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# The Effect of Instagram as Social Media Marketing on Students' Consumptive Behavior (Case Study of Students' in Faculty of Economics and Business University of Jember from 2016 to 2019 Generation)

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**Abstract.** This research was conducted to find out the significant influence of Instagram as social media marketing on the students' consumptive behavior (the case study of the Faculty of Economics and Business students, University of Jember, the academic year of 2016-2019). This research was quantitative study using inferential analysis including simple linear regression analysis, analysis of regression variants, F test, coefficient of determination ( $R^2$ ) and standard error of estimate. The location of this research was determined by the purposive area method, namely the students of the Faculty of Economics and Business, University of Jember, the academic year of 2016- 2019, the purposive sampling was used to determine the number of samples, this research involved 82 respondents. The data was collected using questionnaires, interviews and observations. Data processing techniques of this research were scoring, editing and tabulation. Based on the results of the F Test shows  $F_{count} \Rightarrow F_{table}$  with a significance level of  $0,000 < \alpha = 0,05$ . Based on the research,  $H_0$  is rejected and  $H_a$  is accepted, so there is a significant influence of Instagram as social media marketing on the consumptive behavior of the Faculty of Economics and Business students, University of Jember, the academic year of 2016-2019. The results of the calculation of the coefficient of determination ( $R^2$ ) is 0.852, it shows that the percentage of Instagram's influence as social media marketing on consumptive behavior of students of the Faculty of Economics and Business, University of Jember, the academic year of 2016-2019 is 85.2%, while 14.8% is influenced by other variables that is not examined in this study.

## 1. Introduction

The rapid advance of technology and information has alleviated the accessibility for humans obtaining information about certain product they desire. One of the examples is the emergence of e-marketing. The usage of internet in marketing has created an innovation which transforms manually to digitally selling product. This new era, thus initiates new concept of marketing which promotes the use of media social or commonly known as social media marketing. One of social media that can be used for selling product is Instagram [9]. Instagram has become first-rate application dealing with posting pictures and short video that can be shared to other social media [3].

Instagram as social media marketing also depends on four essential indicators in marketing mix including in price, distribution, and promotion.[7]. The strength of Instagram as social media marketing utilized by Instagram user is the feasibility downloading application both for smartphone and iPhone users, accessible application wherever and anytime user want to use, and other features of Instagram which help users looking for desirable products, as well as the feature to assist selling and purchasing products.

The majority of Instagram users are teenagers to young adults around 18-24 years old, who are mostly dominated by those college degree students. They have loads of time for operating their mobile phone surfing on the internet and social media. The intensity of Instagram usage will generate more



exposure of information of product that the desire to purchase the item is getting higher, even though it is not necessary for them to buy it.

Students of Economic and Business Faculty are characterized as hedonistic and high class social status among students of Jember University. Moreover, the majority are also Instagram users. Accordingly, this phenomenon attracts the researcher to conduct a research by observing students of Economic and Business Faculty of Jember University. They have huge amount of time using Instagram since they have limitless access to it. The more intense they use Instagram, the more possibility of them shopping online through Instagram application.

The emerge of marketing innovation through Instagram and their intensity of accessing it as well as product advertisements offered influence the users to shop in Instagram. In addition, the features provided also give a feasibility to purchase products, such as search, Ig shopping and other remaining features. They do not necessary to go to market or store to buy things, only using their gadget they can buy whatever they want. However, online shopping especially in Instagram can be addictive and lead them to over purchasing or being consumptive.

This is previous research conducted by Anggraini [1] with the title of the influence of social media Instagram Online Shop on Consumptive Behavior of Students at SMAN Makassar. The results of this study indicate the influence of social media Instagram online shop on the consumptive behavior of Makassar high school students by 97%, they do online shopping not based on needs, but only desire and lifestyle, causing someone to be wasteful and behave consumptively.

According to the issues, the researcher intended to conduct a research to investigate the effect of Instagram as social media marketing on the consumptive behavior of Economic and Business Faculty students of Jember University academic year 2016-2019.

## 2. Methods

This is quantitative research that used simple linier regression analysis, namely regression variance line, F testing, determination coefficient and *standart error of estimate*. Purposive area was used to determine location of research and purposive sampling for sample determination which were the students of Economic and Business Faculty of Jember University academic year 2016-2019 as many as 82 respondents. Questionnaire, interview, and observation were used as data collecting method.

## 3. Results and Discussion

### 3.1 Linear Regression Analysis

Based on the results of data analysis calculations using the SPSS 25.0 for windows program as follows:

**Table 1.** Linear Regression Analysis

Variable	B	Std. Error	Beta	T	Sig.
(Constant)	4.085	2.021		2.021	0.047
Instagram social media marketing	1.043	0.049	0.923	21.484	0.000

Data Source: Processed(2020)

From the data analysis above, a simple regression equation is obtained as follows:

$$\hat{Y} = 4.085 + 1.043X$$

### 3.2 Model summary interpretation results

**Table 2.** Model summary interpretation results

Model	R	Rsquare	Adjusted R Square	Std. Error of the Estimate
1	.923	0.852	0.850	1.778

Data Source: Processed (2020)

Based on the results of the data analysis above, an R value of 0.923 was obtained, which means that there is a correlation between Instagram as social media marketing (X) and the consumer behavior of students at the Faculty of Economics and Business, University of Jember 2016-2019 (Y) can be categorized as having a very strong relationship with the level of interpretation coefficient is in the range of 0.800-1000. Based on the results of R Square above of 0.852, it can be concluded that the effect of Instagram as social media marketing on the consumer behavior of students of the Faculty of Economics and Business, University of Jember 2016-2019 is 85.2%. Following are the results of the calculation of the F value using SPSS 25.0 for windows.

