

## **Interest In Transacting : The Role of Lifestyle And The Effectiveness of Advertising on Instagram Social Media**

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### **ABSTRACT**

*This research aims to explore the relationship between Lifestyle and Advertising Effectiveness on Interest in Transactions on Instagram Social Media in Kuningan Regency. A total of 100 Instagram users were selected as samples using a purposive sampling method. This research uses multiple linear regression analysis to analyze the data collected. The research results reveal that Lifestyle and Advertising Effectiveness are able to influence positively and significantly on Transaction Interest on the Instagram platform. This provides evidence that a person's lifestyle has an important role in determining how interested they are in making transactions on Instagram. Besides that, Ads that are relevant, interesting, and persuasive can increase the likelihood that users will purchase the products or services offered. Thus, this research provides a better understanding of the dynamics that influence consumer behavior in the digital era, especially in the context of using social media for transactions.*

*Keywords: Lifestyle, Advertising Effectiveness, Transaction Interest*

### **ABSTRAK**

Penelitian ini bertujuan untuk mengeksplorasi keterkaitan antara Gaya Hidup dan Efektivitas Iklan terhadap Minat Bertransaksi di Media Sosial Instagram di Kabupaten Kuningan. Sebanyak 100 pengguna Instagram dipilih sebagai sampel melalui metode purposive sampling. Penelitian ini menggunakan analisis regresi linier berganda untuk menganalisis data yang dikumpulkan. Hasil penelitian mengungkap bahwa Gaya Hidup dan Efektivitas Iklan mampu mempengaruhi secara positif dan signifikan terhadap Minat Bertransaksi di platform Instagram. Hal ini memberikan bukti bahwa gaya hidup seseorang memiliki peran penting dalam menentukan seberapa besar minat untuk bertransaksi di Instagram. Selain itu, Iklan yang relevan, menarik, dan persuasif dapat meningkatkan kemungkinan pengguna untuk membeli produk atau layanan yang ditawarkan. Dengan demikian, penelitian ini memberikan pemahaman yang lebih baik tentang dinamika yang memengaruhi perilaku konsumen di era digital, khususnya dalam konteks penggunaan media sosial untuk bertransaksi.

Kata Kunci: Gaya Hidup, Efektivitas Iklan, Minat Bertransaksi

### **Introduction**

Current developments demand that consumers' mindsets become smarter, more effective and more efficient in being able to choose the desired products. Nowadays, many consumers' mindsets regarding product questions, such as current environmental and cultural factors, follow the pattern of consumers' desires to be able to keep up with the current era of globalized business. However, in reality, sales of business actors in the economy are currently experiencing a decline due to Covid-19 because sales cannot be done conventionally (cannot be done face to face), which has resulted in a decrease in people's income. Not a few perpetrators have closed their businesses due to the impact of the Covid-19 pandemic. This is supported by survey data from the Indonesian Institute of Science (LIPI). Survey data shows that 94.69% of businesses experienced a decline in revenue during the Covid-19 pandemic. According to company size,

49.0% of ultra-micro companies, 43.3% of micro companies, 40% of small companies, and 45.83% of medium companies, recorded a sales decline of more than 75%. By company duration, revenue declined by more than 65%, representing 23.27% of companies older than 0-5 years. 10.9% of companies are older than 6-10 years and 8.84% of companies are more than 10 years old.

With the decline in sales caused by the Covid-19 pandemic, business actors have to look for other ways to make sales, one of which is by using social media. Instagram social media aims to communicate the products or services we have to consumers, social media that can be used for example are Facebook, Instagram, Twitter, etc. One of the social media that has emerged and is widely used today is the social media Instagram with 63 million users in 2020. This creates opportunities for business actors to introduce products and services widely, so that it is hoped that consumers will also have special attention and response to the products being advertised. on Instagram social media regarding interest in transactions,

The interest in engaging in transactions, particularly on platforms like Instagram, stems from the perceived benefits and quality that products offer. In essence, consumers are drawn to transact when they perceive value in what they're purchasing. This inclination toward transactions reflects a significant aspect of consumer behavior, which is greatly influenced by evolving product trends and advancements in the modern era. In today's rapidly changing landscape, consumer behavior is intricately linked to their lifestyles, which are often shaped by the products they choose to engage with. As consumers adapt to current developments and innovations, their preferences and behaviors evolve accordingly. Consequently, their interest in transacting is not only driven by functional needs but also by the desire to align with their lifestyle choices and aspirations. Within the realm of social media, particularly on platforms like Instagram, transaction interest is subject to various influencing factors. Among these, lifestyle plays a pivotal role as it reflects individual preferences, values, and aspirations. Additionally, the effectiveness of advertising campaigns carried out by businesses also significantly impacts transaction interest. Through strategic and compelling advertising efforts, businesses can capture consumer attention and influence their decision-making processes, thereby driving transactional activities on platforms like Instagram.

