



How False Advertising Victims' Experiences Define Their Online Purchase Decision in Fashion Product? - Comparison between Generations

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Abstract

This research aimed to analyze how the experiences of victims of false advertising in the fashion industry can influence their behavior in online purchasing decisions. This research used quantitative research, which is based on the positivism paradigm. Research data was obtained from consumers in the fashion industry in Indonesia who had experienced advertising fraud, with a sample size of 200 respondents. Research data was then analyzed using Partial Least Square-Structural Equation Modeling (PLS-SEM) with a moderation model. This research also compared the purchasing decision behavior of each generation as control variables. The results of the analysis showed that: exposure to false advertising and perceived risk do not have a significant influence on purchasing decisions, both in model one and model two; hedonism and impulsive buying behavior have a significant influence on purchase decision, both in model one and two; hedonism and impulsive buying behavior are neither able to strengthen nor weaken the influence of exposure to false advertising and perceived risk on purchase decision, both models, and; all control variables consisting of age generation, gender and marital status do not have a significant influence on purchase decision.

Bagaimana Pengalaman Korban Iklan Palsu Membentuk Keputusan Pembelian Online Mereka? – Perbandingan antar Generasi

Abstrak

Penelitian ini ditujukan untuk menganalisis bagaimana pengalaman yang dialami korban iklan palsu dalam industri fashion dapat memengaruhi perilaku mereka dalam memutuskan pembelian online. Penelitian ini merupakan penelitian kuantitatif, yang didasarkan pada paradigma positivisme. Data penelitian diperoleh dari konsumen dalam industri fashion di Indonesia yang pernah mengalami penipuan periklanan, dengan jumlah sampel yang ditetapkan adalah 200 responden. Data penelitian yang diperoleh kemudian dianalisis menggunakan Partial Least Square-Structural Equation Modeling (PLS-SEM) dengan model moderasi. Dalam penelitian ini juga dibandingkan antara perilaku keputusan pembelian masing-masing generasi sebagai variabel kontrol. Hasil analisis menunjukkan bahwa: paparan iklan palsu dan persepsi risiko tidak memiliki pengaruh signifikan pada keputusan pembelian, baik pada model satu maupun dua; perilaku hedonisme dan pembelian impulsif memiliki pengaruh signifikan terhadap keputusan pembelian, baik pada model satu maupun dua; perilaku hedonisme dan pembelian impulsif tidak mampu memperkuat maupun memperlemah pengaruh paparan iklan palsu dan persepsi risiko terhadap keputusan pembelian, baik pada model satu maupun dua, serta; keseluruhan variabel kontrol yang terdiri atas generasi usia, jenis kelamin, dan status perkawinan tidak memiliki pengaruh signifikan pada keputusan pembelian.

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INTRODUCTION

The fashion industry is a world phenomenon that influences people's lifestyles and perceptions of themselves. This sector has increased dramatically, with a very competitive environment, and is expected to grow rapidly in the future, especially with the massive use of social media and e-commerce among various groups of people. In Indonesia during the first quarter of 2019 alone, the fashion industry grew by 29.19%, or with the highest production growth among other sectors (Kemenerin.go.id, 2019). This can also be supported by the data from the Ministry of Trade and Industry of the Republic of Indonesia, which found that exports in this industry (textiles and apparel) grew 17.74% or up to US\$6.9 billion during 2021 compared to the previous year which still reached US\$5.85 billion (Kusnandar, 2022). From different sources, despite experiencing a decline in revenue during 2022 and 2023, during 2024 the fashion industry (accessories, apparel, and footwear) in Indonesia is projected to increase again to US\$7.72 billion, and continue to increase to US\$9.51 billion in 2029 (figure 1) (Statista.com, 2024). Therefore, a brand in the fashion business needs to have a solid marketing strategy to be successful in the competition. (Liu, 2022). Marketing

in this industry is not just about promoting products, it is also about creating experiences (Guercini et al., 2018), building emotional connections (Alamsyah et al., 2023) and also influencing trends (Kondort et al., 2023). Various strategies and techniques are used in fashion marketing and to connect brands with consumers in an increasingly digital-centric market. However, due to intense competition and the many technologies that allow it to be used in marketing, in the end, new marketing strategies not only lead to constructive efforts, but also destructive ones, such as the use of false advertising (Andersson et al., 2004).

