



# Individual meaning of Impulsive Buying: Phenomenological study on Wearing Klamby Instagram Account

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## ABSTRACT

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This research aims to analyze and describe the experience of impulsive buying behaviour among followers of the Wearing Klamby Instagram account through a phenomenological perspective. This research uses an interpretive paradigm with a qualitative approach to understanding the motivation, goals and subjective meaning of shopping among account followers. The research results show that the experience of purchasing behaviour in the context of followers of the Wearing Klamby Instagram account is influenced not only by individual elements but also by the social dynamics in the online community. The phenomenological analysis also finds that purchasing behaviour is driven not only by functional but also by emotional and social needs. This research gives marketers insight into the importance of building deeper relationships with consumers through social media and prioritizing values relevant to the target audience.

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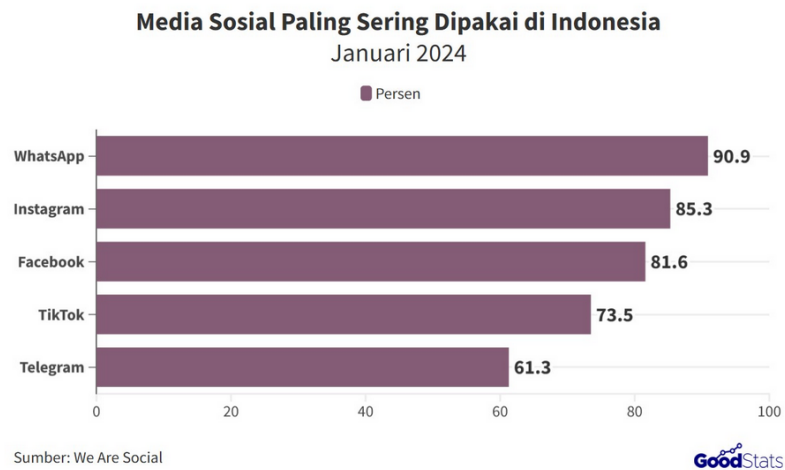
## 1. Introduction

The rapidly developing era of globalization provides easy digital access in various corners of the world, benefiting various aspects of human life. Social media, as a new form of media, allows someone to obtain information that cannot be reached directly. Social media is a phase of change in where and how people find, read, and share news, information, and content with others.

As many as 49.9% of Indonesian people have social media accounts, equivalent to 139 million user identities. This figure is taken from Indonesia's total population of around 278.7 million people. Data on the Indonesian population who have used the internet shows that there are at least 185.3 million internet users. This data was obtained from the We Are Social report released in January 2024, which shows that 75% of total internet users in Indonesia use at least one social media platform (Rainer, 2024).



According to data from We Are Social. WhatsApp will become the most widely used social media application in Indonesia in January 2024; the majority of Indonesians who use social media, or 90.9%, are recorded as using the WhatsApp application. This is followed by Instagram, which has a user proportion of 85.3%; Facebook, 81.6%; and TikTok, 73.5% (Rainer, 2024).



**Fig. 1. Social media graphic based on We Are Social 2024 research**  
Accessed June 14, 2024 (Rainer, 2024).

The explanation above is relevant to research showing that people tend to access the internet more towards social media. So, the telecommunications business market in this country cannot be separated from this. The widespread use of social media in this country would be very beneficial if it were developed in the realm of online business so that it can improve people's standard of living (Ahmadi, 2020).

Because of its dynamic and ever-changing nature, the fashion industry is very susceptible to impulse buying tendencies. Research supports this, showing that of all the products on the market, fashion products are the most frequently sought after and purchased spontaneously (Prathisara & Masduki, 2023). Fashion products, especially clothing, are closely related to individual personal characteristics, thus causing purchasing tendencies. The desire to always look attractive makes someone make unplanned purchases (Ummah & Siti Azizah Rahayu, 2020).

The impact of changes in consumption trends and lifestyles is the consumptive behaviour of tens of millions of middle-class people in Indonesia who shop through information technology. According to Engel et al., (1994), There are three types of purchasing decisions: thoroughly planned purchases, semi-planned purchases, and unplanned purchases. Unplanned purchases include impulse purchases (Ariyanti & Setyo Iriani, 2022).

