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Instagram Ads and Celebrity Endorsement Analysis on Purchase Intention of Eco-Friendly Fashion

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Abstract: Along with the increasing public awareness of the environment in Indonesia, eco-friendly fashion trends have begun to penetrate local products in recent years. Industries that produce eco-friendly fashion currently use Instagram as a promotional medium to increase their product exposure. In addition to using Instagram Ads in promoting products to consumers, companies currently widely use Celebrity Endorsements as another method to promote their products. This study aims to reveal the effect of Instagram Ads and Celebrity Endorsements on Consumer Purchase Intention in Eco-Friendly Fashion Products. This research uses quantitative methods. Data is obtained through questioner from 150 respondents with purposive sampling technique. To analyze the data, we use the Multiple Linear Regression method with the classical assumption test. The results showed a positive influence between Instagram Ads and Celebrity Endorsement on consumer purchase intention of Eco-friendly fashion products.

Keywords: *Celebrity Endorsement, Eco-friendly Fashion, Instagram Ads, Purchase Intention, Social Media Marketing*

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1. Introduction

In recent decades, consumers have begun to realize the negative impact caused by the production of fast fashion clothing on the environment. Some people began to answer the effects of fast fashion by using slow fashion movements. According to [1], slow fashion is often described as the opposite of fast fashion. Slow fashion is based on philosophical ideals centred on the values of sustainability and efforts to reduce environmental damage. Eco-friendly fashion is one part of the slow fashion movement. Many things can be done as an implementation of Eco-friendly fashion. One of them is by extending the life of the clothes, reusing existing clothes and recycling clothes.

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The concept of slow fashion is more often known as an Eco-friendly Fashion concept. According to [2] slow fashion is an effort to symbolize the fashion production process with a more sustainable method, avoid exploitation of workers, and preserve local wisdom. One of the fashion brands in Indonesia that adhere to slow fashion is as far as the eye can see. The most fashion industry produces clothes using hazardous chemicals that cause air pollution and are difficult to decompose on the ground. Therefore, the most important industry that has responsibility for removing CO₂ gas that causes global warming is the fashion industry. Eco-friendly fashion can be interpreted as a concept to create a system capable of supporting human impacts on the environment [3].

In Indonesia, along with the increasing public concern for the environment, eco-friendly fashion trends have penetrated local products [4]. Some brands that have applied the concept of slow fashion in Indonesia, such as Sejauh Mata Memandang, Sukkha Citta, Lanivatti, Imaji Studio, and Biasa Official. These brands are from Java, Bali, and Sumba, and the materials used are biodegradable materials such as cotton, linen, and tencel, are textile materials made from coconut wood and use less water in the manufacturing process and are certified by the Global Organic Textile Standard (GOTS) which ensures that the manufacture of textiles is environmentally and socially responsible.

According to [5] and [6] indicate that even though there is a positive attitude towards environmental protection, the level of consumption of eco-friendly fashion is still shallow. One of the company's efforts to gain consumers attractiveness and willingness to buy is by utilizing social media marketing.

According to [7], Social media marketing is a form of direct or indirect marketing in which individuals or companies build awareness, recognition, memory, and action. Specifically, in Indonesia, the study of [8] shows that the number of social media users in Indonesia has reached 150 million, representing approximately 56% of the total population. Meanwhile, the number of people using social media on mobile phones (gadgets) has risen to 130 million, representing about 48% of the total population. From this data, we can know that the potential of a company or business to reach the market through online media is enormous.

One of type social media used by many brands to market their products is Instagram. Instagram is a platform where businesses can market their products and provide exciting content for potential consumers [9]. Instagram has various features to support companies in selling their products. This platform also applies to companies that offer fashion products to the public. The Eco-friendly fashion industry is currently using Instagram as a promotional medium. It seems that it is starting to realize the potential of Instagram as a promotional tool because of the many advantages that Instagram has, such as Instagram Ads, endorsements, and engagement programs that can make their products reach many people.

According to [10] a social media marketing research firm based in Warsaw, Poland, Indonesian Instagram users hit 61 million people in 2019. It shows that Instagram is a Social Media that is in great demand by Indonesian people for social and entertainment facilities. From that data, it can be seen that there is a golden opportunity for companies who want to use Instagram as a marketing place for products. Especially now, Instagram is very supportive of Business Owners by presenting a variety of excellent business marketing features in Instagram Ads, such as through Instastory ads or ads that appear in someone's feeds. It is predicted, as the number of Internet users in Indonesia increases, Instagram users will continue to grow.

