The Effect of Fashion Information Characteristics on Commitment and Intention of

Instagram Users

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Instagram', image-based SNS, attracts attention as a new marketing channel when mobile industry reaches a maturity stage and various SNSs spread rapidly. The study on fashion Instagram users is needed because many fashion companies use Instagram as an important marketing tool of communication. However, there have been few studies dealing with fashion Instagram users and user segmentation. The main purpose of this study was to investigate the effect of perceived fashion information characteristics on commitment and intention to use fashion Instagram. Additionally, the study segmented Instagram users and analyzed the differences among the segments.

In this study, Korean Instagram users in their 20s~30s were surveyed; a total of 445 questionnaires collected through online survey were used for statistical analysis. The questionnaire of major variables was developed based on the measurements of previous studies and a pilot-test. The data analyses used for the study were factor analysis, reliability analysis, K-means cluster analysis, confirmatory factor analysis and path analysis.

The results of the study showed that there were four factors of fashion information characteristics: reliability, enjoyment, brevity, and consensus. Commitment was consisted of two factors: affective and calculative commitment. Behavioral intention had two factors of recommendation and continued usage intention. A confirmatory factor analysis showed that the overall goodness of fit of measurement model and each latent factor was at an acceptable level.

To investigate the effect of fashion information characteristics on commitment and behavioral

intention, a path analysis was used. First of all, there were significant effects of reliability and enjoyment factors of information characteristics on affective and calculative commitment. On the other hand, brevity and consensus factors did not influence the commitment. When it comes to the effect of commitment on behavioral intention, there were significant effects of affective commitment on recommendation and continued usage intention. Also, calculative commitment had positive effects on recommendation and continued usage intention.

In order to classify Instagram users, the cluster analysis was used. There were four segments of users by usage time and diversity. The results showed that there were differences among the groups in regard to the relationships of information characteristics to commitment and behavioral intention. However, affective commitment had a significantly positive effect on all factors of behavioral intention in all groups.

This study showed that there were specific influences of information characteristics on commitment and behavioral intention of Instagram users. Also, the Instagram segments differed in the relationships among information characteristics, commitment, and behavioral intention. Fashion companies can target their consumers and implement marketing strategies when communicating with their Istagram users based on the results of the study.