



THE INFLUENCE OF FASHION INVOLVEMENT, POSITIVE EMOTIONS AND AFFILIATE MARKETING ON IMPULSE BUYING GENERATION Z

Maria Retno Utami¹, Ferrynela Purbo Laksono², Caecilia Wahyu Estining Rahayu³

^{1,2,3}Sanata Dharma University

Email: [1mariautami2000@gmail.com](mailto:mariautami2000@gmail.com), [2ferrynela@usd.ac.id](mailto:ferrynela@usd.ac.id), [3caecilia_why@usd.ac.id](mailto:caecilia_why@usd.ac.id)

ABSTRACT

This research aims to determine: (1) the joint influence of fashion involvement, positive emotions and affiliate marketing to impulse buying on generation Z users of the Shopee application in Yogyakarta City, (2) influence fashion involvement to impulse buying among generation Z users of the Shopee application in Yogyakarta City. (3) the influence of positive emotions on impulse buying on generation Z users of the Shopee application in Yogyakarta City, (4) influence of affiliate marketing to impulse buying among generation Z users of the Shopee application in Yogyakarta City. The sampling technique used is purposive sampling. Data was obtained by distributing questionnaires about fashion involvement, positive emotions, affiliate marketing and impulse buying to 100 respondents. Data analysis using multiple linear regression and using SPSS 22. The research results showed that: (1) fashion involvement, positive emotions, affiliate marketing together have a significant effect on impulse buying, (2) fashion involvement positive and significant effect on impulse buying, (3) positive emotions have a positive and significant effect on impulse buying, (4) affiliate marketing positive and significant effect on impulse buying.

Keywords: Fashion Involvement, Positive Emotions, Affiliate Marketing, Impulse Buying

1. Introduction

This research aims to determine the joint influence of fashion involvement, positive emotions and affiliate marketing on impulse buying among generation Z users of the Shopee application in Yogyakarta City. The research uses the variables fashion involvement, positive emotions, affiliate marketing, and impulse buying. The research subjects were generation Z who had made purchases on the Shopee application in Yogyakarta City.

To determine the influence of fashion involvement on impulse buying among generation Z users of the Shopee application in the city of Yogyakarta. To determine the influence of positive emotions on impulse buying among generation Z users of the Shopee application in Yogyakarta City. Also, to find out the influence of affiliate marketing on impulse buying among generation Z users of the Shopee application in the city of Yogyakarta.

The e-commerce industry has great potential in Indonesia which is not only underestimated, this is reflected in the increase in income from this online business from year to year which will continue to increase, along with the increasing use of the internet nowadays. Indonesia is a country with quite a lot of internet users from various age groups. According to a survey conducted by Hootsuite in early 2020, it was revealed that approximately 175.4 million internet users and approximately 338.2 million Indonesians use handheld cellphones, as shown in the following image (Riyanto, 2020).

Even though the Indonesian economy is experiencing a slowdown, the e-commerce industry continues to grow rapidly. However, with this growth comes the issue of how the

industry can support a slowing economy as a whole. Widespread internet use among all ages in Indonesia has increased online sales significantly. However, this growth also gives rise to impulse buying behavior, which can have a negative impact on consumer finances. Generation Z, with its propensity to use social media and shop online, has a unique pattern of impulsive shopping behavior. Understanding the variables that influence impulse buying behavior, especially in generation Z, can provide valuable insight for e-commerce marketing strategies.

One of the online shop systems that has emerged recently is affiliate marketing at Shopee which is currently trending in Indonesia. Shopee comes in the form of an application that makes it easier for users to carry out online shopping activities without having to use a computer. Just by using a smartphone, Shopee offers a variety of products, from fashion products, electronics to products for daily needs. At Shopee there are 26 categories of goods, ranging from clothing, smartphones, bags, accessories, makeup, baby equipment, sports equipment, home equipment, food, drinks, vehicles, credit, or travel tickets are also available. So, it is not surprising, in the second quarter of 2022 Shopee had 131.3 million website visitors per month based on iPrice data. So Shopee can be said to be the largest e-commerce in Indonesia, beating Tokopedia, Lazada, Bukalapak and other e-commerce.