In the era of Industrial Revolution 4.0, which is dominated by social media, many individuals are persuaded by influencer posts promoting certain products, including fashion products such as

Wearing Klamby (Nurlibna et al., 2024). This phenomenon shows the complexity of the motivations and perceptions of consumers involved in the purchasing process (Purnamasari, 2024).

This research is important because the phenomenon of impulse buying is increasingly prevalent in the digital era, especially through social media platforms such as Instagram. With more than 85% of internet users in Indonesia using Instagram, this phenomenon is an important issue to research, especially for fashion brands like Wearing Klamby that have successfully built an active community. A deeper understanding of impulse buying motivations and experiences can help marketers to develop more effective communication strategies and build stronger relationships with consumers.

In addition, this research not only offers insights to the world of digital marketing, but also has significant social value in understanding people's changing consumption patterns. Therefore, this research makes both academic and practical contributions in understanding the evolving consumer behavior in the digital era (Hannani, 2022; Putri & Hasib, 2022).

In the context of this research, the focus is on analyzing the experience of impulsive buying behaviour among followers of the Wearing Klamby Instagram account. In-depth interviews are needed to understand and explore the meaning of individual experiences from followers of the Wearing Klamby Instagram account. Subjects are also willing to share their experiences so that researchers understand subjective aspects comprehensively (Fitri et al., 2021; Khoirunnisa & Astini, 2021).

This research has high urgency because although there have been many studies related to impulse buying on e-commerce platforms and social media, research that specifically explores the impulsive behavior of followers of community-based fashion brands such as Wearing Klamby is still very limited. This brand not only focuses on selling products but also building close social relationships with its consumers. Through a phenomenological approach, this research delves deeper into the subjective meaning of the impulse buying experience. The focus is not only on functional needs, but also on the emotional and social dynamics that develop within the digital community. Therefore, this research provides a relevant new perspective on how online communities can influence spontaneous consumption behavior.

Thus, this research can provide valuable insight for fashion companies and marketing practitioners regarding how to increase the effectiveness of product promotions on social media and understand the role of brand followers in consumer purchasing. It can also provide a deeper understanding and insight into the community regarding consumption trends and social dynamics that occur in society today.

This research aims to analyze and describe the experience of impulsive shopping behavior among followers of the Wearing Klamby Instagram account through the perspective of

phenomenological theory and methods. Thus, this research will be able to provide a deeper understanding of the motivations, goals, and subjective meanings of impulsive shopping experiences influenced by social interactions and visual content on social media that are currently rampant, so as to form a culture of unplanned purchases and can provide new insights to the public and researchers in this field.

## **2. Theoretical Framework**

In this research, the author uses several theories and concepts relevant to the research theme as a basis for thinking and guidelines in examining the reality of the phenomenon under study. These theories and concepts are explained as follows:

### **Consumer Behavior**

Behaviour is a person's genuine action efforts that can be observed directly. Meanwhile, a consumer is someone who is involved in a purchasing process or in using a product. Consumer behaviour is searching for, buying, evaluating, using and spending on products or services that consumers hope can fulfil their needs (Siregar, 2023).

Consumer behaviour is also defined Peter & Olson (2010) as involves the processes selecting, purchasing, using, evaluating and disposing of products and services. Consumer behavior is the process of exchanging something of value for a product or service that is satisfying. Meanwhile, the American Marketing Association defines consumer behaviour as a process of various dynamic interactions of influence and awareness, behaviour, and the environment in which a person carries out aspects of his life . This theory is relevant to understanding how individuals make purchasing decisions, including impulse purchases. In the context of this study, the theory helps explain the motivation and impulse purchase decision process experienced by followers of the Wearing Klamby Instagram account.

### **Impulsive Buying**

Impulsive buying is a consumer behaviour pattern that occurs when purchasing a product without prior planning. This purchasing behaviour usually arises because it is influenced by curiosity, mood, store environment, displays and promotions offered. Consumer behaviour that is not planned for purchasing can encourage spontaneous purchases (impulse buying) (Yahmini, 2020).

