



# The influence of instagram content on the shopping behavior of women's clothing products in women's generation z mediated by consumer network behavior

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## ABSTRACT

The purpose of this research is to examine how Instagram content influences generation Z women's buying behavior for apparel, with a focus on the mediating impact of consumer network activity. This study gathered information from a poll sent to Instagram's active user base among women of generation Z. Path analysis was used to investigate the connection between the researched variables by analyzing the acquired data statistically. The research shows that among women of Generation Z, Instagram has a substantial impact on their purchasing decisions related to apparel. According to these findings, engaging and relevant Instagram content is crucial to capturing the attention and driving purchases from women of Generation Z. It is crucial for brands and online store accounts to make smart use of consumer network activity to assist customers towards more successful purchase choices in light of the plethora of information accessible via social networks. Understanding how Instagram content and online interaction can shape the shopping behavior of Generation Z women is important for marketers and sellers in the modern era, as it allows them to develop more effective marketing and communication strategies.

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## INTRODUCTION

In Indonesia, technological progress is speeding up across the board. In order to remain competitive and valuable in the face of fierce competition, most businesses have little choice but to invest heavily in cutting-edge information and communication technology. The internet is rapidly becoming one of the most popular ways to share and receive information.

According to a poll by the Association of Indonesian Internet Service Providers (APJII), 77.02% of Indonesia's total population of 273 million will utilize the internet by 2021–2022. This amounts to 210 million individuals. The percentage of Indonesians who have access to the internet is expected to rise to 77.02 percent by 2021–2022, up from 73.77 percent in 2019–2020 and 64.88 percent in 2018–2018.

Among the growing population of internet users, those between the ages of 13 and 18 have a penetration rate of 99 percent, while those between the ages of 19 and 34 have a penetration rate of 98 percent. Internet users between the ages of 13 and 18 contributed 9.62%, while those between the ages of 19 and 34 contributed 25.68%. This suggests that members of the Z generation are among the most avid users of the internet today (Kotler et al., 2022). Generation Z or Gen Z is the generation of humans born from 1997-2009. Temporary (Dolot, 2018) in his research on the characteristics of generation Z revealed that generation Z are those born in the 1990s and grew up in the 2000s.

The extent of participation may be gauged not only by age but also by the kind of the work that is done. The most significant input comes from those who utilize social media. A poll by APJII (2022) found that 73.86 percent of internet users engage in online discussion, with 90.15% using the internet to access social media. Online shopping is the third most popular internet activity, generating 21.26 percent of all clicks (Association of Indonesian Internet Service Providers, 2022).

Online shopping is one of the most popular things to do on the internet, and both men and women do it. A whopping 54% of e-commerce in 2021 will be completed by women, according to data collected by iPrice (Paksi & Indarwati, 2021). E-commerce and social media facilitate this kind of purchase done online.

The We Are Social study (2022) found that out of a total population of 273 million, 191 million Indonesians were actively using social media in January 2022, an increase of 12.35% over the previous year. This suggests that there are more than 50 million regular social media users in Indonesia. According to the poll, Instagram (used by 84.8% of respondents) and Facebook (used by 81.3% of respondents) are the two most popular social networking platforms in Indonesia.

According to a survey conducted by Napoleon Cat in 2022, an estimated 104,000,000 people in Indonesia use Instagram. There are 39 million users between the ages of 18 and 24, and another 32 million users between the ages of 25 and 34. That also shows that the most active Instagram users in Indonesia are disproportionately from the Z-generation.

In addition to the above findings, it is clear that the global community, including the people of Indonesia, have become used to coexisting with technology and the Internet. They often participate in online communities. Instagram is the most popular social networking platform. This provision urges enterprises to make use of Instagram and similar social media platforms. The firm does this so that its customers may get a feel for the brand in both their virtual and physical environments. The corporation conveys its message to customers through the information it shares on social media. Introduce items to new customers, spread the word about your business, and connect with other shoppers – all with the help of social media (Arda & Andriany, 2019). In addition to these reasons, based on Xapads Country Head for Indonesia (developers, 2022), it was found that generation Z prefers short video platforms, such as Instagram, compared to radio, TV, or digital newspapers in consuming product information or advertisements. This is in line with what was disclosed by a digital website in America, namely Parallel, which stated that generation Z was no longer very interested in advertisements in electronic media such as television, let alone print media such as magazines, newspapers and so on. They are more interested in advertisements on social media ([www.parallelinteractive.com](http://www.parallelinteractive.com)). Whereas products that are most sought after by consumers online based on a survey by Indonesian Political Indicators (2022) (GoodStats, 2022) is clothing, which is as much as 65.7% of the total items purchased online.

