

The Adoption of Minimalist Lifestyle Through Instagram (A Study About The Influence of Motives, Attitudes, Subjective Norms, and Perceived Behavioral Control on Behavior Through Behavioral Intention on Instagram Followers @lyfewithless)

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Abstract

The Lyfe With Less community on Instagram is an educational platform providing insights into the significance of adopting a minimalist lifestyle tailored to its followers' motives for accessing the media. The minimalist lifestyle is characterized by exercising self-control and prioritizing essential elements. Moreover, behavioral intentions play a crucial role as a direct determinant of behavior; when individuals possess the intention to act, their behavior aligns accordingly. This study investigates how motives and planned behavior, including attitudes, subjective norms, and perceived behavioral control, influence the adoption of a minimalist lifestyle among Instagram followers @lyfewithless, with behavioral intention acting as an intervening variable. The research methodology employed is descriptive quantitative, path analysis, and Sobel test, utilizing a sample of 100 Instagram followers @lyfewithless. The study draws upon the theories of uses and gratification and the theory of planned behavior to guide its analysis. The findings reveal that attitudes, subjective norms, and behavioral intentions directly impact behavior. However, motives and perceived behavioral control do not directly affect behavior. Interestingly, the behavioral intention variable mediates the relationship between motives and perceived behavioral control on behavior. Nonetheless, behavioral intention does not mediate the effect of attitudes and subjective norms on behavior.

Keywords: motive; theory of planned behavior; minimalist lifestyle.

Introduction

According to the We Are Social data report in January 2023, the most widely used social media platform is Instagram, with a user base of 86.5 percent (Kemp, 2023). According to data from NapoleonCat (2023), the number of Instagram users in Indonesia reached 105.68 million people as of March 2023, with females accounting for 52.2% of the users and males comprising

47.8%. Examining the age segmentation, the highest number of Instagram users falls within the age group of 18 to 24 years, amounting to 40 million individuals (Dixon, 2023). The Instagram platform facilitates its users in utilizing social media as an information platform to fulfill their needs (Ki et al., 2020; Menon, 2022a; Qayyum et al., 2023; Richter et al., 2022; Riski et al., 2021; Sari et al., 2020). Not only is Instagram used individually, but groups or communities also leverage it to gain wider recognition (Amicucci, 2022; Atkinson et al., 2023; Gatti & Procentese, 2021). Additionally, Instagram serves as a medium to publicize the activities of these communities, including issuing calls to action to their followers through the content they create (Atkinson et al., 2021; Cachón-Pérez et al., 2022; Ichau et al., 2019; Soenarno et al., 2022)

The Lyfe With Less community is the first community in Indonesia to accommodate individuals embracing a minimalist lifestyle. The Lyfe With Less community perceives minimalism as an art of finding gratitude and contentment within oneself (Lestari, 2023). As a community dedicated to minimalist living, Lyfe With Less provides education, information, inspiration, experiences, and narratives about living a minimalist lifestyle. Moreover, it advocates for increased awareness and wisdom in consumption in Indonesian society (Lestari, 2023). The Instagram account @lyfewithless boasts 735 posts and 122 thousand followers (as of March 9th, 2023) and remains quite active in sharing content that encourages a minimalist lifestyle and prompts call-to-action responses. Among the campaigns conducted by Lyfe With Less on the Instagram platform are initiatives such as #BelajarJadiMinimalis (Learn to Be Minimalist), #PakaiSampaiHabis (Use It Until It's Finished), #PakaiSampaiRusak (Use It Until It's Broken), and #BijakBerkonsumsi (Consumption Wisdom). These campaigns are conveyed through various content formats, including feeds, reels, and Instagram stories.

Instagram serves as a reference for its users to engage in behaviors driven by their motives. The realization of individual actions or behaviors is contingent upon the intention to behave. Intention represents an individual's willingness to display a particular behavior, a combination of attitudes, subjective norms, and perceived behavioral control (Ajzen, 2006). Followers of the Instagram account @lyfewithless demonstrate various motives when accessing the account, such as seeking information, expanding their social network, and interacting with fellow followers. The information individuals acquire will be subject to rational consideration, determining whether they will or will not execute such behaviors.

