



The Effect of Advertising on social media on Fashion Product Purchase Decision

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Abstract. Technology makes the fashion industry grow very rapidly and nowadays fashion has become a lifestyle for people to show social status. The many local and international brands that exist, trigger the desire to use fashion products. As if you don't want to be left behind with existing trends. In this modern era, social media is very helpful in everyday life, especially for producers and consumers. Social media has become a gathering place for various communities. In this modern era, product purchase decisions are strongly influenced by social media such as Facebook, Twitter, YouTube, Pinterest, WhatsApp, Instagram and TikTok. This study aims to determine the effect of advertising on social media on purchasing decisions for fashion products. This research uses a combination of quantitative and qualitative methods. Children's questionnaires were distributed to 100 people. Questionnaires will be distributed to students as case studies. The results showed that advertising in social media had an effect on purchasing decisions for fashion products. Humans are greatly facilitated by the existence of technology. Various media with different and complete features are very helpful for those of us who want to promote a business. The development of the fashion industry is very fast, supported by the development of existing technology, social media has evolved into an efficient and practical platform in marketing. This study concludes that advertising on social media is very influential, especially in the form of visuals in the form of promos and other information about the products being sold. This research is expected to help get more potential consumers by utilizing social media.

Keywords. Technology, Social Media, Purchase Decision, Fashion, Advertising.

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1. Introduction

Currently the fashion industry is growing very fast in line with technological developments. People don't seem to want to miss the latest trends. Fashion has become a necessity of human life. The number of international fashion brands entering Indonesia such as Prada, Zara, Uniqlo, Nike, Adidas, Bershka, Levi's, Pull and Bear, Dior, Puma, and others can actually trigger people's desire to consume fashion products, this happens because of media factors. social. On the internet, all kinds of information spread quickly, making it easy for everyone to get their fashion needs. And in the end the fashion industry relies heavily on socialization from various existing media, as an effort to influence purchasing decisions. Business actors usually use the services of celebrities or celebgrams in promoting the products they sell, with the aim of attracting public attention and ultimately making purchasing decisions. It is explained in the research of Sudha & Sheena that the fashion industry will build new needs in society so that it makes people interested and ultimately make purchasing decisions [1]. ashari and Rustemi explain that reviews, in the form of visual forms such as photos and videos on social media, will affect consumers to buy products [2]. Marketing through social media does have an important role in the business world, especially in the field of fashion and is one of the fastest media in disseminating information.

According to Kotler and Keller, social media is a means for consumers to share text, images, audio, and information with each other and with companies [3]. Permadi & Fathussyadah, explained in their research that the positive impact of social media is that in this modern era, the digital-based Micro, Small and Medium Enterprises (UMKM) sector is everywhere, it is able to help improve the regional economy in Indonesia [4]. In line with that, currently many sellers use social media Instagram, TikTok, Twitter, and Facebook as a place to promote their products where they create content related to the products or services they offer. In Refiani & Mustikasari's research, Instagram is indeed the most frequently used social media in promotion whose main function focuses on visuals in the form of photos & videos [5]. Instagram itself has a variety of interesting features such as instastory and so on. According to Diansyah et al, purchasing decisions are actions taken by consumers to purchase a product and a process of selecting one of several alternative problem solving with real follow-up [6].

This study aims to determine the effect of social media on purchasing decisions for fashion products. Promotion on social media is expected to create more opportunities to increase product sales where the content provided on social media pages can attract the attention of potential buyers so that they can influence purchasing decisions for a product.

2. Method

This research uses mixed methods, which is a combination of quantitative and qualitative methods as well as questionnaires and library studies as data collection methods. We take a case study of fashion advertising on social media and customer preferences in Bandung. The questionnaire was chosen as the data collection method.

2.1 Questionnaire

Purposive Sampling Techniques are teenagers and adults with an age range of 19 to 24 years and domiciled in Bandung, who have or frequently shopped online with a set number of 100 respondents. respondents were determined using the Slovin Formula. Teenagers and adults were chosen as respondents because consumers of fashion products are dominated by teenagers and adults.

