

SCROLLING TO SHOPPING THE ROLE OF INSTAGRAM CONTENT VISUAL APPEAL IN ONLINE PURCHASE DECISION OF NAKHEELY.ID FOLLOWERS

Amanda Irdiyani¹, Puspo Dewi Dirgantari¹

¹Economic and Business Education Faculty, Universitas Pendidikan Indonesia, Jalan Dr. Setiabudi No. 229

Email: amandairdiyani08@upi.edu ; puspodewi@upiedu

ABSTRACT

Indonesia's swift digitalization has revolutionized consumer interactions with brands. Especially on visually-driven platforms like Instagram. The visual appeal has become a crucial factor in consumer behaviour, notably affecting online purchase decisions in the food and beverage sector. However, there is a lack of research directly examining how the aesthetic of visual content influences actual purchasing decisions rather than just purchase intentions. This study seeks to investigate the effect of visual appeal on online buying decisions among followers of the Instagram account @Nakheely.id. Employing a quantitative method with a cross-sectional non-experimental design, the research included 96 participants chosen from a pool of 921 followers using non-probability convenience sampling. Data were gathered through an online Likert-scale survey and analysed with simple linear regression using SPSS version 26. The findings revealed that visual appeal positively and significantly influences online purchasing decisions, suggesting that improved visual attractiveness in content increases the likelihood of consumer purchases. Factors such as colour harmony, layout, and visual quality were found to enhance consumer perception and emotional reactions, aligning with the Stimulus-Organism-Response (SOR) theory. The study concludes that visual appeal significantly impacts consumer choices and advises fashion brands to enhance visual consistency, creativity, and brand alignment in their social media content to boost digital marketing effectiveness and consumer engagement.

Key words: Visual Appeal; Online Purchase Decision; Social Media; Instagram; SOR Model

INTRODUCTION

In the digital era, internet usage is growing rapidly and comprehensively. Data from the Central Statistics Agency (BPS) shows that internet users in Indonesia reached 72.78% in 2024 (BPS, 2024). This figure represents a 10.68% increase compared to 62.10% in 2021. This significant increase influences individuals' access to information on the internet. Other data from BPS shows that of all internet users in Indonesia, individuals use the internet most for entertainment (85.29%), access social media (77.57%), and the remainder is divided into several categories of use, namely for obtaining information, searching for, and purchasing goods or services (BPS, 2024). In addition to entertainment, social media has become one of the digital platforms that exist among internet users.

Survey data from a survey institute called We Are Social As of February 2025, social media was the most frequently used platform for communication between users, filling free time, and finding inspiration for actions or purchases. Meanwhile, other data shows the most widely used social media platforms are Whatsapp 91.7%, Instagram 84.6%, Facebook 83%, TikTok 77.04%, and other social media platforms (We are social, 2025). The use of the internet and social media has also resulted in an increase in individuals starting businesses through e-commerce. Data from the Central Statistics Agency shows that the number of e-commerce businesses in Indonesia in 2023 was 3.82 million businesses (BPS, 2023). This figure shows an increase of 27.40% compared to 2022. Other data also shows that 35.41% of business actors use the internet for marketing through marketplaces or social media. In addition to marketing, survey results also show that 33.29% of business actors sell through social media such as Facebook, Instagram, Twitter, TikTok, YouTube, and so on (BPS, 2023). This shows that social media has a vital role in supporting the growth and sustainability of e-commerce businesses, as well as being a strategic channel for attracting attention.

Instagram, as one of the most popular social media platforms, emphasizes visual content to attract consumers, particularly in the food and beverage (F&B) industry. Visual aesthetics, such as color, composition, and image appeal, have been shown to increase user interaction and engagement, strengthening the bond between brands and their followers (Casales-Garcia et al., 2025; Astika Ulfah Izzati et al., 2024). Visual appeal not only increases interest but also influences purchasing decisions, where attractive design, creative content, and influencer support can trigger positive emotional responses, increase trust, and drive consumer purchase intentions (Marwan et al., 2024; Hayati, Emirah & Salim, 2025). Emphasize that consumer perception of visual elements significantly influences emotional responses, engagement, and purchasing decisions. Image quality, feed consistency, and content creativity enhance consumer interest and brand engagement (Kotler, P. Keller, 2009, 2016). This is in line with other studies showing that visual aesthetic-based emotional branding can stimulate consumers' emotional attachment to a brand. Furthermore, attractive visual displays on social media platforms or live commerce also play a role in increasing product quality perceptions and purchasing intentions (Wang et al., 2025; Yang et al., 2024; Li et al., 2025). Despite the increasing use of the internet and social media for shopping, a GoodStats survey (2024) noted that of the 185.3 million active internet users in Indonesia, only 2-3% made a direct purchase after

