



PROCEEDING

Urban Living and Multicultural Cities in Asia: from Colonial Past to Global Future

International Conference on Psychology & Multiculturalism

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URBAN LIVING & MULTICULTURAN CITIES IN ASIA:
FROM COLONIAL PAST TO GLOBAL FUTURE

Important Note:

Scientific Committee did not edit or correct the paper accepted for proceeding. It was assume the paper's grammar, spelling error, and writing style according to APA was the author's responsibility.

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Jakarta, November 2017

Greetings From the Dean

Welcome to the first International Conference on Psychology and Multiculturalism,

In 2017, Faculty of Psychology, Atma Jaya Catholic University of Indonesia celebrates its 25th anniversary. On the 8th of June 1992, the faculty was opened with a bachelor degree program and started the academic activities with only about 70 students. Twenty five years passing by, currently we have four study programs at bachelor, master (professional and science), and doctoral level serving about 1500 students. It is a great achievement that this year we finally have a complete level of study program!

As a commemoration of our gratitude and celebration for this achievement, we are convening academicians, students, and practitioners to discuss and learn from each other in an international conference, namely “Urban Living and Multicultural Cities in Asia: From Colonial Past to Global Future”. This is our first international conference and it is a reflection of our academic themes, namely to understand and develop urban dwellers, multicultural, and disadvantaged people. It is relevant with Jakarta, where our campus is located, that the conference covers behaviors and psychological aspects of people within the history of the city, its economic and industrial growth, health, education, and information technology innovations.

Our keynote speaker and panelists are experts in their field. I hope we can learn a lot from them. For presenters and guests, welcome and thank you for joining our conference, I hope you can have wonderful discussions in this conference.

Dr. Angela Oktavia Suryani, M. Si

Dean of Faculty of Psychology, Atma Jaya Catholic University of Indonesia

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Online Buying Decision Process among Gen Y Instagram Users

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ABSTRACT

The rapid growth of cosmetic industry give an opportunity for companies to acquire and engage consumers by using a new e-commerce paradigm called social commerce (s-commerce). One of the most prominent s-commerce among Gen Y is Instagram as this social networking site enables users to browse online stores through its visual interface via mobile device. They are also used to online shop through this platform. Recent researches have shown interests in investigating factors that affect the online shopping behavior in social networking sites but very little is done to understand the process of online buying decision, notably Instagram. In this study, the data were collected by interviewing four participants who have experienced the buying of lip product through Instagram. Online buying decision process framework by Karimi (2013) was adapted for this purpose. The interview was carefully transcribed and analysed using qualitative content analysis (Mayring, 2000). The result of this study shows that the process of online buying decision process on Instagram differs from e-commerce or other social networking sites (SNSs), in terms of how they function this SNS as a platform to search and make buying decision. Major factors affecting its process are habitual Instagram usage and trust to Instagram storeowners. The result also signifies consumers impulse buying tendency. As there is no adequate research on this phenomenon, consumer behavior implications and further research directions are discussed in this study.

Keywords: Online Buying Decision, Instagram, Gen Y

The emergence of digital commerce in the past few decades have also significantly changed and improved people's way of shopping (Al-Mukhaini, *et al.*, 2015). While they might still visit the physical store to shop, the aid of information, and modern communication technologies have allowed them to shop via internet using social media and different websites (Toomey & Wysocki, 2009). The wide popularity of shopping via internet along with the wide adoption of social networking sites (SNSs) have recently given rise to a new e-commerce paradigm called social commerce (s-commerce) (Che, *et al.*, 2017). S-commerce is considered a subset of e-commerce that uses SNSs to facilitate social interactions between consumers and vendors and thus promotes the buying and selling of products and services (Kim & Park, 2013; Hajli, 2014; Chen & Wang, 2016 as cited by Che, *et al.*, 2017).

Increasing number of businesses utilize s-commerce paradigm as their marketing or advertising approach in urban area, as Generation Y (Gen Y) is playing a significant role in the marketplace. Gen Y is a demographic cohort refers to people who were born in 1978 to 2000 (Kothandaram, 2015). It is the first generation who knows technology and the internet from a very early age, and they consider modern technologies as inevitable for their life (Petra, 2016). They grow up in a world infused with brands (Martin and Turley, 2004) and have been socialized in a materialistic society (Bakewell and Mitchell, 2006). These antecedents exert a different pattern of consumer attitude compared to previous generations (Wolburg, Pokrywczynshi, 2001 as cited by Kothandaram, 2015), in a sense that they have a lot more disposable income and they tend to buy products through e-shopping (Kothandaram, 2015).