Based on the APJII (2022) and Napoleon Cat (2022) surveys, it can be concluded that generation Z, who are internet users, are active users of social media. They use the internet as a means to open social media, including Instagram. According to (Kotler et al., 2022), today's young generation uses social media as a benchmark in adopting a lifestyle. Through social media, generation Z imitates upper-class social groups and makes social media a platform for displaying experiences using brands/products. The fear of being left behind or what is known as FOMO (fear of missing out) affects generation Z in setting priorities and making decisions in buying products. (Kotler et al., 2022). Therefore, many business people use Instagram as a means to sell their

wares. For example, "Dulcet Patisserie" which managed to earn a turnover of up to IDR 300 million by using Instagram to market products and sell.

In 2021, (Khrishananto & Adriansyah, 2021) in his research stated that the use of Instagram social media influences consumptive behavior among generation Z with a significance below 0.05. On research (Princess, 2019) it is said that Instagram influences consumer behavior, especially in increasing brand awareness. This research also found a unique pattern of consumer behavior based on the 5A consumer path that is not always serial in Instagram users. In research conducted by Jesslyn (2021) shows that the development of the brand and the increase in sales that Ivoree experienced as a local shoe brand came from being consistent in creating and uploading interesting content on Instagram social media and active interactions on Instagram social media.

According to the statistics and studies cited, a digital phenomena has been discovered in the members of Generation Z: they are the largest demographic of Instagram users, which has an impact on their consumption habits and attitudes toward advertising. The behavior detailed therein leads to the conclusion that apparel is the most often purchased online item by members of Generation Z. Rogers (2016) in Jane (2022) identifies five types of consumer network behavior—access, engagement, personalization/customization, connect, and collaborate—that are consistent with this digital phenomena.

In light of this trend, we set out to investigate how posts on Instagram affect millennials' and Gen Z's propensity to make purchases online. Therefore, the purpose of this research is to determine how Gen Z females respond to Instagram fashion content while making purchases.

The research questions for this study were developed in light of the aforementioned issues and are as follows: (1) Does Gen Z's shopping behavior change when they see a product they like on Instagram? and (2) How does Gen Z's online shopping behavior compare to the five behavioral characteristics of consumer networks (access, involvement, personalization/customization, connected, and collaborated) identified by Rogers and Jane (2022)? and (3) Which personality traits have the most impact on the purchasing habits of the millennial generation?

Several previous studies have been conducted including research conducted by (Jesslyn & Winduwati, 2021) entitled "Utilization of Instagram Social Media in the Online shop @ivoree.id in Marketing Products". The case study approach of qualitative research was used for this investigation. This research looks at how Ivoree used Instagram to boost their brand's visibility and revenue. The findings of this research support the value of using Instagram as a social media platform for communicating with companies and followers via the publishing of content and the usage of Instagram's capabilities. Ivoree also use Instagram's "influencers" to get the attention of consumers in their target demographic.

In addition, research conducted by (Rahman & Mannan, 2018) entitled "Consumer Online Purchase Behavior of Local Fashion Clothing Brands Information Adoption, E-WoM, Online Brand Familiarity, and Online Brand Experience". Central route, peripheral route, information adoption, perceived evom credibility, online brand experience, online brand familiarity, and consumer purchasing behavior were the independent factors in this quantitative PLS-SEM investigation. The study's goal is to learn how information adoption, e-WOM, online brand experience, and online brand familiarity influence consumers' propensity to shop online for regional fashion labels. The impact of centralized and decentralized information dissemination channels on consumers' willingness to absorb new knowledge is also investigated. This research demonstrates that the adoption of consumer knowledge is facilitated by both the primary and peripheral pathways in the context of online shopping for local apparel companies. It was discovered that consumers' online shopping habits were influenced favorably by the dissemination of consumer information. E-word-of-mouth was discovered to influence the connection between consumer purchasing habits and knowledge uptake. It was shown that customers' good perceptions of a brand online influenced their propensity to make purchases there. Online brand familiarity was shown to somewhat moderate the association between customer purchasing behavior and brand experience online. E-word-of-mouth

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Theoretical Contributions of this research is how the study contributes to existing theories related to social media, consumer behavior, and Generation Z. Implications of the research Offer recommendations for marketers targeting Generation Z women, emphasizing the importance of creating engaging and shareable Instagram content to leverage consumer network behavior. Address limitations of the study, such as potential bias in self-reported data, and suggest avenues for future research, such as exploring cross-cultural differences and the impact of influencer marketing.

