

CLICKS AND IDENTITY: ANALYZING HOW ONLINE ADVERTISEMENT INTERACTION AFFECTS BUYING BEHAVIOR AMONG TASYA FARASYA'S FOLLOWERS

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ABSTRACT

A global trend where influencers play an important role in digital marketing strategies. Tasya Farasya as one of Indonesia's leading beauty influencers offers a unique context to investigate this dynamic. There are still few studies that specifically explore how psychological factors such as trendiness, relaxation, boredom, and information seeking influence followers' buying behavior in clicking on online advertisements and social influencers with influencer-produced content. This study aims to analyze how these factors influence followers' buying behavior tendencies through clicking online advertisements and social influencers with content produced by Tasya Farasya's Instagram account. Using quantitative methods, data was collected through questionnaires distributed to 120 followers of Tasya Farasya's Instagram account, in Indonesia. This research includes into the category of causal research. The sampling technique used is non-probability sampling technique. Using Smart PLS 4 to process data. Of the eight hypotheses, there are two rejected hypotheses, namely trendiness has no significant effect on online advertisement clicking and social identification has no significant effect on buying behavior, others have a significant effect. Tasya Farasya's influence increases ad visibility, and encourages her followers' buying behavior.

Keywords - **Trendiness, Relaxation, Boredom, Information Seeking, Online Advertisement Clicking, Social Identification, Buying Behavior**

INTRODUCTION

The broad reach of social media, especially on Instagram, has led to "micro-celebrities" like bloggers and vloggers, who gain fame through self-branding (Khamis et al., 2017). Social influencers, seen as credible sources, engage in strategic self-presentation to attract followers and promote products (Djafarova & Rushworth, 2017; Croes & Bartels, 2021). These influencers act as reference groups, shaping values, attitudes, and purchase decisions (Schiffman et al., 2012).

Tasya Farasya, a well-known influencer in Indonesia, has successfully leveraged this platform to build a large and loyal community. As a beauty influencer, she has received numerous accolades. With 7 millions followers on Instagram, she is classified as mega-influencer. Mega-influencer is influencer reached over 1 million followers on social media and recognized globally, comparable to traditional celebrities, with high visibility and recognition (Conde & Casais, 2023).

This research makes two key contributions: it explores how interactions with online ads influence the buying behavior of social media

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influencer followers, emphasizing the role of influencers as opinion leaders who shape decisions (Ahmed et al., 2019; Jain & Katarya, 2018). Additionally, it addresses the limited understanding of why influencer marketing is effective, specifically analyzing how psychological factors, such as trendiness, relaxation, boredom, and information-seeking, impact the buying behavior of followers of Tasya Farasya, a prominent beauty influencer in Indonesia.

LITERATURE REVIEW

A. Theoretical framework and hypothesis formulation

1) Psychological factors and its impact on social identification and online advertisement clicking

Using trendiness in social media ads aims to create a viral effect, which can positively influence consumer attitudes. A study by Ali Memon et al. (2020) revealed that the fear of missing out (FoMO) significantly influences influencers and individuals' purchasing intentions. Strong interactions between influencers and their followers encourage imitation, emphasizing the role of social identification in buying behavior (Jin & Ryu, 2020; Xiao et al., 2021).

H1 : Trendiness positively impacts social identification

Research by Lou & Kim (2019) found that entertainment value, skills, trust, similarity, and attractiveness positively relate to the social attachment between influencers and their followers. Additionally, Pornsakulvanich & Tongnok (2022) showed that social identification interaction is connected to motivations for media use, such as spending time, seeking entertainment, gaining information, and relaxation.

H2 : Relaxation positively impacts social identification

As noted in previous research by (Vazquez et al., 2020), boredom is believed to have a positive impact on social identification that lead to online purchasing intentions. This phenomenon also reflects the increasing use of social media as a way to alleviate growing boredom over time (Stockdale & Coyne, 2020).

