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The Impact of social media on Culture Formation (Case Study of Instagram Stories in The Establishment of Travelling Hobby)

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Abstract: The purpose of this study is to investigate the effect of social media, specifically Instagram stories on culture formation of travelling as hobbies. The data was collected using a standardized questionnaire that was distributed to a sample of 150 people and tested using stepwise multiple regression analysis. The study sample includes Instagram users who view Instagram stories on a daily basis. According to the research, Instagram stories have a significant impact on impulse buying of travel products because of the features that activate and appeal to buyers toward tourist places and travel products. Instagram stories improve customer hedonic motivation, website quality, situational variable, and diversity seeking. The data, on the other hand, imply that trust is a factor that Instagram stories cannot provide in order to attract customers to make impulse purchases of tourism locations and travel products. The findings imply that social media may generate a new trend that leads to hobbies but does not form culture. Marketers that use social media to sell their travel product should develop a product or a campaign on social media that is not necessarily a trend but rather a cultural phenomenon.

Keywords : Content post, Instagram, Social Media, Travelling, Hobbies, Culture

Introduction

For some people, traveling is a way to extend their horizons and learn about new cultures. People prefer to travel for a variety of reasons, including relaxation and learning about various cultures. The tourist business and related travel companies profit from the social media sector. Travelers have come to accept social media as a reliable source of information about tourism and related travel products. According to (Leung et al., 2013; Xiang & Gretzel, 2010), Consumers regard the internet as a trustworthy source of information whether looking for reviews and comments on tourism destinations or comparing airline ticket prices. The process of attracting and selling attention through social media websites is known as social media marketing (Leung et al., 2013; Tuten, 2008). This is a continual process; the platform may change along the process, but the end goal of the marketer is to gather attention. Instagram is one of the social media features that has increased in popularity over the last five years. By 2020, it is estimated that there will be 1 billion active Instagram users each month, with 25 million of them being business accounts that post about marketing on a daily basis (Tuten, 2008).

Currently, Instagram allows users to post on their timelines or feeds, and they may also post on their Instagram stories, which only last for 24 hours. Users can submit a picture or a short (repeated) video numerous times a day in Instagram stories, which can range from daily updates to product reviews to producing a join live video with other users. (Tuten, 2008). With the widespread adoption of this new kind of storytelling, Instagram stories has changed how we create and consume content in the digital age, forcing marketers to adjust their advertising tools to keep up with rapid changes in marketing tools.

When it comes to gender differences in the number of Instagram users, the ratio is fairly balanced. Female users account for 50.4 percent of all users on the network, while male users account for 49.6 percent. When we examine Instagram's user demographics by gender and age, the most recent data shows that male users outnumber female users in the most popular age categories, 18-24 and 25-34. The difference is 0.8 percent in both categories, giving us 14.5 percent vs. 15.3 percent and 16.1 percent vs. 16.9 percent, respectively. Female users outnumber male users in all other groupings. By 0.1 percent for the 13-17 age group, 1.8 percent for the 35-44 age group, 1.3 percent for the 45-54 age group, 0.8 percent for the 55-64 age group, and 0.3 percent for the 65+ age group.

Table 1. Instagram Users Percentage based on Gender

Age	13-17 years	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years
Female	3.7%	14.5%	16.1%	8.9%	4.7%	2.3%	1.2%
Male	3.6%	15.3%	16.9%	7.1%	3.4%	1.5%	0.9%

The age distribution of Instagram users demonstrates Instagram's potential in delivering vital messages. On Instagram, this vital message gave rise to the term "influencer." These influencers then disseminate various types of news and messages, whether they are in the form of news, activities, or hobbies. Traveling is a popular hobby among many people today. Traveling is a trending topic on Instagram. Instagram users commonly shared photographs and videos of their trip adventures. On Instagram, there were 189 million posts with the hashtag "travel" in 2017, and this figure will continue to rise in the coming year, reaching 210 million posts in 2019 (Evans et al., 2017). According to statistics, 52 percent of Instagram users use the app to find new destinations, while 35 percent use it to explore new vacation destinations (Arulanandam et al., n.d.; Bergström & Bäckman, 2013). Currently, marketers utilize social media to reach out to potential customers and establish a network through social media influencers who frequently post photographs or stories on their Instagram stories (Teo et al., 2019). Customers can sense the complexity of visual marketing through pictures or stories. Because of its ability to showcase the true environment of a destination and communicate with the community, visual marketing is a significant tool for tourism and travel companies (Middleton et al., 2009; Miles, 2013; Swarbrooke & Horner, 2001).