The use of media is examined through the uses and gratifications theory, which posits that users are active individuals who utilize media as a means to seek the needs and gratifications they desire (Bahfiarti & Arianto, 2022; Lu & Lin, 2022; Menon, 2022a, 2022c, 2022b). Meanwhile, behavioral intention is measured through the theory of planned behavior (TPB) which comprises attitudes, subjective norms, and perceived behavioral control (Fishbein & Ajzen, 1975; Nekomahmud et al., 2022; Ng et al., 2023; Wallace & Buil, 2023; Zhou et al., 2022). The stronger an individual's intention or willingness to display behavior, the more successful they are likely to enact it (Ajzen, 2011; Fishbein & Ajzen, 1975, 2011). Therefore, this research aims to investigate the influence of motives, attitudes, subjective norms, and perceived behavioral control on adopting a minimalist lifestyle through behavioral intention as an intervening variable among the followers of the Instagram account @lyfewithless.

Method

This research adopts the positivist paradigm, which posits the existence of accurate and stable realities that follow observable patterns or sequences, thus allowing for predictability. A quantitative approach is employed to investigate specific samples within the positivist research paradigm. Data is gathered using research instruments, and data analysis is conducted using statistical methods to test the predetermined hypotheses of the study (Sugiyono, 2015).

The sample in this research utilizes the purposive sampling method. Purposive sampling is a technique for selecting a sample based on specific considerations of respondents who already meet certain criteria for the study (Sugiyono, 2015). The established criteria for the respondents are that they must be followers of the Instagram account @lyfewithless and have interacted with @lyfewithless content at least five times by liking or commenting on the posts. The population in this study comprises all the followers of the Instagram account @lyfewithless, totaling 122 thousand as of March 9, 2023. Meanwhile, the sample in this research consists of respondents who are followers of the Instagram account @lyfewithless, determined using Slovin's formula with the following calculation. Therefore, this study requires a total of 100 respondents.

The data obtained for this study comes from a research instrument in a questionnaire distributed to respondents through a Google Form, utilizing a Likert scale. Subsequently, validity and reliability testing are conducted with 30 individuals to assess the accuracy of the employed

instrument. Validity testing employs the product-moment correlation coefficient method. Reliability testing in this study utilizes Alpha Cronbach's method (Chong et al., 2012; Zhou et al., 2022). The instruments employed for the variables are considered reliable because Cronbach's Alpha value is more significant than 0.60. Subsequently, the data analysis technique involves using Classical Assumption Tests, Regression Analysis, and Sobel Test.

Discussion

Various internal and external factors determine the selection of an individual's lifestyle. Considerations in determining a lifestyle are also influenced by an individual's motives and planned behavior. This study investigates the influence of motives and planned behavior, which consists of attitudes, subjective norms, and perceived behavioral control, on the behavioral intention to adopt a minimalist lifestyle among Instagram followers of @lyfewithless.

The sampling technique employed in this study is purposive sampling, wherein the selection of sample members from the population is based on predetermined criteria. These criteria include being aware of the Lyfe With Less community, following Instagram @lyfewithless, actively using the Instagram social media platform, and engaging with Instagram @lyfewithless content at least once within the past five months (January - May), such as liking and commenting. Based on Slovin's calculation, a sample of 100 followers of Instagram @lyfewithless was selected.

The theory of uses and gratification explains that individuals, as media users, access or seek media driven by specific motives to fulfill their individual needs. In this study, followers of Instagram @lyfewithless access the account to satisfy their need for a minimalist lifestyle. Furthermore, the motives held by @lyfewithless followers also indicate individual intentions to adopt a minimalist lifestyle. These intentions are also measured using the theory of planned behavior, which encompasses three factors influencing behavioral intentions: attitudes, subjective norms, and perceived behavioral control.

In this research, followers of Instagram @lyfewithless are presented with their preferred medium, Instagram @lyfewithless, to understand their behavior in adopting a minimalist lifestyle through behavioral intention as an intervening variable. This framework allows for a

comprehensive analysis of how individuals engage with and are influenced by the content and messages shared on the platform.

The data obtained provides a descriptive overview of gender, age, occupation, domicile, and frequency of Instagram access. Based on the data collected through the questionnaire, the sample consists of 100 followers of the Instagram account @lyfewithless, with 13 male and 87 female respondents. Most respondents are students and employees, with 45 individuals falling within the age range of 17 to 24 years, 40 individuals between 23 to 34 years, and 15 individuals between 35 to 44 years. The most significant proportion of respondents is located in West Java Province, comprising 32%, followed by East Java Province with 18% and 10% in DKI Jakarta Province. In comparison, the remaining 40% are dispersed across other provinces. Regarding the frequency of accessing Instagram per day, the highest proportion lies within the range of 6-10 times, accounting for 47% of the respondents, followed by 3-5 times, which constitutes 28%, and more than ten times, accounting for 25%. This indicates that the majority of respondents access Instagram moderately daily.

