

INSTAGRAM FILTERS FOR THE FASHION INDUSTRY : THE MEDIATING ROLE OF PURCHASE INTENTION ON CUSTOMER ENGAGEMENT

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ABSTRACT

The COVID-19 pandemic has significantly transformed consumer behavior, shifting towards online shopping. This transformation has limited consumers' ability to physically try on products. This study aims to determine the extent to which Instagram filters, specifically augmented reality (AR) try-on filters, influence consumer purchase intention and the level of engagement they generate among users for fashion products. Employing a quantitative approach, this research collected data from 307 active Instagram users who frequently utilize filters, using a Likert scale questionnaire (1-5). The variables examined include Instagram filters, customer engagement, and purchase intention. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) through WarpPLS Version 8.0. The findings reveal a significant positive influence of Instagram filters on customer engagement, mediated by purchase intention.

Keywords : Instagram Filters; Customer Engagement; Social Media; Purchase Intention; Fashion

ABSTRAK

Pandemi Covid-19 mengakibatkan perubahan signifikan terhadap pola belanja manusia menjadi online. Karena perubahan tersebut, konsumen tidak dapat mencoba produk secara langsung. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh filter instagram berupa AR try on terhadap minat beli konsumen dan tingkat engagement yang diterima dari masyarakat terhadap penggunaan filter pada produk fashion. Penelitian ini menggunakan pendekatan kuantitatif dengan responden pada penelitian ini sebanyak 307 orang yang merupakan pengguna aktif Instagram khususnya pengguna filter Instagram dimana data dikumpulkan dengan teknik kuesioner dengan skala likert (skala 1-5), dengan variabel yang diteliti meliputi filter instagram, customer engagement, dan minat beli. Analisis data dilakukan dengan menggunakan Partial Least Square Structural Equation Model (PLS SEM) dan diproses melalui WarpPLS Version 8.0. Hasil penelitian menunjukkan bahwa filter Instagram memiliki pengaruh positif signifikan terhadap Customer Engagement yang dimediasi oleh Minat Beli.

Kata Kunci : Filter Instagram; Customer Engagement; Media Sosial; Minat Beli; Fashion

INTRODUCTION

The COVID-19 pandemic has dramatically transformed consumer shopping behavior, driving a shift towards online platforms (Juniar & Jusrianti, 2021). This shift has made it challenging for consumers to evaluate products without a physical experience. To address this limitation, augmented reality (AR) features have emerged to enhance product presentations and boost consumer confidence in purchasing decisions (Dhianita, S., & Rufaidah, P., 2024). AR visuals can create more immersive and informative shopping experiences, offering strategic opportunities for marketers in the fashion industry to increase engagement and purchase intention (Yang & Lin, 2024).

The fashion industry has consistently been influenced by dynamic trends. This industry has experienced rapid growth through social media platforms, particularly Instagram (Augustinus & Agnes, 2020). Instagram filters serve not only as aesthetic tools but also as persuasive devices capable of capturing consumers' attention. By providing realistic virtual experiences, these filters are expected to influence consumers' perceptions of products, foster customer engagement, and drive purchase intention (Nelfianti et al., 2021). The distinctive visual effects created by filters are used persuasively to easily edit personal appearance in photos. Instagram filters serve as a medium for cultivating consumer trust in products, aiming to establish a reciprocal relationship through interaction or engagement (Bella, 2022).

Customer engagement can be facilitated through social media as a company's endeavor to cultivate stronger relationships with consumers via digital interactions such as clicks, comments, and content sharing (Erwin et al., 2022; Erwin et al., 2023). Social media serves as an effective platform for capturing consumers' attention and fostering a closer connection between customers and the marketed products or brands. In this context, customer engagement encompasses a range of marketing activities, including digital campaigns, direct customer interactions, and customer empowerment, all aimed at enhancing customer motivation and involvement with the brand (Suraña-Sánchez & Aramendia-Muneta, 2024).