## RESEARCH METHOD

This research is a research with quantitative analysis method. This study aims to test the hypothesis with the aim of seeing whether a variable can affect other variables (Sekaran & Bougie, 2017, p. 2). According to (Sugiyono, 2018) Quantitative approaches may be thought of as positivist research strategies for analyzing subsets of a larger population. In order to verify preconceived notions, researchers use research tools and quantitative data analysis throughout the data gathering process.

The type of research used in this research is explanatory research. According to (D. Sugiyono, 2013) The goal of explanatory research is to provide light on the relationships between and among the variables under investigation. This study employs an explanatory research design in an effort to verify the workings of a particular hypothesis, with the expectation that it would shed light on the causal dynamics between the hypothesis's independent and dependent variables.

Operational research variables according to (S. Sugiyono, 2011) is a property, quality, or value of anything that may vary in certain ways that researchers have identified so that they can make conclusions.

**Table.1** Operational variables

Variable	Definition	Dimensions	Indicator
Instagram Content (X)  (Natalia et al., 2017)	Instagram content refers to any text, photo, or video that has been published on Instagram's social media page.	Upload Type	<ol style="list-style-type: none"> <li>1. Content in the form of photos/images</li> <li>2. Video-shaped content</li> <li>3. Content contains writing</li> </ol>
		Fill content	<ol style="list-style-type: none"> <li>1. The content contains product information</li> <li>2. Content contains product reviews</li> <li>3. Content containing information about events (holidays, bazaars, and exhibitions)</li> <li>4. Content contains elements of entertainment or aims to entertain</li> <li>5. Content that contains promotional information (giveaway, discounts, product bonuses, etc.)</li> </ol>
		The time the content was uploaded	<ol style="list-style-type: none"> <li>1. Content uploaded daily</li> <li>2. Every week there is new content</li> </ol>
Consumer network behavior(Z)	Consumers' actions on social media and other forms of communication	Access	<ol style="list-style-type: none"> <li>1. Easily find product and promotion information</li> <li>2. Easy to contact seller</li> </ol>

Variable	Definition	Dimensions	Indicator
Jane (2022)	that cause them to become "ambassadors" for the brand	Engage	<ol style="list-style-type: none"> <li>3. Quick response</li> <li>1. Putting "likes" on content on Instagram</li> <li>2. Re-share content that you find interesting and relevant</li> <li>3. Create content about products on Instagram</li> <li>4. Engage in Q&amp;A</li> </ol>
		Personalization/customization	<ol style="list-style-type: none"> <li>1. Models, colors, and clothing sizes shown are according to preference</li> <li>2. The promos are attractive</li> </ol>
		connected	<ol style="list-style-type: none"> <li>1. The seller responds to the comments given</li> <li>2. Sellers respond to content about their product</li> </ol>
		Collaboration	<ol style="list-style-type: none"> <li>1. Give suggestions/ideas through the comments column or DM them on Instagram</li> <li>2. Leave a review</li> <li>3. Respond to sellers when asking for feedback</li> </ol>
Consumer Shopping Behavior (Y)  (Kotler et al., 2022)	The steps a customer takes to learn about, choose, buy, and use a product or service.	Aware	<ol style="list-style-type: none"> <li>1. Get to know the brand through Instagram ads</li> <li>2. Knowing the brand from posting on Instagram</li> </ol>
		Interest (Appeal)	<ol style="list-style-type: none"> <li>1. Pay attention to content featuring products</li> <li>2. Interested in the product/brand</li> </ol>
		Ask (Ask)	<ol style="list-style-type: none"> <li>1. Looking for information about brands</li> <li>2. Looking for product reviews</li> </ol>
		Action (Act)	<ol style="list-style-type: none"> <li>1. Buy products</li> <li>2. Try or use the product</li> </ol>
		Advocacy	<ol style="list-style-type: none"> <li>1. Brand loyalty</li> <li>2. Recommend brand</li> </ol>

The data collection technique used in this study was a questionnaire. According to (S. Sugiyono, 2011), A questionnaire is a method of collecting information by having the responder fill out a predetermined series of questions or written remarks. In this research, questionnaires were sent through an online approach in which respondents were given statements pertaining to the variables under investigation.

Partial Least Square (PLS), a type of Structural Equation Modeling (SEM), was employed as a quantitative analytic method in this research conducted using SmartPLS. By modeling structural equations using variance, PLS-SEM enables thorough testing of ideas and conceptions grounded in prior research.