As this platform grows, it is critical for businesses to align their promotional tools with customer demographics and psychology in order to give the best marketing approach. Because of the variations in customer psychology, companies must learn more about social media, specifically the reasons why customers make impulse purchases after reading certain posts on social media. Impulse purchases have an impact on customer moods and present emotional states. Previous research, on the other hand, has solely looked at mass social media technologies (Chan et al., 2017; Park et al., 2006; Rezaei et al., 2016; Zhang et al., 2018) and failed to realize that customers are drawn to particular posts that are designed with hedonic and utilitarian browsing in mind.

Instagram began as a way to share images, but it has now evolved into a powerful advertising, marketing, and promotion tool. Instagram is currently one of the most popular social media marketing platforms. To close the gap, this research applies the notion of Instagram stories, which is based on hedonic and utilitarian browsing, to online tourism products and activities. The goal of this study is to look into the role of Instagram stories in influencing impulse purchases of tourism destinations and related travel products for the reasons stated above.

Literature Review

Social media as a tool for marketing and promotion Beginning in the 1990s, with Facebook as the most popular social media platform, the widespread use of social media began (Russell, 2011). Social media by definition is the platform that support sharing stories

outside the conventional boundaries of institutions and organizations (Rezaei et al., 2016). With the rise of social media as a venue for displaying marketing efforts, the expansion will continue. The rise of social media as a marketing tool has changed the way businesses and brands sell their products by fostering hedonic motivation, website quality, trust, situational variable, and diversity seeking (Middleton et al., 2009).

Since the internet allows people to communicate with one another, a new milestone for social media in marketing begins when boundaries cease to exist (Shen & Bissell, 2013). On another level, user-generated content and social media posts have become a tool for persuading others to make impulse purchases. Because calculating engagement and impact in the midst of a wave of social media posting is challenging, impulse is one approach for determining whether someone had an impact after reading someone's post or material on social media (Teo et al., 2019).

In the context of impulse buying in travelling (Evans et al., 2017; Xiang & Gretzel, 2010), pointing out that social media role in impulse buying relates with curiosity after seeing someone stories on travelling. According to (Men and Tsai, 2012), travelling relates with leisure activities and the main focus to attract people is on how to creates curiosity about a journey through visualization and perception. In addition, social media support customers to seek information about information on destinations where technology assist marketers in sharing travelling experience and contributes a significant role in influencing customer perception decision making and inspire purchase decisions (Miles, 2013; Zhang et al., 2018). A number of previous scholars have examined the concept of hedonic motivation (Arulanandam et al., n.d.; Ho et al., 2020; S. Kim & Eastin, 2011). However, this study applies generalizations to customer-based propositions and neglects to highlight that the motive to follow and become a follower has an impact on the client. In this study, hedonic motivation is defined as a buying process that appeals to consumers through appealing things, causing them to make purchases without contemplating the financial and other ramifications of the online purchase. The stimulus of quick decisions and spontaneous purchases drive hedonic motivation. Certain products, on the other hand, necessitate meticulous planning due to the extensive engagement of activities. One of the products in this instance is a travel product. A travel product necessitates long-term preparation and extensive study. Short trips and last-minute deals, on the other hand, will pique travellers' attention, and the availability of airline connections will prompt impulse purchases in travel products.

However, research from J. J. Kim et al., (2019) claimed that social media plays a key influence in impulse purchase as a result of someone's vacation stories piqued their interest.. According to (Men and Tsai, 2012), traveling is associated with leisure activities, and the key focus for attracting customers is on how to pique people's interest in a journey by using visualization and perception. Furthermore, social media assists customers in

seeking information about places, where technology aids marketers in sharing travel experiences and plays a vital function in influencing customer perception decision-making and inspiring buying decisions. (Miles, 2013; Zhang et al., 2018). Hence, they used different dimensions of hedonic motivation including website quality, trust, situational variable and variety seeking to assess and structure social media marketing of travelling products.

