that, but they are also given a watermark and will automatically have their particular characteristics. Through the pictures and videos uploaded to Instagram, a brand will get an opportunity to build a relation with its prospective consumers without facing any language matter. By knowing the factors of the consumers' lifestyle, motivation, knowledge, and attitude, producers are able to create a marketing strategy (segmentation, targeting, and appropriate positioning), and a marketing mix suitable with the targeted goals.

METHODS

The research objects are Instagram users in Bandung, a town whose citizens are mostly youngsters. There are two statistical analysis methods used in this research; they are (1) descriptive analysis method to describe the result of the examination of the sample, and (2) confirmatory factor analysis to find out the determinant factors for the consumers to shop in Instagram.

The confirmatory factor analysis is an analysis method used to statistically confirm the model established by the researchers whether the measurement is appropriate to the hypothesis or not. Only then can it be learned which factors or variables are dominant. In the confirmatory factor analysis, there are latent variable and indicator variable. The latent variable cannot be formed and directly built. Meanwhile, the indicator variable is a variable that can be monitored and directly measured. The latent variables in this research are motivation, attitude, lifestyle, and knowledge.

The initial step in the confirmatory factor analysis is taking a feasibility study of factor analysis by paying attention to the index KMO and MSA to every indicator. The KMO index consists of numbers showing the feasibility study of the factor analysis. This index has the similar function as the function of common reliability value. The factor analysis can be further analyzed if its KMO index $> 0,5$. MSA

is numbering showing a validity of an indicator in describing the variables. This will be claimed valid if its $MSA > 0,5$. The amount of the contribution given by every dimension is seen by percentage value of variance (% of variance) which consists of numbers showing how big the fund given by each dimension in explaining other variable is.

In this research, the writer uses a survey method. According to Sugiyono (2014), survey method is research that is done in big population or small population with the studied data taken from its population sample to find out relative events, distribution, and the relation among sociological, or psychological variable. This method is used to give an in-depth description of a picture about attitude, motivation, knowledge, and lifestyle of consumers in Instagram in the area of Bandung. Population in this research is the whole consumers who shop through Instagram in October-December 2015. The sample is half of the consumers who shop through Instagram which sums up to 154 consumers with accidental sampling technique. The variables used in this research are attitude, motivation, knowledge, and lifestyle.

RESULTS AND DISCUSSIONS

From the results of the questionnaire that was given to the respondents, it can be inferred that majority of the consumers who shops using Instagram are women (61,7%) at the age of 15 – 20 years (66,9%). Moreover, the majority of them are as school students or university students (65,6%) with an estimated monthly income of approximately Rp500.000,00 – Rp1.500.000,00.

Zhou, Dai, & Zhang (2007) have suggested that both male and female are likely to do online shopping in the future. Most of the respondents shop through Instagram more than once in a month (60,4%) buying goods such as fashion/clothes (49,4%), shoes/bag (29,2%), accessories (watch, hand lace, hat, & necklace) (16,2%), and electronic goods (5,2%). The results of research by Ting (2014) has declared that one of the respondents' activities through Instagram is to look at online shops pages.

Based on questionnaire that is distributed to the respondents, it is gained some responses about attitude, motivation, knowledge, and lifestyle that are connected to online shop through Instagram. These are score responses that connect with consumers' attitude, motivation, knowledge, and lifestyle, which have following response notes:

- SA = Strongly Agree
- A = Agree
- QA = Quite Agree
- DISA = Disagree
- SDISA = Strongly Disagree

Table 1 Respondents' Response about Attitude

	SA	A	QA	DISA	SDISA	TOTAL	AVERAGE
Like to shop in Instagram because product displayed is exactly the same as the real product that is bought	17 11,0%	87 56,5%	40 26,0%	10 6,5%	0 0,0%	154 100%	3,72
Like to shop in Instagram because it doesn't require going out of home	62 40,3%	63 40,9%	25 16,2%	4 2,6%	0 0,0%	154 100%	4,19
I believe that Instagram is a favorite place to shop online	27 17,5%	72 46,8%	47 30,5%	8 5,2%	0 0,0%	154 100%	3,77