H3 : Boredom positively impacts social identification

Micro-celebrities are also seen as trustworthy endorsers of brands and products, which enhances their credibility in the digital media landscape (Chiu & Ho, 2023). This sense of connection is known as social identification, referring to the relationship formed through media between individuals and public figures (Zafar et al., 2020).

H4 : Information seeking positively impacts social identification

Fear of Missing Out (FoMO) is seen as a form of social anxiety, driving individuals to seek connection and fear they are missing better experiences, especially regarding trends (Dinh et al., 2023). FoMO typically triggers emotional responses that influence buying behavior (Good & Hyman, 2020). Additionally, the influence of friends and family on trend-following affects consumer purchasing and advertisement clicking on social media (Amaleshwari, 2020).

H5 : Trendiness positively impacts online advertisement clicking

2) The moderating role of social identification and online advertisement clicking on buying behavior

An influencer's ability to build trust and engage attention is essential for positively

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influencing followers' reception of messages, especially in social media advertising (Al-Haddad et al., 2021). Influencers in content marketing seek responses through interactions or clicks on links related to products (Erfiana & Purnamasari, 2023). Followers are likely to respond cooperatively when there is a strong alignment among the influencer, the product, and themselves (Belanche et al., 2021).

H6 : Social identification positively impacts online advertisement clicking

By fostering close relationships with their followers, influencers greatly impact their decision-making (Koay et al., 2023). They act as virtual friends (Vrontis et al., 2021) offering credible advice to their followers (Vrontis et al., 2021), which enhances their ability to persuade audiences in their purchasing choices (Koay et al., 2023).

H7 : Social identification positively impacts buying behavior

Positive attitudes toward ads significantly impact purchase intentions (Kudeshia and Kumar, 2015; Erdem et al., 2019). Additionally, Fernandes et al. (2020) conclude that online advertisement clicking affects product evaluation, which in turn influences purchase intentions and word-of-mouth sharing positively.

H8 : Online advertisement clicking positively impacts buying behavior

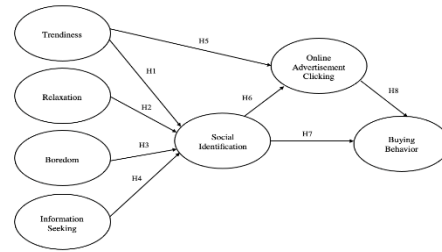


Fig. 1. Conceptual model.

METHODOLOGY

This study used an online survey to explore trendiness, relaxation, boredom, information seeking, social identification, online ad clicks, and buying behavior. A 5-point Likert scale questionnaire was given to 120 Indonesian participants aged 18-60, who followed @tasyafarasya on Instagram (84.2% female, 15.8% male; 90% aged 18-35). Data analysis included descriptive statistics, reliability and validity checks, and structural equation modeling with SmartPLS 4.1.0.8.

RESULTS

A. Measurement model

Reflective indicators are tested to obtain results for convergent validity, discriminant validity, average variance extracted (AVE), and composite reliability (Jannah & Hazriyanto, 2019). The internal consistency (reliability) of each construct was verified using Cronbach's alpha and composite reliability. Both metrics exceeded the acceptable threshold of 0.7, indicating strong internal consistency (Jannah & Hazriyanto, 2019). Detailed results can be found in Table 1.

Table 1

Evaluation of the measurement model for convergent validity and internal consistency (reliability).

Construct	Items	Convergent validity		Reliability	
		Loading factor	Average variance extracted	Cronbach's alpha	Composite reliability

