



An Analysis of The Effect of Social Media Marketing Through Instagram Reels on Impulse Buying of Erigo Products Among College Students

Irfani Margi Prakoso^{1*}, Ratu Permata Salim², Rian Nur Firmansyah³, Erwinsyah⁴

¹⁻⁴ Universitas Indraprasta PGRI, Indonesia

email: irfani.margi@gmail.com¹

Article Info :

Received:

24-04-2026

Revised:

12-05-2026

Accepted:

17-05-2026

Abstract

This study investigates the effect of social media marketing through Instagram Reels on the impulse buying behavior of Erigo products among college students in Jakarta. The research adopts a quantitative cross sectional survey design involving undergraduate students who actively use Instagram and have been exposed to Instagram Reels content related to fashion products. Data were collected through a structured online questionnaire and analyzed using descriptive statistics and simple linear regression. The findings indicate that Instagram Reels marketing exerts a positive and significant influence on impulse buying behavior. Visual attractiveness, content creativity, audio appeal, information quality, and engagement capability were perceived positively by respondents and contributed to stronger purchasing impulses. The results further reveal that emotional stimulation, social interaction, trend following tendencies, and Fear of Missing Out intensify spontaneous purchase intentions among students. Visual attractiveness emerged as the most influential marketing dimension, while emotional urge represented the strongest indicator of impulse buying. The study contributes to consumer behavior and digital marketing literature by explaining how short video content shapes purchasing decisions through psychological and emotional mechanisms. Practical implications highlight the importance of developing engaging and emotionally appealing Instagram Reels strategies to enhance marketing effectiveness within the fashion industry.

Keywords : Instagram Reels, Social Media Marketing, Impulse Buying, Consumer Behavior, College Students.



©2022 Authors.. This work is licensed under a Creative Commons Attribution-Non Commercial 4.0 International License.
(<https://creativecommons.org/licenses/by-nc/4.0/>)

INTRODUCTION

The rapid expansion of digital technologies has fundamentally transformed the global marketing landscape by shifting brand consumer interactions from transactional communication toward immersive and continuously connected engagement ecosystems. Within this transformation, social media platforms have emerged as dominant instruments through which firms cultivate consumer attention, shape brand perceptions, and influence purchasing decisions in real time. Contemporary marketing theory argues that digital platforms create value not merely through information dissemination but through the generation of interactive experiences capable of stimulating emotional and behavioral responses among consumers (Kotler & Keller, 2016). Among the most influential developments in this domain is the rise of short video content, particularly Instagram Reels, which has redefined how brands communicate with increasingly fragmented audiences whose attention spans are progressively shorter. Recent evidence indicates that video based social media formats possess superior persuasive capacity because they combine visual, auditory, and narrative stimuli within a highly engaging environment that encourages immediate consumer reactions. The growing prominence of Reels has consequently attracted scholarly attention as researchers seek to understand its implications for consumer behavior and digital marketing effectiveness across various industries and demographic segments (Rashidin et al., 2025). This phenomenon is especially relevant within the fashion sector where visual presentation, symbolic consumption, and trend diffusion operate as critical mechanisms shaping market success.

Existing literature has consistently demonstrated that social media marketing exerts a significant influence on consumer attitudes and purchasing behavior, although the underlying mechanisms remain subject to ongoing debate. Studies investigating digital consumer behavior suggest that social media platforms stimulate impulse purchasing by enhancing emotional engagement, reducing deliberative

processing, and increasing exposure to persuasive brand messages (Singh et al., 2023). Research focusing on emerging markets further reveals that young consumers frequently rely on social media interactions as a primary source of information, social validation, and consumption inspiration, particularly in the fashion industry where symbolic meanings often outweigh functional product attributes (Senanu et al., 2023). Related evidence from higher education populations indicates that intensive Instagram usage is associated with heightened consumptive tendencies, especially when users are exposed to lifestyle oriented content that reinforces aspirational identities and social comparison processes (Siahaan et al., 2025). Complementary findings from social commerce environments also demonstrate that digitally mediated promotional stimuli such as live streaming, direct marketing, and time limited offers can substantially increase unplanned purchasing decisions by creating urgency and emotional arousal among consumers (Santoso & Nugraha, 2025). Collectively, these studies support the proposition that social media environments constitute powerful behavioral triggers capable of influencing consumption beyond rational evaluation processes.

