

ABSTRACT
THE ANALYSIS ON SUPPORTING FACTORS OF FASHION PRODUCT
INFORMATION SEARCH ON INSTAGRAM

There is no doubt that people find it difficult to live without technology in their daily lives. The internet is a form of technology that facilitates the access to information and communications across the world. The rapid growth of internet usage in Indonesia will affect a variety of sectors in life. For example, by using smartphone technology that is progressively changing, Indonesian people tend to change the way of their shopping habits into online and digitally elite communication. Prior to having the online purchase, consumers seek for information to reassure themselves as for the product to be purchased from any various sources such as Instagram. The purpose of this study is to determine the supporting factors of fashion product information search on Instagram.

The variables applied in this research were taken from the theory of the experts stating that the variables consist of Information provision, Information usefulness and relevance, Uncertainty reduction and uncertainty avoidance, Economic motives, Consumer need for uniqueness, Attention to social comparison information, Status consumption, Role-relaxed consumption. All those variables were elaborated in the 19 questions that represented each variable. This research is a descriptive study involving 120 respondents of Instagram users and the samples were collected by employing nonprobability sampling technique, which was incidental sampling type. Shortly after, the collected data were processed using factor analysis method.

The results of this research illustrate the two supporting factors of fashion product information search on Instagram obtained using factor analysis. The first is consumer need for uniqueness factor that has the highest value of percent variance with 44.05%. Meanwhile, the second is role-relaxed consumption factor that has the highest value of percent variance with 57.4%. In addition, based on the biggest loading factor, the most dominant item supporting the fashion product information search on Instagram is the consumer need for uniqueness as much as 0.847.

By discovering this fact, the online shop owners on Instagram are expected to meet the needs of raising and maintaining the prestige as well as the latest fashion.

Keywords: Factor analysis, Instagram, fashion, information search