The fashion industry, as an inseparable part of the world of mass consumption (Gabriel, 2023), is fertile ground for false advertising (Adamkiewicz et al., 2022). False advertising (or misleading advertising, deceptive advertising, and deceitful advertising) in this context is defined as any practice that exaggerates or distorts the characteristics of a product, misleading consumers about its quality, performance or specific characteristics (Verma, 2001; Schmuck et al., 2018; Held & Germelmann, 2019). One of the most prominent aspects of false advertising in the world of fashion is image manipulation (McBride et al., 2019). Digitally altered photographs have been routinely used

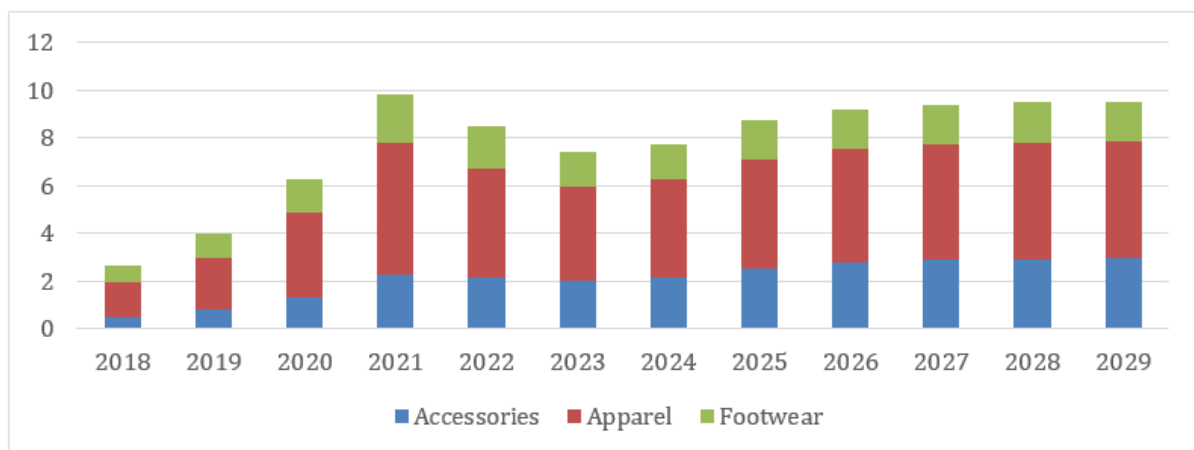


Figure 1. Fashion Industry Projection in Indonesia (in Billion US\$)

to change the appearance of models and products, thereby creating standards of beauty and perfection that are unrealistic and unattainable for most people (Bower & Landreth, 2001). Not only does this distort consumers' perceptions of how clothes should look in real life, but it also encourages unrealistic body ideals that can have a detrimental impact on a person's self-esteem and mental health.

Apart from the visual aspect, false advertising in the fashion sector is also manifested through excessive or false claims about the superiority of a product (Chibueze, 2018). Labels and descriptions can promise traits such as durability, sustainability, or exclusivity that do not correspond to reality. Not only does this violate consumer trust (Ahmed & Othman, 2024), but it can also result in purchases based on misinformation (Rao, 2022), financial loss (Khan et al., 2015) and disappointing customers when products do not meet artificial expectations (Kariyawasam & Wigley, 2017). False advertising also often manifests in a lack of transparency regarding production conditions and materials used (Mupangavanhu & Kerchhoff, 2023). Many fashion brands have been criticized for failing to adequately disclose production methods, material origins or labor practices in their supply chains (Ray & Nayak, 2023). This not only undermines consumer confidence in brand integrity, but also prevents consumers from making informed decisions about their purchases (Sharma & Sharma, 2021), especially for consumers for whom ethics and sustainability are important concerns.