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<i>Trendiness (TD)</i>	TD1. I follow Tasya Farasya's Instagram account because she has many followers	0,970	0,949		0,973	0,973
	TD2. I follow Tasya Farasya's Instagram account because this account is interesting in beauty trends	0,981				
	TD3. I follow Tasya Farasya's Instagram account to feel part of a community	0,971				
<i>Relaxation (RX)</i>	RX1. I enjoy the content on Tasya Farasya's Instagram account	0,880	0,736		0,879	0,882
	RX2. The content on Tasya Farasya's Instagram account helps me feel more relaxed	0,925				
	RX3. The content on Tasya Farasya's Instagram account distracts me from my busyness	0,812				
	RX4. The content on Tasya Farasya's Instagram account makes me forget my situation for a moment	0,807				
<i>Boredom (BD)</i>	BD1. Checking out the content on Tasya Farasya's Instagram account has become a routine for me	0,905	0,830		0,898	0,900
	BD2. I view the content on Tasya Farasya's Instagram account because I have nothing else to do	0,936				
	BD3. I view view the content on Tasya Farasya's Instagram account because I'm feeling bored	0,892				
<i>Information seeking (IF)</i>	IF1. I follow Tasya Farasya's Instagram account to stay updated on beauty information	0,966	0,908		0,949	0,962
	IF2. I follow Tasya Farasya's Instagram account to enhance my knowledge in beauty	0,968				
	IF3. I follow Tasya Farasya's Instagram account to meet my information needs	0,924				
<i>Social identification (SI)</i>	SI1. I feel an emotional bond with Tasya Farasya's Instagram account	0,957	0,879		0,930	0,931
	SI2. I fully trust the content shared on Tasya Farasya's Instagram account	0,960				
	SI3. I stand behind the content on Tasya Farasya's Instagram account	0,893				
<i>Online advertisement clicking (AC)</i>	AC1. I often click on the ads from Tasya Farasya's Instagram account to see product images more clearly	0,979	0,947		0,972	0,974
	AC2. I frequently click on the ads from Tasya Farasya's Instagram account for more complete product information	0,982				
	AC3. I often click on the recommended product ads from Tasya Farasya's Instagram account	0,959				

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<i>Buying behavior (BB)</i>	BB1. I have a positive perception of the products promoted through Tasya Farasya's Instagram account	0,854	0,846		0,910	0,948
	BB2. I intend to buy the products promoted through Tasya Farasya's Instagram account	0,955				
	BB3. I would recommend the products promoted through Tasya Farasya's Instagram account to others	0,946				

Internal consistency was validated using Cronbach's alpha and composite reliability, both exceeding 0.7. Convergent validity was confirmed with factor loadings above 0.7 and AVEs above 0.5 (Bagozzi & Yi, 1988). Discriminant validity, assessed using the HTMT ratio, showed all values below 0.90 (Henseler et al., 2015). Specific HTMT values are in Table 2, confirming the reliability and validity of the measurement model, detailed in Tables 1 and 2.

Table 2

Assessment of discriminant validity was conducted using the heterotrait-monotrait ratio (HTMT) of correlations.

Construct	Boredom	Buying behavior	Information seeking	Online advertisement clicking	Relaxation	Social identification	Trendiness
Boredom							
Buying behavior	0,610						
Information seeking	0,336	0,419					
Online advertisement clicking	0,430	0,405	0,180				
Relaxation	0,514	0,267	0,613	0,182			
Social identification	0,525	0,259	0,582	0,296	0,768		
Trendiness	0,462	0,339	0,377	0,133	0,653	0,679	

B. Common Method Bias

The Variance Inflation Factor (VIF) values for all research variables meet the recommended threshold of < 10, indicating that all variables in the model satisfy the criteria and that there is no multicollinearity issue.

C. Common Method Bias

The R² values for buying behavior (0.172), online advertisement clicks (0.083), and social identification (0.611) indicate significant explained variance, validating the model's effectiveness. This highlights the impact of social identification and ad clicks on buying behavior, offering insights into influencer marketing's influence on consumer behavior.

D. Hypothesis testing

Table 3

Hypothesis testing

Hypothesis	Path	Original Sample (O)	T Statistics (O/STDEV)	P Values
H1	<i>Trendiness -> Social Identification</i>	0,314	3,792	0,000

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H2	Relaxation -> Social Identification	0,331	3,280	0,001
H3	Boredom -> Social Identification	0,128	2,012	0,044
H4	Information Seeking -> Social Identification	0,209	2,399	0,016
H5	Trendiness -> Online Advertisement Clicking	-0,090	0,848	0,397
H6	Social Identification -> Online Advertisement Clicking	0,339	3,141	0,002
H7	Social Identification -> Buying Behavior	0,156	1,514	0,130
H8	Online Advertisement Clicking -> Buying Behavior	0,342	3,262	0,001

The result shows that of the eight hypotheses, there are two rejected hypotheses, namely trendiness has no significant effect on online advertisement clicking and social identification has no significant effect on buying behavior, others have a significant effect.

