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The Influence of Personal Branding on Instagram on Students' Consumptive Lifestyle Behavior (A Study of Communication Science Students, Cohorts 2022–2025, at Sriwijaya University)

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ABSTRACT

This study aims to determine the influence of personal branding on Instagram on the consumptive lifestyle behavior of Communication Science students at Sriwijaya University, cohorts 2022–2025, and to determine the magnitude of this influence. The development of social media, particularly Instagram, encourages students to build self-images through various types of content displaying particular identities, activities, and lifestyles, thereby influencing students' consumption patterns in everyday life. This study employed a quantitative method with a field research approach. Data were collected through questionnaires distributed to 100 active Communication Science students at Sriwijaya University, cohorts 2022–2025, selected using the Slovin formula with a 10% margin of error. Data analysis included validity, reliability, normality, linearity, and simple linear regression tests using SPSS version 25. The independent variable was personal branding on Instagram, while the dependent variable was students' consumptive lifestyle behavior. This study applied Uses and Gratifications Theory, which explains that individuals actively use social media to fulfill needs for information, entertainment, self-identity, and social recognition. The results showed that personal branding on Instagram has a positive and significant influence on students' consumptive lifestyle behavior. The higher the intensity with which students build personal branding on Instagram, the higher their tendency toward consumptive behavior, such as impulsive buying, following trends, and consuming for satisfaction and social recognition.

INTRODUCTION

In the current digital era, Instagram has become one of the social media platforms that plays an important role in people's lives, particularly among university students. The platform is used not only as a means of communication and entertainment but also as a medium for building personal branding (Suhaimi et al., 2023). Personal branding on Instagram enables individuals to present a particular self-image through various forms of visual content, such as clothing styles, daily activities, and lifestyles displayed in posts (Deka et al., 2020). Data indicate that the number of active Instagram users in Indonesia reached approximately 100.8 million in 2025, with 44.1 million users belonging to Generation Z aged 18–24. This age group is known for actively sharing aspirational content, such as branded outfits, vacation activities, and modern lifestyles, as part of the formation of their digital identities (Alamsyah et al., 2025).

Consumptive behavior is often influenced by the phenomenon of Fear of Missing Out (FOMO), namely the fear of being left behind by trends developing within a social environment (Tutik Al-Fiyah, 2025). FOMO encourages individuals to follow popular trends so that they continue to be perceived as relevant within their social circles and on social media (Rasanty, 2023). Students who actively use Instagram tend to be encouraged to display particular lifestyles, such as wearing branded clothing, using popular beauty products, or visiting trending places, so that the content they upload remains attractive to their followers. This condition indicates that personal branding on social media may be associated with the emergence of consumptive behavior among users (Aztari et al., 2023).

Communication Science students have characteristics that distinguish them from students in other fields because

they have a better understanding of content production and communication strategies on social media (Meilinda, 2018). This knowledge enables them to build personal branding in a more planned and strategic manner (Suhaimi et al., 2023). However, this ability may also encourage a more consumptive lifestyle, particularly when students attempt to maintain a particular image on social media through content such as outfit-of-the-day (OOTD) posts, coffee dates, or aesthetically oriented recreational activities (A. Noer Chalifah Ramadhany, 2025).

This phenomenon can also be observed in the environment of Sriwijaya University. Several studies indicate that some students tend to follow lifestyle trends developing on social media, such as the use of beauty products, branded fashion, and socializing at popular places (A. Noer Chalifah Ramadhany, 2025). Research has shown that the intensity of social media use contributes to increased consumptive behavior among students, particularly by encouraging individuals to follow trends and consumption patterns developing in digital environments (Faisal, 2023). This condition demonstrates that students, as a productive-age group, have high exposure to various lifestyle trends developing on social media (Sari, 2021).

Based on this phenomenon, personal branding on Instagram is an interesting factor to examine further, particularly in relation to students' consumptive lifestyles. Although previous studies have discussed the influence of social media on consumption behavior, research specifically examining the relationship between personal branding on Instagram and the consumptive lifestyle of Communication Science students at Sriwijaya University, cohort 2024, remains limited. Therefore, this study is important to determine the extent to which personal branding on Instagram influences the consumptive lifestyle of Communication Science students at Sriwijaya University, cohort 2024.