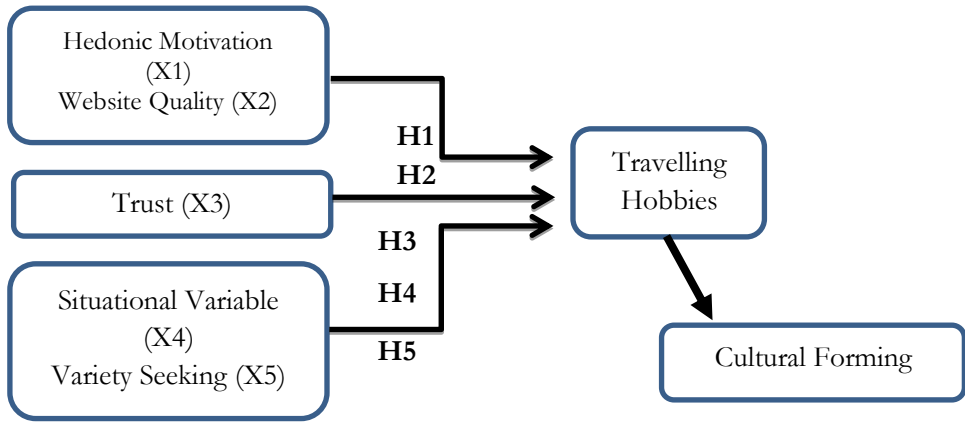
As a result, many social media traits reveal the personality of a website, with website quality, situational variables, and diversity seeking all influencing hedonic motivation. Djafarova and Kramer, (2020) indicated that hedonic motivated behaviour refers to an impulsive purchase made for a non-economic reason, such as joy, fantasy, or social or emotional enjoyment, which might lead to impulsive purchases. Furthermore, other characteristics of social media personality, such as situational variable, trust, and diversity seeking, have an impact on how social media users perceive the message. In a recent study by Lalangan, (2020) showed that the situational variable and trust have a good relationship with hedonic motivation because the interrelationship and dependency of a tale from the scenario develops trust, which transfers knowledge and wisdom to acquire online travel products. Customers, on the other hand, will behave impulsively when they are confident, which leads to the capacity to become a frequent purchase.

A study from Martínez-López et al., (2020) shown that hedonic motivation is mostly influenced by the need of customers to find variety in the process of searching for travel products because they lack knowledge and are unaware of other information and options. The desire to find information on social media may be influenced by a dependency on the variety that social media provides. Customers will seek for unpredictability that can satisfy their emotions, limited cognitive control, and spontaneous behaviour. A study from Cem, (2013) indicated that the number one trigger for customers to act on hedonic motivation has always been social media. As a result, the increased use of the #travel hashtag in Instagram stories leads to a surge in hedonic drive and impulse purchases.

Research Variable

A variable is any aspect of a theory that varies or changes as a result of the interaction within the theory. In other words, variables might be anything that influences or alters the outcome of a study dependent on how it is designed. Variables are employed in every study because they are important as factors in helping researchers understand differences. There are two types of variables in this study: independent variables and dependent variables. The variables are described in the questionnaire in order to analyse the relationship between variables and impulse purchase. The five variables used to measure impulse buying are hedonic motivation, website quality, trust, situational variable, and variety seeking. The five elements were hedonic motivation (seven items) and website quality (six).

Figure 1. **Research Framework**



To empirically evaluate the proposed model (Figure 1) and assess the proposed hypothesis, quantitative research methodologies were applied. The questionnaire is intended to ensure that respondents have traveled and purchased travel products online in order to collect information on impulsive buying for tourist locations and related travel merchandise. To conduct the study, consumers must have an Instagram account and regularly check Instagram stories with travel hashtags.

Research Hypothesis

Customer characteristics and psychology influencing the most on the using of social media that lead to impulse buying. The aim of this research is to find the role Instagram stories platform in Impulse buying toward tourism destination and related travelling product. Different features of social media personality include hedonic motivation, website quality, trust, situational variable and variety seeking. In a recent study conducted (Fotis, 2015), the relationship between hedonic motivation, website quality, trust, situational variable and variety seeking were studied. Results confirmed that some of the personality traits influence impulse buying. Hence, it is hypothesized that:

- H1. There is a positive relationship between hedonic motivation and impulse buying
- H2. There is a positive relationship between website quality and impulse buying
- H3. There is a positive relationship between trust and impulse buying
- H4. There is a positive relationship between situational variable and impulse buying
- H5. There is a positive relationship between variety seeking and impulse buying

Data and Methodology

Design of the research for the article is descriptive research design. The sample size for the research was (N=150). Non probability sampling was chosen for the study. Structured-Questionnaire (Joffe, 1992) was distributed among Instagram users by using an online questionnaire. SPSS version 16.0 were used for calculating the data. There are five variable of impulse buying that used in this research; hedonic motivation, website quality, trust, situational variable and variety seeking.