Kacen & Lee (2002) explained the factors influencing impulsive buying: mood, reactions, self-identity, demographic factors, and normative evaluation. Then, the internal factors are materialism, self-esteem, and self-monitoring. At the same time, external factors are product type, product marketing, social and environmental influences, economic level, and demographic factors that influence the formation of impulsive buying behaviour (Ummah & Siti Azizah Rahayu, 2020).

Several experts have defined impulsive buying as a spontaneous behaviour or purchasing activity carried out by consumers or buyers that tends to be repeated without prior planning and consideration. This theory highlights the factors that trigger unplanned shopping behavior, such as emotional drives and social influences. This theory is important for describing the subjective reasons that drive Wearing Klamby followers to make impulse shopping decisions.

### **Brand Awareness and Brand Loyalty**

Brand awareness is the ability of a potential buyer to recognize and remember a brand and that a brand is differentiated from other brands through its dimensions (Aaker, 2013).

According to David A. Aaker, there are 4 stages to measure brand awareness: top of mind, brand recognition, brand recall and unaware of the brand. Brand awareness measures how many consumers in the market can recognize or remember the existence of a brand in a specific category, and the more consumers are aware of a brand, the easier it is for them to make purchasing decisions. Anything that causes consumers to observe and pay attention to a brand can increase brand awareness, at least in brand recognition (Pradipta & Kadarisman Hidayat, 2016).

Meanwhile, brand loyalty, according to Griffin, refers more to the behaviour of decision-making units that make continuous purchases of goods or services from a selected company (Pradipta & Kadarisman Hidayat, 2016). From the explanation above, commitment to a particular brand and making repeat purchases are motivated by optimistic feelings about the brand and the feeling that their needs are met. In the context of social media, high brand awareness makes it easier for followers to recognize and connect with brands like Wearing Klamby. Intense engagement with the brand's content and the online community it builds also increases brand loyalty. This loyalty is not only in the form of repeat purchases, but also an emotional drive to keep up with the latest trends from the brand. This condition can encourage impulse buying behavior due to the desire to stay relevant and connected to the brand community.

### **Phenomenology**

According to the Oxford English Dictionary, phenomenology is the science of phenomena distinct from being (ontology), a division of any science that describes and classifies its phenomena. So, phenomenology is the science of a phenomenon distinguished from something that has happened, the discipline of science that explains and classifies phenomena, or the study of phenomena (Sobur, 2014).

The core of the phenomenological theory proposed by Alfred Schutz is how to understand social actions (oriented to the behaviour of people or others in the past, present and future) through interpretation. Schutz groups all of a person's actions into two types of motives: (1) In order motive and (2) Because Motive (Schutz, 1967). The first type is the intentions, plans, hopes, interests, and

other desires of actors oriented towards the future. The second type refers to the actor's experiences embedded in his accumulated knowledge (Simamora et al., 2024). This approach is used to explore the subjective experiences and meanings that individuals give to their impulse shopping behavior. This approach enables a deeper understanding of the interaction between consumers and the digital community formed around the Wearing Klamby brand.

### **Motivation Theory**

Motivation comes from the word Motive. Motive is an internal factor that can stimulate and generate attention, and the presence of motives can influence the emergence of hope to do something or not (Mauludin et al., 2022). According to some experts, motivation is a hypothetical construct that explains the desire, direction, intensity, and behaviour directed at goals (Uno, 2007). According to Schiffman, motivation means the drive to take action according to the desire to achieve a desired goal (Usman, 2013).

Thus, motivation is a force that drives someone to do something to achieve a goal. Motivation can also be interpreted as an urge that arises within a person to achieve a predetermined goal to gain satisfaction (Anand, 2020; Stoyanov, 2017). Motivation is closely related to needs, so decisions are stimulated by motivation. Motivation has two types: rational motivation, purchases based on product reality, and emotional motivation, purchases given to a person's feelings. Moreover, the factors that influence emotional and rational motivation are price, product, location and service.