Consumer involvement in fashion products has the potential to influence impulse buying behavior. How consumers' involvement with fashion products influences their decision to impulse buy needs to be better understood. The use of affiliate marketing as a marketing strategy in e-commerce, especially in the Shopee context, is an interesting phenomenon. However, how affiliate marketing influences impulse buying behavior among consumers, especially generation Z, is still a relatively new research area and has not been studied in depth.

Various studies have been developed related to impulse buying. Research by Padmasari & Widyastuti (2022) found that impulse buying has become a mediation between social network marketing and customer relationships. Meanwhile, research by Parakh et al., (2016) marketing stimuli and hedonic shopping value have an effect on impulse buying. This research uses the variables fashion involvement, positive emotions, affiliate marketing, and impulse buying. The contribution of this research is on the affiliate marketing variable as an independent variable.

The role of positive emotions in influencing impulse buying decisions is also an important aspect that needs to be studied further. How consumers' positive emotions influence their perceptions of products or services, as well as how these emotions influence their willingness to shop impulsively, is an interesting research question.

2. Literature Review

2.1 Impulse Buying

Impulse buying is a purchasing activity carried out by potential consumers who are already in the store, and when exposed to external stimulus, an urgent desire arises in them to immediately buy the product (Salsabila & Suyanto, 2022).

2.2 Fashion Involvement

Japariato & Suhiharto (2011) define fashion involvement as consumer involvement in a clothing product because of the need, interest, interest and value of the product. When consumers feel that the fashion they see is attractive, consumers will make purchases. Fashion involvement prefers to do impulse buying (Maryadi et al, 2021). In line with this statement, Pramestya & Widagda (2020) state that fashion involvement has a positive influence on impulse buying.

2.3 Positive Emotion

According to Hermanto (2016) positive emotions are emotions that can give rise to positive feelings for someone who experiences them. Positive emotions are reactions or attitudes that state that someone feels happy, happy and satisfied with certain circumstances or objects. The creation of positive emotions in consumers on a product or store can increase consumers' motives to make impulse purchases (Amiri et al, 2012). Emotions such as falling in love, excitement, desire, attraction, and enthusiasm can have a positive influence on the tendency to make impulse buying (Sopiyan & Kusumadewi, 2020). The theory expressed by Rook and Gardner (Sudarsono, 2017) emphasizes that compared to negative emotions, consumers with positive emotions are more likely to make impulse purchases due to feelings of being unconstrained, the desire to reward themselves, and higher energy levels. Brabo et al, (2021) added, that using an online platform can provide a sense of happiness or pleasure, and the possibility of impulse buying increases.

2.4 Affiliate Marketing

Marketing which means marketing. Affiliate marketing can be interpreted as affiliate marketing, which means that we will market other people's products, then if we succeed in selling the product, we will get a commission from the owner of the goods (Hidayat, 2018).

3. Research Methods

3.1 Method of Research

The type of research used in this research is quantitative research. Sugiyono, (2017:17) said that quantitative research is a research method used to research certain populations or samples, collect data using research tools, analyze quantitative data or numbers for the purpose of testing predetermined hypotheses. This type of research is causal research, where causal research is research that aims to determine the cause-and-effect relationship between the independent variable and the dependent variable (Sugiyono, 2017:37). This research aims to analyze the influence of fashion involvement, positive emotions and affiliate marketing on generation Z's impulse buying on the Shopee application.

3.2 Subject of Research

The research was conducted in May-June 2023. The research location was Yogyakarta City.