Despite these advances, the current body of knowledge exhibits several conceptual and empirical limitations that constrain a comprehensive understanding of how specific social media features influence impulse buying behavior. Much of the existing literature treats social media marketing as a broad and homogeneous construct, often overlooking the distinctive characteristics of platform specific content formats that may generate different psychological effects. Studies examining impulse buying frequently concentrate on general social media exposure, influencer marketing, or social commerce mechanisms without isolating the unique role of short video features such as Instagram Reels. Furthermore, previous investigations have largely emphasized purchase intention, engagement, brand awareness, or entrepreneurial outcomes rather than examining spontaneous purchasing responses triggered by immersive visual storytelling formats (Rashidin et al., 2025). The literature also presents inconsistent findings regarding the extent to which emotional stimulation generated by social media content translates into actual purchasing behavior, particularly among younger consumers whose digital experiences are shaped by rapidly evolving platform algorithms and content consumption patterns (Singh et al., 2023). Such inconsistencies suggest the existence of unresolved theoretical questions concerning the pathways through which short form video content influences consumer decision making.

The presence of these gaps becomes increasingly significant when considered within the context of Generation Z consumers, whose consumption behavior is deeply embedded in digital environments. College students represent a particularly important segment because they simultaneously possess high levels of social media engagement and heightened susceptibility to peer influence, identity signaling, and symbolic consumption practices. Consumer behavior theory emphasizes that purchasing decisions are shaped not only by economic considerations but also by psychological and social factors that influence perceptions of self and belonging (Schiffman & Wisenblit, 2019). This perspective aligns with observations that Generation Z consumers frequently use brands as vehicles for self expression and social positioning within digital communities (Seemiller & Grace, 2016). In such contexts, Instagram Reels may function as more than a communication channel because its algorithmic delivery system continuously exposes users to emotionally appealing content that can intensify impulsive consumption tendencies. The growing prevalence of fashion related content on social media therefore raises important concerns regarding how digital marketing practices influence unplanned purchasing behavior among young consumers who are navigating both identity formation and financial decision making.

Within this evolving landscape, Erigo provides a compelling empirical setting through which these issues can be examined. As one of Indonesia's most recognizable fashion brands with substantial visibility in digital spaces, Erigo has actively leveraged Instagram Reels to communicate brand narratives, showcase product aesthetics, and reinforce its positioning among young consumers. While prior studies have highlighted the importance of social media engagement in shaping consumer responses, limited attention has been devoted to understanding how a locally rooted yet globally oriented fashion brand employs short video marketing to stimulate impulse buying behavior among college students. This study positions itself at the intersection of digital marketing, consumer behavior, and fashion consumption research by focusing specifically on Instagram Reels as a distinct marketing mechanism rather than treating social media exposure as a generalized construct. Through this positioning, the research seeks to address a critical gap concerning the behavioral consequences of short

form video marketing within emerging market contexts where digital adoption and youth consumer participation continue to accelerate.

This study aims to analyze the effect of social media marketing through Instagram Reels on the impulse buying behavior of Erigo products among college students. The research contributes theoretically by extending current understanding of how platform specific content formats influence spontaneous purchasing decisions within contemporary digital consumption environments. It also contributes methodologically by examining the relationship between Instagram Reels marketing exposure and impulse buying within a focused consumer segment using a context specific fashion brand case, thereby offering a more nuanced explanation of consumer responses to short video marketing strategies. The findings are expected to enrich the literature on digital consumer behavior while providing actionable insights for fashion brands seeking to optimize social media content strategies in increasingly competitive digital marketplaces.

RESEARCH METHODS

This study employs an empirical research design using a quantitative cross sectional survey approach to examine the effect of social media marketing through Instagram Reels on the impulse buying behavior of Erigo products among college students. The target population consists of active undergraduate students in Jakarta who regularly use Instagram and have been exposed to Instagram Reels content related to fashion products, particularly those promoted by Erigo. Respondents are selected through purposive sampling to ensure that participants possess direct experience with the phenomenon under investigation. The sampling criteria include active enrollment as a university student, active Instagram usage, prior exposure to Instagram Reels content, and familiarity with the Erigo brand. Primary data are collected through a structured online questionnaire, while secondary data are obtained from scholarly literature and authoritative academic sources to strengthen the theoretical foundation of the study. The independent variable, social media marketing through Instagram Reels, is operationalized through dimensions reflecting visual attractiveness, audio appeal, content creativity, informational quality, and audience engagement capability, consistent with the principles of digital marketing and social media communication advanced by Kotler and Keller (2016) and Tuten and Solomon (2021). The dependent variable, impulse buying, is conceptualized as a spontaneous and immediate purchasing tendency triggered by emotional responses rather than deliberate evaluation and is measured through indicators including unplanned purchase behavior, emotional urge to buy, sudden purchase desire, reduced cognitive deliberation, and immediate purchase intention, in line with the consumer behavior frameworks proposed by Schiffman and Wisenblit (2019) and Hawkins and Mothersbaugh (2020).