viewing promotional content. This confirms that content quality remains a crucial factor in building consumer interest and driving impulse buying behavior on social commerce platforms like TikTok Shop. However, the effectiveness of visual appeals relies heavily on other supporting elements, such as narrative and copywriting, that reinforce the visual message. Thus, visual appeal plays a crucial role not only in attracting attention but also in building positive perceptions and influencing online purchasing decisions.

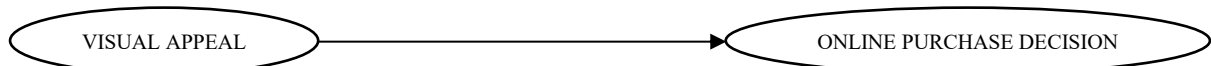
These results show how important visual appeal is in the realm of social media and e-commerce. However, there are still several shortcomings in the research. First, many studies focus on purchase intentions or impulse buying (Marwan et al., 2024; Hayati, Emirah & Salim, 2025), while research on online purchasing decisions as the final decision-making process is still very limited. Second, previous research has focused more on product, fashion, tourism, or fast food in general (Jovi et al., 2025; Wulandari & Makarim, 2025), but have not specifically explored how the visual appeal of food brands' Instagram content influences their followers' purchasing decisions. Third, visual aspects on Instagram, including product image quality, feed aesthetics, color consistency, and content creativity, are often considered as an integrated whole, so the elements that most influence purchasing decisions have not been identified (Astika Ulfah Izzati et al., 2024)

Based on the background and analysis of these shortcomings, this study is directed at followers of a fashion brand on Instagram to explore the influence of visual appeal of posted content on online purchasing decisions. By placing the study within the scope of social media and fashion brands, this study aims to improve scientific understanding of the relationship between visual appeal and online purchasing decisions, as well as provide strategic suggestions for branding optimizing visual content on Instagram.

METHOD

This study uses a quantitative methodology that emphasizes variables with attributes of size, magnitude, duration, and quantity with data results presented in numerical scores that are analyzed statistically (Gravetter, J. F; Forzano, 2018). The research strategy applied is a non-experimental cross-sectional, aimed at analyzing the influence of Visual Appeal on Online Purchase Decisions, with measurements carried out once on different groups of individuals (Gravetter, J. F; Forzano, 2018). The population consisted of 921 followers without additional criteria, and the sample was taken using non-probability convenience sampling because not all followers could be reached, so only respondents who were willing to fill out the questionnaire became the sample (Sugiyono, 2019). The total number of respondents was 96 people, consisting of 78 women (81.6%) and 18 men (18.4%), aged <18 to ≥45 years, with filling out the questionnaire lasting 5 days.

The hypothesis was tested through linear regression analysis to assess the influence of independent variables on the dependent variable. Data were collected using a closed-ended Likert-scale questionnaire (strongly disagree 1-5 strongly agree), structured based on the Visual Appeal concept that emphasizes the role of digital aesthetics in evaluation and purchasing decisions (Kim & Sullivan, 2019; Li et al., 2025) and the Online Purchase Decision theory (Kotler, P. Keller, 2016). The questionnaire consisted of 9 items for Visual Appeal (X) and 11 items for Online Purchase Decision (Y). Reliability tests showed Cronbach's Alpha = 0.903, indicating the instrument has very high internal consistency (Nunnally, 1978). This research model is described in the following paradigm:



The data obtained were then processed using SPSS version 26. The analysis began with descriptive analysis, followed by Pearson correlation test (Field, 2024) and simple linear regression to determine the direction and magnitude of the influence. The regression model obtained is $Y = a + bX$ ($Y = 13.290 + 0.860X$) indicating that every one unit increase in Visual Appeal increases Online Purchase Decision by 0.860 units (Ghozali, 2018). The Kolmogorov–Smirnov normality test ensures that the regression residuals follow a normal distribution, which meets the crucial assumptions of linear regression (Mishra, P et al., 2019). According to the results of the hypothesis test with a significance level of $\alpha = 0.05$, this study indicates that Visual Appeal has a positive effect on Online Purchase Decision among Nakheely.id Instagram followers. Therefore, the hypothesis presented can be tested with the following criteria:

H_0 : There is no significant influence between Visual Appeal and Online Purchase Decision among Instagram followers of Nakheely.id.