RESEARCH METHODOLOGY

This study employed field research with a quantitative approach because the data were obtained directly from respondents through questionnaires. Field research was selected so that the researchers could understand the actual conditions and behaviors of respondents within the research environment, ensuring that the data obtained were primary and reflected the actual situation. The quantitative approach was used because the study emphasizes numerical measurement and statistical analysis to test hypotheses formulated in advance. This is consistent with research explaining that quantitative methods are used to objectively measure social phenomena through research instruments and statistical analysis (Ghanad, 2023). Field research is also defined as research conducted by collecting data directly from research subjects to describe actual conditions in the field (Ven & Poole, 2020). Therefore, this study was conducted by collecting data from active students of the Faculty of Social and Political Sciences (FISIP), Sriwijaya University, to determine the influence of personal branding on Instagram on consumptive lifestyle behavior.

RESULTS AND DISCUSSION

The Influence of Personal Branding on Instagram on Students' Consumptive Lifestyle Behavior

Data analysis in this study was conducted to determine the frequency and percentage of respondents' answers based on a Likert scale. Respondents were given five response categories scored from 1 to 5: strongly disagree, disagree, neutral, agree, and strongly agree for each questionnaire statement. The questionnaire consisted of two variables: variable X, Personal Branding, and variable Y, Consumptive Behavior.

Personal Branding (X)

Specialization Dimension

Table 1. Statement: "I have a consistent content theme on Instagram."

Response Category	Frequency	Percentage
Strongly Disagree	2	2%
Disagree	14	14%
Neutral	21	21%
Agree	31	31%
Strongly Agree	32	32%
Total	100	100%

Source: Processed by the researcher, 2026.

Based on Table 1, most respondents gave positive responses to the statement "I have a consistent content theme on Instagram." This is indicated by 32% selecting "Strongly Agree" and 31% selecting "Agree." Meanwhile, 21% selected "Neutral," 14% selected "Disagree," and 2% selected "Strongly Disagree." Thus, the majority of respondents felt that they had a consistent content theme in their use of Instagram.

Table 2. Statement: "I am known for a particular field that I display on Instagram."

Response Category	Frequency	Percentage
Strongly Disagree	3	3%

Disagree	11	11%
Neutral	24	24%
Agree	31	31%
Strongly Agree	31	31%
Total	100	100%

Source: Processed by the researcher, 2026.

Based on Table 2, most respondents gave positive responses to the statement "I am known for a particular field that I display on Instagram." The percentages selecting "Agree" and "Strongly Agree" were both 31%. Meanwhile, 24% selected "Neutral," 11% selected "Disagree," and 3% selected "Strongly Disagree." Thus, the majority of respondents felt that they were known for a particular field displayed on Instagram.

Table 3. Statement: "I continuously develop my abilities in accordance with the content I display."

Response Category	Frequency	Percentage
Strongly Disagree	2	2%
Disagree	11	11%
Neutral	20	20%
Agree	41	41%
Strongly Agree	26	26%
Total	100	100%

Source: Processed by the researcher, 2026.

Based on Table 3, most respondents gave positive responses to the statement "I continuously develop my abilities in accordance with the content I display." This is shown by 41% selecting "Agree" and 26% selecting "Strongly Agree." Meanwhile, 20% selected "Neutral," 11% selected "Disagree," and 2% selected "Strongly Disagree." Thus, the majority of respondents felt that they continuously developed their abilities in accordance with the content they displayed on Instagram.

Differentiation Dimension

Table 4. Statement: "I have a posting style that is different from other students."

Response Category	Frequency	Percentage
Strongly Disagree	0	0%
Disagree	11	11%
Neutral	28	28%
Agree	28	28%
Strongly Agree	33	33%
Total	100	100%

Source: Processed by the researcher, 2026.

Based on Table 4, most respondents gave positive responses to the statement "I have a posting style that is different from other students." This is indicated by 33% selecting "Strongly Agree" and 28% selecting "Agree." Meanwhile, 28% selected "Neutral" and 11% selected "Disagree." No respondents selected "Strongly Disagree." Thus, the majority of respondents felt that their posting style was different from that of other students on Instagram.