Table 1 Respondents' Response about Attitude (continued)

	SA	A	QA	DISA	SDISA	TOTAL	AVERAGE
Like to shop in Instagram because of various products.	44 28,6%	86 55,8%	22 14,3%	2 1,3%	0 0,0%	154 100%	4,12
							3,95

(Source: Data is treated, 2016)

Table 1 presents that majority of the respondents declared that they love to shop in Instagram because the products displayed are similar to the real products that they bought, they do not need to go out of the home, and the products are various. Nowadays, online consumers tend to be convenience-oriented, and the recreational and economic shoppers appear to become dominant (Zhou *et al.*, 2007). Overall, the average score that is gained for attitude is 3,95. Therefore, it can be concluded that the respondents in general really love to shop using Instagram. The results of research from Hsu & Bayarsaikhan (2012) have declared that there is a positive relation between online shopping attitude and consumer's innovations (a concept which is related with adoption process of new goods or services). There is a positive relation between perceived benefits (shopping convenience, ease/comfort of shopping, and enjoyment) with online shopping attitude. There is also a negative impact on perceived risk (privacy risk and security risk) with online shopping attitude.

Table 2 Respondents' Response about Motivation

	SA	A	QA	DISA	SDISA	TOTAL	AVERAGE
Shop in Instagram in order to follow the trend	19 12,3%	52 33,8%	39 25,3%	44 28,6%	0 0,0%	154 100%	3,30
Shop in Instagram because it is secure from deception	14 9,1%	32 20,8%	70 45,5%	34 22,1%	4 2,6%	154 100%	3,12
Shop in Instagram because the product price is affordable	18 11,7%	83 53,9%	41 26,6%	12 7,8%	0 0,0%	154 100%	3,69
Shop in Instagram in order to be called "high tech"	15 9,7%	42 27,3%	42 27,3%	41 26,6%	14 9,1%	154 100%	3,02
Shop in Instagram in order to be more confident in performing	12 7,8%	46 29,9%	68 44,2%	28 18,2%	0 0,0%	154 100%	3,27
							3,28

(Source: Data is treated, 2016)

According to the results of research implied from Table 2, it is known that most of the respondents have declared to get motivation in Instagram because of these reasons; (1) following the trend, (2) secure enough from deception, (3) affordable product price, (4) want to be called high tech, and (5) want to be more confident in performing. Overall, the average score that is gained for motivation is 3,28. Therefore, it can be concluded generally that respondents have quite high motivation to do online shopping by using Instagram. The research results of Ting (2014) has declared that motives of using Instagram are (1) information seeking by using "#" (hashtag) to search things and view online shop's pages to obtain information about different products. (2) The self-presentation that involves the performance of the personal image that individuals wished to be perceived as by other people. (3) Interpersonal communication (the activities that connect people with their friends online such as interacting with friends through the use of the comment and tag function on Instagram). Zhou *et al.* (2007) have said that motivational factor plays a key role in determining the time spent on product searching and online shopping. Experiential (hedonic) shoppers always find more enjoyment in the interactive environment than in pure text environment.

Table 3 Respondents' Response about Knowledge

	SA	A	QA	DISA	SDISA	TOTAL	AVERAGE
Instagram has many competitors that sell the same product	51	83	17	3	0	154	4,18
	33,1%	53,9%	11,0%	1,9%	0,0%	100%	
The price of product in Instagram is related with its quality	17	91	38	8	0	154	3,76
	11,0%	59,1%	24,7%	5,2%	0,0%	100%	
Shopping in Instagram can be done every time	47	74	32	1	0	154	4,08
	30,5%	48,1%	20,8%	0,6%	0,0%	100%	
There are many trusted online shops in Instagram	18	63	64	9	0	154	3,58
	11,7%	40,9%	41,6%	5,8%	0,0%	100%	
Instagram has many options of fashion products (clothes, shoes, bags)	49	77	22	6	0	154	4,10
	31,8%	50,0%	14,3%	3,9%	0,0%	100%	
Instagram is easy to be operated by various groups of ages	24	49	42	32	7	154	3,33
	15,6%	31,8%	27,3%	20,8%	4,5%	100%	
Instagram promotes other products besides fashion products (food, cosmetics, etc)	55	65	30	4	0	154	4,11
	35,7%	42,2%	19,5%	2,6%	0,0%	100%	
							3,88