Even though it can be said to be an illegal practice, misleading advertising and fake products in the fashion industry and other products are still reported to increase every year. In 2016, more than 38.9% of fashion products in Indonesia were reported as counterfeit, or ranked second highest after electronic products (Kompas.

com, 2017). Moreover, with the use of AI (Artificial Intelligence), fraud victims also increase from 2017 to 2019 because of fake content such as deep fakes (Revo, 2024). And even in 2022, the CekRekening.id service from the Indonesian Ministry of Communication and Information received approximately 486,000 reports from the public as victims of fraud in online transactions, including one in the process of buying and selling fashion products (Direktorat Jenderal Aplikasi Informatika, 2022). The rise in false advertising over the years in the fashion industry comes as a result of ongoing pressure to attract consumers in an already saturated market. This also proves that the regulations and laws stipulated by the government in article 45 paragraph (1) of the ITE Law regarding the prohibition of the spread of false and misleading news, which results in consumer losses in electronic transactions, are not effective in handling cases of false advertising. The effectiveness of these regulations may be hampered by the globalized and dynamic nature of the fashion industry, where brands may operate in jurisdictions with different regulatory standards and practices. Moreover, researchers also assumed that the continued prevalence of false advertising is caused by the high interest of consumers' purchasing in fashion products. In theory, though, someone who has been exposed to and fallen to false advertising tends to have low purchasing interest.

As explained in previous researches, that when consumers are faced with false advertising in an online marketing, their trust in this marketing medium will be destroyed (Verma, 2001; Ahmed & Othman, 2024), giving rise to feelings of disappointment (Wilkins et al., 2016), anger (Pham & Do, 2024) and betrayal (Tan et al., 2021). This negative post-experience can give rise to a variety of responses from consumers, all of which can ultimately in-

fluence their future purchasing intentions due to a loss of trust in a media or marketing strategy (Wu et al., 2022). This loss of trust can lead to a decrease in a person's buying interest, because consumers may choose to buy from other marketing media that they believe are more honest and trustworthy, including, for example through offline shopping. Apart from that, exposure to false advertising can also cause someone to share negative reviews through online or offline word of mouth (Ahmed & Othman, 2024; Khan et al., 2015), which can further damage the reputation of certain marketing media and ultimately impact their purchase intentions on that media. This can create a snowball effect, with more consumers becoming aware of fraudulent practices on the online marketing medium and choosing to avoid purchasing through that particular medium in the future. In some cases, consumers may also choose to take legal action against a false advertising practice, resulting in expensive lawsuits and damaging the reputation of the sales practice with a particular media outlet. This may further deter consumers from purchasing such sales practices, as they may perceive them as unreliable and unethical.

However, the fact is that currently fraudulent advertising is still widespread, and the number of victims of this fraud is also continuing to increase. This is assumed to be due to the consumer culture of the fashion industry itself which prioritizes hedonism and impulsive buying behavior (Dhurup, 2014). Hedonistic behavior refers to a life orientation in which individuals tend to seek immediate pleasure and satisfaction as the main goal in their life (Arnold & Reynolds, 2003). Hedonists believe that happiness and pleasure are the most important things, and they direct their actions and decisions towards achieving immediately positive sensations (Cai et al., 2018). In the context of onli-

ne purchasing, individuals are often attracted by promises of thrill, immediate gratification, or large prizes proposed by fraudsters. The hedonistic aspect drives them to pursue instant gratification and pleasurable experiences without considering the long-term consequences (Alba & Williams, 2013). The experience of being a victim of fraudulent advertising often leads to significant emotional consequences such as disappointment (Kariyawasam & Wigley, 2017), frustration (Sheridan, 1967), or even embarrassment (Puntoni et al., 2015). However, for individuals predisposed to hedonistic behavior, this experience may not be enough to prevent them from re-engaging in similar actions. They tend to focus on the short-term gratification provided by the scam, such as the promise of quick profits or a pleasant experience from the purchase made (Taufik et al., 2019). As explained in various studies which showed that individuals with a hedonistic orientation tend to be more easily influenced by advertisements that promise instant gratification experiences, even though they have been victims of fraud before (LaTour & LaTour, 2009). This can lead to a repetitive cycle of consumer behavior, where individuals are continually exposed to and engage in fraudulent practices due to the drive to satisfy their hedonistic needs.