Population and Sample

According (Schensul et al., 1999), population is the aggregate of all the elements, sharing some common set of characteristics that compromises the universe for the purpose of the marketing research problem. In this research, respondent is frequent travelers and Instagram users. Sample is subset from population which be taken based on some procedures to represents population (Longhurst, 2003). Researchers use a Likert scale questionnaire model, a scale designed to examine how strongly the subject agreed or disagreed with the statement on a five-point scale. The questionnaire in this study contains a statement regarding consumer purchase interest (Budiaji, 2013).

Data Analysis

The analytical method used in this research is quantitative analysis techniques in this study done by quantifying research data to produce the information needed in the analysis. The analysis tool used is a multiple linear regression model, which will examine the effect of the independent variables on the independent variables. The following is an analysis of statistical tests used in this study:

Descriptive Statistics Test

Descriptive statistics are data analysis techniques used to describe the conditions of research variables (Joffe, 1992), this descriptive statistical test is used to provide an overview and description of data contextually.

Multiple Regression Analysis

Collected data processed in stages to support the proposed hypothesis. Multiple regression analysis in this study aims to determine the direction of the relationship between the independent variable and the dependent variable, whether each independent variable has a positive or negative relationship and to predict the value of the dependent variable if the value of the independent variable has increased or decreased.

Hypothesis testing

Hypothesis is an assumption or conjecture that may be true and is often used as a basis for making decisions or used as a reference for further research. Hypothesis testing related to whether the hypothesis under study is accepted or rejected. In this study, using one of the statistical test tools, namely parametric statistical testing. Parameter testing was carried out by establishing a null hypothesis (H_0) and an alternative hypothesis (H_a) for testing the significance level. H_0 means there is no significant effect, while H_a is a significant influence that occurs between the independent variable on the dependent variable. Hypothesis testing is statistically carried out by measuring the F statistical test (F test), partial regression test (T test) and the coefficient of determination test (R^2 test) (Sugiyono, 2014).

Statistical Test F

The F statistical test aims to test the feasibility of a specific model and is used to determine whether the independent variables jointly affect the dependent variable (Schensul et al., 1999). The F test basically shows whether all the independent variables in the model have a joint effect on the dependent variable. In addition, the F test can be used to see whether the regression model used is significant or not, provided that if $p \text{ value} < (\alpha) = 0.05$ and $f \text{ count} > f \text{ table}$, it means that the model is significant and can be used to test the hypothesis. With the confidence level for hypothesis testing is 95% or $(5\%) = 0.05$. The criteria for making F statistical decisions are as follows:

If the F value is greater than 4, then H_0 is rejected at the 5% confidence level, in other words we accept the alternative hypothesis, which states that all independent variables simultaneously and significantly affect the dependent variable.

Compares the calculated F value with F according to the table. If the calculated F value is greater than F table then H_0 is rejected and accepts H_1 .

The results of this calculation are compared with those obtained using a risk level or a significant level of 5% or with the degree of freedom = k ($n-k-1$) with the following criteria:

H_0 is rejected H_1 Accepted if $F \text{ count} > F \text{ table}$ or $\text{sig} < \alpha \text{ value}$

H_0 is accepted H_1 is rejected if $F \text{ count} < F \text{ table}$ or the value of $\text{sig} > \alpha$

If there is acceptance of H_0 , it means that it does not affect the significance of the multiple regression model obtained, so that it results in no significant effect of the independent variables simultaneously on the dependent variable (Sugiyono, 2014).

Determination Coefficient Test (R^2)

According to (Ghozali & Aprilia, 2016) the R^2 test is used to see how much the ability of the independent variable able to explain the dependent variable. If R^2 is a small value, the ability of the independent variable to explain the dependent variable is limited. If the value is close to one, the independent variable able to provide all the information needed to predict the dependent variable. The amount of the coefficient of determination can be calculated using the following formula; The coefficient of determination ranges from 0 to 1. If the coefficient of determination is close to 1, it means that the influence of the independent variable on the dependent variable is getting stronger, and vice versa, if the coefficient of determination is close to 0, it means that the effect of the independent variable on the dependent variable is getting weaker.