Lifestyle stands out as a crucial variable requiring careful management within business operations due to its significant impact on various aspects of business activities. As lifestyles continually evolve in line with societal changes, businesses must adapt to these shifts to remain relevant and competitive. The dynamic nature of lifestyle trends necessitates businesses to align their strategies accordingly to resonate with their target audience effectively. Moreover, advertising serves as an essential tool for businesses to ensure their products garner public attention and attract potential consumers. By strategically deploying advertising campaigns, businesses can create awareness, generate interest, and ultimately drive transactions. Advertising acts as a bridge between businesses and consumers, conveying the value proposition of products or services and influencing consumer behavior positively. Hence, it becomes imperative for business actors to prioritize advertising efforts to maximize visibility and reach in the competitive marketplace.

## **Hypotesis Development**

### **Transaction Interest**

According to Jogiyanto (2019) states that interest is a person's desire to do a certain thing. Basically, interest is a form of acceptance by an individual towards something outside himself, where the stronger the individual's acceptance, the greater the interest he has. A person's interest in using information technology systems to meet their needs is greatly influenced by their beliefs the individual himself will use the information technology system (Thompson et al., 1991). Meanwhile, Schiffman & Kanuk (2004) define interest as a stimulus from within an individual to carry out an activity. The stimulus to carry out this activity arises from the consumer's unfulfilled needs, so the goal of this interest is to achieve the desired needs. Fulfilling needs based on consumer transaction interest depends on the goal. Each individual's goals will be different, the differences are caused by personal experience, physical capacity, culture and social environment (Schiffman & Kanuk, 2004). From the definition above, it can be concluded that transaction interest is an attitude/desire of consumers to act before making a transaction on a particular product or service.

Kotler and Keller (2019) define transaction interest as behavior that appears or is felt by consumers as a response to objects that indicate the consumer's desire to carry out transactions. Transaction interest can be seen from how much someone wants to make online shopping the main purpose of the transaction, referring to other people, interest in shopping online rather than conventional or offline, and how much someone searches for information about products on an online shopping site. Interest is obtained through a learning process and a thought process that forms perceptions thereby creating a motivation for the consumer's mind, which in the end when the consumer has to fulfill his needs he will actualize what is in his mind. Putri (2012) stated that the instrument used to measure interest in using includes three things, namely:

a. Desire to use

Users who are interested in an e-commerce site will have the desire to use or access the site the. This happens because consumers have an interest in e-commerce sites whose reliability they believe.

b. Always try using

If a user feels confident with the e-commerce site they are accessing, then the user will always try to use the e-commerce site repeatedly.

c. Continue in the future

Users who are interested and have confidence in an e-commerce site will have the desire to use it again in the future.

Ferdinand (2016) defines buying interest in transactions using the following indicators:

1. Transactional interest, or a person's inclination to buy a good.
2. Referential interest, or a person's inclination to recommend a product to others
3. Preferential interest, or the kind of interest that guides someone's behavior about something they essentially value,
4. Exploratory interest, which describes the behavior of a person who is always looking for information to support the claims made for a product they are thinking about purchasing.

## **Lifestyle**

A lifestyle can be broadly defined as a way of life that is characterized by the activities people engage in, the things they find interesting in their surroundings, and their opinions

about the world and themselves. "A person's lifestyle is the way they spend their time, money, and way of living" (Engel et al., 1994). Kotler (2005:210) defines lifestyle as an individual's way of living in the world as it is demonstrated by their interests, activities, and viewpoints. "A person's whole self" in relation to their surroundings is referred to as their lifestyle. A person's lifestyle can be defined as the outward manifestation of their values and attitudes toward both themselves and their surroundings. Sachari (2007) quotes Piliang as saying that manner. Life is an amalgam of all the methods, structures, routines, decisions, and items that make it possible. These things are implemented according to a set of values or a certain set of beliefs. According to Armstrong's perspective (in Nugraheni, 2003), an individual's lifestyle can be inferred from their actions, such as their choices regarding the acquisition or utilization of products and services. According to Armstrong (as cited in Nugraheni, 2003), a person's lifestyle is influenced by two types of factors: internal (originating from within) and external (originating from outside). Attitudes, observations, experiences, self-concept, intentions, and perceptions are examples of internal elements (Nugraheni, 2003). A person's lifestyle, in the opinion of Minor and Mowen (2002), reveals how they spend their time, money, and live. An indicator of lifestyle is Activity, Interest, and Opinion (AIO). (Setiadi, 2010) lists the following as lifestyle indicators:

1. Consumer behavior, including what they buy and use.
2. The focus on an event or topic at a level of excitement associated with particular or continuous attention is called interest.
3. Opinion, which is utilized to express assessments, expectations, and interpretations.

### **Advertising Effectiveness**

Communication effectiveness talks about whether communication is effective or not. Simply put, communication is considered effective when it is possible to convey what it means. This understanding is only one measure of communication effectiveness. In general, communication is effective if the stimuli that arrive and are intended by the sender or source are closely related to the stimuli that are captured and understood by the recipient (Mulyana 2010:22). According to (Djetjep, 2007), indicators of advertising effectiveness can be divided into the following:

1. Attention (attention). The indicators are in the form of the message conveyed in the advertisement, the frequency of advertisement displays and the visualization of the advertisement.
2. Interest (relationship) The indicators are the effectiveness of the means used, clarity of the message, and consumer perceptions of the product after the advertisement is displayed.
3. Desir (desire) indicators are the extraction of information from the message, consumer interest in advertising and consumer trust in the product.
4. Action (action) indicators are buying confidence, propensity to buy and suitability for advertising the product.

### **Social media**

According to Thackeray et al. (2012), social media is a platform that allows people to generate and share ideas and information through online and virtual networks. Social media apps are available on smartphones and allow users to communicate instantaneously. Social

media encompasses online communities, social networking sites, user-generated content (like blogs), sharing websites, video sharing platforms, online review and rating systems, and virtual gaming environments where users create, edit, produce, and design content (Krishnamurthy and Dou, 2008). The most widely used social media platforms globally are Facebook, Instagram, LinkedIn, Twitter, and YouTube, although there is a lot more available as technology advances (Fisher and Clayton, 2012; Wylie, 2014). Social media refers to online platforms like blogs, social networks, wikis, forums, and virtual worlds where people may readily engage, share, and produce information. Wikis, blogs, and social media are the three most popular social media platforms utilized by users worldwide. According to an alternative perspective, social media refers to online platforms that facilitate social interaction and make use of web-based technologies to transform communication into interactive discourse (Cahyono, 2016). Social media now influences consumer behavior and is a preferred medium worldwide. Customers can compare products and engage in successful two-way communication by using social media, which offers real information from all over the world at any time (Prasad et al., 2016).

Wide reach, cheap prices, speed, interactivity, and enhanced connectedness are some of the benefits of social media marketing, which enables companies to communicate and engage with customers (Reene, 2010). Social media enables marketers to directly access a huge number of consumers by removing the constraints of time, place, and physical location (Borges, 2009). Using online communities and social media platforms to cultivate strong consumer relationships is a crucial part of marketing (Farquhar and Rowley, 2006). Social media significantly affects the attitudes, behaviors, and perceptions of consumers. According to Kozinets et al. (2010), social media is a crucial factor in influencing consumer purchasing behavior because it offers a public arena where consumers may voice their opinions and obtain product information that aids in decision-making. Social media can be a channel for public health communication efforts because it can function well when combined with traditional public communication channels; we can target and reach a variety of audiences through social media; it also makes public health information more easily disseminated in new spaces; we can receive real-time feedback through social media; and it can increase direct engagement (Heldman et al., 2013). Physicians are becoming more conscious of the impact social media plays in their practice and patient care due to the rapid development of social media (Antheunis et al., 2013). The growing use of social media by medical and health practitioners seeking to forge closer bonds with their patients is a result of greater competition, patient demands for high-quality care (or quicker, more timely service), and response to patient requests (Britnell, 2011).