The author plans to do a two-part PLS-SEM analysis on the acquired questionnaire data. The first step is to evaluate the external measurement model. Step two entails evaluating the internal model or structural model. Two sets of connections make up PLS's path model: (1) between latent variables themselves, and (2) between latent variables and the indicators or expressions of those links (Anggita et al., 2019).

## RESULTS AND DISCUSSIONS

Human beings have countless desires but bounded resources, and this limitation makes them choose between alternatives. Consumers are encouraged to be aware of the best alternative use of a resource (e.g., money and time), which is known as the opportunity cost of their choice (Haghpour et al.,

2022).

Consumer behavior refers to the study of the psychological, social, and economic processes that individuals and groups undergo when making decisions related to the acquisition, usage, evaluation, and disposal of products, services, ideas, or experiences in the marketplace. This field of research examines the intricate interplay of factors such as personal preferences, cultural influences, socio-economic conditions, advertising, and peer interactions, all of which shape how consumers perceive, select, purchase, and engage with offerings. Understanding consumer behavior is essential for businesses and marketers to effectively tailor their strategies, develop relevant products, and create compelling experiences that resonate with the target audience (Solomon, 2006).

According to (Ujang, 2011) As he explains in his book of the same name, consumer behavior is a subfield of the social sciences that draws on techniques from other fields to study how people make purchasing decisions. Studying consumer behavior boils down to asking questions like "what do consumers buy?" "why do consumers buy?" "when do consumers buy?" "where do consumers buy?" "how often do consumers buy?" and "how often do consumers use it?" (Sumarwan, 2015)

In most cases, what motivates customers to make purchases may be deduced by observing their purchasing habits. The term "consumer behavior" refers to the study of how people look for, choose, use, assess, and eventually get rid of goods and services that they believe will meet their requirements (Schiffman et al., 2013). In which individuals engage in trade activities with one another and their environments via a dynamic combination of emotion and cognition.(Sugiyarti & Mardiyono, 2018).

So, it's safe to say that consumers go through a mental development as they learn what it is they really desire and need. Buying choices (such as whether to buy a product and, if so, which brand and where to buy it) are part of the process, as are the interpretation of information, the development of plans, and the subsequent implementation of those plans, such as via comparison shopping or the actual purchase of a product.

According to Arikunto (Suharsimi, 2006) hypothesis is a temporary answer to research problems, until proven through the data collected. In the statistics tested is the null hypothesis. The null hypothesis is a statement that there is no difference between parameters and statistics (sample data). The opposite of the null hypothesis ( $H_0$ ) is the alternative hypothesis ( $H_a$ ), which states that there is a difference between parameters and statistics. In this study, two hypotheses will be used, namely:

1. The relationship between Instagram content, consumer network behavior and consumer shopping behavior

Social media is currently an effective way to establish communication, increase brand awareness, impart brand knowledge to consumers, and build consumer-brand engagement.(Cheung et al., 2020). Many businesses consider social media to be one of the most effective methods of communication. This is because companies can use social media to increase brand awareness, improve consumer brand communication, and empower consumers to create a distinct brand identity. Content type and upload time have a positive and significant influence on consumer engagement(Natalia et al., 2017). This affects consumer interest, provides access to brand talk (e-WoM), and provides an online brand experience, so that consumers are more familiar with the existence of the brand. In research conducted by(Rahman & Mannan, 2018)it was found that the way of obtaining information, online brand experience, e-WoM, and brand familiarity have an effect on consumers' online shopping behavior. Based on previous studies, it can be seen that there is a connection between consumers and companies-consumers through content uploaded via Instagram which makes Instagram an effective way to share information, market products, and influence consumer shopping behavior. To prove that Instagram content has an effect on consumer behavior mediated by consumer network behavior, the hypothesis formed is:

H1: Instagram content has a significant effect on consumer shopping behavior which is mediated by consumer network behavior.