### 3.3 F-Test

**Table 3.** F-Test

Model	Sum of square	Df	Mean Square	F	Sig.
Regression	1459.932	1	1459.932	461.558	.000 <sup>b</sup>
Residual	253.044	80	3.163		
Total	1712.976	81			

Data Source: Processed(2020)

Based on the results of the above analysis, it is obtained that the value of F-count = 461.558 is greater than F-table = 3.96 with a significance level of 0.000 < 0.05. So it can be concluded that Instagram as social media marketing has a significant influence on the consumptive behavior of students of the Faculty of Economics and Business, University of Jember 2016-2019.

### 3.4 The Effect of Instagram as Social Media Marketing on Students' Consumptive Behavior

According to the result of inferential analysis, it was found that Instagram as social media marketing affected consumptive behavior of Economic and Business Faculty Students of Jember University academic year 2016-2019 as many as 85,2 %. The result of inferential analysis using simple linier regression method was categorized as very high since the indicator integration on Instagram as social media marketing was able to impact on consumptive behavior of Economic and Business Students of Jember University academic year 2016-2019.

The variety of products and prices offered in social media Instagram were the reasons of respondents in purchasing online. They could select any product they wanted and compared it to any other products from other merchants. More than that, various kinds of promotions made by the sellers like offering discounts and rewards could attract respondents to do online shopping.

Fast and easy distribution process was other reason why respondents doing online shopping in Instagram, so they did not have to walk to the market or store and just needed their smartphone to purchase any kind of product they want. Furthermore, the convenience way of transaction by transferring the fee is also the reason they shop on Instagram. This is in line with Sumarwan's statement[10]. that as the rapid advance of technology goes on, the transaction has no longer needed to be done in a Bank, but by utilizing the feature of m-Banking installed in smartphone people can transfer money to the online shop on Instagram. Distribution process was not much different from other social media platform that made use of delivery service so that customers just needed to wait for few days and the product would be delivered at their home. There were numerous of feasibilities for transaction and also distribution that made customers even more addicted to shop online on Instagram.

Another feature provided by Instagram to the merchants and users beside the searching feature to look for goods they desire was visual design that was more captivating than other social media platforms. Instagram had regularly updated new features that spoiled Instagram users. This was also supported by one of respondents that she preferred shopping in Instagram to other social media platforms due to its attractive visual background and features.

Due to bewitching products and rewards offered by the sellers on Instagram, it was also the supportive factor of respondents buying online. The rewards were various such as discounts, giveaway, guarantee, and others.

Based on those indicators mentioned above, it can be said that Instagram as social media marketing can arouse consumptive behavior of its users especially the students of Economic and Business Faculty of Jember University academic year 2016-2019 that they have limitless access in using social media, thus the products and advertisements sway them to buy or shop on Instagram.

They buy things is not for their daily needs, it is just because they just want to possess the things. This is supported by Hurlock and Monk[4] describe that high buying desire usually arouse teenagers since youth at their age will likely present their personality in dress, make up, attitude and others. Besides that, teenagers always want to be prominent in dressing up in order to attract other people or other opposite gender, thus it makes them surely spend their money to buy things to enhance their appearance.

This is reinforced by previous research conducted by Ikbal Maulana [5] entitled The Influence of Instagram as Social Media Marketing on the Consumptive Behavior of Career Women in Pekanbaru City. Based on the results of research conducted by Ikbal Maulana Instagram as social media marketing, has an effect on the Consumptive Behavior of Career Women in Pekanbaru City, which is 56.3%.

Instagram as social media marketing can influence consumer attitudes and behavior and ultimately lead to consumptive behavior where Instagram users buy goods with the aim not to fulfill their needs alone, but to show their identity so that they can be accepted by their environment, increase prestige, prestige and to appear different from the environment [3][8].

#### 4. Conclusions

Based on the explanation of the results of the research and discussion above regarding the influence of Instagram as social media marketing on the consumer behavior of students of the Faculty of Economics and Business, University of Jember 2016-2019, it can be concluded that Instagram as social media marketing affects the consumer behavior of students of the Faculty of Economics and Business, University of Jember 2016 -2019. Based on the results of the research that has been done, it shows that Instagram as a social media marketing in influencing the consumer behavior of students of the Faculty of Economics and Business, University of Jember 2016-2019 depends on four important indicators in the marketing mix which include product, price, distribution, and promotion. The developments that occur in the use of Instagram social media as social media marketing have more or less influence on how people get information on a product that is promoted in it. The side effect of this is consumptive behavior. They make online purchases no longer to fulfill their basic needs but to fulfill their desires that are to maintain prestige, follow fashion, and various other reasons that are less important.

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