## **Material and Methods**

The descriptive verification research approach was employed in this study. Descriptive research is defined as study conducted to ascertain the value of one or more variables without the need for comparisons or relationships with other variables (Sugiyono, 2011). Furthermore, verification research is defined by Sugiyono (2011) as research that aims to test theory and generate a conclusion that indicates whether a hypothesis is accepted or denied. This is in line with the scientific method. The study's population consists of Kuningan Regency's Instagram users. Since it is impossible to identify the exact size of the population, the sample size can be

calculated using the Lemeshow formula, yielding a sample size of 100 respondents. Primary data, or information that researchers directly collected from respondents or first parties, was used in this study. Survey methods, including the use of questionnaires, were employed to collect the data. Multiple linear regression employed in this study.

## Result and Discussion

### Respondent Profile

The profile of respondents from the 100 samples in this study provides information that 28.2% were male and 71.8% of the respondents were female with 71.8% aged between 17-25 years and 19.4% aged 25-30 years. This shows that the majority of Instagram social media users are young women who prefer shopping online. Based on their jobs, namely as private employees, 27 people (53.4%), civil servants, 7 people (6.8%), self-employed. as many as 14 people (13.6%) and 52 students (53.4%). This illustrates that online shopping via social media is popular with women who are still students.

### Classic assumption test

Classical assumption testing is carried out to ensure that the results of the analysis are the best and unbiased, including normality, multicollinearity and heteroscedasticity tests. The data in this study is normally distributed, as can be seen from table 1 where the Asymp.Sig.(2-tailed) value for Unstandardized Residual is 0.116 or greater than 0.05

Table 1. Kolmogprpv-smirnov normality test

	Unstandardized Residual
Test Statistic	0.080
Asymp. Sig. (2-tailed)	0.116

Source: processed data

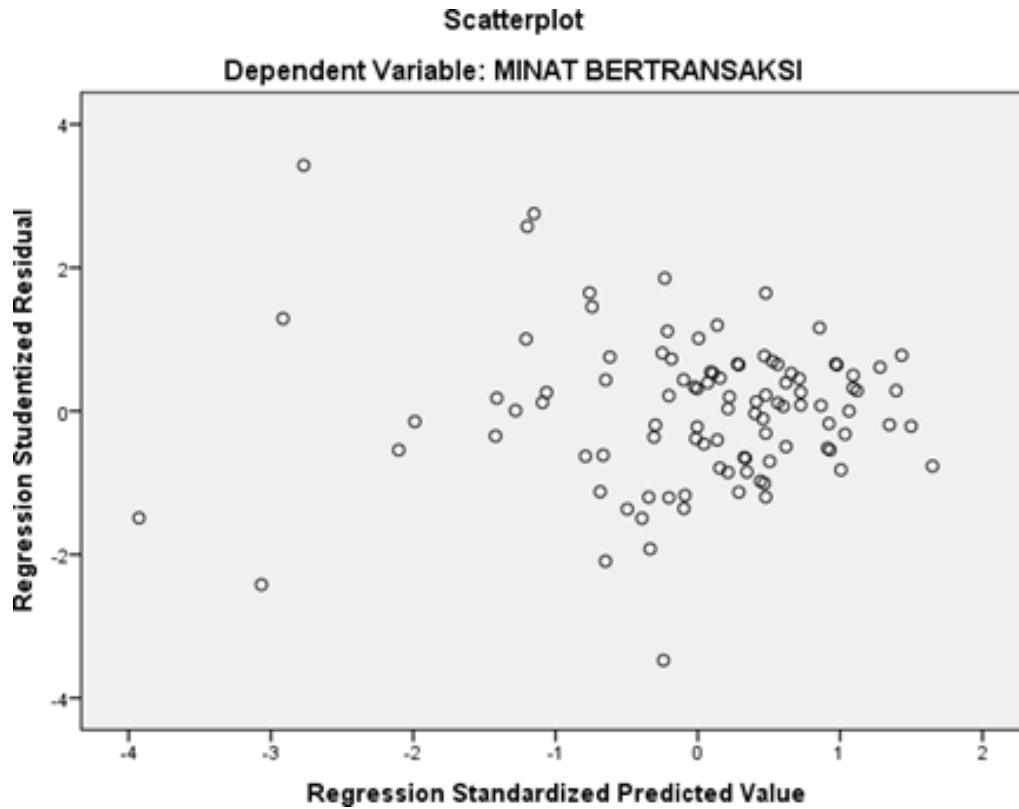
The results of multicollinearity testing in this study show that all variables provide tolerance values  $> 0.1$  and  $VIF < 10$  so it can be concluded that there are no multicollinearity deviations in the research model (Table 2).