Meanwhile, impulsive buying behavior is a purchase that is often driven by the desire to satisfy a sudden need or desire that appears suddenly, without considering the long-term consequences (Lee & Chen, 2021; Zahari et al., 2021). In the context of fraudulent advertising, fraudsters often exploit this weakness by offering products or services that promise to provide immediate gratification or unreasonable benefits, or for example using short promotional offers that can only be obtained within a certain time (Mikołajczak-Degrauwe & Brengman, 2014). Individuals who are

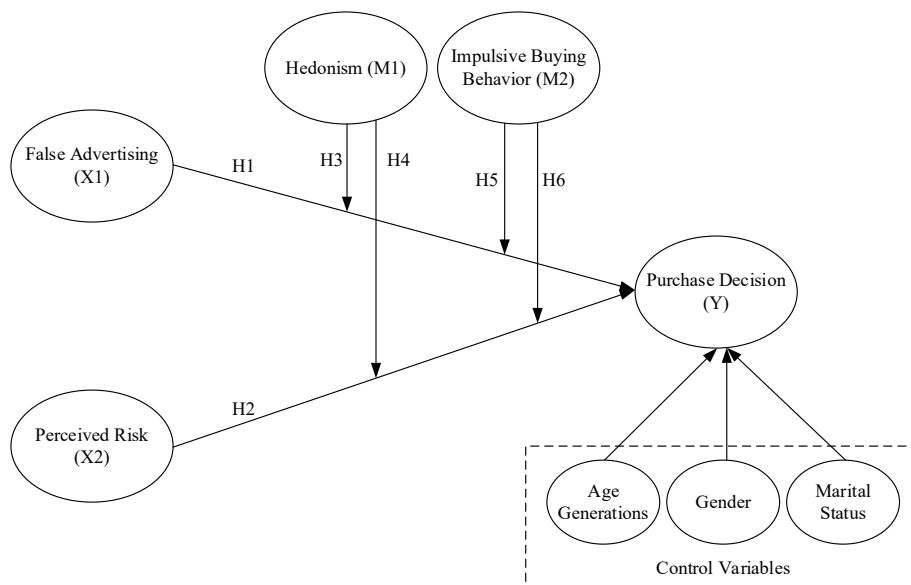


Figure 2. Conceptual and Hypothesis Framework

accustomed to impulsive behavior may be more susceptible to this strategy, even if they have had previous negative experiences as victims of fraud. Studies suggest that the experience of being a victim of fraudulent advertising may not be enough to change impulse buying patterns that are ingrained in a person's behavior. They may continue to accept risks and engage in irrational or imprudent transactions, even though they are aware that they have been victims of fraud before. Factors such as the drive for immediate gratification or impulsive reactions to promotional offers can influence an individual's ability to learn from bad experiences and change their behavior in the future (Rahman, 2016; Zhang et al., 2022).

Referring to these various statements, it can be concluded that hedonism and impulsive buying behavior may be factors that influence the mechanism in the relationship between the experiences of victims of false advertising and their purchasing decision in fashion products. This research is then aimed at analyzing how the experiences of victims of false advertising in the fashion industry can influence

their behavior in making online purchasing decisions. In achieving this goal, researchers also involve consumer behavior in the form of hedonism and impulsive buying as moderators in the relationship between fraud victims' experiences and their purchasing decisions. The proposed hypothesis model is as Figure 2.

- H1: False advertising experience has a significant influence on the purchase decisions of victims of false advertising for fashion products
- H2: Perceived risk has a significant influence on the purchase decision of victims of false advertising for fashion products
- H3: Hedonism is able to strengthen or weaken the influence of false advertising experience on the purchase decisions of victims of false advertising for fashion products
- H4: Hedonism is able to strengthen or weaken the influence of perceived risk on the purchase decision of victims of false advertising for fashion products
- H5: Impulsive buying behavior is able to strengthen or weaken the influence

of false advertising experience on the purchase decisions of victims of false advertising for fashion products

- H6: Impulsive buying behavior is able to strengthen or weaken the influence of perceived risk on the purchase decision of victims of false advertising for fashion products