Besides using Instagram Ads, many companies currently use another method to promote products on Instagram by using Celebrity Endorsement. Celebrity Endorsement is presently a widespread phenomenon on Instagram. Companies will pay a celebrity who can present their products to many people and has a large following on Instagram, hoping that after listening to the celebrity, people will desire to buy these items. Celebrities get benefits from company pay, and companies get benefits because their products can reach more people through stars who have many followers; both parties will benefit from each other.

Considering the low level of consumption of eco-friendly fashion [5];[6];[10], this study will analyze the influence of Instagram Ads and Celebrity Endorsements on Consumer Purchase Intention on Eco-friendly Fashion Products.

2. Literature

According to [11] and [12], Eco-fashion or, in this case, eco-friendly fashion is clothing produced from biodegradable materials or recycled materials (e.g. organically grown cotton and corn fibre), using methods that do not harm the environment. The previous study shows that people's awareness of the environment is getting higher, but it is not in line with the level of consumption of eco-friendly products, exceptionally eco-friendly fashion [5];[6];[10].

Along with the widespread use of the internet worldwide, the development of social media and its use for business entities is also getting higher and higher. Based on our observations of some eco-friendly fashion producers, they have implemented social media in marketing their products.

2.1. Social Media Marketing

According to [13], social media marketing encourages people to promote their website, products, or services through online social channels. Social network marketing is a tool that communicates and builds relationships between companies and customers by using much more users than traditional communications. In line with [13], [14] states that social media marketing is a method of online advertising that uses the cultural background of social communities, including social media, virtual worlds, and social opinion-sharing sites to achieve communication goals. Social media can transform passive people into active users [15].

2.2. Instagram Ads

Instagram Ads is the paid advertising methods and features presented by Instagram to business owners to market their products. Instagram Ads allows Sellers to reach more targeted Instagram users. By using Instagram Ads, the seller can determine the ads that will appear on the target user, such as their age, where they are, what their hobbies are, and so on.

Instagram Ads will be beneficial if the seller wants to know their target market in detail. In addition, Instagram Ads product sellers will reach users more widely because not only followers will receive their ads. Consumers judge Instagram Ads on the content that the company provide. Furthermore, that content will later influence behaviour that leads to purchase intention towards Eco-friendly Fashion.

According to [16], indicators of advertising attractiveness must have three characteristics: First, the advertisement must be meaningful, which means that the message conveyed in the message advertisement must be clear, and can show the benefits that make the product more desirable by consumers. Second, the advertising message must be believable; the company delivers the advertisement according to the actual situation so that consumers can believe that the product will provide the benefits promised in the advertisement. Third, it is distinctive that the advertising message has a unique differentiator compared to competitors.

According to [17] argue that effective online advertising is an advertisement that can give a direct response to consumers. Advertisements must provide a quick response so that customers will feel comfortable; companies that can respond quickly will be more appreciated than companies that respond, which is old.

Therefore, based on literature review and preliminary studies, in this study, we will use the dimensions of Meaning, Trustworthiness, Typical, and Responsiveness as an indicator of Instagram advertising.Intention.

2.3. Celebrity Endorsement

Celebrity endorsement can be interpreted as validation statements made by celebrities or public figures to support the brand to increase brand appeal [18]. According to [19], the more credible and attractive a celebrity is, the more effective celebrity endorsements are. A celebrity endorsement is a way a brand promotes a product with an artist as its advertiser. The use of supporting roles requires many considerations, including the popularity of celebrities. As a tool for product promotion, celebrities must also represent the character of the product being advertised so that the public can be more confident about the products offered by the celebrity.

According to [20], celebrity endorsement is a film or television star, a famous athlete, widely used in advertising to support a product. Celebrity endorsements are designed to attract consumers' attention to influence consumers to purchase products or services provided. Celebrities are known to the public because of their accomplishments in various product classes they have supported. Celebrities can be trusted to substantially impact consumers to buy and utilize products or services sold by brands. Expertise as a measure of endorsement is also essential. Expertise refers to the knowledge, experience or skills possessed by the endorser.

This model continues to be used widely as a measurement in evaluating the celebrity's characteristics until now [21]. The newest model is redefined and perfected by Frans M. Royan in his book *Marketing Celebrities*. [22] divides celebrity characteristics into four major attributes: visibility, credibility, attraction, and power. These attributes are most suitable for evaluating the celebrity's characteristics in the marketplace, as used by a previous study [23].