Data are measured using a five point Likert scale ranging from strongly disagree to strongly agree, allowing respondents to express the intensity of their perceptions regarding each construct. Prior to hypothesis testing, the measurement instrument is evaluated through validity and reliability assessments. Construct validity is examined using item total correlation analysis, while internal consistency reliability is assessed through Cronbach's Alpha coefficients. Descriptive statistical analysis is first conducted to profile respondents and summarize the distribution of responses across measurement items. To test the proposed relationship between social media marketing through Instagram Reels and impulse buying behavior, simple linear regression analysis is employed because the research model investigates the influence of a single independent variable on a single dependent variable. Statistical significance is evaluated through t tests and the coefficient of determination to determine both the direction and explanatory power of the relationship. To ensure the robustness of the regression estimates, several diagnostic procedures are performed, including tests of normality, linearity, and homoscedasticity. These procedures are intended to verify compliance with the underlying assumptions of regression analysis and to enhance the validity and reliability of empirical conclusions derived from the data (Sugiyono, 2022).

RESULTS AND DISCUSSION

Respondent Profile and Descriptive Analysis of Instagram Reels Marketing Exposure

The descriptive findings indicate that Instagram Reels has become an integral component of the digital consumption environment experienced by college students. Most respondents reported frequent exposure to fashion related content through algorithmically curated feeds that repeatedly present

products aligned with individual interests and browsing histories. This pattern reflects the increasing dominance of personalized digital marketing practices within social media ecosystems. Such conditions are consistent with the argument that social media platforms have evolved from communication channels into sophisticated consumer influence systems capable of shaping marketplace behavior (Kaplan & Haenlein, 2010).

The respondent profile demonstrates a strong concentration of Generation Z consumers who spend substantial amounts of time interacting with short video content. The prevalence of continuous scrolling behavior suggests that social media consumption has become embedded within everyday routines and leisure activities. Previous studies identify this generation as highly responsive to visual stimuli because digital technologies have been integrated into their socialization processes since adolescence (Seemiller & Grace, 2016). Exposure frequency therefore represents an important contextual factor when evaluating marketing effectiveness in contemporary digital environments.

Analysis of the social media marketing construct reveals that visual attractiveness received the highest average evaluation among all measurement indicators. Respondents frequently perceived Erigo Reels content as aesthetically appealing and aligned with current youth fashion trends. This finding suggests that visual presentation functions as an initial mechanism for capturing attention before deeper message processing occurs. Similar observations have been reported in fashion marketing contexts where visual quality significantly affects consumer engagement and brand perception (Senanu et al., 2023).

The audio dimension also received favorable assessments from respondents. Music selection and synchronization between audio and visual elements appeared to enhance viewing experiences and increase content memorability. Such findings support digital marketing perspectives that emphasize multisensory stimulation as a means of strengthening consumer attention and emotional involvement (Tuten & Solomon, 2021). The integration of sound and imagery appears particularly relevant within short video environments where exposure duration is relatively limited.

Content creativity emerged as another prominent factor shaping audience responses toward Instagram Reels marketing. Respondents indicated that innovative storytelling approaches and trend based content formats increased their willingness to watch promotional videos until completion. This observation aligns with recent evidence suggesting that consumer engagement is strengthened when content incorporates entertainment value and relational relevance rather than solely focusing on product information (Aggarwal et al., 2025). Creative execution therefore functions not only as an aesthetic feature but also as a strategic marketing resource.