(Source: Data is treated, 2016)

As seen from Table 3, the majority of the respondents agree that Instagram has many competitors that sell the same goods and the product price is related to its quality. Many of them also agree that shopping in Instagram can be done every time and there are many trusted online shops which regularly sell products through Instagram. Another factor from knowledge makes people decide to do shop more through Instagram because there are various products, and it is easy to operate it. Overall, the average score that is gained for knowledge factor is 3,88, and it is considered as good criteria. Therefore, it can be concluded that respondents have a good knowledge by doing online shopping on Instagram.

Table 4 Respondents' Response about Lifestyle

	SA	A	QA	DISA	SDISA	TOTAL	AVERAGE
People who shop in Instagram understand information technology	23	76	45	10	0	154	3,73
	14,9%	49,9%	29,2%	6,5%	0,0%	100%	
People who shop in Instagram like new fashion	23	74	45	11	1	154	3,69
	14,9%	48,1%	29,2%	7,1%	0,6%	100%	
People who shop in Instagram like simple things	35	67	47	5	0	154	3,86
	22,7%	43,5%	30,5%	3,2%	0,0%	100%	
People who shop in Instagram like to socialize in cyberspace	37	68	39	10	0	154	3,86
	24,0%	44,2%	25,3%	6,5%	0,0%	100%	
People who shop in Instagram are people who use their time efficiently	24	65	54	10	1	154	3,66
	15,6%	42,2%	35,1%	6,5%	0,6%	100%	
							3,76

(Source: Data is treated, 2016)

As seen from Table 4, the majority of the respondents have the opinion that people who shop through Instagram are people who understand the technology of information, love new fashion, like the simple things, love to socialize in cyberspace, and need its efficiency. Overall, the average score gained for lifestyle is 3,76. The average score of 3,76 is included in following the trend criteria. Therefore, it can be concluded that majority of the respondents who shop in Instagram are the people who follow the trend of lifestyle. The results of research by Elfina & Fajrianti (2010) have declared that there are differences of intention phase to buy some products through online shopping based on lifestyle

overview. Fashion lifestyle type is a consumer who uses the Internet to follow the trend of lifestyle and has high intention phase to shop online and potentially buy stuff through the Internet.

The first step in CFA is to do feasibility test by using of KMO index and MSA score for every indicator. The research result is performed in Table 5.

Table 5 KMO and MSA for Every Indicator

Factor	No	Indicator	Cronbach's Alpha	KMO	MSA	Conclusion
Attitude	S1	Like to shop in Instagram because the displayed product is exactly the same with the product that is bought	0,624	0,809	0,86	Valid
	S2	Like to shop in Instagram because it doesn't require going out of home			0,814	Valid
	S3	I believe Instagram is a favorite place to shop online			0,922	Valid
	S4	Like to shop in Instagram because of various products			0,806	Valid
Motivation	M1	Shop in Instagram in order to follow the trend	0,768		0,742	Valid
	M3	Shop in Instagram because it is secure from deception			0,854	Valid
	M4	Shop in Instagram because product price is affordable			0,744	Valid
	M6	Shop in Instagram in order to be called "high tech"			0,701	Valid
	M7	Shop in Instagram in order to be more confident in performing			0,801	Valid
Knowledge	P1	Instagram has many competitors that sell the same product	0,768		0,86	Valid
	P2	The price of product in Instagram is related with its quality			0,853	Valid
	P3	Shopping in Instagram can be done every time			0,779	Valid
	P4	There are many trusted online shops in Instagram			0,859	Valid
	P5	Instagram has many options of fashion products (clothes, shoes, bags)			0,831	Valid
	P6	Instagram is easy to be operated by various groups of ages			0,825	Valid
	P7	Instagram promotes other products besides fashion product (food, cosmetics, etc)			0,786	Valid
Lifestyle	GH1	People who shop in Instagram understand information technology	0,668		0,73	Valid
	GH2	People who shop in Instagram like new fashion			0,792	Valid
	GH3	People who shop in Instagram like simple things			0,805	Valid
	GH4	People who shop in Instagram like to socialize in cyberspace			0,666	Valid
	GH5	People who shop in Instagram are the people who use their time efficiently			0,838	Valid