Abraham Maslow attempted to explain why specific needs drive a person at certain times. Maslow suggested that human needs are arranged in a hierarchy, from the most pressing to the least pressing. Maslow's hierarchy of needs is ordered in terms of importance, namely (Kotler & Keller, 2009) :

- a. Physical needs are those necessary to maintain life, and tangible evidence is the fulfilment of clothing, food, and shelter.
- b. Security needs include security of life, property security, fair treatment, and security in old age.
- c. Social needs are the most important needs to be considered immediately after the need for safety and psychological needs have been met.
- d. Esteem Needs: These are egoistic and closely related to a person's status. The higher a person's status, the higher their need for recognition, respect, achievement, etc.
- e. Self-Actualization Needs: This type of need is the highest, namely to show maximum achievement without demanding too much reward from the organization. Consumers motivation will realize a behaviour directed at achieving satisfaction targets.

In this study, motivation plays a key role in driving impulse purchase decisions. Emotional motivations, such as the desire for social recognition and a sense of satisfaction, are significant triggers. Meanwhile, rational motivations based on functional considerations also influence purchase decisions, albeit in a smaller portion.

### **3. Method**

This study uses an interpretive paradigm, where researchers focus on understanding the meaning and experience of individuals in a social context. This paradigm enables researchers to delve deeper into the complexity of social interactions by understanding the context and experiences of individuals more effectively. Relevant to the objective, this research explores meaning constructed by individuals based on experience (Adil et al., 2022; Patterson & Williams, 2001; Supriyati, 2015).

The study subjects were 5 women aged 20-40 who had become followers of the Wearing Klamby Instagram account. The subjects were selected using a purposive sampling technique to ensure that the individuals involved had relevant experiences related to impulsive shopping. The reason for choosing women was that women were considered appropriate as the primary informants because their experience in interacting with content produced by the Wearing Klamby account was in line with previous research, which showed that adolescents and young adult women were more influenced by influencer endorsements on social media, which can trigger impulsive shopping behaviour (Eric Eric et al., 2022). The number of five informants interviewed in this study has been selected with careful consideration to ensure the depth of data obtained. This research uses a phenomenological approach that emphasizes in-depth exploration of individual subjective experiences rather than generalization of findings. In this approach, the quality of data generated from in-depth interviews is prioritized over the quantity of informants.

The selection of the five informants is based on purposive sampling technique, which ensures that each informant has characteristics that are relevant to the phenomenon under study, namely the impulse buying experience as a follower of the Wearing Klamby Instagram account. Each informant has a unique background and experience that provides a rich variety of perspectives.

In addition, based on the interview process and data analysis, the researcher found that after the fifth interview, no new information emerged significantly. This indicates that data saturation has been reached, which is a condition where the data obtained is sufficient to answer the research questions and no new relevant findings can be obtained from additional informants. Thus, the number of informants selected is sufficient to achieve the depth of analysis required in this phenomenological research (Phothongsunan, 2010).

Referring to the phenomenon studied, namely the experience of impulsive buying behaviour of followers of the Wearing Klamby Instagram account, the method used is phenomenology. Phenomenology seeks to understand how humans construct meaning and essential concepts within intersubjectivity our relationships with others shape our understanding of the world (Nindito, 2005)

Furthermore, Littlejohn et al., (2012) assume that people actively interpret their experiences and try to understand the world through their personal experiences. The author conducted in-depth interviews to obtain the meaning of individual subjective experiences among followers of the Wearing Klamby Instagram account.

To ensure the validity of the data in this study, researchers used data source triangulation and member checking. Triangulation of data sources, namely in-depth interviews with five informants who have diverse backgrounds and experiences, was conducted to obtain a variety of perspectives. This allows for cross-checking of information between informants, thus providing richer and more reliable data. Then Member checking, After the interviews and data analysis were completed, the interim results of this study were confirmed back to the informants to ensure that the researcher's interpretations were in line with their experiences and perspectives. This certainly helps researchers to validate the research data that has been obtained.