Table 2. Multicollinearity test

Independent Variable	Collinearity Statistics	
	Tolerance	VIF
Lifestyle	0,534	1,873
Advertising Effectiveness	0,534	1,873

Source: processed data

Next, test heteroscedasticity. The test results using graphics show that the data points spread both above and below the zero point and do not form a particular pattern, so it can be concluded that in the model there is no violation of the heteroscedasticity classification assumption. therefore the model in this research is suitable to be used.



Source: (processed data, SPSS v.23, 2021)

Figure 1. Scatter graph

### Multiple Linear Regression

To test the influence of the independent variable on the dependent variable, multiple linear regression analysis was carried out. The results of data analysis in this research are presented in the table 3.

**Table 3.** Multiple linear regression analysis

Independent variable	Unstd Coefficients		Std Coefficients	t	Sig.
	B	Std.Error	Beta		
(Constant)	12,293	3,895		3,156	0,002
Lifestyle	0,411	0,095	0,368	4,340	0,000
Effectiveness	0,482	0,083	0,494	5,821	0,000
Dependent Variable	: Interest In Transacting				
R <sup>2</sup> Ajd	: 0,620				
n	: 100				

Source: (processed data, SPSS v.23, 2021)

The coefficient of determination test results can be seen in table 3, the R Square value is 0.627, this shows that it is 62.7%. Interest in transacting on Instagram social media can be explained by lifestyle and advertising effectiveness. Meanwhile, the remaining 37.3% was influenced by other factors not included in this research, such as ease of use and trust.

## **Discussion**

The correlation between transactional interest and lifestyle on the social media platform Instagram underscores the profound influence of personal preferences, habits, and values on consumer behavior in the digital age. As individuals navigate their daily lives, their lifestyle choices extend into their online interactions and purchasing decisions. Instagram, as a prominent social networking platform, serves as a reflection of users' lifestyles, where they showcase their interests, aspirations, and experiences. For many users, Instagram is not merely a platform for socializing but also a marketplace where they discover, explore, and purchase products or services aligned with their lifestyle preferences. The content users engage with, including posts, stories, and advertisements, often resonates with their lifestyle aspirations and desires, influencing their interest in transactions. Whether it's fashion, travel, fitness, or food, users are drawn to products or brands that complement their lifestyle and help them express their identity. Businesses recognize the significance of tapping into these lifestyle-driven motivations to capture the attention and loyalty of Instagram users. Through targeted marketing strategies and compelling content, businesses can create a seamless connection between their offerings and the lifestyle aspirations of their target audience, thereby fostering engagement and driving transactions. Ultimately, the interplay between lifestyle and transactional interest on Instagram highlights the importance of understanding and leveraging consumer behavior in the digital realm.

The interest in transactions on the social media platform Instagram is intricately tied to the effectiveness of advertising strategies employed by businesses and marketers. In the bustling digital landscape of Instagram, where users are inundated with a myriad of content vying for their attention, the role of advertising cannot be overstated. Effective advertising goes beyond merely showcasing products or services; it is about crafting compelling narratives, evoking emotions, and establishing meaningful connections with the audience. Instagram, with its visually-driven interface and interactive features, provides a fertile ground for innovative advertising approaches. From sponsored posts to immersive stories and carousel ads, businesses have a plethora of tools at their disposal to engage users and drive conversion. Moreover, the platform's sophisticated targeting options enable advertisers to reach specific demographics, interests, and behaviors, maximizing the impact of their campaigns. A well-executed advertising campaign on Instagram has the power to captivate users, spark their curiosity, and prompt them to take action, whether it's making a purchase, visiting a website, or engaging with content. By leveraging captivating visuals, compelling messaging, and strategic placement, advertisers can effectively influence users' purchasing decisions and drive transactions. In essence, the effectiveness of advertising on Instagram serves as a catalyst for stimulating interest in transactions among users. Businesses that invest in innovative, targeted advertising strategies stand to gain a competitive edge in capturing the attention and loyalty of the Instagram community, ultimately translating into tangible results in terms of sales and customer engagement.

## **Conclusion**

From the results of data analysis and hypothesis testing, it can be concluded that lifestyle has a positive and significant effect on interest in making transactions on Instagram social media. This shows that a more modern lifestyle will increase interest in making transactions on Instagram social media. The effectiveness of advertising is also able to positively and significantly influence interest in making transactions on Instagram social media. This means that the more effectively an advertisement is displayed, the higher the interest in transactions on Instagram social media.



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