In this context, Instagram filters with AR visuals offer fashion brands the opportunity to create personalized interactive experiences for consumers, thereby increasing engagement and, consequently, purchase intention. However, despite the immense potential of this technology, challenges related to technical usage and public

understanding of AR filters remain a concern (Bella, 2022). This study aims to investigate the influence of Instagram filters, particularly AR try-on features, on consumer purchase intention and the level of customer engagement generated by their use. Thus, this research is expected to provide a more comprehensive understanding of the relevance of AR technology in supporting marketing strategies within the fashion industry.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Social Media

Social media has become a prevalent trend in digital marketing communication. The provision of engaging content and information on social media can enhance positive sentiments towards a brand. Social media serves as a marketing tool aimed at building brand image and fostering consumer communication (Kurniawan & Irwansyah, 2022). Beyond being a platform for individual interaction, social media is also utilized by companies for entertainment, content and information provision, brand communication, attracting new customers, building relationships, and obtaining feedback (Herdiyani *et al.*, 2020). Effective social media strategies must integrate four key pillars: entertainment, collaboration, education, and informational content (Nafsyah *et al.*, 2022). Social media also offers benefits in terms of interactivity, cost-effectiveness, and compatibility for achieving business objectives and increasing sales (Rahmadiane & Utami, 2021).

Instagram Filters

Instagram is a social networking application that offers a variety of features capable of transforming the appearance of photos, which can then be easily and quickly shared with virtual friends (Haryanti, L., 2023). Instagram filters have proven to be beneficial in assisting consumers in product selection. Several indicators have been used to measure Instagram filters, including color modification, sticker filters, lighting exposure, and the perception of fun, uniqueness, and specialness (Hong *et al.*, 2020). Several aspects explain how Instagram filters can facilitate consumer product selection. First, they allow customers to obtain realistic visual information about products, enabling them to try and choose products according to their needs through Instagram filters. Second, Instagram filters are easy to use and are considered essential, especially in the fashion industry (Risdianti & Putra, 2022).

Purchase Intention

Purchase intention describes consumer behavior that indicates a desire to buy and select a product, driven by experiences during the selection, consumption, and use of that product (Hiola, 2022). Customer purchase intention stems from a learning and cognitive process that creates perceptions, which then need to be motivated to translate into action (Pahlevi, 2022).

These five constructs—awareness, knowledge, liking, preference, and conviction—can be used to measure the likelihood of a consumer purchasing a brand or making a purchase. Awareness refers to consumers who are typically unaware of their needs, thus requiring communicators to demonstrate those needs. Subsequently, knowledge implies that communicators must provide information about the product to customers who lack understanding. Liking, following the acquisition of information, indicates a consumer's positive sentiment towards a product, leading to a desire to purchase. The next construct, preference, suggests that once consumers develop a liking for a product, they need to compare it to similar offerings. This includes factors such as value, quality, performance, packaging, and others. Finally, conviction signifies the communicator's responsibility to persuade customers who, despite liking a product, remain uncertain about purchasing it (Satria, 2017). Therefore, purchase intention encompasses all of these constructs.

Customer Engagement

Customer engagement is defined as the process of fostering deep and enduring relationships between a business and its customers. A customer-centric marketing approach is paramount in driving customer engagement (Kurniawati, 2021). Digital marketing offers a compelling avenue for enhancing customer engagement. This approach involves crafting and disseminating content designed to attract a specific target audience and transform them into loyal customers. To capture the attention of potential customers and foster interaction, Augmented Reality (AR) Instagram filters can be leveraged as a promotional tool (Rachman & Panindias, 2021).

Based on research conducted by Anggraeni and Sabrina (2021), several indicators of customer engagement have been identified. These indicators include service performance, encompassing the speed and accuracy of service delivery; customer expectations, which relate to the extent to which perceived performance meets

or exceeds customer expectations; product quality, which refers to the reliability of the offered products; customer experience, reflecting the overall customer interaction with the product; decision-making, indicating how brand loyalty influences customer repurchase decisions; and customer trust, pertaining to trust in the brand and product quality. These indicators are interconnected and contribute to customer satisfaction and loyalty, which are key to effective customer engagement.

Fashion Products

While fashion is often synonymous with clothing or apparel, it encompasses a broader spectrum of elements that are constantly evolving due to trends (Dewa & Istiqaroh, 2023). Fashion can also be interpreted as a form of self-expression through clothing and accessories, serving as a barometer of one's social status, attitude, and emotions. Consequently, society is continually adapting to emerging fashion trends (Tenaya, 2021).

Fashion entrepreneurs leverage social media as a channel to offer their products to consumers, going beyond mere promotion (Lathifah et al., 2024). This approach is centered around creating unique and personalized shopping experiences for consumers within the fashion industry. Social media exerts a positive influence on the sale of fashion products by providing consumers with the necessary information about their desired fashion items (Rahmawati et al., 2021).