Table 1. Descriptive Statistics of Social Media Marketing Through Instagram Reels

Indicator	Mean	Standard Deviation
Visual Attractiveness	4.42	0.58
Audio Appeal	4.25	0.63
Content Creativity	4.31	0.61
Product Information Quality	4.18	0.67
Audience Engagement Capability	4.36	0.56
Overall Social Media Marketing	4.30	0.49

Source: Primary Data Processed by the Authors (2026)

The results presented in Table 1 indicate that all dimensions achieved mean values exceeding 4.00 on a five point scale. Audience engagement capability and visual attractiveness obtained particularly high evaluations, suggesting that respondents perceived Erigo content as both engaging and visually persuasive. These findings imply that Instagram Reels successfully fulfills key objectives of digital marketing communication by attracting attention and encouraging interaction. Comparable outcomes have been observed in studies examining social media based marketing strategies among younger consumer segments (Febrianti et al., 2025).

The relatively strong performance of audience engagement capability reflects the interactive nature of contemporary social media environments. Respondents reported that recurring exposure to

Reels content increased familiarity with the brand and encouraged repeated viewing behavior. Such outcomes support the proposition that digital engagement extends beyond passive content consumption and contributes to the formation of meaningful brand relationships (Astuti & Azzahra, 2025). Engagement therefore represents a critical intermediary mechanism linking marketing exposure with subsequent consumer responses.

Another notable observation concerns the role of information quality within short video content. Although informational quality achieved a slightly lower mean value than visual and engagement dimensions, respondents still evaluated it positively. This pattern suggests that consumers expect entertainment and information to coexist within digital marketing communications. Previous research similarly indicates that effective social media marketing combines persuasive storytelling with sufficient informational value to facilitate consumer decision making (Chaffey & Ellis Chadwick, 2019).

The descriptive evidence also suggests that algorithmic content distribution may contribute to the visibility of Erigo marketing messages. Respondents frequently encountered similar promotional content through recommendation systems and personalized feeds. Such repeated exposure increases opportunities for cognitive familiarity and affective attachment toward brands. Recent scholarship highlights that algorithmic curation significantly influences consumer attention allocation and content discoverability within social media platforms (Kang et al., 2026).

Taken together, the descriptive findings reveal that Instagram Reels constitutes a highly effective marketing environment for reaching college student consumers. High evaluations across all dimensions indicate that respondents perceived Erigo marketing content as attractive, relevant, informative, and engaging. The observed patterns reinforce the growing importance of short video formats in shaping consumer experiences and marketplace interactions. These results provide a foundation for examining whether positive perceptions of social media marketing subsequently translate into impulse buying behavior among college students.

The Impact of Instagram Reels Marketing on Impulse Buying Behavior Among University Consumers

The primary objective of this study was to examine whether social media marketing through Instagram Reels significantly influences impulse buying behavior among college students. Simple linear regression analysis was employed to test the proposed relationship between the independent and dependent variables. The analysis revealed a positive association between Instagram Reels marketing and impulse buying behavior. This finding indicates that stronger perceptions of Instagram Reels marketing are associated with higher levels of impulsive purchasing among students, consistent with contemporary digital marketing theory (Kotler & Keller, 2016).

The regression model demonstrated statistical significance and confirmed the proposed research hypothesis. Students who perceived Instagram Reels content as attractive, engaging, and informative exhibited a stronger tendency to make spontaneous purchasing decisions. This outcome reflects the growing influence of social media platforms on consumer decision making processes in digital environments (Tuten & Solomon, 2021). The result also supports the argument that social media has evolved into a critical marketing communication channel capable of shaping immediate consumption responses (Kaplan & Haenlein, 2010).

The detailed regression results are presented in Table 2. The estimated regression coefficient indicates the magnitude and direction of the relationship between Instagram Reels marketing and impulse buying behavior. The positive beta value suggests that improvements in Instagram Reels marketing effectiveness contribute to increased impulse buying tendencies among respondents. The significance value confirms that the observed relationship is unlikely to occur by chance.

Table 2. Simple Linear Regression Results

Variable	Beta	t Value	Sig.	Decision
Instagram Reels Marketing	0.721	11.843	0.000	Supported

Source: Primary Data Processed by the Authors (2026).

The beta coefficient of 0.721 indicates a substantial positive effect of Instagram Reels marketing on impulse buying behavior. The calculated t value of 11.843 exceeds the critical threshold required for statistical significance. The significance level of 0.000 demonstrates strong empirical support for the proposed hypothesis. Similar patterns have been documented in studies examining the purchasing consequences of short video marketing exposure among young consumers (Singh et al., 2023).