1. Visibility is how far the inherent popularity of who represents a product is [22]. In this case, the company should choose a well-known brand ambassador who greatly influences the broader community to notice the advertised product.
2. Credibility is the extent to which the star's expertise and objectivity [21]. Expertise is seen in terms of the amount of knowledge the celebrity has about the advertised product; meanwhile, objectivity is seen in the celebrity's ability to make consumers feel confident about the product. Celebrities with a broad knowledge about the products they advertise will evoke a more confident feeling for customers.

3. The attraction consists of two celebrity characteristics, namely likeability and similarity [22]. Likeability is seen in terms of physical appearance and personality. Through the appeal of the brand ambassador, companies expect that celebrities can bring positive influence to the brands it carries. On the other hand, the similarity is seen from the emotional perspective in advertisements to streamline advertising goals.
4. Power refers to influencing others' behaviours individually or in groups to achieve a goal [24]. In this case, a celebrity endorsement has to have the power to stimulate the target audience to make a purchase decision. Power can increase the intensity of purchasing goods even if it does not change customers' attitudes by appearing to stimulate the target audience to act [25].

Therefore, we will use Visibility, Attraction, Power [22], Trustworthiness, Expertise [20] as indicators of Instagram advertising to increase purchase intention on eco-friendly fashion.

2.4. Purchase Intention

Purchase intention is consumer behaviour in which consumers desire to purchase or choose a product based on the experience of choosing, using, consuming, and even wanting a product [26]. In buying decisions, customers analyze buying through external and internal factors.

Purchasing intention is the decision behaviour of consumers to buy products or services because they like or need the products or services provided. Purchase intention is the customer's desire to buy a product that is the same as knowing the functions offered by the product. The purchase intention process can be seen from the analysis of consumers of their knowledge of the product, comparing products with similar products, and making a decision on the product to be purchased. [27] indicate that the purchase intention is determined by the following indicators:

1. Explorative interest illustrates the behaviour of a person who is always looking for information about the product that interests him and looking for information that supports the positive quality of the product.
2. Transaction interest is the tendency of a person to buy a product.
3. Referential interest is an interest that describes a person's tendency to recommend a product to others.
4. Preferential interest is the behaviour of people who have a preference for products. If there is a problem with the product selected, the customer can only override this preference.

Based on the explanation above, we will use the dimensions of explorative interest, transactional interest, referential interest, preferential interest as indicators of purchase intention.

2.5. Research Framework

Referring to the previous study explained the research framework of this study can be depicted as follows in Figure 1

Based on the framework in Figure 1, the hypotheses of this study are:

H1: Instagram Ads has a positive influence on Purchase Intention

H2: Celebrity Endorsement has a positive influence on Purchase Intention

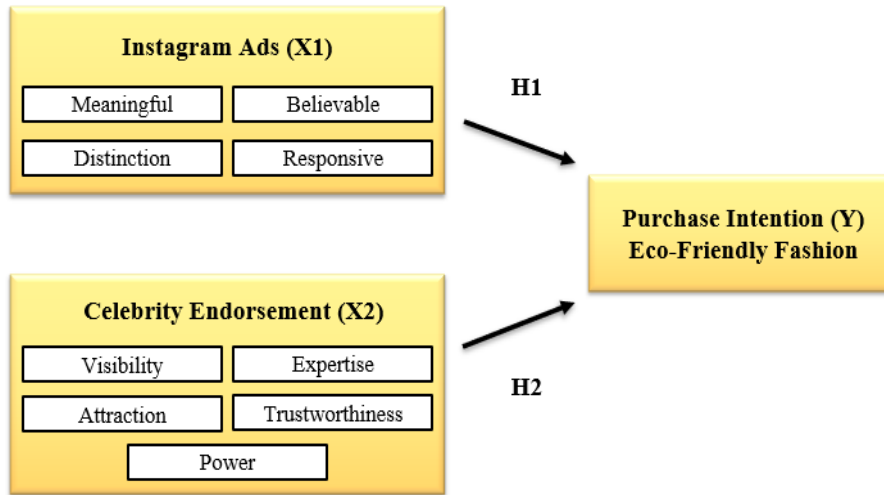


Figure 1. Research Framework

3. Methods

This study applies a quantitative approach. Hair et al. (2003) states that the quantitative method verifies facts, estimates, relationships, and predictions. Therefore, we used quantitative methods to determine the relationship between Instagram Ads (X1) and celebrity endorsement (X2) variables for interest in purchasing environmentally friendly fashion products (Y).