H_1 : There is a significant influence between Visual Appeal on Online Purchase Decision on Nakheely.id Instagram followers.

RESULTS AND DISCUSSION

This study involved 96 respondents who were followers of the Nakheely.id Instagram account. Based on the data collection results, the characteristics and discussion of this study are presented in the form of several data points, as follows:

Table 1. Demographic and Descriptive Profile of Research Variables (N=96)

Characteristics	Category	Frequency	Percentage (%)
Gender	Man	18	81.6
	Woman	78	18.4
Age	< 18 years	7	7.10
	18-24 years old	55	56.1
	25-34 years old	8	8.20
	35-44 years	5	5.10
	45 years and above	21	23.5
Frequency of accessing Instagram	< 1 hour/day	17	17.3
	1-2 hours/day	36	38.8
	3-5 hours/day	33	33.7
	> 5 hours/day	17	10.2
Ever Made a Purchase	Yes	48	49.0
	No	50	51.0

The majority of respondents were female (81.6%) and aged 18-24 (74%), indicating that Nakheely.id's audience is dominated by young people who actively use social media. This age group is known to have a high interest in the visual and aesthetic aspects of products in making purchasing decisions (Kotler & Keller, 2016). The fact that most respondents spend more than an hour per day on Instagram strengthens the platform's relevance as a visual-based marketing medium. According to (Sugiyono, 2019), understanding respondents' context is important because demographic characteristics often influence perceptions of digital marketing elements.

Table 2. Validity and Reliability Test Result

Variable	Number of Items	Valid Items (r-count > 0.300)	Reliability Coefficient (Cronbach's Alpha)	Criteria	Description
Visual Appeal (VA)	9	9	0.903	> 0.70	Reliable
Online Purchase Decision (OPD)	11	11	0.875	> 0.70	Reliable
Total Average	20	20 (100%)	0.889	–	All items valid and reliable

(Source: Processed primary data using IBM SPSS Statistics 26 (2025)).

Note: The total average (0.889) is the mean of both reliability coefficients.

Based on the results of the regression test, a significant value of <0.05 was obtained, thus H1 was proven, namely that there is an influence of Visual Appeal on Online Purchase Decision. All 20 research statements were declared valid and reliable. Visual Appeal has ($\alpha = 0.903$, $N = 9$) and Online Purchase Decision ($\alpha = 0.875$, $N = 11$), so that the total average $\alpha = 0.889$, indicating that all indicators are consistent and reliable. This value is in accordance with the criteria of (Nunnally & Bernstein, 1994) who stated that $\alpha > 0.70$ is good, and who stated that $\alpha > 0.80$ indicates very high reliability (Ghozali, 2018). These findings support the theory that visual elements such as color, balance, typographic composition, and visual appeal play an important role in shaping consumer perceptions. These results are also in line with the research of (Astika Ulfah Izzati et al., 2024) which shows that visually attractive Instagram displays increase positive consumer perceptions and influence purchasing behavior, thus being consistent with the theoretical framework used in this study.

Table 3. Results of the Coefficient of Determination (R²) (revised for Informational Depth)

Model Summary							
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F-static	Mean (p-value)	Interpretation
1	.744 ^a	.553	.548	3.599	116.36	<0,001**	Strong explanatory power

Note: $p < 0.001$ significant at 0.1% level.

- a. Predictors (Constant): Visual Appeal Activities
- b. Dependent Variable: Online Purchase Decision

(Source: Processed primary data using IBM SPSS Statistics 26 (2025)).

Based on the regression test results, a significance level of <0.05 was obtained, thus confirming H1, namely that there is an influence of Visual Appeal on Online Purchase Decisions. The R² value of 0.553 indicates that 55.3% of the variation in online purchasing decisions can be explained by Visual Appeal, while the remaining 44.7% is influenced by other factors not examined, such as brand trust, previous purchasing experience, and consumer emotional factors. The R value = 0.744 indicates a positive and strong correlation (Sugiyono, 2019).