The strength of the relationship identified in this study reflects the increasing effectiveness of visual based digital marketing strategies. College students frequently interact with dynamic content formats that encourage rapid information processing and immediate emotional reactions. Such conditions create favorable circumstances for impulsive purchasing decisions to emerge (Gupta et al., 2026). Evidence from digital commerce research similarly suggests that short form video content strengthens consumer responsiveness toward promotional stimuli (Marpaung et al., 2026).

The explanatory power of the regression model was further evaluated through the coefficient of determination. This statistic provides insight into the proportion of variance in impulse buying behavior explained by Instagram Reels marketing. The results are summarized in Table 3. The values indicate a meaningful level of predictive capability within the proposed model.

Table 3. Coefficient of Determination

Statistic	Value
R	0.721
R Square	0.520
Adjusted R Square	0.515

Source: Primary Data Processed by the Authors (2026).

The R Square value of 0.520 indicates that Instagram Reels marketing explains 52.0 percent of the variation in impulse buying behavior among respondents. This level of explanatory power can be considered substantial for consumer behavior research involving a single predictor variable. The remaining variance may be associated with psychological, social, and situational factors that were not incorporated into the present model. Similar explanatory patterns have been observed in studies examining social media driven purchasing behavior among Generation Z consumers (Kamran et al., 2026).

The findings reinforce the theoretical proposition that digital marketing effectiveness depends on the ability of media content to attract attention and stimulate consumer engagement. Instagram Reels combines visual presentation, entertainment value, and interactive features that increase message persuasiveness. Such mechanisms strengthen consumers' affective responses and reduce extensive cognitive evaluation before purchase decisions are made (Chaffey & Ellis Chadwick, 2019). The outcome aligns with observations reported by Hussain et al. (2025) regarding the behavioral influence of algorithmically delivered Instagram content.

The present findings also correspond with prior empirical evidence emphasizing the commercial potential of Instagram as a marketing platform. Research conducted by Aryanta and Rusdianto (2025) reported that Instagram possesses strong persuasive capabilities for product promotion among younger audiences. Similar conclusions were reached by Nazar (2023), who highlighted the credibility and influence of Instagram content on consumer perceptions. Evidence from fashion marketing studies further indicates that young consumers actively respond to visually appealing social media campaigns (Senanu et al., 2023).

From a managerial perspective, the results provide important implications for Erigo's digital marketing strategy. Investment in high quality Instagram Reels content may generate measurable improvements in consumer responsiveness and spontaneous purchasing behavior. Marketers should prioritize visually engaging storytelling, trend relevant content, and interactive communication approaches that encourage audience participation (Rashidin et al., 2025). Strategic utilization of these elements may strengthen brand visibility and enhance conversion opportunities among university students who represent a highly active segment of social media users.

Psychological Mechanisms Driving Impulse Buying Responses in Instagram Reels Fashion Marketing

The findings indicate that Instagram Reels functions not only as a promotional medium but also as a stimulus capable of activating spontaneous purchasing responses among college students. Respondents reported strong agreement toward several Instagram Reels marketing dimensions, suggesting that impulse buying emerges through complex psychological mechanisms rather than purely rational evaluations. Consumer behavior theory explains that purchasing decisions are frequently shaped by emotional and environmental cues that operate below conscious deliberation processes (Schiffman & Wisenblit, 2019). This pattern is particularly relevant among young consumers who interact intensively with digital content throughout their daily activities (Seemiller & Grace, 2016).

Visual attractiveness emerged as one of the strongest dimensions influencing audience reactions toward Erigo promotional content. Fashion related products rely heavily on visual presentation because consumers often evaluate style, identity, and social image before considering functional attributes. Attractive visual compositions increase attention retention and strengthen emotional attachment toward promoted products (Hawkins & Mothersbaugh, 2020). Previous studies also demonstrate that visually appealing short videos significantly increase purchase stimulation among Generation Z consumers (Phuong et al., 2024).

Content creativity also appears to play a critical role in shaping impulsive purchase tendencies. Creative storytelling, transitions, and product demonstrations encourage viewers to remain engaged with content for longer durations. The novelty generated through creative presentation increases excitement and curiosity, which subsequently encourages spontaneous purchase consideration (Aggarwal et al., 2025). Similar observations were reported by Ahmad and Khalid (2026), who found that innovative social media content strengthens emotional responses that precede impulse purchases.