Hypothesis

The Influence of Instagram Filters on Customer Engagement in Fashion Products

Instagram has gained popularity due to the introduction of filter features (Qorib et al., 2021). Instagram filters can be utilized as an interactive soft-selling promotional medium that is both engaging and appealing to target customers. This also serves as an asset to strengthen brand image. Additionally, Instagram filters can effectively help audiences grasp promotional messages (Ko et al., 2023). With unique content, Instagram filters can attract users to engage with them. This enables filter creators to use Instagram filters as a digital marketing tool that fosters relationships between creators and users (Putra, 2020). These findings suggest that Instagram filters effectively enhance customer engagement.

Instagram was designed as a photo-sharing application, and its features, such as filters, enhance the visual appeal of uploaded product images. Many users also leverage

hashtag features to facilitate potential customers in finding the offered products (Qorib et al., 2021). Customer engagement is crucial for businesses as it fosters strong relationships between consumers and companies, subsequently influencing purchasing decisions (Utami & Saputri, 2020). Therefore, to build such strong relationships, the utilization of Instagram filters is essential. If the presented Instagram filters are relevant and generate interactions with potential customers, engagement is created (Limandono & Dharmayanti, 2017).

Therefore, the first hypothesis of this study is:

H1: Instagram Filters have a positive and significant impact on Customer Engagement

The Influence of Instagram Filters on Purchasing Intention of Fashion Products

Previous research by Sari & Susilawati (2022) revealed that female students' use of Instagram filters is influenced by the actions of others who also use these filters. This is due to the popularity and ongoing trends of filters. Additionally, Instagram filter features are easily accessible, used, and saved by users, leading to almost universal usage among Instagram users. In the era of globalization, rapid advancements in technology and information have facilitated consumers' access to information, including the latest fashion trends (Erwin et al., 2022). This ease of access to information has sparked consumers' interest in purchasing fashion products that align with current trends (Syaraahiyya & Rusadi, 2023). The trend of using Instagram filters can also be leveraged to provide users with easy access to information about the latest fashion trends, thereby increasing consumers' purchasing intention for fashion products that are in line with current trends.

Instagram filters are not merely ordinary features that make Instagram unique; they can influence our psychology towards an object, leading us to assign greater value to it (Song et al., 2020). A study conducted by a UIM student revealed that a higher level of psychological factors correlates with an increased level of consumer purchasing intention (Hasbi, 2021).

Therefore, the second hypothesis of this study is:

H2: Instagram Filters have a positive and significant impact on purchasing intention

The Influence of Purchase Intention on Customer Engagement in Fashion Products

Research by Nabila & Negoro (2023) revealed that customer engagement influences purchase intention. In the context of digital marketing, when companies successfully create engagement with consumers, it results in increased consumer trust in the product, thereby boosting their purchase intention (Erwin et al., 2024). Consumers are more likely to consider purchasing from the same brand if they have a remarkable experience with it (Urdea & Constantin, 2021). Customer engagement fosters a connection between consumers and the products they purchase, leading to increased consumer enthusiasm (Erwin et al., 2023). If consumers are highly enthusiastic and impressed with a company's products, they are more likely to make a purchase (Agung et al., 2024). Customer engagement reinforces consumers' perception of the product's value and the brand's relevance in their lives, creating an environment that encourages consumers to make purchases based on their interactions (Bilal et al., 2021).

Therefore, the third hypothesis of this study is:

H3: Purchase intention has a positive and significant impact on customer engagement

The Influence of Instagram Filters on Customer Engagement Mediated by Purchase Intention

To build relationships, the use of Instagram filters is necessary. This is aimed at facilitating product search for consumers (Yolanda, 2019). When Instagram filters are presented in a relevant manner and generate interactions with potential customers, engagement is created (Limandono & Dharmayanti, 2017).

This is certainly mediated by consumers' purchasing intention. According to Hikmah (2020), customer engagement refers to all efforts to engage consumers in an emotional interaction between the company and its customers. Thus, it is expected that Instagram filters can help customers engage emotionally with the company, ultimately leading to increased purchasing intention.

Therefore, the fourth hypothesis of this study is:

H4: Instagram Filters have a positive and significant impact on Customer Engagement, mediated by Purchasing Intention

RESEARCH METHODOLOGY

This research employs a quantitative approach to determine the extent to which Instagram filters, specifically AR try-ons, influence consumer purchase intention and the level of engagement received from the public regarding the use of filters on fashion

products. This study began by exploring trends related to Instagram Filters for the Fashion Industry and their contribution to engagement, mediated by Purchase Intention. The research was conducted over a one-month period in August 2022.