The measurement of variables in this study can be described in the table below:

Table 1. Operationalization of Variable

| Variable | Dimension | Indicators | Code |
|--|-----------------|---|------|
| Instagram Ads (Kotler & Armstrong, 2001) | Meaningful | message can show benefits to people (complete information, easy to understand, etc) | M1 |
| | Believable | information can be trusted | B1 |
| | Distinction | unique has a difference from competitors | D1 |
| Celebrity Endorsement (Khong Kok Wei, 2010) | Responsive | responsive in answering | R1 |
| | Visibility | the popularity and famous aspect | V1 |
| | Attraction | good looking and like by many people | A1 |
| | Power | celebrity's ability to convince consumers to buy the products offered | P1 |
| | Trustworthiness | Endorser that can be trusted | T1 |
| | Expertise | knowledge, experience, or skills owned by an endorser | E1 |

Table 1. Operationalization of Variable (Continue)

| Variable | Dimension | Indicators | Code |
|---|------------------------|---|------|
| Purchase Intention (Ferdinand, 2002) | Explorative Interest | people who are always looking for product information | EI1 |
| | Transactional Interest | people's tendency to buy a product | TI1 |
| | Referential Interest | people's tendency to refer products to other people | RI1 |
| | Preferential Interest | people who have a primary preference on products | PI1 |

3.1. Population and Sample

The population of this study is men and women aged 19 to 39 years, which have used eco-friendly fashion and used Instagram social media in their daily activities. Based on observation, the number of Instagram users of 5 eco-friendly companies (Sejauh Mata Memandang, Sukkha Citta, Lanivatti, Imaji Studio, and Biasa Official) is 237.033 followers. These five eco-friendly fashion companies were chosen because they have the most followers compared to other companies. The number of minimum samples of this study is taken using Slovin Formula with a margin of error of 10%.

As calculated by Slovin's formula, the minimum sample size for this study is 99.958 respondents. We collect data from 150 people; therefore, the minimum requirement of the respondent is passed.

3.2. Data collection

The process of collecting primary data is carried out through a questionnaire as the main tool using the purposive sampling method. The questionnaires were then distributed to prospective respondents using messaging application platforms such as WA, Line, and Electronic Mail. To measure the research variables, a five-point Likert scale is applied to each indicator. The Likert scale represents the respondent's level of agreement with statements that measure the indicators of each variable.

3.3. Statistical Analysis

To find out the important factors that influence consumers' purchase intentions on eco-friendly fashion products, multiple regression will be used in this study. Before analyzing the data, the data must exceed the Classic Assumption Test as a condition for multiple regressions. The test consists of linearity, normality, multicollinearity, autocorrelation, and heteroscedasticity tests. The data is assumed to be normally distributed if the significance value is > 0.05 , we used the One-Sample Kolmogorov-Smirnov Test. Multicollinearity is accepted if tolerance > 0.1 and VIF < 10 means that there is a correlation between the independent variables themselves, we used Collinear Diagnostics. On the other hand, heteroscedasticity is met if the significance value is > 0.05 , which means that the data is suitable for predicting the independent variable and the dependent variable. In this study, we will use the Glejser Test. Furthermore, linearity will be tested using Compare Means with Test for Linearity. The results are accepted if the linearity is significant < 0.05 . This means that the regression model can be used to describe the influence of variables.

Autocorrelation test using Run Test, the results are accepted if the significance value is greater than 0.05. This means that the data is non-autocorrelation which means it is good.

The result leads to the customer's preferences whether the variable affected their purchasing intention to the company's products or not. To know the most influencing variable, we will calculate the total value from 1 to 5 of each variable factor and for analyzing the data then transform it into the interval. Then, the result will indicate the influencing variable by doing 2 test which is, t-test and f-test.

T-test or also called partial test is used to test the relation between each independent variable and dependent variable. The t-test will compare the t-test value and t-table if the t-test value $>$ t-table and the significant values $<$ significant level means that the variable is significantly influencing purchase intention. The f-test will indicate whether the independent variables simultaneously influencing purchase intention. The f-test is comparing the f-test value with f-table, also significant value with significant level.

4. Results and Discussions

4.1. The Demographic information of The Participants

Gender

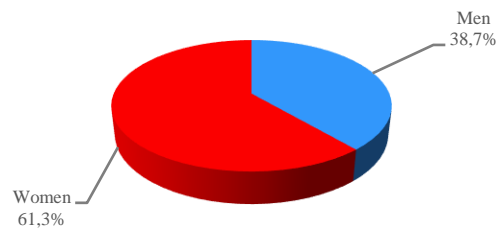


Figure 2. Respondent Profile Based on Gender

From figure 2, it can be concluded that from the data of 150 respondents, the gender distribution of respondents is almost equal, where men are 58 (38.7%) and women are 92 (61.3%).