#### **4. Result and Discussion**

##### **Overview of Research Object**

The object of research in this phenomenological study is the subjective experience of followers of the Wearing Klamby Instagram account regarding impulsive buying behaviour. This experience includes their perception of the motivations and goals that drive them to make impulsive purchases, such as the emotional experience of buying, visual and promotional stimuli, and social and cultural impacts.

Wearing Klamby was founded by Nadine Gaus and Muhammad Ridho in 2013. The brand focuses on the modest fashion industry, offering clothing that combines religious values with modern styles. The name "Klamby" is taken from the Javanese language, which means clothing, and it reflects the local nuances of Indonesia in each of its designs. Wearing Klamby has the vision to introduce Indonesian cultural heritage through high-quality fashion products. Their tagline, "Modesty Reimagined", shows a commitment to presenting fashion that is not only Muslim clothing but also holistically encompasses various aspects of modest fashion (Amalia Yunia Rahmawati, 2020).

Wearing Klamby presents a clothing collection that celebrates the archipelago's diversity. The collection starts with visuals, models, and pop or modern philosophy. This brand wants customers to remember Indonesian culture.



Wearing Klamby also succeeded in becoming the first Indonesian modest fashion brand to participate in London Fashion Week 2022. Wearing Klamby received support from various sponsors such as Tokopedia, Wardah, and Epson Indonesia. Apart from that, the Indonesian government through the Ministry of Tourism and Creative Economy, Ministry of Trade, and the Embassy of the Republic of Indonesia in London also provide support.



**Fig. 2. Klamby Appears at London Fashion Week 2022**

Accessed January 17, 2025 (Klamby Appears at London Fashion Week 2022 \_ Tempo, 2025.)

### Research Subject Profile 01

As a beginning to present the results of this study, the author will first present the profile of the research subject. The first informant is NPL, a 28-year-old woman. Her Instagram account is followed by 2,306 followers, and the number of accounts followed is 2,013 (as of December 24, 2024). NPL is a young woman who reflects on the dynamics of modern life through various interests and activities. With white skin and a slender body, NPL attracts physical attention and shows an elegant and energetic personality.

Daily, she manages her time well between work and hobbies, one of which is cooking. Between her busy schedule, she often takes time to experiment with new recipes, making the kitchen a place for her creativity. Cooking activities are a means to channel her talents and a form of relaxation that helps her deal with stress from work routines. NPL is also active in socializing with her friends. She often spends time hanging out, be it in cafes, restaurants, or other recreational places. NPL is also interested in following Muslimah studies relevant to her interests and self-development. NPL, an automotive company, has been recognized as the best sales counter in South Tangerang. She has significant skills and achievements in the field of sales. Her achievement in maintaining this position reflects her dedication and ability to meet sales targets. NPL, a 28-year-old woman, realizes that her shopping habits fall into the impulsive category. The research findings show that NPL's shopping decisions are often driven by the need to look attractive and fulfill social expectations in her environment. Despite realizing that many of the items purchased are not needed, the urge to

support friends and maintain appearances often trumps rational considerations. This is why NPLs often engage in excessive shopping to satisfy their desire to look attractive every day.

### **Research Subject Profile 02**

The second informant is IM, a 33-year-old housewife. IM is a graceful young mother and often shares her happy moments through her Instagram account, which is followed by 2,729 followers and 4,514 (as of December 2024) Instagram accounts. IM often shares content about Outfit of the Day (OOTD), the latest fashion trends, sports and collaborations with fashion brands. IM also frequently participates in local Muslim fashion brand events, which broaden her experience in the fashion world. She is active in the fashion community and often participates in various fashion events and social activities related to the fashion world. Community involvement helps her stay updated with the latest trends and share creative ideas with fellow fashion lovers. Through this community, IM explores her interests in fashion and builds a strong social network, expanding her circle of friends. Therefore, she actively follows fashion trends and participates in various local brand events, including Wearing Klamby. This study found that IM's involvement in the fashion community provided a positive social experience that encouraged her to purchase products without careful planning. Although she does not consider herself impulsive, the encouragement from the community clearly influences her shopping patterns.