3.3 Instrument and Data Collecting

The measurement scale used is the Likert scale. According to Sugiyono (2017) the Likert scale is used to measure the attitudes, opinions, perceptions of a person or group of people about a symptom or social phenomenon. The data collected through a questionnaire is then processed in quantitative form, namely by determining the answer scores for the questions that have been answered by the respondents. Where the scoring is based on the provisions. Using a measurement scale, the researcher chose a scale of 1 to 5. Where, if the respondent has a score of 5 for the statement Strongly Agree (SS), score 4 for the statement Agree (S), score 3 for neutral, score 2 for the statement Disagree (TS), and a score of 1 for the Strongly Disagree (STS) statement.

3.4 Population and Sample

The population in this research is generation Z who have made purchases on the Shopee application in the last 3 months in Yogyakarta City. The number of Generation Z who have made purchases on the Shopee application in the last 3 months in Yogyakarta City is not known with certainty.

3.5 Sampling Technique

Determining the sample size in this study using the Lemeshow formula, the number of generation Z population who have purchased products on the Shopee application in the last 3 months in Yogyakarta City is not known with certainty. The following is the Lemeshow formula (Sugiyono, 2017:36).

3.6 Data Analysis

Researchers use SPSS to calculate research results with formulas for data analysis called normality tests, multicollinearity, heteroscedasticity, multiple linear regression equations and coefficient of determination tests.

4. Research Findings and Discussion

Data description analysis of research variables is an analysis that provides interpretation of the results of data collection based on mean values and categorization is carried out as determined in the table.

4.1 Normality Test

Table 4.1 Normality Test

	Unstandardized Residual
Asymp. Sig. (2-tailed)	0,883

Source: Primary Data Processing (2023)

Based on Table 4.1, the asymp.Sig (2-tailed) value is 0.883. The asymp.Sig (2-tailed) value is greater than the alpha value of 0.05, meaning that the research data, namely the variable data for fashion involvement, positive emotions, affiliate marketing, and impulse buying, is normally distributed. So, the assumption of normality has been met.

4.2 Multicollinearity Test

Table 4.2 Uji Multikolinearitas

Variable	Collinearity Statistics		Keputusan
	Tolerance	VIF	
<i>Fashion Involvement</i>	0,356	2,810	Multicollinearity Free
Positive Emotion	0,321	3,112	Multicollinearity Free
<i>Affiliate Marketing</i>	0,232	4,302	Multicollinearity Free

Source: Primary Data Processing (2023)

Based on table 4.2, it shows that the tolerance value for the fashion involvement, positive emotions and affiliate marketing variables is greater than 0.10 (tolerance > 0.10). The VIF value of the fashion involvement, positive emotions and affiliate marketing variables is less than 10 (VIF < 10). The conclusion that can be drawn is that the variables fashion involvement, positive emotions, and affiliate marketing do not have symptoms of multicollinearity. So, the assumption of free multicollinearity for the variables fashion involvement, positive emotions, and affiliate marketing has been fulfilled.

4.4 Heteroscedasticity Test

Table 4.3 Uji Heteroskedastisitas

Variable	Sig.	Keputusan
<i>Fashion Involvement</i>	0,840	Heteroscedasticity Free
Positive Emotion	0,890	Heteroscedasticity Free
<i>Affiliate Marketing</i>	0,909	Heteroscedasticity Free

Source: Primary Data Processing (2023)

Based on table 4.3, the results of the heteroscedasticity test using the Glejser method show that the probability value (sig) of the fashion involvement, positive emotions and affiliate marketing variables is greater than 0.05 (sig. > 0.05). The significant value is > 0.05, providing the conclusion that the data used in this study is free of heteroscedasticity. So, the heteroscedasticity assumption has been met.