The descriptive data in this study explored many legitimations of minimalist lifestyles among respondents. The majority had high motives (47%), while attitudes leaned towards very high (88%). Subjective norms were mostly moderate (39%) and high (33%), and perceived behavioral control was high (62%). Behavioral intention indicated a strong willingness, with very high (60%) and high (35%) categories. Actual behavior showed high (43%) and high (42%) response levels. These findings suggest a positive outlook for minimalist living adoption.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.638 ^a	.407	.375	2.913

a. Predictors: (Constant), Intensi Perilaku, Norma Subjektif, Sikap, Motif, Persepsi Kontrol Perilaku

Table 1. Coefficient of Determination test with Behavior as the dependent variable

The results of the regression analysis of “motives” (X1), “attitudes” (X2), “subjective norms” (X3), “perceived behavioral control” (X4), and “behavioral intentions” (Z) on “behavior” (Y) yield the following regression coefficient values as presented in **Table 1**. The R-square value

with behavior as the dependent variable is 0.407. This value signifies that the variables of “motives” (X1), “attitudes” (X2), “subjective norms” (X3), “perceived behavioral control” (X4), and “behavioral intentions” (Z) collectively account for 40% of the variance in behavior, while the remaining 60% is explained by other variables not R-square value for behavior as the dependent variable is 0.407. This value indicates that the variables of “motives” (X1), “attitudes” (X2), “subjective norms” (X3), “perceived behavioral control” (X4), and “behavioral intentions” (Z) can collectively explain 40% of the variance in behavior, while the remaining 60% is accounted for by other variables not examined in this research.

Table 2. The simultaneous test (f-test) results with Behavior as the dependent variable

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	546.430	5	109.286	12.880	.000 ^b
	Residual	797.570	94	8.485		
	Total	1344.000	99			

a. Dependent Variable: Perilaku

b. Predictors: (Constant), Intensi Perilaku, Norma Subjektif, Sikap, Motif, Persepsi Kontrol Perilaku

Based on the results of the F-test analysis (**Table 2**), the calculated F-value is 12.880, with a Sig. Value of 0.000, which is less than the significance level of 0.05. Consequently, based on the decision-making criteria for the F-test, it can be concluded that the variables of "motives" (X1), “attitudes” (X2), “subjective norms” (X3), “perceived behavioral control” (X4), and “behavioral intentions” (Z) collectively have a significant influence on the “behavior” (Y) of adopting a minimalist lifestyle among Instagram followers @lyfewithless.

Table 3. The multiple linear regression (t-test) with behavior as the dependent variable

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.476	4.085		2.075	.041
	Motif	.119	.081	.135	1.463	.147
	Sikap	-.850	.392	-.183	-2.171	.032
	Norma Subjektif	.374	.162	.208	2.308	.023
	Persepsi Kontrol Perilaku	.269	.161	.177	1.669	.098
	Intensi Perilaku	.416	.125	.357	3.343	.001

a. Dependent Variable: Perilaku

The multiple linear regression results shown in Table 3. The Coefficients for the “motives” (X1) variable exhibit a significance value of 0.147, the “attitudes” (X2) variable has a significance value of 0.032, the “subjective norms” (X3) variable has a significance value of 0.023, the “perceived behavioral control” (X4) variable has a significance value of 0.098, and the “behavioral intention” (Z) variable has a significance value of 0.001. Based on the regression analysis results, the “attitude” (X2), “subjective norm” (X3), and “behavioral intention” (Z) variables have a significant influence on “behavior” (Y) since their significance values are less than 0.05. On the other hand, the “motives” (X1) and “perceived behavioral control” (X4) variables do not significantly influence behavior as their significance values are greater than 0.05.

Based on the t-test analysis outcomes, most of the hypotheses on behavior as the dependent variable are supported (Table). The t-test analysis, the significance value for the variable motives is 0.147, surpassing the threshold of 0.05. The hypothesis asserting the influence of “motives” (X1) on the adoption “behavior” (Y) of a minimalist lifestyle among the followers of Instagram account @lyfewithless is not supported. Conversely, the significance value for the variable attitudes is 0.032, falling below the significance level of 0.05. Consequently, the hypothesis postulating the impact of “attitudes” (X2) on the adoption “behavior” (Y) of a minimalist lifestyle among the followers of Instagram account @lyfewithless is supported.