It is hoped that this research will have implications for the development of marketing management science, especially about the role of hedonism and impulsive buying behavioral interventions in the relationship between the experiences of victims of false advertising and their future purchasing decisions. By understanding this process, it will gain a better understanding of how hedonistic and impulsive buying behavior influence consumer perceptions and actions. Thus, the government and related stakeholders can develop more effective strategies to protect consumers and reduce the number of cases of fraudulent advertising in various media. The theoretical contribution of this study on the influence of fraud victim experience on future online purchasing decisions is essential to understanding the psychological dynamics and consumer behavior in a digital context. Moreover, this study also links how hedonism and impulsive buying behavior can intervene in the fraud victim experience and their future behavior. Thus, this study has the potential to expand consumer behavior theory by including new dimensions regarding the impact of negative experiences on purchasing decisions, especially in the context of online fraud, and the role of hedonism and impulsive buying behavior in this relationship. Thus, the results of this study can also enrich existing theories on risk and trust, and assist in the development of risk mitigation strategies for e-commerce players, thereby creating a safer and more trustworthy online shopping environment.

METHOD

This research used a quantitative approach, which is based on the positivism paradigm. Research data was obtained from consumers in the fashion industry in Indonesia who had experienced advertising fraud, which was then analyzed using Partial Least Square-Structural Equation Modeling (PLS-SEM). The sample size determined is a minimum of 100 respondents, based on the statement by Memon et al. (2020) that the minimum sample for PLS-SEM analysis is 150 samples. However, even though the minimum research sample set was 150 respondents, in this study as many respondents as possible were sought during the research period. During the research period (March to July 2024), 208 respondents were obtained using the help of an online survey mechanism, and 8 data were invalid, so they were not used in this research. Thus, the number of respondents used was 200 data (to meet the 10% error criteria, thus 10% x minimum 150 respondents). The use of PLS analysis is because in this research there are several types of variables in the form of independent variables, dependent variables and moderating variables. The independent variables in this research consist of False Advertising (X1) and Perceived Risk (X2), the dependent variable in this research consists of Purchase Decision (Y), and the moderating variable consists of Hedonism (M1) and Impulsive Buying Behavior (M2).

First, False Advertising (X1), also often referred as deceptive and misleading advertising refers to the marketing practice in which advertising or promotion of a product or service presents misleading or inaccurate information about the product (Khan et al., 2015). In this research, false advertising used the "deceptive advertising" scale in the research of Khan et al. (2015) which consists of several aspects

in the form of incorrect interpretations (5 items); misleading claim (3 items), and; financial and emotional loss (4 items). Second, Perceived Risk (X2) refers to the level of worry or uncertainty felt by consumers regarding potential losses or negative impacts that may arise from an advertising and their purchasing decision. In this study, perceived risk used the perceived risk scale proposed by Thi et al. (2023) which consists of several dimensions in the form of fraud risk (1 item); delivery risk (1 item); financial risk (1 item); process and time loss risk (3 items); product risk (2 items); privacy risk (1 item); and information risk (2 items). Third, Hedonism (M1) or hedonic consumption in the context of marketing and consumer behavior is often associated with the pursuit of experiences or products that provide emotional and sensory satisfaction, such as comfort, beauty, or pleasure. The hedonism used as an indicator in this study was adapted and modified from the study of Arnold and Reynolds (2003) which consists of several aspects, namely adventure shopping (4 items); social shopping (1 item); gratification shopping (1 item); idea shopping (2 items); role shopping (2 items), and; value shopping (2 items).

Fourth, Impulsive Buying Behavior (M2) refers to the act of buying something on the spur of the moment without careful planning or consideration. Impulsive buying which is used as an indicator in this study was adapted and modified from the research of Ali & Zubairi (2020) which consists of several indicators, namely planned impulsive buying behavior (1 item); pure impulsive buying behavior (1 item); suggestions for impulsive buying behavior (1 item), and; reminder impulsive buying behavior (1 item). Lastly, Purchase Decision (Y) is the process by which consumers evaluate alternatives and choose which product or service to purchase. The purchase decision in this research is consists of

product stability (2 items), habit of buying products (1 item), give recommendations to others (2 items) and repeat purchase (2 items) which adapted and modified from the research by Kuncoro & Windyasari (2021). All variable items in the questionnaire were measured using a Likert scale indicating statements of strongly disagree (denoted by 1) to strongly agree (denoted by 4). The aim of not using a neutral scale in this research was to minimize response bias and force respondents to choose one particular answer tendency. In this study, the behavior of each birth generation was also compared (Generation X: denoted as 1; Generation Y: denoted as 2; and Generation Z: denoted as 3) which was used as a control variable. Other control variables used are Gender, which consists of Male (denoted as 1) and Female (denoted as 2), and Marital Status which consists of Single (denoted as 0) and Married (denoted as 1). (Appendix 1).