Age

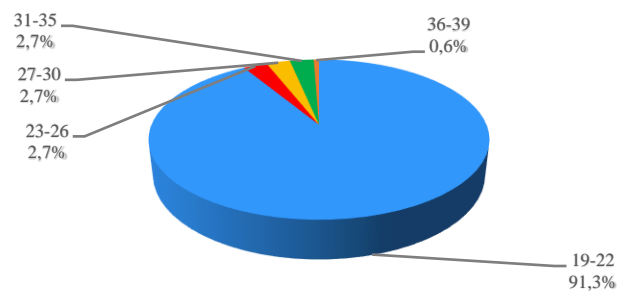


Figure 3. Respondent Profile Based on Age

From figure 3, the respondent age distribution is quite varied, with 137 (91.3%) aged 19-22 years filling out the most questionnaires, then 23-26 years, 27-30 years, and 31-35 years, respectively. as many as 4 people (2.7%) and age 36-39 as many as 1 person (0.6%).

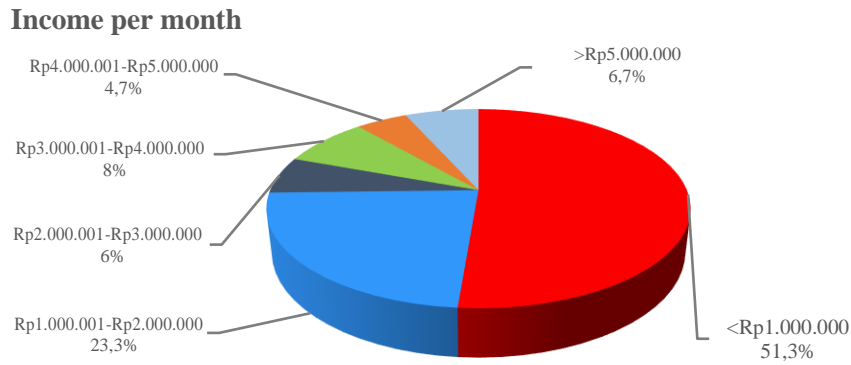


Figure 4. Respondent Profile Based on Income per month

From figure 4, we know that out of a total of 150 respondents, the income that the respondent has is income < IDR 1.000.000 as many as 77 people (51.3%) IDR 1.000.001 - IDR 2.000.000 as many as 35 people (23.3%) IDR 2.000.001 - IDR 3.000.000 9 people (6%) IDR 3.000.001 - IDR 4.000.000 for 12 people (8%) IDR 4.000.001 - IDR 5.000.000 for 7 people (4.7%) and 10 people with income > IDR 5.000.000 (6.7%).

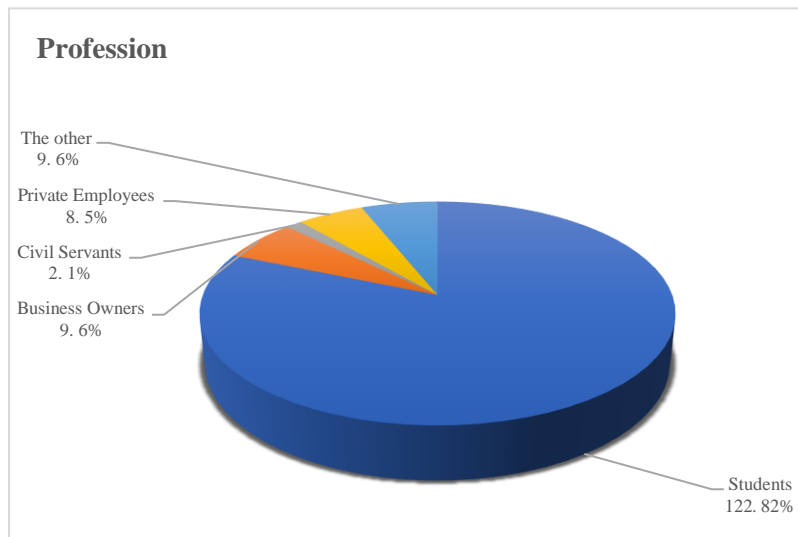


Figure 5. Respondent Profile Based on Profession

From Figure 5, it can be seen that from a total of 150 respondents, the respondent profession includes 122 students (81.3%), 9 business owners (6%), 2 civil servants (1.3%), 8 private employees (5.3%), and the other 3 people (4.1%), namely housewives, employees, unemployment, pharmacist, and fresh graduated.