(Source: Data is treated, 2016)

Based on Table 5, it can be seen that KMO index gained is 0,809. Because the KMO score is far beyond 0,5, it can be concluded that the overall of indicator for every online shop dimension using Instagram can be processed continuously. Furthermore, since the MSA index for every indicator is bigger than 0,5, the whole indicators have been approved to be analyzed using factor analyze method.

The number of contribution influence that is given by every dimension (group) to online shop used in Instagram is seen by score of percentage (%) of variance. This is shown in Table 6.

Table 6 Percentage of Variance (Influence Contribution from Every Dimension)

<i>Component</i>	<i>% of Variance</i>
1. (Knowledge)	26,455%
2. (Motivation)	9,631%
3. (Attitude)	8,027%
4. (Lifestyle)	6,136%

(Source: Data is treated, 2016)

Table 6 indicates that knowledge factor is a factor which has the most dominant contribution to someone on deciding to shop through Instagram. Its contribution is as big as 26,455%. The second position is taken by the dimension of motivation with a contribution of 9,631%, while the third position is taken by the dimension of attitude with a contribution of 8,027%. Lastly, the dimension that has the lowest contribution is the lifestyle with a contribution of 6,136%. According to Shiffman & Kanuk (2007), the new knowledge that is gained or the personal experiences of the consumers is used as feedback for each person and give a future attitude standard in the same situation. This matter is strengthened by Sumarwan (2011) who mentioned that consumers' knowledge had become a standard to decide what he/she will buy, how many things that he/she will buy, as well as where and when he/she buys it. When a consumer has more knowledge about the product, then he/she will be better in choosing his/her decision, and it will be more efficient and precise to process information. It will also recall the better information.

From this discussion, the marketing strategies that can be applied by a seller/reseller who sells his/her products through Instagram are in a segmentation classified based on the users' age, social class, and lifestyle. The targets are consumers ranging from age 15-25 years old, middle-class women who graduated from Senior High or Universities, and people who follow the social media development. The products sold are fashion, electronics, and accessories with reasonable prices by using promoting method in Instagram.

CONCLUSIONS

Overall, the average score that is gained for attitude is 3,95 in a like criteria zone. Therefore, it can be concluded that respondents generally decide to shop using Instagram. The average score that is gained for motivation is 3,28 which is considered a high enough criteria. Therefore, it can be concluded that generally, motivation has a great influence on consumers to purchase some products via Instagram. The average score that is gained for knowledge is 3,88 which is included in the good criteria. Therefore, it can be concluded that a good knowledge is important to be considered in online shopping using Instagram. The average score that is gained for lifestyle is 3,76 which is included in the following the trend criteria. Therefore, it can be concluded that majority of the respondents in online shopping who are using Instagram has a lifestyle which always follows the trend. The most dominant variable that has

influenced consumers to do shopping through Instagram is knowledge. Other variables that have influenced the consumers' decision are motivation, attitude, and lifestyle.

In forming a marketing strategy, a seller/reseller who sells his/her products through Instagram categorizes the targeting segmentation by seeing the consumers' age, social class, and lifestyle. The seller/reseller's targets are female consumers at 15-25 years old coming from the middle class by selling products of fashion, electronics, and accessories. The promotion is done through social media, specifically Instagram.

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