Similarly, the significance value for the variable subjective norms is 0.023, indicating statistical significance below the 0.05 threshold. Thus, the hypothesis positing the influence of “subjective norms” (X3) on the adoption “behavior” (Y) of a minimalist lifestyle among the followers of the Instagram account @lyfewithless is supported. Furthermore, the significance value for the variable perceived behavioral control is 0.098, surpassing the significance level of 0.05. This leads to the hypothesis asserting the impact of “perceived behavioral control” (X4) on the adoption “behavior” (Y) of a minimalist lifestyle among the followers of the Instagram account @lyfewithless is not supported. Lastly, the significance value for the variable behavioral intention is 0.001, indicating statistical significance below the 0.05 threshold. Hence, the hypothesis suggesting the influence of “behavioral intention” (Z) on the adoption “behavior” (Y)

of a minimalist lifestyle among the followers of the Instagram account @lyfewithless is supported.

The results of the regression analysis of “motives” (X1), “attitude” (X2), “subjective norms” (X3) and "perceived behavioral control" (X4), on behavioral intentions (Z) yield the following regression coefficient values as presented in Table 3. The R-square value with behavioral intention (Z) as the dependent variable is 0.445. This indicates that motive, attitude, subjective norms, and perceived behavioral control collectively explain 44% of the variance in behavioral intention, while other unexamined variables in this research account for the remaining 56%.

Table 4. Coefficient of Determination test Test with Behavioral

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.667 ^a	.445	.422	2.399

a. Predictors: (Constant), Persepsi Kontrol Perilaku, Sikap, Motif, Norma Subjektif

Intention as the Dependent Variable.

The results of the multiple linear regression test in **Table 4** indicate that the coefficients for the “motives” (X1) variable show a significance value of 0.014, the “attitudes” (X2) variable has a significance value of 0.028, the “subjective norms” (X3) variable has a significance value of 0.733, and the “perceived behavioral control” (X4) variable has a significance value of 0.000. Based on the regression analysis results, the “motives” (X1), “attitude” (X2), “subjective norms” (X3) and “perceived behavioral control” (X4) variables significantly influence “behavioral intention” (Z) since their significance values are less than 0.05. On the other hand, the subjective norm variable does not significantly influence behavioral intention as its significance value is more significant than 0.05.

Table 5. The simultaneous test (f-test) results with Behavioral Intention as the dependent variable

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	438.496	4	109.624	19.043	.000 ^b
	Residual	546.894	95	5.757		
	Total	985.390	99			

a. Dependent Variable: Intensi Perilaku

b. Predictors: (Constant), Persepsi Kontrol Perilaku, Sikap, Motif, Norma Subjektif

Based on the results of the F-test analysis (**Table 5.**), the calculated F-value is 19.043 with a Sig. Value of 0.000, which is less than the significance level of 0.05. Consequently, based on the decision-making criteria for the F-test, it can be concluded that the variables of "motives" (X1), "attitudes" (X2), "subjective norms" (X3), and "perceived behavioral control" (X4) collectively have a significant influence on the "behavioral intention" (Z) of adopting a minimalist lifestyle among Instagram followers @lyfewithless.