2. The relationship between consumer network behavior and consumer shopping behavior. *Consumer network behavior* is a behavior in which consumers play the role of seekers, recipients, and also distributors of information about companies and/or products. Therefore, in the consumer network model, consumers play the role of "ambassadors" for the company (Jane, 2022). This role influences consumer shopping behavior as in research (Princess, 2019), where research respondents know and buy TUB Beauty Store products on the recommendations of friends and posts uploaded by shops, friends, and endorsers on Instagram social media. A unique finding in the research conducted (Princess, 2019) is that there are respondents who recommend TUB Beauty Store without ever shopping at the store before. They dared to recommend the store after discovering Instagram TUB Beauty Store and find good reviews about the store. They also expressed interest in shopping at TUB Beauty Store, both online and offline. Based on this research, it appears that how consumers network can influence their shopping behavior. However, this research has not fully demonstrated the relationship between consumer network behavior and consumer shopping behavior. For this reason, it is necessary to analyze the relationship between consumer network behavior and consumer shopping behavior using the following hypothesis.
- H2: Consumer network behavior has a positive and significant effect on consumer shopping behavior

**Table 2.** Bootstrapping Calculation Results

Code	hypothesis	Original sample	Q statistics	P values
H1	Instagram Content * Consumer Shopping Behavior -> Consumer Shopping Behavior	-0.116	3.101	0.002
H2	<i>Consumer network behavior</i> -> Consumer Shopping Behavior	0.492	10,644	0.000
	Instagram Content -> Consumer Shopping Behavior	0.390	8,324	0.000

Source: SmartPLS

### Significance Test

The criteria in this significance test include:

1. If the significance value is  $> 0.05$ , then there is no influence between the independent variables on the dependent or  $H_0$  is accepted and  $H_a$  is rejected.
2. If the significance value is  $< 0.05$ , then there is an influence between the independent variables on the dependent or  $H_0$  is rejected and  $H_a$  is accepted.

### Then the results from Table 2, among others:

1. There is a significant negative effect of the variable Instagram Content \* Consumer Shopping Behavior on Consumer Shopping Behavior, because the P-value is  $0.002 < 0.05$  and the path coefficient is -0.116 or in other words  $H_0$  is rejected and  $H_a$  is accepted.
2. There is a significant positive influence variable *Consumer network behavior* on Consumer Shopping Behavior, because the P-value is  $0.000 < 0.05$  or in other words  $H_0$  is rejected and  $H_a$  is accepted.
3. There is a significant positive influence variable Instagram Content on Consumer Shopping Behavior, because the P-value is  $0.000 < 0.05$ .

### The Influence of Instagram Content on Consumer Shopping Behavior for Women's Clothing Products in Generation Z Moderated by Consumer Network Behavior

Based on table 2, it is known that there is a significant influence between Instagram content variables on consumer shopping behavior for women's clothing products mediated by consumer network behavior in generation Z, because the P-value is  $0.002 < 0.05$  with a path coefficient of -0.116

or in other words Ha accepted. Based on these results it can also be seen that the influence exerted by Instagram content mediated by consumer network behavior on the consumer behavior of women's clothing products is negative. This negative effect shows that the more Instagram content seen by generation Z as a result of consumer network behavior, it will reduce the consumer spending behavior of generation Z.

In accordance with what is stated in the uses and effect theory that expectations and perceptions of the media will lead individuals to decisions to use or not use mass media. The existence of the Instagram platform has several effects for account owners and other Instagram users, including consumer shopping behavior. With Instagram, generation Z is facilitated in establishing relationships and networking. 48% of respondents admit that they open Instagram more than 4 times a day, while 45% of respondents open Instagram 3-4 times a day. The high intensity of respondents opening Instagram shows that Instagram has become part of the life of generation Z which gives them access to find the inspiration and information they need. one of them is about women's clothing products sold by online shop accounts on Instagram. Generation Z's active networking behavior makes it easy for them to connect and get information.

Utilizing Instagram for networking, generation Z can easily communicate with many people, even people they didn't know before. Instagram also provides access for generation Z to enjoy a variety of content, such as entertainment, information, promotions, product offers, etc. in various forms of uploads. More than 75% of respondents agree that the content, whether in the type of uploaded photos, videos, or writing, that they see makes them interested in owning the items displayed in the content. So there is an urge to shop. Based on processed data, of the three types of uploads, content uploaded in video form is the content that has the greatest influence in attracting respondents to try or buy products with a TCR index of 83.5%. However,

*Consumer network behavior* is consumer behavior, especially in the communication approach, where the source of consumer information on products no longer runs in one direction but from various directions. Currently generation Z can obtain information about products not only from marketers and product manufacturers but also from many people through social media such as Instagram. Searching, asking questions, and paying attention to content and comments about products and brands through Instagram in order to get the information they want and need is done by more than 75% of respondents with a TCR index of 81.2%. Based on this fact, it can be seen that when generation Z sees content that contains product offers and they are interested in these products, they tend to find out more about the products and brands they see.