RESULT AND DISCUSSION

Respondents Characteristic

Based on the data displayed, it can be stated that of the 200 respondents, the most of respondents based on the age generation group were Generation Z or those born during the period of 1997 to 2012, with a total of 82 respondents or 41.00%. Meanwhile, based on the gender group, the largest number of respondents were female, namely 117 respondents or 58.50%. Finally, as many as 104 respondents or 52.00% of respondents were married respondents or were the largest group of respondents based on marital status.

Statistics Descriptive Analysis

Based on the table that has been presented, it can be understood that Generation Z is a generation that is aware of exposure to false advertising and perceived risk in online fashion advertising more than ot-

Table 1. Respondent Characteristics

Respondent Characteristics		f	%
Age Group	Generation X (1965-1980)	44	22.00
	Generation Y (1981-1996)	74	37.00
	Generation Z (1997-2012)	82	41.00
	Total	200	100.00
Gender	Male	83	41.50
	Female	117	58.50
	Total	200	100.00
Marital Status	Single	96	48.00
	Married	104	52.00
	Total	200	100.00

Source: Data Processed (2024)

her generations, proved by the average respondents' answers to the false advertising and perceived risk variables of 3.319 and 2.670. However, Generation Z also has an average level of hedonism and impulsive buying behavior which is also higher than other generations (with an average of 3.533 and 3.485), which causes Generation Z to have a higher level of purchasing decisions compared to other generations (with an average of 3.671).

Meanwhile, based on the gender groups, there is a surprising fact that male group tend to experience higher exposure

to false advertising and perceived risk than female group (with an average of 2.824 and 2.140). However, the male group also has a higher tendency towards hedonism and impulsive buying (with an average of 3.074 and 3.145), thus causing this group to also have a higher purchasing tendency (with an average of 3.423).

Finally, in the Marital Status group, there was quite a big difference in the average answers between the Single respondents and the Marriage respondents. The single respondent group has a higher tendency in all aspects, both in perceptions

Table 2. Statistics Descriptive Analysis

	Groups	Variable Means				
		FA	PR	H	IBB	PD
AG	Gen X	2.047	1.341	2.284	2.420	2.925
	Gen Y	2.687	1.984	3.006	3.091	3.359
	Gen Z	3.319	2.670	3.533	3.485	3.671
G	Male	2.824	2.140	3.074	3.145	3.423
	Female	2.792	2.112	3.055	3.077	3.369
MS	Single	3.056	2.386	3.325	3.276	3.542
	Marriage	2.575	1.881	2.821	2.947	3.253
Total		2.805	2.124	3.063	3.105	3.391r

Note. AG = Age Generation; G = Gender; MS = Marital Status; FA = False Advertising; PR = Perceived Risk; H = Hedonism; IBB = Impulsive Buying Behavior; PD = Purchase Decision

Source: Data Processed (2024)