Result and Discussion

Table 2. **Demographic Profile of Respondent**

No	Demographic	Category	Percentage
1	Age	18-24	32.3
		25-30	34.1
		30-40	33.6
2	Gender	Male	49.1
		Female	50.9
3	Education	Senior High School	36.3
		Bachelor	39.3
		Master	24.4
4	Occupation	Student	8.4
		Entrepreneur	22.8
		Civil Servant	34.3
		Employee	34.6
5	Income	2.5 – 3.5 million Rupiah	22.5
		3.6 – 4.5 million Rupiah	32.3
		4.6 – 6.5 million Rupiah	34.1
		6.5 – 10 million Rupiah	11.1

According to data analysis, the majority of responders (50.9 percent) are women, with a median age of 25-30 years old (34.1 percent). Furthermore, the majority of respondents (34.6 percent) have a job past as employees, and the majority of respondents' income ranges from IDR 4,600,000 to IDR 6,500,000, totaling IDR 4,600,000 to IDR 6,500,000. (34.1

percent). Furthermore, the majority of respondents have a Bachelor's degree with a Bachelor's degree with a Bachelor's degree with a Bachelor' (39.3 percent).

Table 3. **Mean Analysis**

No	Statement	Mean	Categorization
Hedonic Motivation			
1	When you're scrolling through Instagram stories, you're temporarily forgetting about your problems and feeling at ease.	4.00	Agree
2	When you're scrolling through Instagram stories, you're ecstatic.	3.88	Agree
3	You're having fun looking at Instagram Stories.	3.95	Agree
4	You had the impression that scrolling through Instagram Stories was purely pleasurable.	3.92	Agree
Total Mean Variable of Hedonic Motivation (X1)		3,94	Agree
Website Quality			
1	You're looking through Instagram stories for the best airfare deal.	3.94	Totally agree
2	You go through Instagram stories to compare airline fares.	4.10	Totally agree
3	You're looking for information regarding airline ticket deals (prices, times, promotions, and T&Cs) on Instagram stories.	4.11	Totally agree
4		4.01	Totally agree
5	You feel more efficient when you look for tourism destinations and travel products on Instagram stories (Save time).	4.04	Totally agree
Total Mean of Utilitarian Variables (X2)		4,04	Totally agree
Trust			
1	You're reading through Instagram	3.92	Agree

	Stories, looking for confirmation on a trip you're planning to take.		
2	You're scrolling through Instagram stories, looking for a group of individuals that share your interests.	4,04	Totally agree
3	You're just having fun looking through Instagram stories.	4.02	Totally agree
4	You're scrolling through Instagram stories in search of an online evaluation of a vacation product.	3.98	Totally agree
5	You're scrolling through Instagram stories in search of an opinion regarding travel from someone you respect.	4.02	Totally agree
Total Mean of Trust Variables (X3)		4,02	Totally agree
Situational			
1	You buy a 'Tourism Destination without giving it any thought.	4.00	Totally agree
2	You don't have any intentions to travel before opening Instagram Stories.	4.00	Totally agree
3	After seeing Instagram trip stories, you may reconsider participating in travel activities.	4.13	Totally agree
4	When you see an offer on Instagram stories, you buy a travel product right away (online).	3.91	Agree
5	You were piqued after seeing someone use travel hashtags on their Instagram stories.	4.00	Totally agree
Total Mean of Situational Variables (X4)		4.01	Totally agree
Variety Seeking			
1	You're scrolling through Instagram stories after seeing another travel-related post on another website.	3.91	Agree
2	You're looking through Instagram	4.00	Totally agree

	stories to find a tourist location.		
3	You're looking at Instagram stories for a selection of Traveling products.	4.00	Totally agree
4	You look through Instagram stories in search of a different option.	4.00	Totally agree
5	You look through Instagram stories and then compare them to other social media platforms with similar posts.	4.01	Totally agree
Total Mean of Variety Seeking Variables (X5)		4.00	Totally agree

The majority of respondents agree with Instagram stories provided to them in the form of hedonic incentive, Website Quality, trust, situational, and diversity seeking, according to the Mean result. The questions for each variable are created based on the role and capabilities of Instagram stories to send a message about a traveling product. A user's post about a tourist site or a travel product may help other users identify the best option for related travel activities. For example, hedonic motivation questions with an indicator to evaluate whether the respondent felt eager when looking through Instagram stories imply that there is enthusiasm that will promote impulse purchases.