A questionnaire using a 5-point Likert scale was employed as the research instrument to collect data from respondents. The response options were as follows: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. Each item in the questionnaire was designed to measure a specific construct. The following constructs and their respective indicators were used in this study:

- Customer Engagement Indicators: Service Performance (CE1), Expectations (CE2), Quality (CE3), Customer Experience (CE4), Decision Making (CE5), and Customer Confidence (CE6).
- Instagram Filter Indicators: Color Modification (IF1), Filter Stickers (IF2), Enjoyable (IF3), Unique (IF4), and Special (IF5).
- Purchase Intention Indicators: Awareness (BI1), Knowledge (BI2), and Liking (BI3).

The research respondents were consumers who have an interest in the fashion industry and are active users of Instagram fashion accounts from all over Indonesia. The total number of respondents was 307, with a 100% response rate. The questionnaire, consisting of 14 questions, was distributed online using Google Forms and disseminated through social media platforms such as Line, Instagram, and WhatsApp. The collected data was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with data processing done using WarpPLS version 8.0.

RESULTS AND DISCUSSION

Results

After data collection, the next step was to analyze and test the research findings. The first step was to test the outer model. This test is crucial to determine whether the proposed items/indicators are valid or reliable. Validity testing refers to the extent to which an indicator measures a construct. Several validity measures were used, including: factor loading, average variance extracted (AVE), and discriminant validity. A minimum factor loading of 0.7 is required, but values between 0.4 and 0.7 are still acceptable as long as the internal consistency reliability is good. However, since some factor loadings were below 0.4 (namely, BI 1 & BI 2), these indicators were removed.

All AVE values were above 0.5, indicating validity. The results of the factor loadings and AVE can be seen in Table 2.

Table 3 presents a comparison of the square root of the Average Variance Extracted (AVE) with the construct correlations, demonstrating the discriminant validity. Reliability testing was conducted using internal consistency reliability, specifically composite reliability and Cronbach's alpha. Composite reliability requires a value of 0.60, while Cronbach's alpha also requires a value of 0.60. Table 2 shows that both composite reliability and Cronbach's alpha values exceed 0.60.

This study proposed four hypotheses: H1, H2, H3, and H4. Based on the data analysis, all hypotheses were supported. H1 indicated a positive and significant relationship between Instagram Filters (IF) and Customer Engagement (CE) ($\beta=0.425$; $p=0.001$). H2 showed a positive and significant relationship between Instagram Filters (IF) and Purchase Intention (BI) ($\beta=0.453$; $p=0.001$). H3 demonstrated a positive and significant relationship between Purchase Intention (BI) and Customer Engagement (CE) ($\beta=0.366$; $p=0.001$). The results of hypothesis testing for H4 indicated that Purchase Intention (BI) mediates the relationship between Instagram Filters (IF) and Customer Engagement (CE) ($\beta=0.313$, $p<0.001$) (see Table 4).

Discussion

The Influence of Instagram Filters (IF) on Customer Engagement (CE) in the Fashion Products

This research demonstrates a significant positive impact of Instagram filters on customer engagement in the fashion industry. The utilization of Instagram filters as part of a content strategy can enhance the visual appeal of fashion products, aligning with the findings of Rachmah & Mayangsari (2020), who assert that entertaining content significantly influences consumer engagement. Although the aforementioned study does not specifically address filters, the application of filters can be interpreted as a further development that creates more engaging content and provides a virtual "try-on" experience for consumers prior to purchase. This is consistent with the concept of consumer engagement, where active interaction and satisfying experiences are crucial for fostering stronger relationships between consumers and brands (Rachmah & Mayangsari, 2020).

Furthermore, fashion brands that utilize filters aligned with their brand identity are able to capture users' attention and generate higher levels of engagement, including likes, comments, and shares. Additionally, the appropriate use of hashtags and filters can create a buzz among users and enhance brand visibility. These findings suggest that Instagram filters effectively increase consumer engagement with fashion products (Qorib et al., 2021).