### **Research Subject Profile 03**

The Third Informant is GR, a graceful, independent, passionate young mother. She adopts a balanced lifestyle between daily life, hobbies, and social interactions. Her long-distance relationship with her husband allows her to enjoy quality time with her family during holidays and participate in various community activities. She is also an influencer in several fields, including beauty, fashion, culinary, and travel. Seven thousand nine hundred fifty-eight followers follow her Instagram account and follow 2,634 accounts (as of December 24, 2024). GR is part of the @ibusibukcom and #TEAMFEBIZA communities and often shares content focusing on beauty, fashion, culinary and travel. She is active in fashion and frequently shares tips and inspiration for clothing styles. She also loves to explore food and often shares her travel experiences. GR is involved in collaborations and larger communities in social media. She is also open to opportunities for collaboration.

With an extensive social media community, GR shows a close connection between the online community and her shopping decisions. It was found that GR's involvement in clothing challenges and brand community activities often triggered impulse shopping urges that were based more on social aspects than personal needs.

### **Research Subject Profile 04**

The fourth informant is BS, a working mom in a multinational company. One thousand four hundred forty-three followers follow her Instagram account, and she also follows 1,887 (as of

December 24, 2024). She actively shares precious moments in her life, especially those related to her family. As a Javanese woman, she combines traditional values with modern demands in her daily life. Her daily life as a working mom is not always easy, but she has shown that both can go hand in hand with good time management and clear priorities. With a positive approach to the challenges of being a working mother, BS is a real example of how women can successfully carry out dual roles. She shows that even though work is often time-consuming, small moments with family are priceless and worth celebrating. BS, a mother working in a multinational company, manages to manage the balance between work and family well. From the information that the researcher gathered, the study found that BS's involvement in fashion events and interaction with peers drives her decision to buy certain fashion products, although it is not always based on an urgent need. The influence of the social environment plays an important role in her shopping decisions.

### **Research Subject Profile 05**

The fifth informant is SA, an elegant housewife who loves sports. 2,148 Instagram users follow her Instagram account, and 4,050 (as of December 24, 2024) other users. She is an individual who is active in sharing various content, and she interacts with her friends on social media. SA uses her Instagram account to share interesting content and run a personal shopping service "jastip" business. As a fashion enthusiast, SA often wears products from Wearing Klamby, a brand known for its stylish and modern designs. How she dresses and combines various fashion items inspires many people around her. Her fashionable dress makes many of them interested in purchasing products from Wearing Klamby through the personal shopping service she offers, making the "jastip" (meaning entrustment service) business an additional source of income.

SA, often uses Wearing Klamby products in her daily activities. From the information and observations made by the researcher, the research found that SA's shopping impulse was more based on the desire to meet customer demand in her jastip business. In addition, her involvement in the fashion community also strengthens the urge to buy certain products.

### **Discussion**

According to Coley, impulsive buying has been around since 1896, when Weles stated that nine out of ten people make impulsive purchases. Given the large number of impulsive people purchasing products and the contagious nature of impulsive buying, it is no wonder that more and more business people are focusing on impulsive buying, mainly since impulsive buying behaviour is influenced by the internal state of (potential) consumers and the external state of consumers (Yahmini, 2020).

All five subjects had experiences of impulsive shopping behaviour. However, only NPL realized that her shopping behaviour was categorized as impulsive. Although she stated that the quality of

Wearing Klamby products was excellent and attractive, she realized that many of her shopping decisions were not based on actual needs. Instead, she often bought items to support her environment or rather than to meet social expectations. Although she knew many items were unnecessary, the urge to shop to maintain her appearance and support her friends often overpowered logic.

While the other four subjects agreed that although they often shop, their shopping behaviour cannot be categorized as impulsive. GR emphasized that he would not buy the product if the motif or design did not match his taste. He expressed his deep love for the Wearing Klamby brand. This brand offers attractive fashion products and creates a community where its fans feel connected to each other. Similar to SA and IM, involvement in this community provides a positive social experience, making them more enthusiastic about shopping. Although Wearing Klamby products are expensive, the subjects do not mind spending money to get their desired collection. For them, the product's value and the experience gained are much more important than the price.