Through consumer network behavior, generation Z not only gets information about the products that interest them, but also various other information, such as responses to products and online shop accounts, comments and reviews on the various products offered, options or other products, possible promotions, and etc. The abundance of information and options brings generation Z into the paradox of choice. The paradox of choice is a condition where potential customers are confused by the many choices (Barry Schwartz in Wijayanti, 2022). Based on the book written by Barry Schwartz "The Paradox of Choice: Why More Is Less", it is said that the many choices offered can affect the psychology of consumers which makes them feel bored, confused, and generally unhappy or difficult for the decisions they make. When there are too many choices, consumers tend to think too long and overthink things so that doubts arise. This behavior leads consumers to dissatisfaction with the chosen decision.

If in the theory of the paradox of choice it is said that too many choices make it difficult for consumers to make decisions and even choose not to buy, based on this research it was found that the same thing applies to the information that consumers receive. When generation Z as consumers see and are interested in the content and products offered, then continue with consumer network behavior, they are finally faced with a lot of information and choices that make them confused in making decisions and ending in not making a decision or not buying.

### **The Influence of Consumer Network Behavior on Consumer Shopping Behavior for Women's Clothing Products in Generation Z**

Based on table 2 it is known that there is a significant positive influence between the consumer network behavior variable on consumer shopping behavior for women's clothing products in generation Z, because the P-value is  $0.000 < 0.05$  with a path coefficient 0.492, or in other words  $H_0$  is rejected and  $H_a$  is accepted. The consumer network behavior variable refers to consumer behavior in utilizing their social networks or relationships that influence purchasing decisions. In the context of generation Z, consumer network behavior is carried out through social media by relying on interactions with online shop accounts and the influence of peers, family and social media influencers in seeking information, selecting and buying women's clothing products.

Results Processed data shows that consumer network behavior has a significant positive influence on consumer shopping behavior in generation Z in the context of women's clothing products. This indicates that generation Z consumers who are actively involved in social media networks tend to have more active, impulsive and intensive shopping behavior in seeking information, choosing, buying and recommending women's clothing products. The positive influence of consumer network behavior can be seen from the interactions and influences that occur between online shop accounts and Generation Z individuals as well as between members of Generation Z social networks. Generation Z itself has special characteristics in their shopping behavior. They have grown up with advances in technology and are digitally connected, which affects the way they search for information. Kotler et al. (2022), gGeneration Z does not see the boundaries between the online and offline worlds. Generation Z can quickly and easily find out and get information about products and accounts for women's clothing online shops because of their consumer network behavior. Based on the processed data, generation Z is more likely to do research or seek information online (TCR index 81.2%). More than 75% of respondents in this study revealed that the dimensions of access to women's clothing products provided by Instagram provide convenience and flexibility for them to connect with women's clothing online shop accounts, be it offers, content, and various other information.

Besides the ease of finding and obtaining information, the existence of choice options, such as products and product alternatives, delivery, payment, and promotions offered support generation Z to manage information and act personally according to preferences or what they want. The personalization dimension presented by online shop accounts via Instagram allows generation Z as consumers to modify information and products to create a personal experience that suits them. Based on processed data, product personalization options get an average of 3.94 with 154 respondents agreeing that they are happy with the personalization options offered by online shop accounts. The freedom to adapt products to the needs and personal desires of consumers makes them even more interested in owning the product. In addition to product personalization, there is also promotion personalization with an average of 3.87, which is an action in which consumers take promotions that suit their needs and/or they think are of benefit to them. This flexibility in choosing the form of promotion that suits consumer needs can encourage generation Z's shopping behavior to be more active.

As said by McQuail (2000: 127) that the use of new media also creates affective and emotional. Various activities using Instagram such as sharing content, commenting, liking, and other interactions can lead to engagement and connectedness that can bring generation Z to the desire to shop. This is because generation Z likes the responses or responses they receive. Based on the TCR index on the data that has been processed, it is known that generation Z is happy when online shop accounts respond well to the input or criticism they provide (TCR index 79.7%), the comments they provide on uploads are responded to (TCR index 79.3%), and when their questions were answered quickly and with satisfactory answers (TCR index 75%). In addition to providing comments, criticisms/suggestions, and questions, generation Z also provide reviews about the products they

get (TCR index 75.8%). They do this in order to network with other Instagram users to be able to exchange information and provide feedback on products.