Instagram filters serve as a strategic tool for creating visually appealing content that resonates with the target audience. By employing appropriate and brand-aligned filters, fashion companies can produce engaging content and foster stronger connections with their audience on social media platforms. Instagram has been recognized as a highly influential platform for marketing fashion products, connecting with customers, and driving engagement (Limandono & Dharmayanti, 2017).

The Influence of Instagram Filters (IF) on Purchasing Intention (BI) of Fashion Products

Instagram filters exert a significant positive influence on purchase intention within the fashion industry. This indicates that Instagram filters serve not only as tools for enhancing visual aesthetics but also as effective instruments in shaping consumer preferences and purchasing decisions, thereby enriching the online shopping experience in the fashion sector. With the implementation of filters, consumers can enjoy a unique interactive shopping experience, akin to that of in-store shopping. The AR try-on feature, in particular, allows consumers to "virtually try on" products, providing a clearer visualization of how the product would look and whether it aligns with their needs and preferences. This suggests that AR features offer an engaging experience for consumers, which can subsequently boost purchase intention (Aslam & Davis, 2024).

In a fashion industry heavily influenced by visual and aesthetic factors, the use of Instagram filters significantly contributes to shaping consumer perceptions of products and boosting purchase intention (Izzati & Anindea., 2024). Consequently, this research underscores the importance of innovation in social media technology, such as the utilization of Instagram filters, in enhancing consumer purchasing behavior within the fashion industry.

The Impact of Purchase Intention (BI) on Customer Engagement (CE) in the Fashion Products

The initial impetus for fashion purchases is the desire to buy, which subsequently leads to customer engagement as a result of repeat purchases. When consumers exhibit interest in a product, they tend to seek information until they feel confident, thereby initiating interactions between the consumer and the brand, both directly and indirectly (Erwin et al., 2023). This communication also opens up various avenues for information that the consumer may require, aligning with their purchasing intention. This finding is supported by Sopiana et al. (2024), who demonstrate that purchase intention has a significant positive impact on customer engagement levels for Kartini's Label modern batik fashion. In their research, they discovered that consumers with high purchase intention are more likely to actively engage with the brand, whether through social media, e-commerce platforms, providing feedback, or participating in brand-related activities.

A high purchase intent can foster more active consumer engagement, as suggested by Islam et al. (2020), who posit that increased consumption and product demand are indicators of successful customer engagement. In the context of fashion, elevated purchase intention often triggers impulsive buying decisions, which represent a form of customer engagement as consumers are compelled to purchase products immediately upon feeling attracted or intrigued by a particular fashion item. Previous research by Rizano & Salehudin (2023) supports the link between shopping enjoyment and customer engagement, where pleasure derived from using fashion applications can increase app usage frequency, thus enhancing customer engagement. Within the fashion industry, digital platforms and e-commerce applications play a pivotal role in facilitating enjoyable shopping experiences, ultimately leading to increased engagement (Erwin et al., 2024).

Consequently, it can be concluded that consumers' purchase intention toward fashion products has a significant impact on customer engagement levels, suggesting that brands capable of understanding and capitalizing on consumer purchase intention are more likely to establish strong customer relationships.

The Influence of Instagram Filters (IF) on Customer Engagement (CE) Mediated by Purchase Intention (BI)

Instagram filters exert a significant positive influence on customer engagement, mediated by purchase intention (Erwin et al., 2023). Beyond enhancing visual aesthetics, Instagram filters stimulate purchase intention, subsequently driving higher levels of customer engagement. A study by Jin & Ryu (2020) demonstrates that branded visual content on social media fosters purchase intention by enhancing positive product perceptions. Similarly, aesthetically filtered try-on features on Instagram can evoke hedonic sensations and increase consumer attraction towards the brand.

The use of filters can create a specific atmosphere that can evoke emotional responses from consumers. When consumers feel emotionally connected to the content, they are more likely to interact with it, thereby increasing customer engagement and purchase intention (Erwin et al., 2024). This is supported by Hikmah's (2020) concept of customer engagement through emotional interaction.

CONCLUSION

The COVID-19 pandemic and subsequent government policies have significantly impacted human lifestyle, particularly shifting consumer behavior towards online shopping. To address these challenges and assist fashion businesses, this study explores the utilization of Instagram filters as a technological solution. Based on our analysis, the three indicators demonstrate a positive interrelationship, as evidenced by the acceptance of all four proposed hypotheses by the respondents.