For the subject, a collection from a preferred brand is essential, even if it costs more. This reflects that they value the aesthetic and experiential value of the product more than the crucial function of the item itself. The subject actively attends product launch events and is exposed to a social environment encouraging shopping. Involvement in these fashion communities creates a sense of urgency and a desire to own the latest series from the brand to stay relevant and connected with its environment.

Wearing Klamby, a Muslim fashion brand, not only holds a launch event for new collections but also designs various interactive activities to increase engagement and loyalty to the customer. One of the initiatives that was interestingly implemented was the outfit of the day challenge for seven days, which encourages followers to use and post various combinations from the collection that has been determined. This activity not only functions as an event promotion but also creates a sense of urgency among consumers. Every participant feels pushed to buy certain items to participate in the challenge quickly, so the increased frequency of purchases is impulsive. Followers not only become passive consumers but also play an active role in expressing themselves through fashion.

Purchases driven by a desire to participate in a community or to support friends can create situations in which individuals feel the need to make a purchase even though it may not be completely necessary. This is one of the characteristics of impulsive behaviour, where purchasing decisions are made based on emotions or social pressure (Rook, 1987).

Furthermore, when limited edition products are offered, fear of missing out (FOMO) often arises, encouraging informants to immediately purchase without considering their needs. Subjects do not want to be left behind in the ever-changing world of fashion, especially regarding their favourite

brands, such as Wearing Klamby. Involvement in the fashion community also gives them direct access to the latest information and popular products.

SA admitted he did not mind paying more to get the desired product. Want through "*jastip*" (entrustment service), the presentation shows that she is more driven by the desire to own the item than by real needs. This aligns with research showing that product scarcity can trigger impulsive behaviour (Park, 2020).

Other studies have shown that emotional and situational factors often influence purchases, driving unplanned shopping decisions. Product scarcity can create a sense of urgency among consumers, prompting them to make unplanned purchases (Jha et al., 2019).

Impulse buying is divided into 4 types, each with different characteristics and motivations. Among them is Pure impulse buying, a purchase made suddenly and without planning. Reminder impulse buying occurs when consumers suddenly remember to buy a particular product after seeing it through advertising or while in a store. Suggestion impulse buying is a purchase that occurs when consumers are influenced by suggestions or recommendations from others, such as friends or sellers. Suggestion impulse buying is done by consumers even though consumers do not need it, and its use will still be used in the future. Planned impulse buying is a purchase that occurs when consumers buy products based on special prices and specific products that are not needed immediately (Utami, 2010).

In line with this theory, the research shows that the shopping decision process of Wearing Klamby followers involves rapid evaluation without careful planning. This impulse comes in response to visual stimulus on social media as well as community activities offered by the brand (Olson, 2013; Peter & Olson, 2010). The results of this study support Kacen and Lee's view that external factors such as social media promotional content and community engagement play an important role in triggering impulse purchases. Informants often feel compelled to buy products to follow community trends and challenges organized by Wearing Klamby (Kacen & Lee, 2002).

This study analyzed two frameworks of motivation put forward by Alfred Schutz, namely Motive in order and Motive because Motive. In the context of impulsive behaviour among followers of the Wearing Klamby Instagram account, motives in order include the desire of the subjects to buy Wearing Klamby products. In addition to following the current trend popular, the subjects also fulfil social expectations and improve their social status and self-reward.

Because motivation is related to reason or background, it is the back that pushes an individual to take action based on past experiences. This motivation includes experiencing positive experiences with Wearing Klamby products and wanting to feel more accepted in his social environment.

Then, through a phenomenological approach, this study explores informants' subjective experiences of impulse buying. The "in order to" motive reflects informants' desire to follow trends and improve social status, while the "because" motive shows a positive background related to previous experiences with Wearing Klamby products (Schutz, 1967).