Table 5. Statement: "My posts have certain distinctive visual characteristics."

Response Category	Frequency	Percentage
Strongly Disagree	2	2%
Disagree	9	9%
Neutral	30	30%
Agree	31	31%
Strongly Agree	28	28%
Total	100	100%

Source: Processed by the researcher, 2026.

Based on Table 5, most respondents gave positive responses to the statement "My posts have certain distinctive visual characteristics." This is indicated by 31% selecting "Agree" and 28% selecting "Strongly Agree." Meanwhile, 30% selected "Neutral," 9% selected "Disagree," and 2% selected "Strongly Disagree." Thus, the majority of respondents felt that their posts had distinctive visual characteristics on Instagram.

Personality Dimension

Table 6. Statement: "I display a consistent personality on Instagram."

Response Category	Frequency	Percentage
Strongly Disagree	0	0%
Disagree	10	10%
Neutral	18	18%
Agree	31	31%
Strongly Agree	41	41%
Total	100	100%

Source: Processed by the researcher, 2026.

Based on Table 6, most respondents gave positive responses to the statement "I display a consistent personality on Instagram." This is indicated by 41% selecting "Strongly Agree" and 31% selecting "Agree." Meanwhile, 18% selected "Neutral" and 10% selected "Disagree." No respondents selected "Strongly Disagree." Thus, the majority of respondents felt that they displayed a consistent personality on Instagram.

Table 7. Statement: "I am confident in showing my identity on Instagram."

Response Category	Frequency	Percentage
Strongly Disagree	1	1%
Disagree	6	6%
Neutral	18	18%
Agree	32	32%
Strongly Agree	43	43%
Total	100	100%

Source: Processed by the researcher, 2026.

Based on Table 7, most respondents gave positive responses to the statement "I am confident in showing my identity on Instagram." This is indicated by 43% selecting "Strongly Agree" and 32% selecting "Agree." Meanwhile, 18% selected "Neutral," 6% selected "Disagree," and 1% selected "Strongly Disagree." Thus, the majority of respondents felt confident in showing their identities on Instagram.

Reputation Dimension

Table 8. Statement: "I maintain a positive image on Instagram."

Response Category	Frequency	Percentage
Strongly Disagree	2	2%
Disagree	1	1%
Neutral	11	11%
Agree	34	34%
Strongly Agree	52	52%
Total	100	100%

Source: Processed by the researcher, 2026.

Based on Table 8, most respondents gave positive responses to the statement "I maintain a positive image on Instagram." This is indicated by 52% selecting "Strongly Agree" and 34% selecting "Agree." Meanwhile, 11% selected "Neutral," 1% selected "Disagree," and 2% selected "Strongly Disagree." Thus, the majority of respondents attempted to maintain a positive image on Instagram.

Table 9. Statement: "I maintain ethics when interacting on Instagram."

Response Category	Frequency	Percentage
Strongly Disagree	2	2%
Disagree	3	3%
Neutral	15	15%
Agree	28	28%
Strongly Agree	52	52%
Total	100	100%

Source: Processed by the researcher, 2026.

Based on Table 9, most respondents gave positive responses to the statement "I maintain ethics when interacting on Instagram." This is indicated by 52% selecting "Strongly Agree" and 28% selecting "Agree." Meanwhile, 15% selected "Neutral," 3% selected "Disagree," and 2% selected "Strongly Disagree." Thus, the majority of respondents maintained ethical behavior when interacting on Instagram.

Table 10. Statement: "I try to build the trust of my followers."

Response Category	Frequency	Percentage
Strongly Disagree	2	2%
Disagree	2	2%
Neutral	17	17%
Agree	36	36%
Strongly Agree	43	43%
Total	100	100%

Source: Processed by the researcher, 2026.

Based on Table 10, most respondents gave positive responses to the statement "I try to build the trust of my followers." This is indicated by 43% selecting "Strongly Agree" and 36% selecting "Agree." Meanwhile, 17% selected "Neutral," while 2% each selected "Disagree" and "Strongly Disagree." Thus, the majority of respondents attempted to build the trust of their followers on Instagram.