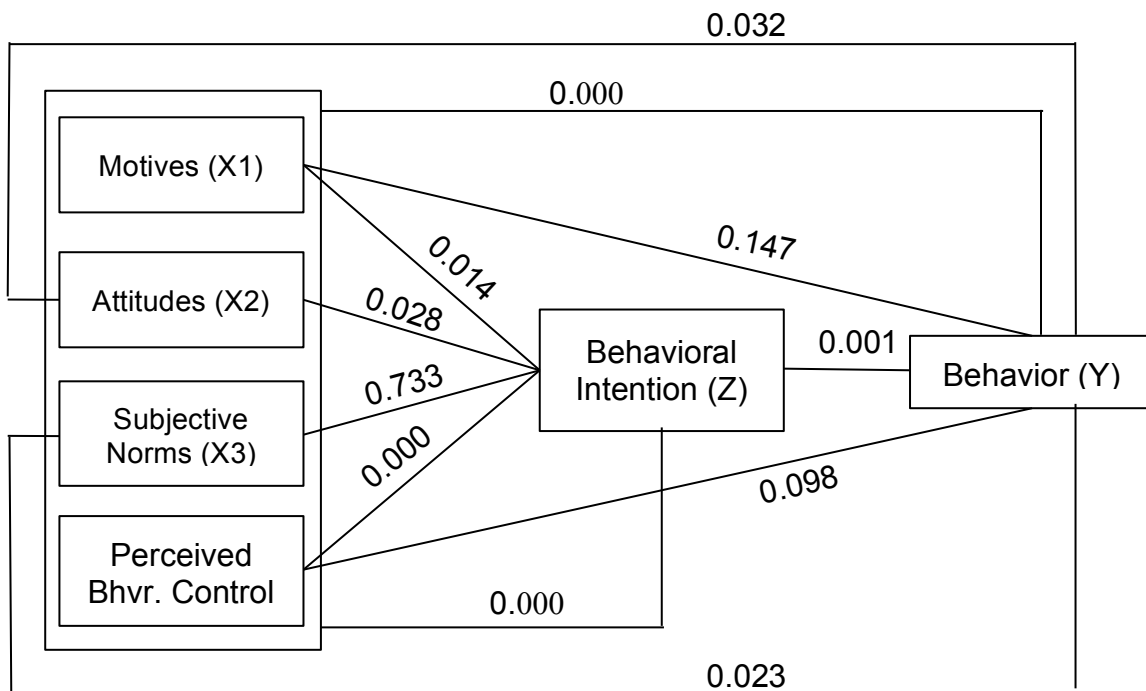
Table 6. The multiple linear regression (t-test) with behavior as the dependent variable with Behavioral Intention as the dependent variable

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.147	3.363		.341	.734
	Motif	.162	.065	.216	2.508	.014
	Sikap	.701	.315	.177	2.228	.028
	Norma Subjektif	-.046	.133	-.030	-.343	.733
	Persepsi Kontrol Perilaku	.649	.115	.499	5.641	.000

a. Dependent Variable: Intensi Perilaku

Based on the t-test analysis in **Table 6**, it is found that the significance value for the variable motives (X1) is 0.014, which is less than 0.05. This indicates that the hypothesis asserting the influence of "motives" (X1) on the "behavioral intention" (Z) to adopt a minimalist lifestyle among the followers of the Instagram account @lyfewithless is supported. Similarly, the significance value for the variable "attitudes" (X2) is 0.028, less than 0.05. This suggests that the hypothesis positing the impact of "attitudes" (X2) on the "behavioral intention" (Z) to adopt a minimalist lifestyle among the followers of the Instagram account @lyfewithless is supported. However, the significance value for the variable "subjective norms" (X3) is 0.733, greater than

0.05. This indicates that the hypothesis asserting the influence of "subjective norms" (X3) on the "behavioral intention" (Z) to adopt a minimalist lifestyle among the followers of Instagram account @lyfewithless is not supported. Lastly, the significance value for the variable "perceived behavioral control" (X4) is 0.000, less than 0.05. This indicates that the hypothesis positing the impact of "perceived behavioral control" (X4) on the "behavioral intention" (Z) to adopt a minimalist lifestyle among the followers of Instagram account @lyfewithless is supported.



The results of the regression analysis test concluded and mapped in figure 1 below:

Figure 1. The significant result of the regression analysis test

The Sobel test was conducted using the Sobel Test Calculator for The Significance of Mediation. The results obtained are as follows:

Table 7. Sobel Test result

Variable	<i>P-Value</i>	Test result
Motives (X1)	0,046	Significant influence
Attitudes (X2)	0,064	Insignificant influence
Subjective Norms (X3)	0,730	Insignificant influence
Perceived Behavioral Control (X4)	0,004	Significant influence

Based on the calculation results from the Sobel Test Calculator for the Significance of Mediation, the variable "motives" (X1) obtained a significance value with a P-Value of 0.046, which is less than the significance alpha ($0.046 < 0.05$). It can be concluded that the variable "behavioral intention" (Z) mediates the influence of the variable "motives" (X1) on "behavior" (Y). On the other hand, in the testing of the variable "attitudes" (X2), the significance value with a P-value of 0.064 is greater than the significance alpha ($0.064 > 0.05$). Therefore, it can be concluded that the variable "behavioral intention" (Z) does not mediate the influence of the variable "attitudes" (X2) on "behavior" (Y). It indicates that the hypothesis of attitudes through behavioral intention influencing behavior in adopting a minimalist lifestyle among the followers of Instagram account @lyfewithless is rejected. Similarly, for the variable "subjective norms" (X3), the significance value with a P-value of 0.730 concludes that the variable "behavioral intention" (Z) does not mediate the influence of the variable "subjective norms" (X3) on "behavior" (Y). Lastly, in the calculation from the Sobel Test Calculator for the Significance of Mediation, the significance value with a P-value of 0.004 is less than the significance alpha ($0.004 < 0.05$). Thus, it can be concluded that the variable "behavioral intention" (Z) mediates the influence of the variable "perceived behavioral control" (X4) on "behavior" (Y).