Table 4. **Regression Analysis**

Model Summary	R	R Square	Anova	Regression	Std. Error of the Estimate	F Value
Hedonic Motivation	.48 ^a	.478	482.322	54.67	.4747	154.876
Website Quality	.75 ^a	.453	463.322	29.33	.56311	163.024
Trust	.35 ^a	.574	374.322	21.33	.58393	165.656
Situational Variable	.54 ^a	.632	321.3628	12.12	.34265	172.499
Variety Seeking	.66 ^a	.453	430.373	57.32	.57593	585.945

a. Dependent Variable: Hedonic

The linear regression for hedonic motivation variable is R (0.48) with F value of (154.876) and significant at (0.05) level. This result indicates that Instagram stories influence decisions toward travelling hedonic motivation among respondents.

b. Dependent Variable: Website

The linear regression for impulse buying variables is R (0.75) with F value of (163.024) and significant at (0.05) level. This result proves that that there is significant influence of Instagram stories on travelling among respondent.

c. Dependent Variable: Trust

The linear regression for trust variables is R (0.35) with F value of (165.656) and significant at (0.05) level. The result showed that there is significant influence of Instagram stories on trust among respondent.

d. Dependent Variable: Situational

The linear regression for situational variables is R (0.54) with F value of (172.499) and significant at (0.05) level. The result indicate that there is significant influence of Instagram stories on the situational variable among respondent.

e. Dependent Variable : Variety Seeking

The linear regression for variety seeking is R (0.66) with F value of (585.945) and significant at (0.05) level. The result indicate that there is significant influence of Instagram stories on variety seeking among respondent.

Table 5. **Test Partial Result Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	,416	,184		2,263	,025
X1	,343	,032	,432	10,824	,000
X2	,411	,034	,482	11,971	,000
X3	,161	,026	,247	6,193	,000
X4	,181	,038	,227	5,193	,000
X5	,185	,048	,427	5,223	,000

The T-test is used to determine the effect of each independent variable individually. Based on Table 4, it can be interpreted for the hypothesis in this study. Based on the table, the results of the analysis for H1, that the Hedonic Motivation (X1) has a t-count value of 10,824 and a t-table value of 1,972, then $10,824 < 1,972$ and a significance value of $0.000 > 0.05$, so H1: is accepted, which means that the Hedonic Motivation has an effect on impulse buying.

The results of the analysis for H2, that website quality (X2) has a t-count of 11,971 and a t-table value of 1,972, and a significance value of $0.000 > 0.05$, so that H2: is accepted which means that Instagram Stories Features has an effect on impulse buying (Putri & Wandebori, 2016). The results of the analysis for H3, that Trust (X3) variable has a t- count of 6,193 and the t-table value of 1,972, and a significance value of $0.000 > 0.05$, so that H3: is accepted which means that Trust has an effect on Consumer Purchase Intention. The results of the analysis for H4, that Situational Variable (X4) variable has a t- count of 5,193 and the t-table value of 1,972, and a $5,193 < 1,972$ and a significance value of $0.000 > 0.05$, so H4: is accepted, which means that the Situational Variable has an effect on impulse buying and the last for variety seeking with t-count of 5,225 where it $< 1,972$ which means that variety seeking has an effect on impulse buying.

Discussion

The research looks at five factors: hedonic motivation, website quality, trust, situational and variety seeking. The findings suggest that Instagram stories impact spontaneous purchases of tourism destinations and related travel products. In other words, one's travel hobby will be influenced by the stories on Instagram. However, whether or not the pastime has an impact on culture, there are still specific steps that must be followed because culture is not a passing fad. Content concerning travel on Instagram stories piques user interest in making a quick purchase of a travel product such as a plane ticket, a hotel reservation, a travel guide, or a restaurant. Duffett, (2017) noted that Instagram stories material provides real-time information about travel activities and will raise user knowledge about tourism destinations and related travel products Instagram Stories creates a method concerning knowledge in which a person performs travel activities and shares their knowledge and information with their Instagram followers (Malini et al., 2021; Xiang & Gretzel, 2010) Knowledge gained through Instagram stories must be re-examined to determine whether it is merely informational or comprehensive knowledge about travel, so that it may be defined as cultural.