The networking behavior of generation Z who wants to connect is related to consumer behavior in the questioning dimension, where generation Z as consumers actively seek the information they want or need. According to Purwianti & Ricarto (2018) and Zhao et al., (2021) there are several factors that can influence the positive influence of consumer network behavior on consumer spending behavior in Generation Z related to women's clothing products, including:

1. Trust in Peer Reviews and Recommendations. Generation Z tend to trust reviews and recommendations from their peers more than advertisements or promotions put out by brands. Therefore, if they see positive reviews about women's clothing products from people of their own age on social media platforms, they are more likely to be interested in purchasing the product.
2. The Influencer of Social Media Influencers. Social media influencers have a great influence in shaping the shopping behavior of generation Z consumers. If the influencers they follow recommend or review women's clothing products, generation Z tends to be influenced and has the potential to buy these products. It is important for brands to partner with relevant influencers and have an audience that fits the Gen Z target market.
3. Engagement in Online Communities. Generation Z is active in participating in online communities that share the same interests and preferences, including when it comes to fashion and women's clothing products. They engage in discussions, share experiences, and provide product reviews to members of their community. Interaction in the online community can influence Generation Z's perceptions and purchasing decisions regarding women's clothing products.

When generation Z find products they are interested in through their networking behavior when using Instagram and get the information they need without viewing too much content, their consumer behavior will be more positive. This can happen when generation Z sees uploads from accounts they know and trust, so they are not only interested in the product but also have a sense of trust in the product they want. As a result, they spend less time researching, browsing product content, and asking questions, and are quicker to take action with the basic information they need. Therefore, for online shop accounts, responding to content, questions, criticism, suggestions, reviews, as well as the comments Generation Z can make them feel valued and encourage them to feel connected and emotionally attached. So that their perception of the online shop account is more positive and their shopping behavior increases.

### **The Most Influential Characteristics of Consumer Shopping Behavior for Women's Clothing Products in Generation Z**

Based on table 2, it is known that there is a significant positive influence between Instagram content variables on consumer shopping behavior for women's clothing products in generation Z, because the P-value is  $0.000 < 0.05$  with a path coefficient of 0.390. Meanwhile, the consumer network behavior variable also has a significant positive effect because the P-value is  $0.000 < 0.05$  with a path coefficient of 0.492. This shows that the consumer network behavior variable has a more dominant influence on the shopping behavior of generation Z consumers.

The most influential characteristics of the consumer network behavior variable itself are access (access), personalization (customize), and connectedness (connect). The large number of respondents who agree with the statements on the indicators of these dimensions reflects the behavior of Generation Z in networking and the way they process information. Through Instagram, generation Z has a unique and broad consumer network behavior, especially in terms of buying women's clothing/fashion products online. They really pay attention to and enjoy the interactions that occur on Instagram, this can be seen from the average connected dimension of 3.855 with a TCR index of 77%, which means that the average respondent agrees with statements related to

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connectedness and interaction between respondents with online shop accounts through Instagram. Through Instagram, generation Z finds it easy to find various information and the latest updates, as evidenced by their response to statements regarding the access dimension, which has an average dimension of 3,883 and a TCR index of 77.67%. The disclosure of information that is given and received by generation Z through Instagram also gives them the freedom to personalize information, products, services and stores where they will buy.

Interesting and creative Instagram content can increase consumer awareness about women's clothing products offered by online shop accounts. This is proven by the average awareness dimension which reaches 4,005 where respondents from generation Z stated that they know online shop accounts through Instagram Ads, friends, and influencers. Generation Z often spends time exploring Instagram, looking for inspiration and information, one of which is related to fashion. This is proven by the response of more than 90% of respondents who revealed that they open Instagram  $\geq 3$  times a day. Attractive visual content can generate consumer interest and attention. Based on the type of upload, video content gets an average of 4, 18 which shows that the majority of generation Z agree that videos of clothing products uploaded by online shop accounts on Instagram make them interested and want to try the products displayed. This is in line with respondents' answers regarding what they often see on Instagram where Reels and Instagram stories are the Instagram features they like the most and both are commonly used to upload videos. With increased product awareness, generation Z consumers will be more inclined to browse and consider buying and trying these women's clothing products. This is in line with respondents' answers regarding what they often see on Instagram where Reels and Instagram stories are the Instagram features they like the most and both are commonly used to upload videos. With increased product awareness, generation Z consumers will be more inclined to browse and consider buying and trying these women's clothing products. This is in line with respondents' answers regarding what they often see on Instagram where Reels and Instagram stories are the Instagram features they like the most and both are commonly used to upload videos. With increased product awareness, generation Z consumers will be more inclined to browse and consider buying and trying these women's clothing products.