The results from the first and second regressions described above can be used for path analysis, which is presented in table 8:

Table 8. Path analysis summary

Influence	Mediation	Direct Influence	Indirect Influence	Total Influence
Motives -> Behavior	-	0,135	-	
Attitudes -> Behavior	-	-0,183	-	
Subjective Norms -> Behavior	-	0,208	-	
Perceived Behavioral Control -> Behavior	-	0,177	-	
Intensi Perilaku -> Behavior	-	0,357	-	
Motives -> Behavioral Intention	-	0,216	-	
Attitudes -> Behavioral Intention	-	0,177	-	
Subjective Norms ->	-	-0,030	-	

Behavioral Intention.				
Perceived Behavioral Control -> Behavioral Intention	-	0,499	-	
Motives -> Behavior	Behavioral Intention	0,046	0,077	0,123
Attitudes -> Behavior	Behavioral Intention	0,064	0,063	0,127
Subjective Norms-> Behavior	Behavioral Intention	0,730	-0,010	0,72
Perceived Behavioral Control -> Behavior	Behavioral Intention	0,004	0,178	0,182

The table presents the analysis results on the influence and mediation of variables related to the adoption of a minimalist lifestyle among Instagram followers of the @lyfewithless community. The variables under investigation include motives (X1), attitudes (X2), subjective norms (X3), perceived behavioral control (X4), behavioral intention (Z), and behavior (Y). According to Auliasari in (Kurnianto & Kharisudin, 2022), the conditions for a mediating or intervening variable can mediate the relationship between the independent variable and the dependent variable when the indirect effect is greater than the direct effect. Based on the results in Table 10 above, the variables "motives" and "perceived behavioral control" have an indirect effect more significant than their direct effect. Therefore, it can be concluded that the variable "behavioral intention" mediates the relationship between "motives" and "perceived behavioral control." In contrast, the variable "behavioral intention" does not mediate the relationship between "attitudes" and "subjective norms" to influence behavior indirectly.

Regarding the direct influence on behavior (Y), the study found that motives (X1) had a positive and significant effect with a coefficient of 0.135. On the other hand, attitudes (X2) had a negative and significant influence with a coefficient of -0.183, indicating that a more favorable attitude towards minimalism is associated with a lower likelihood of adopting the lifestyle. Subjective norms (X3) had a positive and significant effect with a coefficient of 0.208, suggesting that social norms and expectations play a role in influencing behavior. Perceived behavioral control (X4) also had a positive and significant influence with a coefficient of 0.177, indicating that individuals' perceived ability to control their behavior plays a role in adopting a minimalist lifestyle. Notably, behavioral intention (Z) had the most direct influence on behavior

(Y) with a positive and significant coefficient of 0.357, implying that followers' intentions to embrace minimalism strongly influence their actual behavior.

The analysis also explored the direct influence of motives, attitudes, subjective norms, and perceived behavioral control on behavioral intention (Z). The results showed that motives (X1) had a positive and significant effect on behavioral intention (Z) with a coefficient of 0.216, suggesting that followers' motives for accessing media on Instagram @lyfewithless play a role in shaping their intentions to adopt a minimalist lifestyle. Attitudes (X2) also positively and significantly influenced behavioral intention (Z) with a coefficient of 0.177, indicating that more positive attitudes towards minimalism are associated with stronger intentions to embrace the lifestyle. However, subjective norms (X3) had a non-significant effect with a coefficient of -0.030, implying that social norms might not directly impact followers' intentions to adopt minimalism. Perceived behavioral control (X4) had the most substantial direct influence on behavioral intention (Z) with a positive and significant coefficient of 0.499, signifying that followers' perceived control over their actions plays a vital role in determining their intentions to adopt a minimalist lifestyle.