4.4 Multiple Linear Regression Equation

Table 4.4 Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	-2,093	1,997	
<i>Fashion Involvement</i>	0,192	0,092	0,179
Positif Emotion	0,588	0,104	0,514
<i>Affiliate Marketing</i>	0,288	0,130	0,236

Source: Primary Data Processing (2023)

Based on the results of multiple linear regression analysis, the following regression equation model can be obtained: $Y = -2,093 + 0,192 X_1 + 0,588 X_2 + 0,288 X_3$

4.5 F-test

Tabel 4.5 Result of F-Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1678,249	3	559,416	94,307	0,000
1 Residual	569,461	96	5,932		
Total	2247,710	99			

Source: Primary Data Processing (2023)

Based on table 4.5, the probability value (sig) is obtained at 0.000, where this value is smaller than 0.05 and the calculated F value is 94.307 which is greater than the F table of 2.70 (94.307 > 2.70). So, the decision is that H0 is rejected and HA is accepted, meaning that fashion involvement, positive emotions and affiliate marketing together have a significant effect on impulse buying.

4.6 T-Test

Table 4.6 Result of T-Test

	Model	t	Sig.
1	(Constant)	-1,049	0,297
	<i>Fashion Involvement</i>	2,078	0,040
	Positif Emotion	5,667	0,000
	<i>Affiliate Marketing</i>	2,213	0,029

Source: Primary Data Processing (2023)

Based on the results above, fashion involvement has a positive and significant effect on impulse buying. Positive emotions have a positive and significant effect on impulse buying. Affiliate marketing has a positive and significant effect on impulse buying.

4.7 Coefficient of Determination Test

Table 4.7 Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,864	0,747	0,739	2,43555

Source: Primary Data Processing (2023)

Based on table 4.7, the coefficient of determination value which is symbolized by the Adjusted R Square value is 0.739 or if the percentage is 73.9%. This means that the variables fashion involvement, positive emotions and affiliate marketing are able to explain impulse buying by 73.9%. The remaining 26.1% is explained by variables outside the model.

5. Discussion

The results of the t-test test concluded that fashion involvement has a positive and positive effect on impulse buying. A positive influence means that if fashion involvement is high, this means that impulse buying will be high. Conversely, if fashion involvement is low, this means that impulse buying will also be low. This shows that high and low fashion involvement will affect the high and low impulse buying of a person.

Fashion involvement shows that the respondents of this study have high fashion involvement. Someone who has high fashion involvement will have more knowledge and clothing products compared to people who have low fashion involvement (Febriani & Purwanto, 2019). So the stronger someone wants to improve their physical appearance and lifestyle, the higher the fashion involvement.

Higher fashion involvement will lead someone to impulsive buying, this is because when someone has an interest and knowledge in fashion, he will buy the product even though he did not plan it (Wijaya et al, 2016). Consumers with fashion involvement prefer to buy clothes (Wijaya et al, 2016). More in Andani & Wahyono (2018) state that someone who has high fashion involvement is able to create high impulsive buying decisions, especially clothing fashion products.

The results of this study are in line with research conducted by Alimudin et al, (2020), Tirtayasa et al, (2020), and Pramestya & Widagda (2020) found that fashion involvement has a positive and significant effect on impulse buying. This means that the higher the fashion involvement, the higher the impulse buying.

The coefficient results and t test testing concluded that positive emotions have a positive and significant effect on impulse buying. A positive influence means that if positive emotions are high, this means that impulse buying will also be high. Conversely, if positive emotions are low, this means that impulse buying will also be low. This shows that the high and low positive emotions will affect the high and low impulse buying of a person.

The results showed that the level of positive emotions possessed by respondents was a high level of positive emotions. The higher the positive emotions felt by a person, the positive impact on impulse buying (Muhyidin et al, 2019). Positive emotions are reactions or attitudes that state that a person feels happy, happy and satisfied with certain circumstances or objects (Indri & Siagian, 2018). Positive emotions described as emotions such as falling in love, excitement, desire, attraction, and enthusiasm are positively and significantly correlated with the tendency to impulse buying (Sopiyan & Kusumadewi, 2020).