In the past few years, Instagram has become the most popular s-commerce site among Gen Y (Che, *et al.*, 2017). This might be due to the fact that this generation tend to communicate with the aid of screen casting videos and images (Carr and Ly, 2009), and the information sources they acquire should be instant (Jain and Pant, 2012). In short, Instagram interface provides an intricate visual environment that is beneficial for users who utilize this platform as visual stores. On a survey conducted by JakPat on 670 Indonesian active Instagram users, 50.2% respondents aged 21 to 25 accessed Instagram to explore online shop accounts (Jejak Pendapat, 2016). Instagram users as sellers open an account, post sample pictures of products and descriptions, and encourage their followers to shop online (Che, *et al.*, 2017). Consumers usually show interest in the products they like by leaving comments on the posts or by contacting the storeowner using messaging apps, such as WhatsApp or Line (Che, *et al.*, 2017). The following act is the payment which is usually made through various methods offered by the storeowner.

Recent researches have shown interest in investigating factors that affect the online buying behavior among Gen Y. However, very little is done to understand the process of online buying decision, notably Instagram. The fact that this phenomenon is happening in heavily penetrated digitalized areas (e.g. urban area), the lack of understanding on this particular topic needs to be appointed.

Therefore, the aim of this study is to provide an understanding on the process of Instagram online buying decision among Gen Y users based on adapted model of online purchase decision-making process by Karimi (2013). The model provides a non-linear and dynamic process of buying decision in online environment, which includes the following phases: (1) need/want recognition, (2) formulation of decision problem, (3) search and decision making, (4) appraise, (5) purchase, (6) post-purchase. To better understand the buying decision process on Instagram, we also looked at several other factors i.e. consumer characteristics, store characteristics, situational factors, and product characteristics.

According to Euromonitor International BPC (Beauty and Personal Care) data, the cosmetic industry shows 5 percent overall global growth from 2009-2011 and is continuing upward across Western Europe, North America and Asia Pacific (Premium Beauty News, 2012). The overall global growth in cosmetic industry also takes place in Indonesia. The Indonesian Ministry of Industry sees the increasing consistent demand from consumers range from 10% to 15% per annum, with the highest demand on make-up products (International Trade Administration, 2016). Researchers presume that the distinguish growth in make-up category, especially lip product, is based on an economic phenomenon coined by Leonard Lauder – “The Lipstick Effect”. It explains an increasing demand on small packaged cosmetic, such as lipstick, when overall economic condition is on crisis (Young, 2017). Therefore, to study the process of Instagram online buying decision among Gen Y users, we choose subjects who have experienced online buying of lipstick through the Instagram.

Method

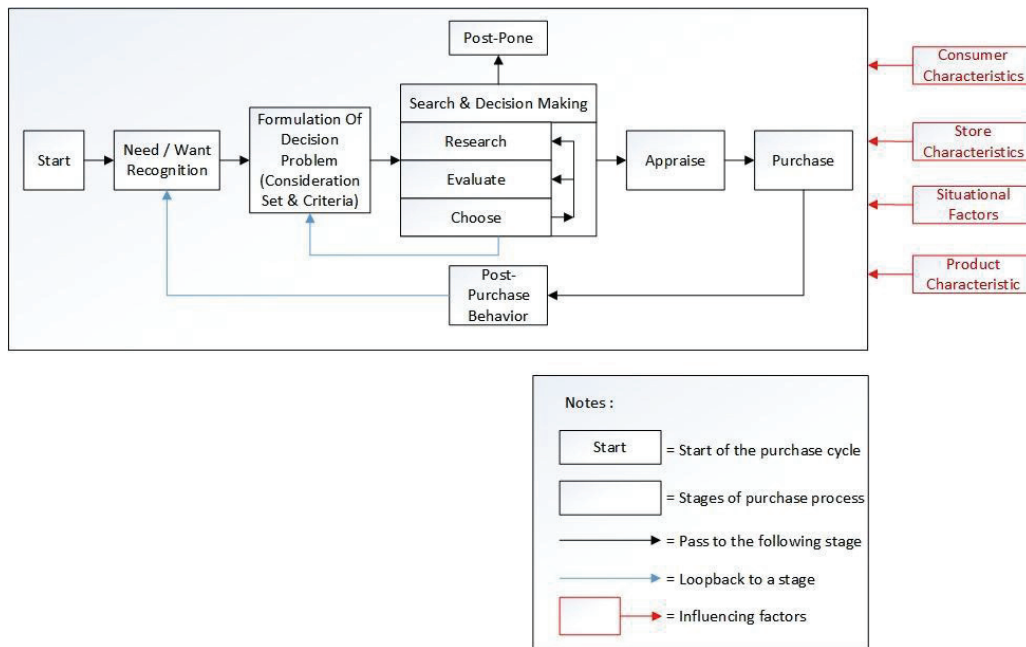
Four subjects participated in this study. They are selected using purposive sampling method based on the following characteristics (1) women in Gen Y cohort, age between 18-25 years, (2) have monthly income, (3) have personal Instagram account, (4) are active Instagram user, and (5) have ever bought lip product through Instagram.

Data are collected through interview; build upon adapted online buying decision process by Karimi (2013). The data are transcribed and analysed using Qualitative Content Analysis (Mayring, 2000).

Results

The analysis and interpretation of the qualitative data will, where appropriate, refers to the framework on Figure 1.

