

ABSTRACT

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The Influence of Instagram Social Media and Product Design on Buying Interest in Clothing Products (Study on @Aesthete.yourlife followers)

Keywords : Product Design, Instagram Social Media, Buying Interest, Clothing Products

(xii + 86 + Attachment)

The purpose of this study is to find out if Instagram social media and product design on the @Aesthete.yourlife account have an influence on the interest in buying fashion products among followers. This study uses the Elaboration Likelihood Model Theory, explaining how individuals process information and make decisions based on two main processing pathways: central pathways and peripheral pathways. The central path involves in-depth and analytical processing of information, while the peripheral path involves more superficial processing and is influenced by indirect factors such as visual appeal and credibility of the source. The approach method carried out by this study is quantitative by conducting a survey and distributing questionnaires to respondents. The respondents of this study are followers of the Instagram account @Aesthete.yourlife and the entire sample was calculated using the slovin formula obtained a sample of 400 respondents. Data analysis was carried out using multiple regression analysis to measure the influence of Instagram social media and product design on buying interest. The results of the study show that Instagram social media has a significant influence on the buying interest of clothing products by 16,447 out of a table of 1,966. In addition, product design was also proven to affect buying interest by 5,411 out of 1,966 in the table.

Bibliography (2003-2024)