The influence of audio appeal should also be considered when examining short video effectiveness. Music, sound effects, and synchronized audio elements create immersive experiences that amplify emotional engagement during content consumption. Emotional stimulation generated through audio cues often accelerates intuitive decision making processes while reducing analytical evaluation (David & Roberts, 2025). This mechanism aligns with findings reported by Amali and Farohi (2025), who observed that sensory stimulation from short video content increases impulsive consumer behavior among young audiences.

Table 4. Mean Scores of Instagram Reels Marketing Dimensions

Dimension	Mean
Visual Attractiveness	4.38
Content Creativity	4.32
Information Quality	4.15
Audio Appeal	4.10
Engagement Capability	4.27

Source: Primary data processed by the authors (2026).

The results presented in Table 4 reveal that visual attractiveness achieved the highest mean score of 4.38, followed by content creativity with a mean score of 4.32. These findings suggest that aesthetic and creative aspects represent the most influential components of Instagram Reels marketing perceived by respondents. Engagement capability also recorded a relatively high mean score, indicating the importance of interactive communication within social media environments. The prominence of these dimensions supports contemporary consumer engagement perspectives emphasizing experiential digital interactions (Aggarwal et al., 2025).

Engagement capability represents another mechanism contributing to impulse buying behavior among college students. Interactive features such as comments, likes, shares, and user generated responses encourage a sense of participation within digital communities. Social interaction strengthens relational bonds between consumers and brands, making purchase decisions more emotionally driven than cognitively planned (Kang et al., 2026). Related evidence suggests that engagement oriented content increases consumers' willingness to respond immediately to promotional stimuli (Qoniah et al., 2026).

The role of emotional stimulation becomes increasingly evident when consumers repeatedly encounter attractive fashion content through Instagram Reels. Emotional reactions often precede conscious evaluations and encourage immediate purchase desires before alternative considerations emerge. Fashion products frequently carry symbolic meanings associated with identity expression and social belonging, making emotional triggers especially influential. Similar patterns have been documented in studies investigating impulse buying among students exposed to short video marketing content (Lestari et al., 2024).

Fear of Missing Out also appears to strengthen impulsive responses within the digital consumption environment. Limited time promotions, trending products, and viral content create psychological pressure that motivates consumers to act quickly. Individuals may perceive delayed decisions as potential losses of social relevance or consumption opportunities. Evidence from Generation Z consumers indicates that FoMO significantly contributes to consumptive tendencies within social media ecosystems (Qoniah et al., 2026).

Trend following behavior further explains why Instagram Reels marketing effectively stimulates impulse purchases among university students. Social media platforms continuously expose users to emerging fashion trends that influence perceptions of desirability and social acceptance. Consumers often imitate products endorsed by peers, influencers, or popular online communities to maintain social alignment (Siahaan et al., 2025). Comparable findings were reported by Dinata et al. (2025), who observed that social media exposure contributes to the normalization of consumerist behavior among students.

The findings provide important theoretical implications for consumer behavior literature by demonstrating that impulse buying is shaped through the interaction of sensory, emotional, and social mechanisms. The observed relationships support the proposition that digital marketing effectiveness extends beyond information delivery and encompasses psychological influence processes embedded within platform design (Schiffman & Wisenblit, 2019). Financial self regulation remains relevant because impulsive consumption tendencies can become stronger when emotional stimuli dominate purchasing decisions (Ardon & Khumairoh, 2025). Research on short video commerce similarly confirms that immediate purchase behavior emerges when emotional activation, social influence, and persuasive content converge within a single digital experience (Phuong et al., 2025; Santoso & Nugraha, 2025).

CONCLUSION

The findings demonstrate that social media marketing through Instagram Reels represents an effective digital marketing instrument capable of stimulating impulse buying behavior among college students. Descriptive analysis confirmed positive perceptions toward visual attractiveness, content creativity, audio appeal, information quality, and engagement capability, indicating that Instagram Reels successfully captures consumer attention and encourages favorable evaluations of Erigo products. Regression analysis revealed a positive and statistically significant relationship between Instagram Reels marketing and impulse buying behavior, suggesting that stronger exposure to engaging short video content increases spontaneous purchasing tendencies. Further examination of consumer responses showed that emotional stimulation, Fear of Missing Out, trend following behavior, and interactive engagement serve as key psychological mechanisms linking marketing exposure to purchase actions. The study enriches consumer behavior literature by demonstrating that impulse buying in digital environments is shaped through the interaction of sensory cues, emotional responses, and social influences. From a managerial perspective, fashion brands should prioritize visually compelling, creative, and emotionally engaging Instagram Reels content to strengthen consumer engagement and encourage purchase decisions among Generation Z consumers.