2.1.2. Slovin Formula

The Slovin formula is used to calculate the minimum sample size if the behavior of a population is uncertain [7]. This formula was first introduced by Slovin in 1960. This formula is commonly used in survey research that has a large sample size to obtain a small sample that can represent the total population, which is shown in the equation below.

$$n = \frac{N}{1+(N.e^2)} \dots\dots\dots(1)$$

Where:

n = number of representative populations

N = total population

e = margin of error

Figure 1 shows the classification of the population by age and sex in the city of Bandung. the number of young adults aged 19 to 24 years is approximately 252,914 people. We have decided to limit the sample size to 100 respondents.

Kelompok Umur (Age group)	Penduduk Menurut Kelompok Umur dan Jenis Kelamin (Sex)					
	Laki-laki (Male)		Perempuan (Female)		Laki-laki dan Perempuan (Total)	
	2019	2020	2019	2020	2019	2020
0 – 4	100268	98637	96262	94658	196530	193295
5 – 9	97256	96154	92702	91973	189958	188127
10 – 14	86810	86617	83316	82940	170126	169557
15 – 19	106374	105325	108412	107103	214786	212428
20 – 24	132224	130877	123500	122037	255724	252914
25 – 29	117650	117081	108690	108288	226340	225369
30 – 34	108335	107756	99937	99419	208272	207175
35 – 39	97014	95765	95903	94487	192917	190252
40 – 44	93112	92961	94070	94421	187182	187382
45 – 49	83849	84498	86414	87375	170263	171873
50 – 54	74627	76196	75902	77538	150529	153734
55 – 59	60992	62688	63231	65142	124223	127830
60 – 64	41950	43329	41629	43311	83579	86640
65 - 69	29764	31233	30654	32301	60418	63534
70 - 74	18006	18974	19263	19862	37269	38836
75 +	15685	16234	24087	24923	39772	41157
Jumlah (Total)	1263916	1264325	1243972	1245778	2507888	2510103

Figure 1. Number of Population Based on Age Group and Gender in Bandung City in 2019-2020 (Source: Badan Pusat Statistik Kota Bandung, 2020) [8].

3. Results and Discussion

There are several questions given in the questionnaire to see the factors that can influence purchasing decisions on fashion products. Most of the respondents were women with 59 respondents (59%), while men with 41 respondents (41%). The majority of all respondents are 20 years old with 45 respondents (45%) and 19 years old with 15 respondents (15%), complete data is shown in Figure 2 below.

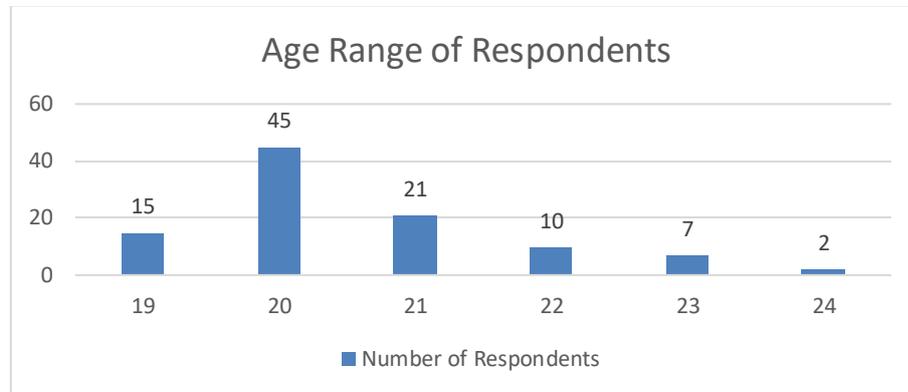


Figure 2. Age Range of Respondents

According to 100 respondents, the social media that has the most influence on their shopping decisions is TikTok (41% of respondents) and the social media with the lowest influence on shopping decisions is Facebook (8% of respondents) as shown in Figure 3.