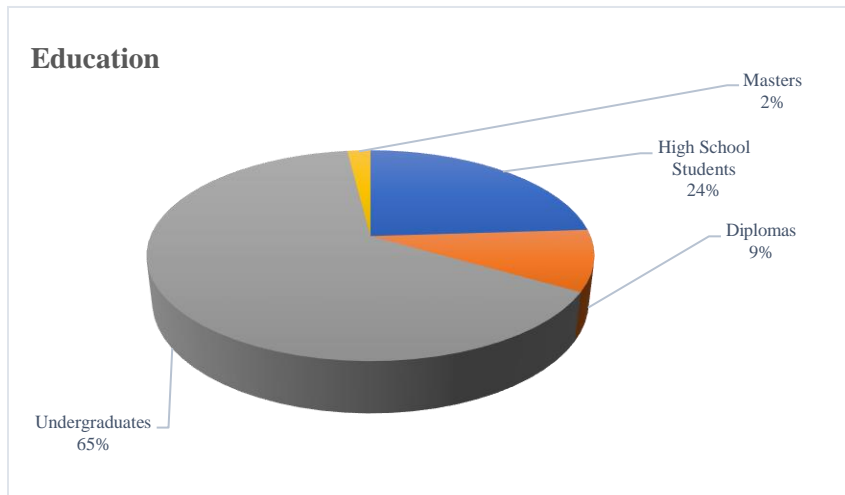


Figure 6. Respondent Profile Based on Education

From Figure 6, it can be seen that from a total of 150 respondents, the respondent's education includes 36 high school students (24%), 14 diplomas (9.3%), 97 undergraduates (64.7%), and masters 3 people (2%).

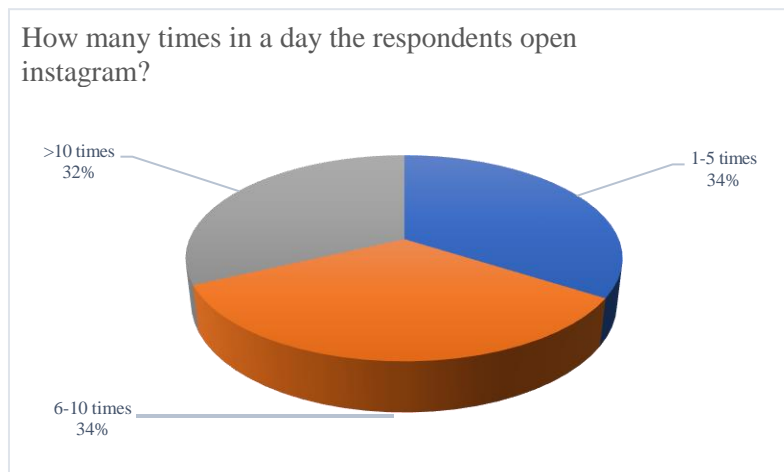


Figure 7. Respondent Based on Average Opening Instagram in 1 day

From Figure 7, it can be seen that from a total of 150 respondents, the average respondent opened in 1 day was 1-5 times as many as 51 people (34%) 6-10 times as many as 51 people (34%) and > 10 times as much as 48 (32%).

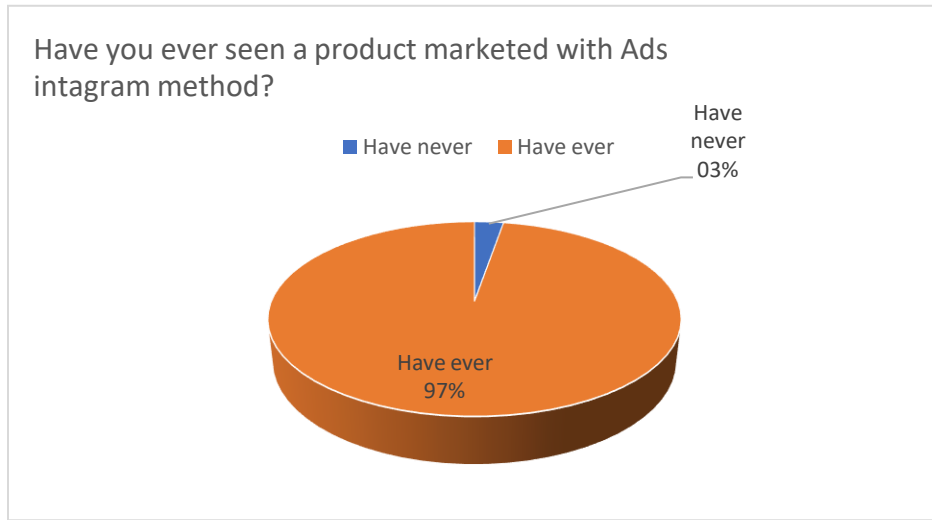


Figure 8. Respondent based the experience seeing product marketing through Instagram Ads

From Figure 8 it can be seen that from a total of 150 respondents, respondents who had seen product marketing through Instagram Ads were 146 people (97.3%) and who had never seen product marketing through Instagram Ads were 4 people (2.7%).