Consumptive Behavior (Variable Y)

Impulsive Dimension

Table 11. Statement: "I buy goods after seeing them on Instagram without prior planning."

Response Category	Frequency	Percentage
Strongly Disagree	13	13%
Disagree	21	21%
Neutral	22	22%
Agree	26	26%
Strongly Agree	18	18%
Total	100	100%

Source: Processed by the researcher, 2026.

Based on Table 11, respondents gave fairly diverse responses to the statement "I buy goods after seeing them on Instagram without prior planning." This is shown by 26% selecting "Agree" and 18% selecting "Strongly Agree." Meanwhile, 22% selected "Neutral," 21% selected "Disagree," and 13% selected "Strongly Disagree." Thus, some respondents had purchased goods after seeing them on Instagram without prior planning.

Table 12. Statement: "I am easily tempted by promotions that appear on Instagram."

Response Category	Frequency	Percentage
Strongly Disagree	10	10%
Disagree	16	16%
Neutral	25	25%
Agree	33	33%
Strongly Agree	16	16%
Total	100	100%

Source: Processed by the researcher, 2026.

Based on Table 12, most respondents gave positive responses to the statement "I am easily tempted by promotions that appear on Instagram." This is indicated by 33% selecting "Agree" and 16% selecting "Strongly Agree." Meanwhile, 25% selected "Neutral," 16% selected "Disagree," and 10% selected "Strongly Disagree." Thus, the majority of respondents were easily tempted by promotions appearing on Instagram.

Table 13. Statement: "I buy goods because of a momentary desire after scrolling through Instagram."

Response Category	Frequency	Percentage
Strongly Disagree	7	7%
Disagree	15	15%
Neutral	22	22%
Agree	36	36%

Strongly Agree	20	20%
Total	100	100%

Source: Processed by the researcher, 2026.

Based on Table 13, most respondents gave positive responses to the statement "I buy goods because of a momentary desire after scrolling through Instagram." This is indicated by 36% selecting "Agree" and 20% selecting "Strongly Agree." Meanwhile, 22% selected "Neutral," 15% selected "Disagree," and 7% selected "Strongly Disagree." Thus, the majority of respondents had purchased goods because of a momentary desire after using Instagram.

Wastefulness Dimension

Table 14. Statement: "I spend money on goods that are actually not very necessary."

Response Category	Frequency	Percentage
Strongly Disagree	15	15%
Disagree	16	16%
Neutral	26	26%
Agree	29	29%
Strongly Agree	14	14%
Total	100	100%

Source: Processed by the researcher, 2026.

Based on Table 14, respondents gave fairly diverse responses to the statement "I spend money on goods that are actually not very necessary." This is shown by 29% selecting "Agree" and 14% selecting "Strongly Agree." Meanwhile, 26% selected "Neutral," 16% selected "Disagree," and 15% selected "Strongly Disagree." Thus, some respondents had spent money on goods that were not particularly necessary.

Table 15. Statement: "I buy products so that I do not fall behind trends developing on Instagram."

Response Category	Frequency	Percentage
Strongly Disagree	7	7%
Disagree	24	24%
Neutral	21	21%
Agree	27	27%
Strongly Agree	21	21%
Total	100	100%

Source: Processed by the researcher, 2026.

Based on Table 15, respondents gave fairly diverse responses to the statement "I buy products so that I do not fall behind trends developing on Instagram." This is indicated by 27% selecting "Agree" and 21% selecting "Strongly Agree." Meanwhile, 24% selected "Disagree," 21% selected "Neutral," and 7% selected "Strongly Disagree." Thus, some respondents purchased products to keep up with trends developing on Instagram.

Table 16. Statement: "I buy goods so that I appear to follow a modern lifestyle."

Response Category	Frequency	Percentage
Strongly Disagree	11	11%
Disagree	12	12%
Neutral	30	30%
Agree	27	27%
Strongly Agree	20	20%
Total	100	100%

Source: Processed by the researcher, 2026.