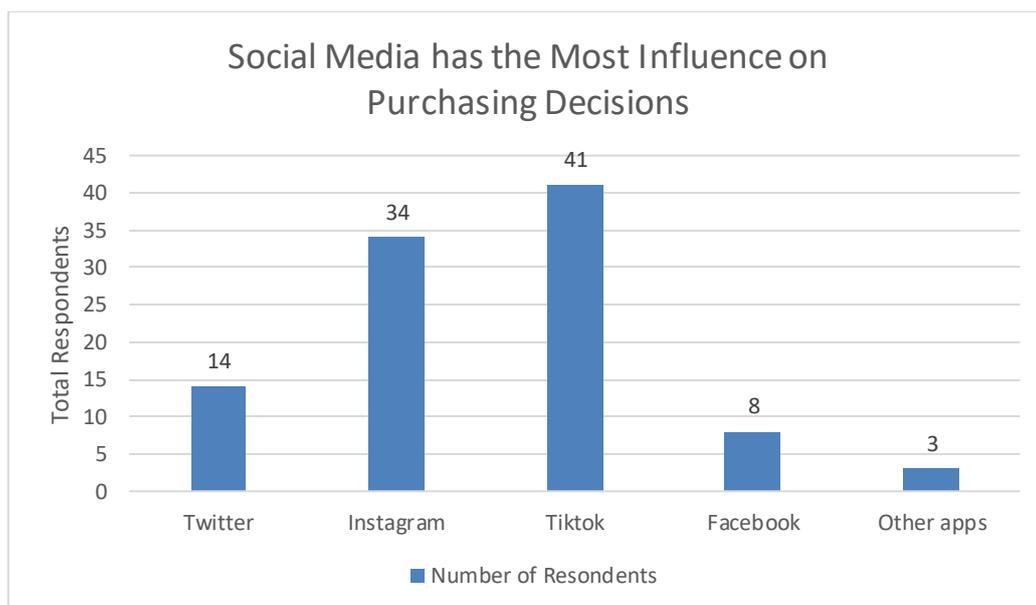


Figure 3. List of the most influential social media on purchasing decisions

In Figure 4, 57 respondents (57%) admitted that they often saw advertisements for Fashion Products, 37 respondents (37%) admitted that they occasionally saw advertisements for fashion products on social media, the remaining 6 respondents (6%) stated that they rarely saw advertisements for fashion products. Figure 4 also shows the effectiveness of advertising in attracting customers. Only 27 respondents (27%) stated that they were often interested in the advertisements they saw and 12 respondents (12%) stated that they were rarely interested, as many as 61 respondents (61%) stated that they were occasionally interested.