The information in the form of travel products and other associated information, such as ticket price deals or new tourism destinations. Instagram stories about travel provide authenticity by allowing users to publish behind-the-scenes and visual representations of a location through videos and photos (Shen & Bissell, 2013). This is a trigger that can pique

one's interest. Curiosity breeds curiosity, and curiosity breeds hobbies. Culture, on the other hand, is established via habits. Traveling culture is a habit that develops over time.

According to (Jermsittiparsert et al., 2019; Malini & Nilam, 2022) Customer engagement focuses on the psychological process of developing an organized method and mechanism through which a customer's mental connection to a product or a brand is built. The psychological process of customer relationship is being used in the Instagram stories platform by a third party with the potential to influence and effect its followers (Tuten, 2008) confirm that social media users' cognitive relationships build active relationships and convey stimuli to other users to act and undertake comparable actions. In terms of tourism, Instagram tales stimulate curiosity because respondents felt compelled to encounter similar stories (Leung et al., 2013; Malini, 2021).

The findings indicate that a variety of Instagram stories features aided respondents in understanding vacation information provided by users. Traveling posts on Instagram stories frequently use video and live sessions, allowing respondents to directly feel the scene and environment when another user visits a location or country. The event sparks the imagination of followers, who experience a similar situation while watching Instagram stories from the comfort of their own homes. The urges generated by the post or tales will lead to impulse purchases (Malini et al., 2022; Rezaei et al., 2016). This impulsive purchase demonstrates that social media, specifically Instagram stories, are not forming culture. Since culture is something that is done on a regular basis, impulse purchases are not one of them.

This phenomenon presents a challenge for corporations and travel product marketers to collaborate with influencers or Instagram renowned endorsers to develop content for loyal customers and attract potential customers. According to (Malini & Putri, 2020; Swarbrooke & Horner, 2001), specific product such as fashion, food and travelling product needs a different approach in term of marketing and promotion. In the fashion industry, it is necessary to execute certain specifics regarding fashion products and accessories in order to capture consumer attention. Traveling products, on the other hand, require a visual display that includes movies and photographs to pique the customer's imagination and pique their curiosity (Malini & Jais, 2014; Teo et al., 2019). However, one component with a less significant link is trust, as respondents perceived the relationship to be non-mutual due to the one-way communication between Instagram users. Given the nature of the results, marketers or corporations who wish to use Instagram stories as a marketing platform in the future will need to consider other approaches to boost interaction and relationships between users rather than just between products and consumers.

Conclusion

This research shows that Instagram stories can be used to distribute messages about travel destinations and related products. Instinctive buying is triggered by Instagram stories in the form of hedonic incentive, website quality, trust, situational, and variety seeking. Instagram stories serve as a bridge between consumers in need of travel information and those who are ready to buy. This finding suggests that customers make impulsive purchases as a result of their curiosity and comprehension gained from Instagram stories. These findings have an impact on marketers and travel companies as well as travel products to further increase their exposure through endorsements on Instagram stories that can increase their purchases and market share for tourism products. Marketers and travel companies must sort out the messages they will convey that will focus on Instagram users by providing effective and accurate information, especially on social and variety seeking variables. The study of (Martínez-López et al., 2020) shows that impulsive spending on travel is a long term planning. In situations like this, marketers must ensure that the conveyed message through Instagram Stories able to change Instagram user mindset.

This research has important implications for impulsive tourism product purchases made online. The findings of this study will aid practitioners and online purchasers who purchase tourism products via social media and similar services based on impulse purchases in understanding the flaws of these services. The unimportant relationship variable is trust, which can be improved by enabling two-way communication. In the disciplines of ecommerce marketing, retail research, and e-tourism, marketers should focus on this strategy since it can highlight the image of a website that promotes impulsive purchase behavior. Despite the fact that travel "raises awareness of underlying linkages and correlations" with different cultures, the shift in purchasing mindset in tourism excursions and travel items as a result of the high number of discounts and intensive prices should be investigated further. To see immediately respondent's reaction after witnessing firsthand a post about a trip, interview and observation methods could be considered as one of the models.

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