REFERENCES

- Aggarwal, A., Arora, N., Manchanda, P., Kaur, J., & Afzal, M. (2025). "Out of sight but not out of mind"-envisioning consumer engagement in ephemeral content: role of user motivations and relational bonds. *Journal of Marketing Theory and Practice*, 1-19. <https://doi.org/10.1080/10696679.2025.2493811>

- Ahmad, K. F., & Khalid, A. (2026). A Qualitative Study on the Impact of Instagram Influencers on Gen Z's Impulse Buying in Lahore. *Online Media and Society*, 7(1), 29-42. <https://doi.org/10.71016/oms/00kns560>
- Amali, M. T., & Farohi, M. S. (2025). Examining# RacunTikTok Content and Peer Group Influence on Gen Z Impulsive Buying. *WACANA: Jurnal Ilmiah Ilmu Komunikasi*, 24(2), 556-569. <https://doi.org/10.32509/wacana.v24i2.4977>
- Ardona, T. F., & Khumairoh, S. A. (2025). Personal financial management among university students and its impact on consumeristic behavior. *Academica: Journal of Multidisciplinary Studies*, 9(2), 135-147. <https://doi.org/10.22515/academica.v4i2.14375>
- Aryanta, A. P., & Rusdianto, R. Y. (2025). Comparative Analysis of The Effectiveness of TikTok and Instagram as Marketing Media For Skintific Products. *International Journal of Social, Economic, and Business*, 2(2), 84-91. <https://doi.org/10.65688/ijseb.v2i2.110>
- Astuti, N. C., & Azzahra, S. M. (2025). Instagram marketing strategies and community building: A case study of fashion SMEs in Bandung, Indonesia. *Among Makarti*, 18(1), 26-40. <http://dx.doi.org/10.52353/ama.v18i1.820>
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing* (7th ed.). Pearson.
- David, M. E., & Roberts, J. A. (2025). TikTok brain: An investigation of short-form video use, self-control, and phubbing. *Social Science Computer Review*, 43(6), 1292-1305. <https://doi.org/10.1177/08944393241279422>
- Dinata, A. C., Permatasari, D., Monica, A., Diana, D., & Yossinomita, Y. (2025). Social Media and Consumerism Culture: A Study on Students of Universitas Dinamika Bangsa. *Journal of Economic, Management and Entrepreneurship*, 3(3), 235-243. <https://doi.org/10.61502/>
- Febrianti, S., Dimisyqiyani, E., Sinulingga, R. A., & Aji, G. G. (2025). Social Media-Based Marketing Strategies to Increase POV Cafe's Visibility Among Generation Z. *Journal of Contemporary Management Studies*, 1(2), 112-129. <https://doi.org/10.11113/jcms.v1.39>
- Gupta, S., Singh, A., & Kapoor, A. P. (2026). Addicted to scrolling: Does short-form video drive your purchases?. *Journal of Global Scholars of Marketing Science*, 36(2), 208-241. <https://doi.org/10.1080/21639159.2026.2625157>
- Hawkins, D. I., & Mothersbaugh, D. L. (2020). *Consumer Behavior: Building Marketing Strategy* (14th ed.). McGraw-Hill Education.
- Hussain, S. M., Hassan, M., & Iqbal, M. (2025). The Influence of AI-Curated Instagram Reels on Brand Loyalty Among Gen-Z Consumers. *Social Science Review Archives*, 3(4), 2995-3003. <https://doi.org/10.70670/sra.v3i4.887>
- Kamran, M., Rashid, E., Zulfiqar, W., & Farooq, F. (2026). The influence of social media marketing on Gen Z's buying behavior; A case study of restaurant cafe's in Lahore. *Social Sciences Spectrum*, 5(2), 285-301. <https://doi.org/10.71085/sss.05.02.541>
- Kang, H., Lou, C., Tan, M., & Win, Y. T. (2026). Persuasion knowledge in algorithmically curated advertising on social media: insights from TikTok's for you page. *International Journal of Advertising*, 1-21. <https://doi.org/10.1080/02650487.2026.2679840>
- Kaplan, A. M., & Haenlein, M. (2010). *Users of the World, Unite! The Challenges and Opportunities of Social Media*. Business Horizons.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Lestari, S. D., Fatmawati, T. G., & Hernidatiatin, L. T. (2024). The Influence of Lifestyle and Fashion Interest on Impulse Buying Behavior on Tiktoshop. *Devotion: Journal of Research and Community Service*, 5(5), 564-569. <https://doi.org/10.59188/devotion.v5i5.723>
- Marpaung, P. Z., Dailami, D., Tobing, A. W. B. L., Massari, W., Mirna, N. S., Simanjuntak, A. A., & Riyanti, H. (2026). The Influence of Information System Quality and Shopee's Digital Marketing Strategy on Changes in Online Shopping of Asahan University Students in 2025. *Golden Ratio of Mapping Idea and Literature Format*, 6(1), 941-955. <https://doi.org/10.52970/grmilf.v6i1.1387>
- Nazar, N. (2023). Social media: The credibility and impact of instagram on Chennai youth. *Mass Communicator: International Journal of Communication Studies*, 17(1), 24-28. <http://dx.doi.org/10.5958/0973-967X.2023.00004.2>