Figure 1. Adapted Online Purchase Decision-Making Process (Karimi, 2013)



The first participant began her buying process when she was exposed by information about the product from a beauty vlogger on YouTube, which exerts her needs of the product. Then, she immediately visited her Instagram account, inputted the keyword she aimed for on the search menu on Instagram. She looked for trusted virtual store based on popular results and criteria in her mind: content design, number of followers, and testimonial from other consumers. Afterwards, she contacted the virtual store that she trusted through messaging apps and proceed the ordering process.

Second participant bought two different lip cream products from different brand. Both buying process began and processed differently. On the first brand, initial information came from her family member when they had a conversation about make-up. At that time, she and her family member visited the brand's Instagram account and contacted the store admin. When her family member decided to order the product, she also made the same decision. So, she transferred her money to her family member, then, her family member processed the order for her. On the second brand, the buying process began when she was in a classroom, exploring her Instagram account. When she was accidentally exposed with the content from the second brand, she remembered her conversation with her peers about this brand along with their plan to buy this product as a gift for their other peer. At that time, when the conversation about the second brand occurred, she had not gained much information and confidence to immediately buy the product, so she postponed it. Then, she contacted the store admin to gain information about the stock availability of the colour that she was interested in. After she gained information from the store admin, she contacted her peer, asked her peer to order the product for herself. Then, she transferred the money to her peer. The ordering process was conducted by her peer.

Third participant began her buying process when she watched a YouTube video from her favourite make-up artist (MUA). She started to exert the need of the product when she saw the MUA applied a lip tint gloss product. She thought she had not tried this product, so she explored several renowned e-commerce sites. But, she was not sure whether these stores are trustworthy enough. Then, she visited her Instagram account, looking for trusted virtual store. She found out an account where the storeowner sold preloved original make-up product that had been repackaged into smaller size. She also saw that this store was followed by her friends, so she contacted her friends to figure out their satisfaction toward this store. When she felt sure, she contacted the store admin to proceed with the ordering process.

The fourth participant began her buying process when she was hanging out with her peers. When she and her peers had a conversation about make-up, one of her peer showed a lipstick that her peer really like. Fourth participant tried it out and immediately liked it. At the same time, she remembered that her friend had a make-up virtual store on Instagram. So, she opened her friend's store account and saw the availability of the product. Afterwards, she contacted her friend to proceed with the ordering process.

The buying decision process started when consumers were triggered to start the buying process. In this study, two participants were triggered by beauty experts on YouTube and other participants were influenced by their peers. Therefore, information about the product triggered consumers to start the process.

After that, they formulated the decision problem based on consideration set and criteria. This mental model carried them throughout the whole buying process. Since each participant in this study was not new to the lip product category, they retained their set and considerations based on their knowledge, experience, and ownership of previous lip products.

Then, consumers entered the next phase where they visited Instagram to search for lip product information based on their mental model of decision problem; evaluated generated alternatives according to their criteria; and made a choice. The information was not limited on the product itself. They also looked up for trusted virtual store based on number of followers, designed contents, and testimonial from other consumers. One participant postponed her decision to buy, since she had not gained sufficient information to buy. In this case, she may enter the second phase of the buying process where she, again, formulated her decision problem.

When they had finally made their choices, they contacted the storeowners via messaging apps to gain information about the product. Frequently asked questions were price, the availability of the product, transaction method, and shipping process. In accordance to the dealing, they transferred the money to the storeowner (except for second participant, who transferred the money to her peer/family member). Afterwards, consumers entered the last phase where they evaluated their buying process with the storeowners. It included their reviews on the shipping packaged product, congruity of the product and the sample picture on Instagram, storeowners' communication style, and their intention to buy the same or different product from the same store.

In conclusion, participants were mostly influenced by the informational and design factors which lead them to take the best decision in choosing the most suitable SNS (Instagram) to buy their preferred product (Lip Product). However, further insights and implications on this study will be discussed in the next section.

Discussion

This study yields several insights into the role of Instagram on the buying decision process among Gen Y as lip product consumers.

The first thing that researchers notice is the consumer characteristics. As they are mostly digital natives and inherit enjoyment in online shopping, they have familiarized themselves on the buying process through habitual Instagram usage. They can distinguish trusted and non-trusted virtual stores for their shopping destination, thus, making them experienced online shoppers.

The second thing that researchers have found is the role of Instagram on the buying decision process. It plays a significant role when consumers are searching and evaluating information. Since Instagram is built especially for mobile apps with its main visual features, consumers can perform such task at the tip of their fingers instantly, hence making it easy to make the decision to buy.

Lastly, researchers also notice an impulse factor that is affecting the buying decision through Instagram. This may be explained by the facts that they skipped the appraisal phase on their buying decision process and they also admitted their enjoyment on shopping, which affiliates to impulse buying (Tinne, 2010). This possibility needs further investigation in the future.

This study has some limitations that need to be considered in future studies. Beyond the reason that this paper is the first attempt to understand the process of buying decision on Instagram and is qualitative in nature, there is a need to use different methods e.g. mixed-method with greater number of subjects. Variability on products as well as gender and age of the Gen Y will be also useful.

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