

ABSTRACT

This study aims to determine the motivation of consumers in conducting online shopping activities that have a direct impact on the high impulsive purchases on Instagram. The sample of this research is a student from various universities in Bandung. Researchers use a descriptive qualitative method to describe thoroughly and deeply about the motivation of impulsive purchases in online shopping activities on Instagram. This research uses constructivist paradigm and uses in-depth interview technique also observation in process of collecting research result.

The results showed the existence of utilitarian motives or irrational motives that dominate the argument of informants who often make impulsive purchases. The personal characteristics that affect are age and life cycle, occupation, economic situation, lifestyle, and self-concept. Meanwhile, the most influencing external factors are environmental factors. Therefore, the researcher concludes impulsive buying motivation in online shopping activity is the presence of hedonistic desire, self-esteem requirement, and self actualization, consumer perception toward decision making and consumer perception to a decision. In addition, researchers found in the way consumers perceive a product. Consumers not only see from function only as needs, however, see it as a means of fulfillment of satisfaction and self-actualization.

Keywords: *shopping motivation, online shopping, impulse buying, Instagram*