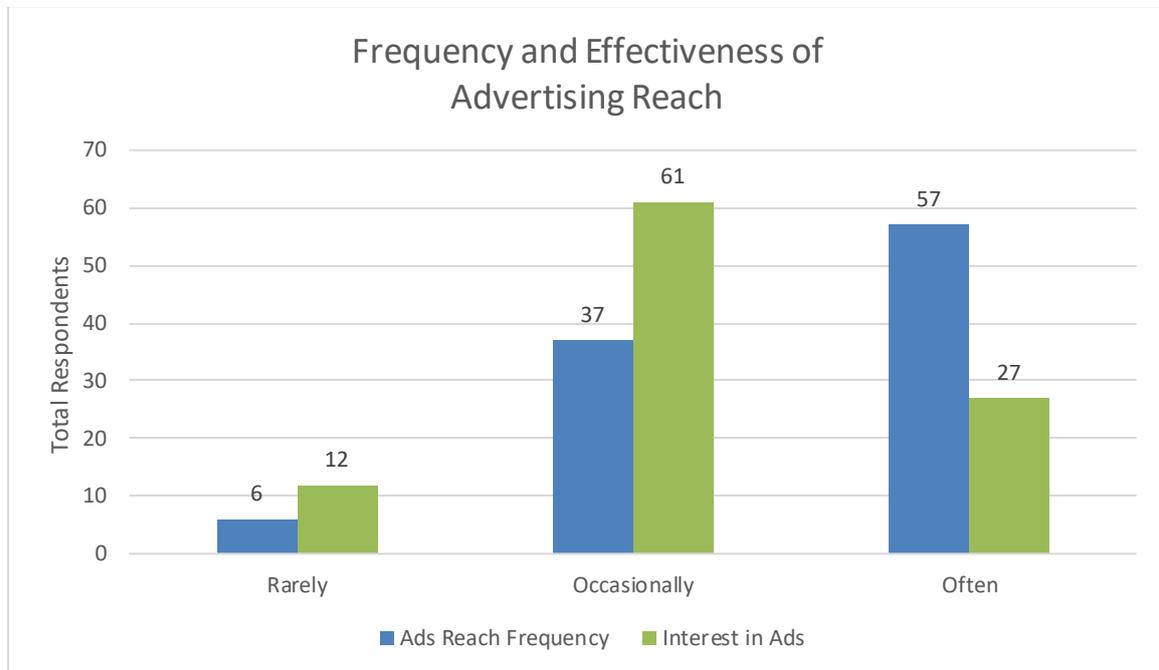


Figure 4. Ad Reach Frequency and Effectiveness

Looking at the results of the questionnaire, the most important aspect that attracts respondents' interest is video advertisements (49% of respondents), and another (33% of respondents) think that photo advertisements attract their attention to buying fashion products. The visual aspect is indeed an important thing to find out product information.

