UNIVERSITI TEKNOLOGI MARA

THE IMPACT OF *MODEST* INFLUNECERS ON CONSUMERS FASHION PURCHASE DEICISON IN MALAYSIA VIA INSTAGRAM

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ABSTRACT

Recent studies have provided insights on the popularity of Instagram with high rate of 1billion active users. This showed an evidence that people are comfortable in utilizing this platform. This study examined how modest Instagram influencer could enhance consumers' purchase decision and why individuals are motivated to participate in this particular social media network. This research also explored uses and gratifications individuals received from joining Instagram. Survey was carried out with a random group sample of Muslim women in Malaysia aged between 19-40 years old in Klang Valley. A total (n=151) female participants involved in this study. Interviews with modest fashion influencers were conducted to gain an insight of the study. Findings of the study revealed that Instagram could fulfill the needs and wants of consumers in terms of entertainment purposes and as a source of inspiration. The majority of respondents were likely to purchase fashion from Instagram due to the trending among Instagram influencers. This is related to the TAM in which the key points underlying this theory are associated with enjoyment, perceived ease of use (PEOU) and usefulness. The data found that enjoyment is the main reason for consumer's usage of Instagram. These are the factors that explained why individuals are drawn to refer to Instagram and engage in the purchase decision.

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