Furthermore, the table illustrates the mediation effect of behavioral intention (Z) between the independent variables (motives, attitudes, subjective norms, perceived behavioral control) and behavior (Y). The results revealed that behavioral intention (Z) partially mediated the relationship between motives (X1) and behavior (Y) with an indirect influence coefficient of 0.046. Similarly, behavioral intention (Z) partially mediated the effect of attitudes (X2) on behavior (Y) with an indirect influence coefficient of 0.064. However, behavioral intention (Z) fully mediated the relationship between subjective norms (X3) and behavior (Y) with an indirect influence coefficient of 0.730. Finally, behavioral intention (Z) also partially mediated the effect of perceived behavioral control (X4) on behavior (Y) with an indirect influence coefficient of 0.004.

In summary, the analysis provides valuable insights into the complex interplay of motives, attitudes, subjective norms, perceived behavioral control, behavioral intention, and behavior in adopting a minimalist lifestyle among Instagram followers of the @lyfewithless community. It highlights the critical role of behavioral intention as a mediator between followers' motives, attitudes, subjective norms, perceived behavioral control, and their actual behavior.

These findings affect community managers, social influencers, and researchers seeking to promote sustainable and minimalist living practices among online communities.

Conclusion

In this comprehensive study, we explored the intriguing dynamics of adopting a minimalist lifestyle among the Instagram followers of the @lyfewithless community. By delving into the underlying factors that shape this lifestyle choice, we aimed to shed light on the intricate interplay of motives, attitudes, subjective norms, perceived behavioral control, behavioral intention, and actual behavior in the context of social media (Fishbein & Ajzen, 2011). The results of our analysis unveiled fascinating insights into the direct and indirect influences of these variables on behavior and behavioral intention. Notably, we found that attitudes, subjective norms, and behavioral intention directly impacted followers' actual behavior. This highlights the pivotal role of fostering positive attitudes and cultivating a sense of social acceptance within the @lyfewithless community to inspire the adoption of a minimalist way of living.

Based on the data analysis presented, it can be concluded that the variables directly influencing behavior are attitude, subjective norms, and behavioral intention. In contrast, the variables that do not significantly influence are motives and perceived behavioral control. This implies that the attitudes and subjective norms held by Instagram followers of @lyfewithless can directly influence the adoption of a minimalist lifestyle because they possess a strong awareness and support from their environment for this behavior. The variables that directly influence behavioral intention are motives, attitude, and perceived behavioral control, while subjective norms do not have a significant impact. This indicates that the motives, attitudes, and perceived behavioral control of @lyfewithless followers can enhance their desire or intention to adopt a minimalist lifestyle, while the influence of subjective norms or the surrounding environment does not increase the intention to adopt such a lifestyle, as individuals may disregard the advice of others.

Furthermore, the variable of behavioral intention acts as a mediator between the motives and perceived behavioral control on behavior. At the same time, it does not mediate the influence of attitude and subjective norms on behavior. The path analysis results indicate the direct and

indirect effects of motives, attitude, subjective norms, and perceived behavioral control on behavior, channeled through the mediating variable of behavioral intention.

Overall, this study provides valuable insights into the factors influencing the adoption of a minimalist lifestyle on Instagram, showcasing the pivotal role of attitudes, subjective norms, and behavioral intention. The findings hold significant implications for community managers, social influencers, and researchers seeking to foster positive lifestyle changes among online communities. By understanding the complexities of these variables and their interconnections, targeted interventions and strategies can be designed to encourage the adoption of sustainable and mindful living choices in the digital age.

Interestingly, our investigation revealed that motives and perceived behavioral control did not directly affect behavior. However, the crucial role of behavioral intention emerged as a potent mediator, acting as the bridge between followers' aspirations and their actual actions. Behavioral intention proved to be the key catalyst, transforming motives and perceived behavioral control into tangible behavior, as followers translated their desires into actionable steps toward minimalism.

As our study pioneers a relatively novel area of research in social media and lifestyle behavior, it opens exciting avenues for further exploration. The evolving landscape of social media and its impact on modern lifestyles beckon continued investigation into the ever-evolving dynamics of individual choices and societal norms. In conclusion, this study not only unraveled the secrets behind adopting a minimalist lifestyle on Instagram but also underscored the immense potential of behavioral intention as a potent driving force. Through this research, we aim to empower communities, influencers, and researchers alike to pave the way for sustainable living and cultivate mindful choices in the digital age.

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