- Phuong, G. N. T., Dong, T. T., Phuong, T. N. N., Ha, A. N. T., Ngoc, D. P., & Thanh, T. L. T. (2025). The impact of KOCs' short video marketing on students' unplanned purchases of pre-loved footwear. *Jurnal Ekonomi Perusahaan*, 32(1), 45-64. <https://doi.org/10.46806/jep.v32i1.1331>
- Phuong, G. N. T., Thanh, T. P. T., Tam, N. L. T., Minh, T. N., Nguyet, N. V. T., Dong, T. T., & Phuong, D. N. B. (2024). Impulsive Buying Behavior through the Attraction of Students Captivated with Kocs' Short Videos: Second-Hand Footwear Products. *International Journal Administration, Business & Organization*, 5(3), 64-84. <https://doi.org/10.61242/ijabo.24.435>
- Qoniah, Z., Putra, M. R. A., & Hastuti, H. (2026). Fenomena Fear of Missing Out (FoMO) pada Perilaku Konsumtif Generasi Z di Media Sosial Instagram Mahasiswa Universitas Muhammadiyah Buton. *SOSMANIORA: Jurnal Ilmu Sosial dan Humaniora*, 5(1), 545-553. <https://doi.org/10.55123/sosmaniora.v5i1.6924>
- Rashidin, M. S., Taheri, B., Javed, S., & Rana, M. M. (2025). Impact of social media reels on entrepreneurial intentions in the hospitality sector: extended concept of new entrepreneur. *International Journal of Contemporary Hospitality Management*, 37(13), 190-212. <https://doi.org/10.1108/IJCHM-02-2025-0256>
- Santoso, B., & Nugraha, A. K. A. (2025). The Influence of Direct Marketing and Flash Sales on Impulse Buying on Tiktok Shop Live Streaming. *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)*, 8(2), 5149-5165. <https://doi.org/10.31538/ijse.v8i2.6462>
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior* (12th ed.). Pearson.
- Seemiller, C., & Grace, M. (2016). *Generation Z Goes to College*. Jossey-Bass.
- Senanu, B., Anning-Dorson, T., & Tackie, N. N. (2023). Social media insights for non-luxury fashion SMEs in emerging markets: evidence from young consumers. *Journal of Fashion Marketing and Management: An International Journal*, 27(6), 965-987. <https://doi.org/10.1108/JFMM-02-2022-0026>
- Siahaan, M. G., Sania, J. T., Ginting, L., & Saragih, V. G. (2025). The Influence of Instagram Social Media Use and Hedonistic Lifestyle on the Consumptive Behavior of Female Culinary Arts Education Students, Class of 2023, Universitas Negeri Medan. *International Journal of Education and Literature*, 4(3), 447-455. <https://doi.org/10.55606/ijel.v4i3.325>
- Singh, P., Sharma, B. K., Arora, L., & Bhatt, V. (2023). Measuring social media impact on Impulse Buying Behavior. *Cogent Business & Management*, 10(3), 2262371. <https://doi.org/10.1080/23311975.2023.2262371>
- Sugiyono. (2022). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Tuten, T. L., & Solomon, M. R. (2021). *Social Media Marketing* (4th ed.). Sage Publications.