Based on Table 16, most respondents gave positive responses to the statement "I buy goods so that I appear to follow a modern lifestyle." This is indicated by 27% selecting "Agree" and 20% selecting "Strongly Agree." Meanwhile, 30% selected "Neutral," 12% selected "Disagree," and 11% selected "Strongly Disagree." Thus, some respondents purchased goods to follow a modern lifestyle.

Pleasure-Seeking Dimension

Table 17. Statement: "I shop after seeing Instagram to relieve boredom."

Response Category	Frequency	Percentage
Strongly Disagree	9	9%
Disagree	22	22%
Neutral	23	23%
Agree	31	31%
Strongly Agree	15	15%
Total	100	100%

Source: Processed by the researcher, 2026.

Based on Table 17, most respondents gave positive responses to the statement "I shop after seeing Instagram to relieve boredom." This is indicated by 31% selecting "Agree" and 15% selecting "Strongly Agree." Meanwhile, 23% selected "Neutral," 22% selected "Disagree," and 9% selected "Strongly Disagree." Thus, some respondents had shopped after viewing Instagram to relieve boredom.

Table 18. Statement: "I feel happier after buying goods that I see on Instagram."

Response Category	Frequency	Percentage
Strongly Disagree	7	7%
Disagree	16	16%
Neutral	26	26%
Agree	27	27%
Strongly Agree	24	24%
Total	100	100%

Source: Processed by the researcher, 2026.

Based on Table 18, most respondents gave positive responses to the statement "I feel happier after buying goods that I see on Instagram." This is indicated by 27% selecting "Agree" and 24% selecting "Strongly Agree." Meanwhile, 26% selected "Neutral," 16% selected "Disagree," and 7% selected "Strongly Disagree." Thus, the majority of respondents felt happier after buying goods they had seen on Instagram.

Satisfaction-Seeking Dimension

Table 19. Statement: "I feel satisfied when other people praise the goods I own."

Response Category	Frequency	Percentage
Strongly Disagree	0	0%
Disagree	6	6%
Neutral	26	26%
Agree	43	43%
Strongly Agree	25	25%
Total	100	100%

Source: Processed by the researcher, 2026.

Based on Table 19, most respondents gave positive responses to the statement "I feel satisfied when other people praise the goods I own." This is indicated by 43% selecting "Agree" and 25% selecting "Strongly Agree." Meanwhile, 26% selected "Neutral" and 6% selected "Disagree." No respondents selected "Strongly Disagree." Thus, the majority of respondents felt satisfied when receiving praise for the goods they owned.

Table 20. Statement: "I buy goods to fulfill my personal satisfaction."

Response Category	Frequency	Percentage
Strongly Disagree	1	1%
Disagree	6	6%
Neutral	21	21%
Agree	38	38%
Strongly Agree	34	34%
Total	100	100%

Source: Processed by the researcher, 2026.

Based on Table 20, most respondents gave positive responses to the statement "I buy goods to fulfill my personal satisfaction." This is indicated by 38% selecting "Agree" and 34% selecting "Strongly Agree." Meanwhile, 21% selected "Neutral," 6% selected "Disagree," and 1% selected "Strongly Disagree." Thus, the majority of respondents purchased goods to fulfill their personal satisfaction.

Based on the analysis of respondents' answers, Personal Branding on Instagram influences the formation of the Consumptive Lifestyle Behavior of Communication Science students, cohorts 2022–2025, at the Faculty of Social and Political Sciences of Sriwijaya University. This can be seen from respondents' tendency to build self-images through specialization, differentiation, personality, and reputation on Instagram. Students attempt to display clear identities, develop distinctive characteristics, demonstrate consistent personalities, and maintain positive reputations on social media. This condition shows that Instagram is used not only as a medium of communication and entertainment but also as a means of building and maintaining personal branding.

The influence on consumptive behavior occurs when students attempt to maintain the self-image they have built through their Instagram accounts. In this process, students tend to follow developing trends, pay attention to appearance, use particular products, and consume goods or services considered capable of supporting the identity and image they wish to display. Consequently, consumption decisions are based not only on needs but also on the desire to display a lifestyle consistent with the personal branding built on social media. These findings are also reflected in the indicators of consumptive behavior, which include impulsive buying, wastefulness, pleasure-seeking, and satisfaction-seeking.