DISCUSSION

This study analyzes how factors influence followers' buying behavior through online ads and Tasya Farasya's Instagram content. The findings offer valuable theoretical and managerial insights, enhancing the understanding of influencer marketing by exploring the relationship between social identification and ad clicking.

A. *The Influence of Psychological Factors on Social Identification*

Our results show that trendiness positively influences social identification, aligning with Ebrahim (2020) who notes trendiness enhances consumer engagement. Tasya's trendy styles foster a sense of belonging among her audience. Previous research (Ali Memon et al., 2020; Jin & Ryu, 2020; Sharabati et al., 2022) supports that current trends strengthen emotional bonds and influence purchasing behavior, illustrating how influencers cultivate communities that deepen followers' social identification.

Similarly, relaxation motivates followers seeking to unwind, enhancing identification with influencers (Dinh et al., 2023). Tasya's storytelling fosters emotional ties and encourages followers to adopt her behaviors. Active engagement, like responding to comments, strengthens these bonds, aligning with Kircaburun et al. (2020) who highlight social media's entertainment value for younger audiences. Tasya's relaxing content underscores the role of relaxation in driving engagement and community building.

Increased boredom drives followers to seek

connections with Tasya Farasya, engaging with her entertaining content. This aligns with Croes & Bartels (2021) on social media engagement. The emotional bonds and trust enhance social identification, showing boredom catalyzes participation. Findings from Pornsakulvanich & Tongnok (2022) and Stockdale & Coyne (2020) highlight boredom as a key motivator in digital interactions.

Finally, active information-seeking enhances social connections within Tasya Farasya's community. Followers seeking information about her products feel a stronger sense of belonging. Tasya builds trust and loyalty through her "Tasya Farasya Approved" product testing. Yuan & Lou (2020) indicate users seek information and build relationships on social media. Followers turn to influencers for lifestyle recommendations, reinforcing parasocial relationships. The credibility of micro-celebrities enhances engagement and influences purchasing behaviors, solidifying social identities within Tasya's community.

B. *The Role of Trendiness Identification in Online Engagement*

The study found that trendiness does not significantly influence online advertisement clicks, with followers prioritizing content relevance and influencer credibility instead. Emotional connections and trust are vital for engagement, suggesting that strategies focused solely on trends may be ineffective. While connections with influencers like Tasya may encourage clicks, relevance and trust are more crucial for engagement and purchasing decisions. This contrasts with previous

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research that emphasized trendy content's influence, highlighting that emotional responses, such as fear of missing out (FoMO), can impact purchases. Ultimately, while trendiness can affect engagement, its effect on ad clicking is limited, emphasizing the need for marketers to prioritize meaningful content.

C. *The Impact of Social Identification and Online Advertisement Clicking on Buying Behavior*

Social identification was found to have no significant effect on buying behavior, while product relevance and online advertisement clicks played a more substantial role. This underscores the importance of creating engaging ad content that resonates with consumers, enhancing conversion rates and fostering positive brand interactions.

CONCLUSION

We found that followers are driven by specific needs when responding to social influencers' product recommendations, positioning them as active communicators rather than passive recipients. Additionally, UGT clarifies how social identification fosters positive behaviors toward influencers and the brands they endorse.

This study offers valuable insights for academics in digital marketing and consumer behavior, as well as practical guidance for marketers seeking data-driven strategies. The findings reveal that social influencer content significantly affects followers' purchasing decisions, aligning with Croes & Bartels (2021). Followers perceive influencers as peers, motivated by social connections and entertainment. Clear endorsements also aid young adults in identifying ads, enabling appropriate responses.

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