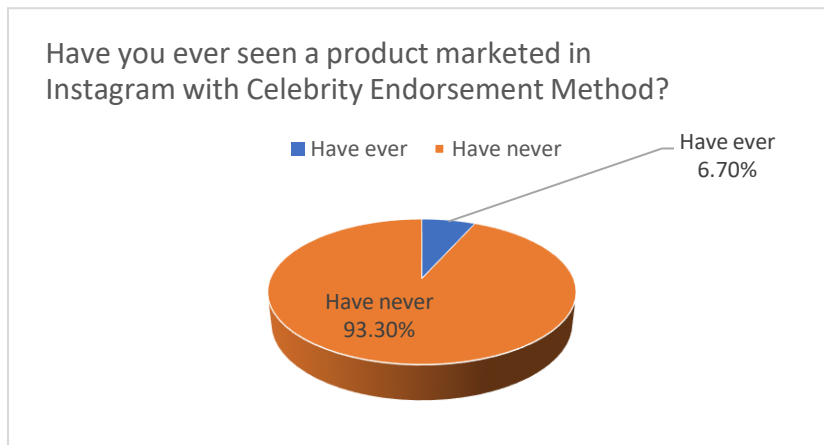


Figure 9. Respondents based the experience seeing product marketing Celebrity Endorsement

From Figure 9 it can be seen that from a total of 150 respondents, respondents who had seen product marketing through Celebrity Endorsement were 140 people (93.3%) and who had never seen product marketing through Celebrity Endorsement were 10 people (6.7%).

After collecting data from 150 respondents, we tested the validity and reliability of the data to find out whether the data obtained were valid or not. After that, we tested before starting the multiple regression analysis (MLR), namely normality test, multicollinearity test, heteroscedasticity test, and linearity test. The results showed that the data met and passed the test so that it could be used to perform Multi Linear Regression (MLR). This study uses 3 Hypothesis Testing. The proposed hypothesis is the F, R square, and T square test to prove the research hypothesis.

4.2. F-Significance Test

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1 | Regression | 2649.184 | 2 | 1324.592 | 105.433 | .000 ^b |
| | Residual | 1846.816 | 147 | 12.563 | | |
| | Total | 4496.000 | 149 | | | |

a. Dependent Variable: Purchase Intention (Y)

b. Predictors: (Constant), Celebrity Endorsement (X2), Instagram Ads (X1)

Figure 10. The Result of F-Significant Test

Based on the data above, the F count is 105.433 with a significant level of 0.000, while the F table at the 95% confidence level (0.05) is 3.0572. In the analysis of F count > F table and the significance is 0.000 < 0.05, this means that the Instagram Ads (X1) and Celebrity Endorsement (X2) variables have a significant effect on the dependent variable.

4.3. R square

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .768 ^a | .589 | .584 | 3.544 |

a. Predictors: (Constant), Celebrity Endorsement (X2), Instagram Ads (X1)

Figure 11. The Result of R-Square

R squared is a number ranging from 0-1 which can reflect the magnitude of the combination of the independent variables together affecting the value of the dependent variable. The closer to number one, the model issued by the regression will be better. In this R squared test, the result is 0.589, this means that the independent variable, Instagram Ads and Celebrity Endorsement together have a positive effect on consumer purchase intention on

eco-friendly fashion products by as much as 58%. Other influences as much as 42% are influenced by external factors besides Instagram Ads and celebrity endorsement.

4.4. Regression Coefficients (T-Test)

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|----------------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.054 | 2.168 | | .486 | .628 |
| | Instagram Ads (X1) | .311 | .065 | .300 | 4.756 | .000 |
| | Celebrity Endorsement (X2) | .564 | .063 | .562 | 8.918 | .000 |

a. Dependent Variable: Purchase Intention (Y)

Figure 12. The Result of Regression Coefficients

In this study, from the results of statistical analysis, it can be seen that the Instagram Ads variable (X1) has a t-value of 4.75 and we have obtained a t-table from the t-table formula, we get 1.97 which is our t-table value. T-table at a confidence level of 0.05. The results of statistical analysis show that for the Instagram Ads variable (X1) the value of t-count is greater than (>) t-table and the statistical results also show that the significance of the Instagram Ads variable (X1) is 0.000, meaning that the significance is smaller. of 0.05 so that the conditions are met. These results indicate that there is a positive influence between the X1 variable (Instagram Ads) as the independent variable and the Y (Purchase Intention) variable as the dependent variable.