The findings of this study are consistent with Uses and Gratifications Theory, which explains that individuals actively use media to fulfill particular needs, such as self-identity, social interaction, and social recognition. In this study, students use Instagram to build self-images and present desired identities to the public. When the needs for self-identity, existence, and social recognition become stronger, students tend to be encouraged to follow trends and consume various products considered capable of supporting those self-images. Thus, Personal Branding on Instagram can influence the emergence of Consumptive Lifestyle Behavior among students.

Magnitude of the Influence of Personal Branding on Instagram on Students' Consumptive Lifestyle Behavior

Based on the coefficient of determination (R^2) test, a value of 0.352 or 35.2% was obtained. This result indicates that Personal Branding on Instagram has an influence of 35.2% on the Consumptive Lifestyle Behavior of Communication Science students, cohorts 2022–2025, at the Faculty of Social and Political Sciences of Sriwijaya University. This means that Personal Branding contributes to explaining changes in students' consumptive behavior in lifestyle consumption.

The magnitude of this influence indicates that Personal Branding on Instagram plays a role in shaping students' tendency to follow lifestyles displayed on social media. The greater students' efforts to build and maintain their self-images on Instagram, the greater their tendency to adjust consumption behavior to the image they wish to present to the public.

Furthermore, the F-test produced a calculated F value of 53.325, which is greater than the F-table value of 3.94, with a significance value of $0.000 < 0.05$. This result indicates that the regression model used in this study is appropriate and capable of explaining the relationship between Personal Branding on Instagram and Students' Consumptive Lifestyle Behavior. Thus, Personal Branding on Instagram was proven to have a significant influence on students' Consumptive Behavior.

The findings of this study are consistent with Uses and Gratifications Theory, which explains that individuals use media actively to fulfill particular needs, such as self-identity, social interaction, and social recognition. In this context, students use Instagram as a means of building personal branding and displaying the desired self-image. Therefore, the use of Instagram as a medium for identity formation can contribute to the emergence of consumptive behavior in students' lifestyle consumption.

CONCLUSION

Based on the research findings, data analysis, and discussion, the following conclusions can be drawn:

Personal Branding on Instagram has a significant influence on the consumptive lifestyle behavior of Communication Science students, cohorts 2022–2025, at the Faculty of Social and Political Sciences of Sriwijaya University. This is evidenced by the simple linear regression equation $Y = 6.561 + 0.711X$ and the t-test result, in which the calculated t-value was 7.302 > the t-table value of 1.984, with a significance of $0.000 < 0.05$. Therefore, H_1 is accepted and H_0 is rejected, indicating that the higher the personal branding developed by students on Instagram, the higher their tendency toward consumptive behavior.

The magnitude of the influence of Personal Branding on Instagram on the consumptive lifestyle behavior of Communication Science students, cohorts 2022–2025, at the Faculty of Social and Political Sciences of Sriwijaya University is 35.2%. This is indicated by the coefficient of determination (R^2) of 0.352, while the remaining 64.8% is influenced by other factors outside the scope of this study. The F-test result of 53.325 with a significance of $0.000 < 0.05$ also shows that Personal Branding on Instagram has a significant influence on students' Consumptive Behavior.

SUGGESTIONS

For students, it is expected that Instagram can be used more wisely and that personal branding should not become a reason to excessively follow a consumptive lifestyle. Students need to be more selective in following trends and able to distinguish between needs and wants so that financial management remains under control.

For educational institutions, particularly Sriwijaya University, the findings of this study are expected to serve as a consideration for providing education on media literacy and financial literacy to students, enabling them to use social media positively without becoming trapped in consumptive behavior.

For future researchers, it is recommended that broader and more diverse samples be used so that the findings can provide a more comprehensive picture. Future research may also add other variables, such as Fear of Missing Out (FOMO), hedonistic lifestyle, or influencer influence, which may also affect students' consumptive behavior.

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