Based on the findings of this study, it can be concluded that the utilization of Instagram filters has a significant impact on consumer engagement and purchase intention within the fashion industry. Instagram filters are effective in fostering deeper interactions between consumers and fashion products, providing an immersive experience that aids consumers in their product consideration process. Moreover, the adoption of Instagram filters plays a crucial role in influencing consumer preferences and purchase decisions, enriching the overall online shopping experience. Additionally, consumer purchase intention towards fashion products significantly contributes to increased consumer engagement, highlighting the importance of nurturing and enhancing purchase intention to strengthen the bond between consumers and fashion brands. Finally, the results demonstrate that the use of Instagram filters positively

influences consumer engagement through the mediation of purchase intention, affirming the strategic role of Instagram filters in shaping consumer involvement in the fashion industry.

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FIGURES AND TABLES OF DATA ANALYSIS

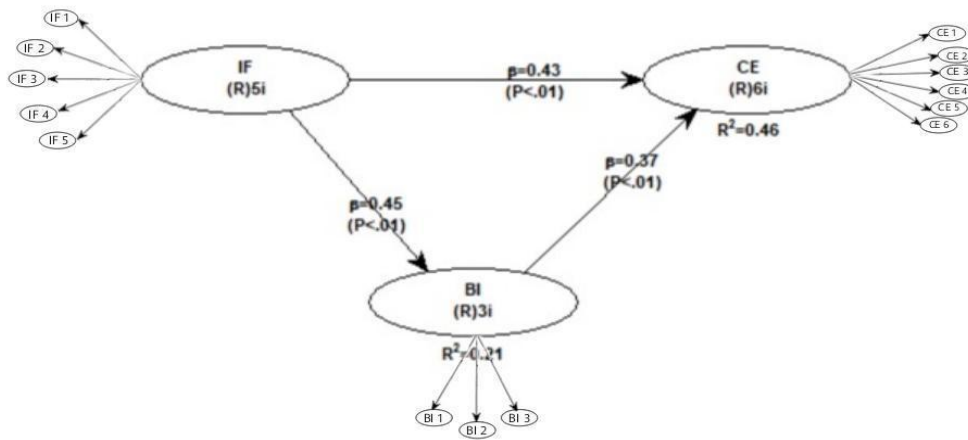


Figure 1: Research Model, Path Coefficients, and P-values
 Source: Primary Researcher Data, 2022

Table 1 Gender Distribution of Respondents

Gender	Frequency	Percentage (%)
Male	104	33.9
Female	203	66.1
Total	307	100

Source: Primary Researcher Data, 2022

Table 2 Convergent Validity Results

Variables and Indicators	Factor Loading	P Value	AVE	Composite Reliability	Cronbach Alpha
Instagram Filters (IF)			0.676	0.913	0.880
IF1	0.795	<0.001			
IF2	0.790	<0.001			
IF3	0.881	<0.001			
IF4	0.830	<0.001			
IF5	0.813	<0.001			
Purchase Intention (BI)			0.660	0.853	0.742
BI3	0.821	<0.001			
BI4	0.832	<0.001			
BI5	0.783	<0.001			
Customer Engagement (CE)			0.672	0.925	0.902
CE1	0.825	<0.001			
CE2	0.830	<0.001			
CE3	0.832	<0.001			

CE4	0.834	<0.001
CE5	0.756	<0.001
CE6	0.840	<0.001

Source: Researcher's Data Analysis, 2022

Table 3 Validity of Constructs

Variable	(1)	(2)	(3)
Instagram Filter (1)	(0,822)	0.434	0,566
Purchase Intention (2)	0,434	(0,812)	0,555
Customer Engagement (3)	0.566	0,555	(0,820)

Source: Researcher's Data Analysis, 2022

Table 4 Hypotheses and Results

Hipotesis	Hasil	
H1: Instagram filters have a positive and significant impact on customer engagement	$(\beta = 0.425; \rho = 0.001)$	<i>H1 Accepted</i>
H2: Instagram filters have a positive and significant impact on purchasing intention	$(\beta = 0.453; \rho = 0.001)$	<i>H2 Accepted</i>
H3: Purchase intention has a positive and significant impact on customer engagement	$(\beta = 0.366; \rho = 0.001)$	<i>H3 Accepted</i>
H4: Instagram filters have a positive and significant impact on customer engagement, mediated by purchasing intention	$(\beta = 0.166; \rho = 0.001)$	<i>H4 Accepted</i>

Source: Researcher's Data Analysis, 2022