Positive emotions when shopping, will result in an impact on impulse buying behavior. In line with the opinion of Imbayani & Novarini (2018), research respondents said they agreed that they felt comfortable, relaxed, excited and passionate about making purchases on the Shopee application. Consumers practically make unnecessary purchases because of the pleasure they get when shopping (Putri, 2023). Consumers who have a positive mood are more conducive to impulse buying than someone who has negative emotions (Permatasari et al, 2017).

The results of this study are in line with research conducted by Setiawan & Ardani (2022), Listriyani & Wahyono (2019), Brabo et al, (2021) and Sohn & Lee (2017) which show that positive emotions have a positive influence on impulse buying. This means that the stronger the buyer's positive emotions, the stronger the decision in impulse buying.

The result of t-test concluded that that affiliate marketing has a positive and significant effect on impulse buying. A positive influence means that if affiliate marketing is effective, this means that impulse buying will be high. Conversely, if affiliate marketing is less effective, this means that impulse buying will be low. This shows that the high and low effectiveness of affiliate marketing will affect the high and low impulse buying of a person. Affiliate marketing perceived trust respondents agree that respondents trust the information provided by affiliates Rossa & Ashfath (2022).

6. Conclusions and Implications

Based on the presentation of research data and discussion, the conclusions that can be drawn in this research are as follows:

- a. Fashion involvement, positive emotions, affiliate marketing together have a significant effect on impulse buying.
- b. Fashion Involvement has a positive and significant effect on impulse buying.
- c. Positive emotions have a positive and significant effect on impulse buying.
- d. Affiliate marketing has a positive and significant effect on impulse buying.

Based on the research results, the average of the eight questions of the fashion involvement variable is 4.18, where the average value is in the high category. This shows that the level of fashion involvement owned by research respondents is included in high fashion involvement. The question item that has the lowest average value of 3.77 is "I try on clothing products first before buying them". Researchers suggest displaying reviews and testimonials of customers who use similar products. Positive reviews from other customers can give confidence to potential buyers. Show interesting product videos and photos. The use of videos to show the product in more detail can increase buyer confidence. This will increase the impulse buying of buyers.

Based on the results of the study, it shows that positive emotions have an average value of 4.18, which is in the high category. The positive emotion question item which has the lowest

average value of 3.02 is "I cannot be controlled if I shop at the Shopee App". This shows that respondents can still control themselves not to make purchases on the Shopee App. Researchers suggest that Shopee make limited offers with limited time or flash sales that only last a few hours. This sense of urgency can motivate consumers to buy immediately before the offer ends. This sense of urgency can cause consumers to be less controlled to make purchases, thus leading to impulse buying.

Based on the research results, affiliate marketing has an average value of 4.30 or falls into a very high category. However, of the seven affiliate marketing question items, there is one question item that has the lowest average value of 4.17, namely "I feel confident in the information provided by Shopee affiliates". This means that research respondents agree that they believe in the information provided by Shopee affiliates. Suggestions that Shopee can do provide training and support to affiliates regarding Shopee products, services, and brand values. The more affiliates understand about Shopee products, the better they can promote them accurately, and ultimately consumer trust in affiliates will be higher.