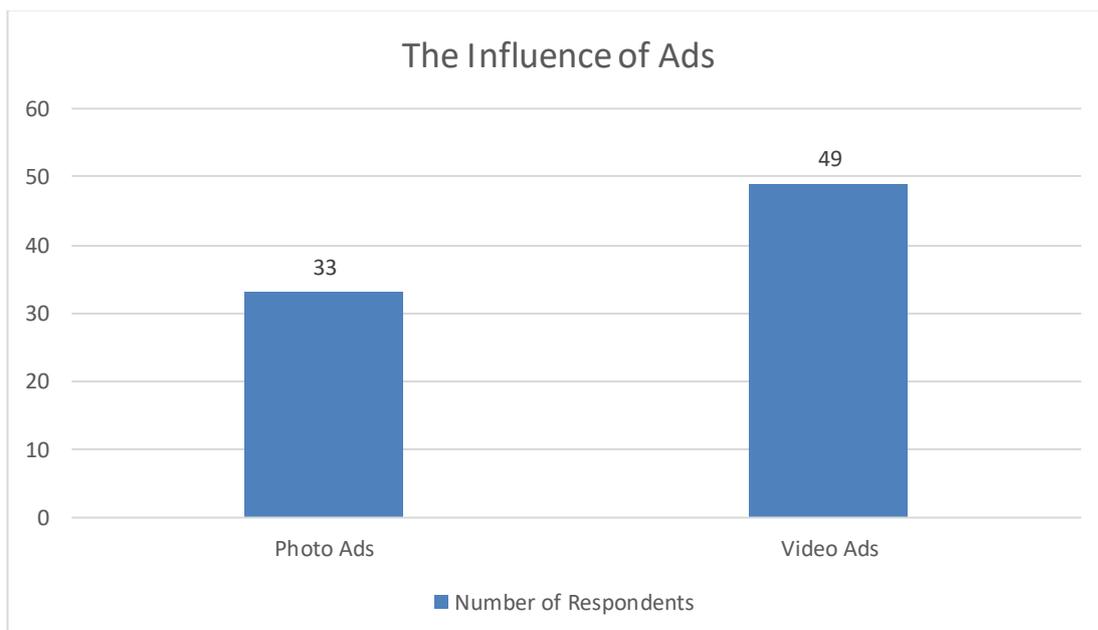


Figure 5. Effect of Advertising Form

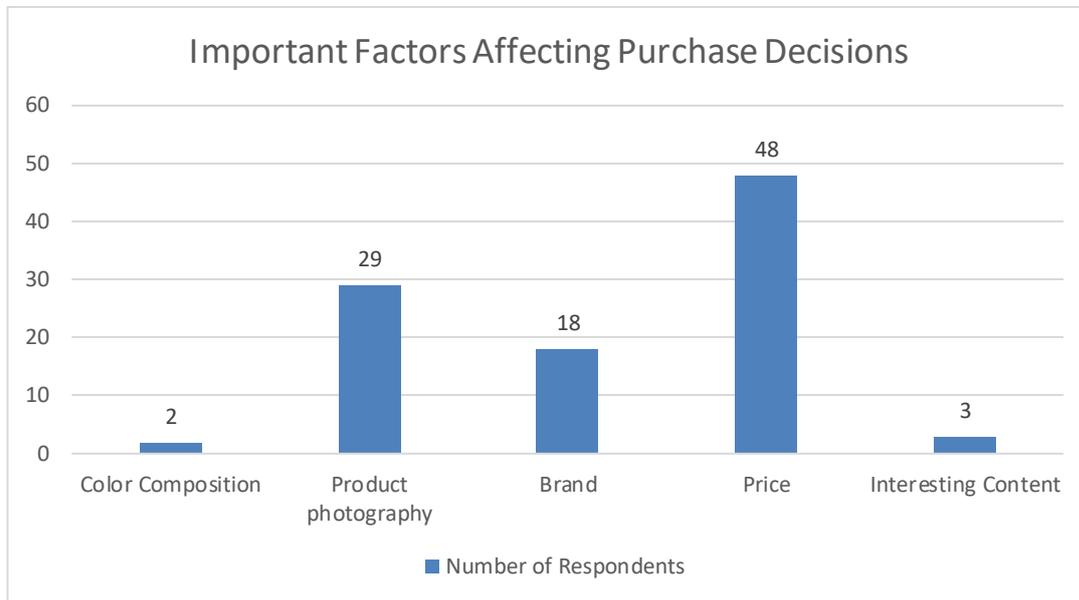


Figure 6. Important Factors Affecting Purchase Decisions

From the picture above it can be seen that product photography (29%) and price (48%) are the two factors that most influence people's purchasing decisions for fashion products. In Figure 3 it can be seen that TikTok is the application that most often attracts people to buy fashion products. This happens because the TikTok application has a short video format. It can be seen in Figure 5; the respondents are more interested in advertising in the form of videos. The short video format itself is efficient and easy for the public to understand.

These results also support the results of research conducted by Apriliya [9], and Mardiani & Imanuel [10] which states that the response factor has a relationship with consumer purchasing decisions. In line with the results of this study, Adede [11] [12] suggests that a company can benefit from the application of digital marketing such as interactive marketing (content and response). Shirazi [13] further stated that digital marketing activities using the Internet are always related to consumers, product promotions in the form of advertisements, questions and answers about products with consumers, and in the form of activities related to research, development of market needs, and built a positive outlook and image of the company.

Buying interest is one of the main factors of consumers in determining product or service purchasing decisions. In the e-commerce industry, consumer interest is an important factor that refers to the results of consumer assessments in finding information about a product, then the quality of a product and the price of the product will increase consumer buying interest. Kristianto in Wahyuni, et al [14] suggests that trust is an important factor when making online shopping transactions, because consumers believe in the seller's ability to ensure safeness during transactions. Consumer trust in a product has an influence on buying interest, because of the relationship that is built. when a person has confidence in a particular brand or product, then there is a possibility that consumers have the intention to buy. In building consumer trust, especially in the e-commerce industry, it is relatively difficult because there are several factors including: scams happen often, inappropriate quality of goods, competitive price competition, and various risks from the courier such as packages being stuck, packages arriving late, etc.

Therefore, sellers must create attractive advertisements and display advertisements in accordance with the facts. Trust can be increased through advertising, which needs to be supported in an online business is the quality of advertising. The quality of information in advertisements must be related to the products or services offered by sellers in social media. Honest and accurate information is the most important thing in order to increase consumer purchasing power for the products offered. Sellers must determine the right strategy to carry out product marketing activities.

4. Conclusion

This study found that advertising on social media is very influential on purchasing decisions for fashion products. The use of social media applications affects consumer decisions to buy fashion products. By seeing this, businessmen in the fashion industry should further increase marketing through social media. Consumers will be influenced by visually appealing content. This is very important to study, improving the quality of advertising and product quality will help increase consumer confidence to buy a product.

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