The same thing also happened to the Celebrity Endorsement variable (X2) in this study, from the results of statistical analysis it can be seen that the Celebrity Endorsement variable (X2) has a calculated t-value of 8.91 and we have obtained a t-table from the t-table formula, we get 1.97 which is our t table. The results of statistical analysis show that for the Celebrity Endorsement variable (X2) the value of t-table is greater than (>) t-table and the statistical results also show that the significance of Celebrity Endorsement (X2) is 0.00 which means the significance is smaller than 0.05 so that the terms positive between the variable X2 (Celebrity Endorsement) as the independent variable with the variable Y (Purchase Intention) as the dependent variable.

So, all the independent variables in this study, Instagram Ads and Celebrity Endorsements have a positive effect on purchase intention because of the high beta number.

Multilinear Regression model-based t-test:

$$Y = .311IA + .564CE + 1.054(2)$$

From table the regression model that has been developed above, a further explanation of the regression model is

1. Assuming that other independent variables are considered constant, the .311 Instagram Ads regression coefficient shows that the Hierarchy Culture model has been influence the Behavioral Engagement as much as 31,3% and it will be followed by an increase in the Purchase Intention

2. Assuming that other independent variables are considered constant, the .564 Celebrity Endorsement regression coefficient shows that the Hierarchy Culture model has been influence the Behavioral Engagement as much as 56,4% and it will be followed by an increase in the Purchase Intention.
3. The average number on the Purchase Intention on eco-friendly fashion product is indicated by a constant value of 1.054 where sum of Instagram Ads and Celebrity Endorsement does not exist or is equal to zero.

Therefore, all the independent variables in this study, Instagram Ads, and Celebrity Endorsements, have a positive effect on purchase intention due to the high Beta value.

Findings

The results of the research conducted by us show that there was a positive influence between Instagram Ads (X1) and Celebrity Endorsement (X2) to customer purchase intention (Y) on the Eco-friendly Fashion Product. This can be proven by statistical tests that have been carried out by researchers using Multilinear Regression through several tests. Through the F-test, R square, and T-Test as a measure of the success of the effect of variable X on variable Y.

6. Conclusion

6.1. Research Implication

This study has found several implications for owners of eco-friendly fashion in improving the performance of their Instagram Ads and Celebrity Endorsement accounts, as follows:

1. Start Using the Instagram Ads Feature as a promotional medium to sell Eco-friendly Fashion Products.
2. Creating Unique and Interesting Advertising Display Content, which distinguishes the Farven brand from Competitor brands so that consumers can remember Farven as a brand that sells Eco-friendly Fashion Products.
3. Establishing closer relationships with prospective consumers on Instagram can be done by giving special prices or other promos to consumers, the responsive aspect of answering consumer questions is also a very important aspect in the future.
4. Start Using the Celebrity Endorsement Feature as a promotional medium to sell Eco-friendly Fashion Products. Endorser selection must be selective; Company will choose celebrities that can significantly impact the sales of products so that they can bring in more product sales [28].
5. Always adapt to the development of current marketing methods, by learning from experienced people or other sources, so that the marketing of products carried out by company can follow the current conditions of society.

For further research, we recommend readers to be able to perform analyzes with a larger number of populations and samples and by using different frameworks. This is to test again whether using different frameworks and approaches will produce the same or even different outputs. We recommend broadening the scope of the study, including using different dimensions than those carried out by us. We also recommend doing research on product marketing techniques that affect purchase intention by using other media channels such as websites, emails, etc. not only limited to Instagram media.

Author Contributions: All of authors participate in research activities to the organize the journal. The activities start from: 1) Concept making, M.Z. and E.C.; 2) Preliminary data collecting, M.Z. and E.C.; 3) Root Cause Finding, M.Z. and E.C.; 4) Literature Review, M.Z. and E.C.; 5) Data Analysis, M.Z. and E.C.; 6) Problem Solving and recommendation, M.Z. and E.C.; 6) writing-correcting, improving, M.Z. and E.C.

Conflicts of Interest: “The authors declare no conflict of interest.”

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