References

Journal article

- Brabo, N. A., Sari, N. E., Iswati, H., & Meidiyustiani, R. (2021). “The Influence of Price, Promotion and Positive Emotions on Online Impulse Buying with Hedonic Shopping Motivation as an Intervening Variable (Study: Women Fashion Product in Indonesia)”, *Budapest International Research and Critics Institute Jurnal*, Vol 4 No.4, pp. 11358–11368.
- Hermanto, E. Y. (2016). “Pengaruh Fashion Involvement Terhadap Impulse Buying Behaviour Masyarakat Surabaya Dengan Hedonic Shopping Motivation Dan Positive Emotion Sebagai Variabel Intervening Pada Merek Zara”, *Jurnal Manajemen Pemasaran*, Vol 10 No.1, pp.11–19.
- Hidayat, R., & Tryanti, I. K. (2018). “Pengaruh Fashion Involvement Dan Shopping Lifestyle Terhadap Impulse Buying Mahasiswa Politeknik Negeri Batam”, *Journal of Applied Business Administration*, Vol 2 No. 2, pp. 174–180.
- Indri, F., & Siagian, D. (2018). “Dampak Emosi Positif Dan Keterlibatan Konsumen Dalam Rangka Meningkatkan Repatronage Intentions (Studi Empirik Pada Farmers Market Mall Kelapa Gading)”, *Jurnal Manajemen*, Vol 8 No 1, pp. 1–14.
- Japarinanto, E., & Suhianto, S. (2011). “Pengaruh Shopping Life Style Dan Fashion Involvement Terhadap Impulse Buying Behavior Masyarakat High Income Surabaya”, *Jurnal Manajemen Pemasaran*, Vol 6 No.1, pp. 32–41.
- Maryadi, M. Y., Putra, D., Sakti, B., & Athar, H. S. (2021). “The Effect Of Shopping Lifestyle And Fashion Involvement On The Impulse Buying Behavior Of High-Income Community In Mataram”, *IJISSET - International Journal of Innovative Science, Engineering & Technology*, Vol 8 No.3, pp. 472–483.
- Padmasari, D., & Widyastuti, W. (2022). “Influence of Fashion Involvement, Shopping Lifestyle, Sales Promotion on Impulse Buying on Users of Shopee”, *Jurnal Ilmu Manajemen*, Vol 10 No.1, pp. 123–135.
- Parakh, A., Seema Bindal, & Saldanha, A. (2016). “Impulse buying behavior in adolescents”, *Imperial Journal of Interdisciplinary Research*, Vol 2 No.4, pp. 273–279.
- Pramestya, N. L. P. U. M., & Widagda, I. J. A. (2020). “The Role of Positive Emotion Mediates Fashion Involvement on Impulse Buying”, *American Journal of Humanities and Social Sciences Research (AJHSSR)*, Vol 4 No. 9, pp. 1–8.
- Putri, Y. A. (2023). “Emosi Positif Dan Motivasi Hedonis Terhadap Pembelian Impulsif Pada Aplikasi Online Janji Jiwa (Studi Kasus Pada Mahasiswa Universitas Tridnanti Palembang)”, *Urnal Riset Inspirasi Manajemen Dan Kewirausahaan Volume*, Vol 7 No.1.

- Riyanto, A. D. (2020). “Hootsuite (*We are Social*): Indonesian Digital Report 2020”, Andi.Link. <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2020/>
- Salsabila, R. F., & Suyanto, A. (2022). “Analisis Faktor-Faktor Pembelian Impulsif pada E-commerce Kecantikan”, *Jurnal Samudra Ekonomi Dan Bisnis*, Vol 12 No.1, pp. 76–89.
- Septila, R., & Aprilia, E. D. (2017). “Impulse Buying Pada Mahasiswa di Banda Aceh”, *Psikoislamedia Jurnal Psikologi*, Vol 2 No.2, pp. 170–183.
- Setiawan, I. K., & Ardani, I. G. A. K. S. (2022). “The Role of Positive Emotions to Increase the Effect of Store Atmosphere and Discount on Impulse Buying”, *European Journal of Business and Management Research*, Vol 7 No.1, pp. 219–223.
- Sohn, H. K., & Lee, T. J. (2017). “Tourists’ impulse buying behavior at duty-free shops: the moderating effects of time pressure and shopping involvement”, *Journal of Travel and Tourism Marketing*, Vol 34 No.3, pp. 341–356.

Books

- Kotler & Kotler. (2016). *Principles of Marketing*. Northwestern University: Gary Armstrong, University of North Carolina.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.