Visual Appeal through color harmony, layout, typography, and image composition increases positive perceptions and comfort, trust, and consumer buying motivation. Psychologically, visual elements function as stimuli that can trigger positive emotional responses before ultimately resulting in purchasing decisions. This finding is in line with the Stimulus-Organism-Response theory (Reimann et al., 2010) and other studies that show that visual elements on social media have a significant influence on shopping behavior, especially for fashion and lifestyle products, thus confirming that Visual Appeal is an important factor in shaping consumers' online purchasing decisions (Marwan et al., 2024)

Table 4. Results of the Simple Linear Regression Test

Model	Coefficients ^a					Collinearity Statistics	
	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Tolerance	VIF
1 (Constant)	13.290	3.053		4.354	.000		
Visual Appeal	.860	.080	.744	10.787	.000	1.000	1.000

a. Dependent Variable: Online Purchase Decision

Note: $p < 0.001$ significant at 0.1% level.

(Source: Processed primary data using IBM SPSS Statistics 26 (2025)).

Based on the results of the simple linear regression test, the value of $t = 4.354$ $p < 0.001$ was obtained so that H1 was proven, namely there is an influence of Visual Appeal on Online Purchase Decision. The regression equation $Y = 13.290 + 0.0860X$ shows that every one unit increase in Visual Appeal will increase Online Purchase Decision by 0.860 units. The standardized beta coefficient value of 0.744 indicates that the influence of Visual Appeal on purchasing decisions is strong and positive. The R2 value of 0.533 indicates that approximately 55.3% of the variation in online purchasing decisions can be explained by visual appeal, while the remaining 44.7% is influenced by other factors not examined in this study, such as brand trust, previous purchasing experience, and consumer emotional factors.

These findings support the Stimulus-Organism-Response theory (Reimann et al., 2010), which states that visual elements are stimuli that trigger positive emotional responses. Visual appeal through color, layout, typography, and professional photo composition increases positive perceptions of comfort and purchase motivation. This is in line with (Kotler, P. Keller, 2016) that visual and emotional perceptions influence every stage of the online purchasing decision. Other studies have shown that visual harmony on social media strengthens positive perceptions and purchase intentions, confirming that the aesthetics of digital content directly influence purchasing decisions.

CONCLUSION

This study concludes that Visual Appeal has a positive and significant influence on Online Purchasing Decisions among followers of the Nakheely.id Instagram account, thus the research hypothesis is accepted. In other words, the more captivating the visual appearance of content through color harmony, neat arrangement, and high image quality, the greater the likelihood of consumers making online purchases. This finding suggests that visual elements serve not only as decoration but also as emotional triggers that can influence consumer views and choices. Theoretically, this finding supports the Stimulus-Organism-Response (SOR) model, which explains how visual stimuli can influence emotional responses and impact purchasing decisions. Practically, this research finding emphasizes the importance for businesses to optimize visual content on social media to make it more engaging, consistent, and aligned with brand identity. Future research is recommended to include mediating variables such as Perceived Enjoyment or Brand Trust to provide deeper insight into the relationship between visual appeal and online purchasing decisions.

REFERENCES

- Astika Ulfah Izzati, Markoni, & Frianka Anindea. (2024). The Role of Instagram Visual Content to User Purchased Intention through Product Information Availability. *International Journal Administration, Business & Organization*, 5(1), 1–11. <https://doi.org/10.61242/ijabo.24.387>
- Casales-Garcia, V., Museros, L., Sanz, I., & Gonzalez-Abril, L. (2025). Analyzing aesthetics, attractiveness and color of gastronomic images for user engagement. *Cognitive Systems Research*, 91(February 2024), 101358. <https://doi.org/10.1016/j.cogsys.2025.101358>
- Field, A. (2024). *Discovering Statistics Using IBM SPSS Statistics* (6th ed.). SAGE.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25* (9th ed.). Badan Penerbit Universitas Diponegoro.
- Gravetter, J. F; Forzano, B. L.-A. (2018). *Research Methods for the Behavioral Sciences* (6th ed.). Cengage Learning.
- Hayati, Emirah & Salim, M. (2025). *Scroll, Click, Checkout: Does Visual Appeal Take Women's Attention to Buy Impulsively?* 10(2). <https://doi.org/10.20414/jed.v7i2.13159>
- GoodStats. (2024, January 30). 185.3 million internet users recorded in Indonesia in 2024. GoodStats.