In relation to the various views of experts and research above, although the subjects assume that their shopping behavior is not impulsive, the elements in their purchasing decisions tend to act on emotional and situational impulses. It can be concluded that the behavior of the informants above is an impulse purchase. Then this study reveals that the impulse buying behavior of followers of the Wearing Klamby Instagram account cannot be separated from the social and emotional dynamics formed in the digital community. Factors such as involvement in the community, the challenges posed by the brand, and the drive for social recognition are the main drivers of impulse shopping decisions. The findings support theories of consumer behavior, impulse buying, and motivation, while making new contributions to the study of consumer behavior in the digital era.

This study also has recommendations for future researchers to further develop and analyze further in various ways, namely (1) Quantitative Approach, further research can use a quantitative approach to measure the level of impulse buying more broadly using surveys. (2) Variable Relationship Testing, It is recommended to test the relationship between variables such as the level of social media engagement, brand loyalty, and emotional motivation to impulse buying behavior using appropriate statistical methods. (3) Comparison between Platforms, Future research can also compare impulse buying behavior between social media platforms such as Instagram, TikTok, and Shopee Live to understand the different characteristics of each media in encouraging impulse buying. (4) Psychographic Studies, Further research could explore the psychographic aspects of consumers that influence impulse purchase decisions, such as personality, lifestyle preferences, and social needs. With a broader and more diverse approach, future research is expected to strengthen the understanding of the impulse buying phenomenon on social media.

## **5. Conclusion**

In this study, each subject felt a positive impact from their shopping habits. For them, shopping is not just a consumption activity but also a way to express themselves, build social relationships, and feel accepted in the community they love. However, they also realized that some shortcomings and challenges must be faced behind every shopping decision. GR expressed his awareness that much of his shopping was part of Wearing Klamby's marketing strategy. He realized that the challenge of wearing the latest collections in the fashion community was an opportunity to show off style and a tactic designed to encourage consumption. With this understanding, GR felt the need to be wiser in making purchases. Before buying new items, he also started selling preloved clothes

that were no longer worn to get extra funds. Furthermore, the NPL subject realized that his shopping habits were not always driven by personal needs. He often bought products to support his close friend's family business and to fulfil his social assumptions. Meanwhile, SA and IM felt happy and satisfied by shopping and participating in the fashion community. They felt accepted and had a place among new friends with the same interests. Interacting with other community members allowed them to learn new things about fashion and current trends.

According to SA, her shopping experience made people around her interested in asking SA for help doing a personal shopping service *jastip* for Wearing Klamby products they wanted. This provided financial benefits and strengthened her position in the fashion community. Subject BS felt happy every time he shopped, especially a visit to the Wearing Klamby store, which was a pleasant experience because he could see and try various styles directly. Impulsive buying behaviour among followers of the Instagram account Wearing Klamby is driven by various psychological and social factors. This study revealed that interactions on social media, especially Instagram, play an important role in forming an impulsive shopping experience.

Herefore, the findings of this study suggest that the majority of Wearing Klamby's Instagram followers perceive impulsive buying as a positive experience. They view this action as a means to achieve personal happiness and enhance their social image. For them, impulsive buying is not merely a thoughtless act of consumption, but rather a conscious effort to indulge themselves and express their identity through Wearing Klamby products.

For them, shopping, especially for fashion products, has become a necessity for many people. Fashion is not just about appearance, it reflects an individual's identity and lifestyle. Society now feels the need to always look stylish and up-to-date, not only for instant gratification, but also to enhance their social status. By wearing quality and trendy fashion items, individuals can showcase prestige and elegance in front of others, also a critical necessity. In this study, intrapersonal communication plays an important role in mediating the relationship between mindfulness and impulsive buying. Rational internal dialogue and critical evaluation of impulsive urges can help individuals to control their shopping behavior. Conversely, lack of self-awareness and rationalization can strengthen the tendency to make impulsive purchases. Individuals are trapped in a cycle of thoughts that support the action without realizing its consequences. The phenomenon of impulsive buying has become a major concern in consumer behavior studies, especially in the digital era dominated by social media. Wearing Klamby, as a fashion brand popular among Instagram users, provides an ideal context to explore how emotional and social factors influence purchasing decisions.

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