Quality Instagram content can help build consumer awareness and trust in women's clothing brands and products. Through Instagram content, generation Z can find and share informative content, show product quality, and enjoy the shopping process (from knowing to after-purchase activities). Overall, respondents agree that the content of Instagram content, be it promotions, entertainment, reviews, information, or events, gives them satisfaction or a sense of pleasure and interest in owning a product with a dimension TCR index of 80.22%. However, based on data processing, generation Z's preferred Instagram content is content that contains promos (such as discounts, bundling, etc.) with an average of 4.19. Generation Z often looks to Instagram as a source of inspiration for the latest fashion styles and trends. They follow fashion influencer accounts and their favorite fashion brands to get ideas and information related to women's clothing products.

Instagram content that displays products in an attractive style and is in line with current trends is one of the ways to shape consumer perceptions of these products. Generation Z consumers will tend to buy products that match the styles and trends they see on Instagram. Therefore, the time and intensity of uploading content is important for generation Z, which can be seen in the average time dimension of uploaded content, which is 4.07 and the TCR index is 81.4%. According to Rachman Jonni & Hariyanti (2021), there are several factors that influence the positive influence of Instagram content on consumer shopping behavior for women's clothing products in generation Z, both uploaded by online shop accounts and by other Instagram users, including:

1. **Attractive Visuals:** Attractive visual content such as beautiful product images and videos, attractive styling appearances, or product usage by influencers can attract the attention of generation Z consumers. Attractive visuals will make them interested in seeing more, reading product information, and considering making a purchase.

2. Relevance: Instagram content that is relevant to the interests and preferences of Gen Z consumers will have a greater influence on their shopping behavior. Content that describes the latest styles and trends, products that match their needs and wants, or content that relates to their values will influence purchasing decisions more.
3. Authenticity: Generation Z consumers tend to value originality. Content that looks natural, is not overly promotional, and provides an honest and authentic view will be more trusted and has the potential to influence consumer shopping behavior.
4. Engage with Consumers: Content that facilitates interaction with consumers, such as asking questions, responding to comments, or holding contests or polls, will increase consumer engagement. This interaction gives consumers a feeling of being valued and actively involved, which can increase their tendency to buy women's clothing products from that brand.

Comparatively, the act dimension of the consumer buying behavior variable has an average TCR of 4.24 and an index of 84.8%, whereas the dimension of asking has an average TCR of 4.21 and an index of 84.1%. Indicative of respondents' proactive information-seeking activity, the proportion of those who agree with the statement relating to the questioning component is high. This is an example of their networking behavior, in which individuals consult with people they already know for answers to queries or recommendations on where to purchase online. The buying habits of members of Generation Z may be positively influenced in two ways: via content and consumer network activity.

## CONCLUSION

This research demonstrates that Instagram content influences generation Z customers' purchase decisions for women's apparel. Content that is both timely and engaging may encourage people to take the next step and make a purchase. However, consumer network behavior acts as a check on this trend since receiving too much information from online interactions might cause paralysis by analysis and further delay the buying process. The purchasing habits of Generation Z are affected by things like their reliance on peer evaluations, the impact of celebrities on social media, and their participation in online groups. Consumers are becoming more aware of, and interested in, the relevance of appealing and relevant visual content. However, if there are too many options and details to consider, the shopper may get overwhelmed and unhappy with their final selection. Access, personalisation, and connection in social networks all play a big part in shaping generation Z's buying habits. Members of Generation Z often use the internet to research topics of interest and engage in a variety of online activities, such as shopping and interacting with friends and influential people. Instagram content that features items with eye-catching pictures, in line with current trends and relevant to the interests of the generation Z audience, also has an impact on the buying habits of this demographic. Positive opinions of companies and goods may be influenced by factors such as authenticity, customer contact, and content relevancy. Action and questioning are the most impactful facets of buying behavior, suggesting that members of Generation Z are more likely to take initiative when it comes to acquiring the goods they want by engaging in online conversation and doing in-depth product research. The findings of this research indicate that the content of Instagram and consumer networking activity significantly affect the purchasing decisions of women in Generation Z when it comes to apparel. The purchase choices of generation Z are influenced by factors such as engaging content, convenience, individualization, and social network connectivity. Instagram is a great venue for companies and e-commerce accounts to showcase their products, engage with their audience, and increase sales. Considering the habits of buying across generations By uncovering the intricate web that connects Instagram content, consumer network behavior, and shopping choices among Generation Z women in the context of women's clothing products, this

research contributes valuable insights to both scholarly discourse and marketing practice, facilitating a more nuanced understanding of the digital consumer journey.

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