- <https://data.goodstats.id/statistic/1853-juta-pengguna-internet-tercatat-di-indonesia-pada-2024-JFN0a>
GoodStats. (2025, 13 Mei). Indonesia Digital Report 2025: Social Media Use. GoodStats / We Are Social. <https://goodstats.id/publication/indonesia-digital-report-2025-social-media-use-9yFMD>
- Jovi, B., Panjaitan, M., Munthe, S., & Fikri, M. El. (2025). The Influence of Social Media Marketing (Instagram) and Influencer Marketing on the Purchase Decision of Mie Gacoan Among Digital Business Study Program Students, State University of Medan. *Economic: Journal Economic and Business*, 4(3), 365–372.
- Kim, Y. K., & Sullivan, P. (2019). Emotional branding speaks to consumers' heart: the case of fashion brands. *Fashion and Textiles*, 6(1). <https://doi.org/10.1186/s40691-018-0164-y>
- Kotler, P. Keller, K. L. (2009). *Marketing Management (13th ed.)* (1st ed.). Erlangga.
- Kotler, P. Keller, K. L. (2016). *Marketing Management (15th ed)* (6th ed.). Pearson Education.
- Kusumatriana, Luthfi A; Hasyiyati, Nashira A; Pravitasari, C; Sutarsih, T; Wulandari, C. V. (2023). Statistik E-Commerce 2023. *Badan Pusat Statistika (BPS)*, 89. <https://www.bps.go.id/id/publication/2025/01/30/d52af11843aee401403ecfa6/statistik-e-commerce-2023.html>
- Li, Z., Wang, Y., Cianfrone, B. A., Guo, Z., Liu, B., Zhang, J., & Shi, C. (2025). Impact of Scene Features of E-Commerce Live Streaming on Consumers' Flow and Purchase Intentions of Sporting Goods. *Behavioral Sciences*, 15(2), 1–21. <https://doi.org/10.3390/bs15020238>
- Marwan, A., Harkim, H., & Sugiharto, B. (2024). The Impact of Visual Marketing on Purchasing Behavior in E-Commerce: A Case Study in The Fashion Industry. *Golden Ratio of Data in Summary*, 4(2), 1022–1031. <https://doi.org/10.52970/grdis.v4i2.769>
- Mishra, P. Chandra, M. P. Singh, U. Gupta, A. Sahu, C. Keshri, A. (2019). Descriptive Statistics and Normality Tests for Statistical Data. *Annals of Cardiac Anaesthesia*, 22(1). https://doi.org/10.4103/aca.ACA_157_18
- Nunnally, Jum C; Bernstein, I. H. (1994). *Psychometric Theory* (3rd ed.). McGraw-Hill Companies, Incorporated,.
- Nunnally, J. C. (1978). *Psychometric theory* (2d ed). New York : McGraw-Hill.
- Reimann, M., Zaichkowsky, J., Neuhaus, C., Bender, T., & Weber, B. (2010). Aesthetic package design : A behavioral , neural , and psychological investigation. *Journal of Consumer Psychology*, 20(4), 431–441. <https://doi.org/10.1016/j.jcps.2010.06.009>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif Kualitatif Dan R&D* (II). Alfabeta.
- Syakilah, A; Maharani, K; Ferdiana, N. S. A. (2025). Statistik Telekomunikasi Indonesia 2024. In F. Herbowo (Ed.), *Badan Pusat Statistika (BPS)*. Badan Pusat Statistik. <https://www.bps.go.id/id/publication/2025/08/29/beaa2be400eda6ce6c636ef8/statistik-telekomunikasi-indonesia-2024.html>
- Wang, L., Fang, X., Xiao, Y., Li, Y., Sun, Y., Zheng, L., & Spence, C. (2025). Applying Visual Storytelling in Food Marketing: The Effect of Graphic Storytelling on Narrative Transportation and Purchase Intention. *Foods*, 14(15), 1–13. <https://doi.org/10.3390/foods14152572>
- Wulandari, A., & Makarim, M. D. (2025). Analysis of Instagram Ads on Consumer Behavior: Empirical Study of Villa Melayang in Bogor, Indonesia. *Golden Ratio of Marketing and Applied Psychology of Business*, 6(1), 50–58. <https://doi.org/10.52970/grmapb.v6i1.1258>
- Yang, G., Chaiyasoonthorn, W., & Chaveesuk, S. (2024). Exploring the influence of live streaming on consumer purchase intention: A structural equation modeling approach in the Chinese E-commerce sector. *Acta Psychologica*, 249(July), 104415. <https://doi.org/10.1016/j.actpsy.2024.104415>