Table 3. Measurement Test Results

Construct	Items	Mean	Outer Loadings	AVE	Composite Reliability	Cronbach Alpha					
Age Group	-	-	1.000	1.000	1.000	1.000					
Gender	-	-	1.000	1.000	1.000	1.000					
Marital Status	-	-	1.000	1.000	1.000	1.000					
False Advertising	X1.1.1	2.805	0.650	0.421	0.896	0.873					
	X1.1.2		0.661								
	X1.1.3		0.740								
	X.1.1.4		0.602								
	X1.1.5		0.594								
	X1.2.1		0.585								
	X1.2.2		0.618								
	X1.2.3		0.530								
	X1.2.4		0.628								
	X1.3.1		0.728								
	X1.3.2		0.689								
	X1.3.3		0.728								
	Perceived Risk		X2.1.1				2.124	0.710	0.445	0.897	0.874
X2.2.1		0.691									
X2.3.1		0.700									
X2.4.1		0.628									
X2.4.2		0.601									
X2.4.3		0.637									
X2.5.1		0.768									
X2.5.2		0.623									
X2.6.1		0.568									
X2.7.1		0.622									
X2.7.2		0.761									
Hedonism		M1.1.1	3.063	0.732	0.486	0.917		0.901			
		M1.1.2		0.731							
	M1.1.3	0.722									
	M1.1.4	0.782									
	M1.2.1	0.736									
	M1.3.1	0.776									
	M1.4.1	0.799									
	M1.4.2	0.779									
	M1.5.1	0.532									
	M1.5.2	0.629									
	M1.6.1	0.527									
	M1.6.2	0.529									

Impulsive Buy- ing Behavior	M2.1.1	3.105	0.629	0.485	0.789	0.645
	M2.2.1		0.707			
	M2.3.1		0.724			
	M2.4.1		0.720			
Purchase Deci- sion	Y.1.1	3.391	0.606	0.345	0.785	0.680
	Y.1.2		0.528			
	Y.2.1		0.590			
	Y.3.1		0.699			
	Y.3.2		0.579			
	Y.4.1		0.504			
	Y.4.2		0.584			

Source: Data Processed (2024)

of exposure to false advertising, perceived risk, hedonism, impulsive buying behavior, and purchase decisions (with averages of 3.056; 2.386; 3.325; 3.276; and 3.542 respectively).

Measurement Test (Outer Model)

Based on the table 3, it can be stated that all variable items have met convergent validity as measured by outer loadings, because all the items analyzed have a value of more than 0.5. Thus, the value of outer loadings showed that the indicators or items used in the questionnaire well represent the constructs measured in this analysis. Outer loadings above 0.5 indicate that the indicator has a strong relationship with the construct it measures, which indicates high convergent validity. Meanwhile, discriminant validity as measured by AVE (Average Variance Extracted) on variables X1, X2, M1, M2, and Y has a value below 0.5. This showed that discriminant validity has not been achieved, or in other words that the latent variables in the analysis model do not properly explain a sufficient amount of variance in each variable that should be measured. However, the AVE value is often considered unnecessary to test the outer model of a construct. As stated in Fornell and Larcker (1981) that even though the AVE is below

0.5, this is not considered a problem if CR or Composite Reliability has been met. And in this research, it is known that all variables have a CR above 0.7, which showed that the analytical model or construct has good reliability. This is supported by the Cronbach's Alpha value for all research variables above 0.7, which showed that there is consistency of indicators on a scale in measuring the same attribute.

Structural Model Test (Inner Model) and Hypothesis Test Result

This research used two independent variables, two moderator variables, and one dependent variable. Apart from that, this research also involved control variables consisting of Age Generation, Gender, and Marital Status, so the analysis data was divided into two models. The first model (model 1 in picture 2) is a PLS-SEM analysis model without involving control variables, while the second model (model 2 in picture 3) is a PLS-SEM analysis model involving control variables. In model 1, the R Square obtained is 0.810, or in other words, the entire independent variable consisting of False Advertising, Perceived Risk, Hedonism, and Impulsive Buying Behavior has an influence of 81.00% in forming the dependent variable Purchase Decision, while the rest 19.00% was for-

Table 4. Inner Model and Hypothesis Test Results

Relationship	Without Control Variables			Decision	With Control Variables			Decision
	Original Sample (O)	T-Stat	P Values		Original Sample (O)	T-Stat	P Values	
Direct Effect								
AG -> PD					-0.052	0.686	0.493	Rejected
G -> PD					-0.049	0.168	0.867	Rejected
MS -> PD					-0.036	1.114	0.266	Rejected
FA -> PD	0.031	0.166	0.868	Rejected	0.031	0.168	0.867	Rejected
PR -> PD	0.083	0.455	0.649	Rejected	0.101	0.575	0.565	Rejected
H -> PD	0.501	3.240	0.001	Accepted	0.506	3.013	0.003	Accepted
IBB -> PD	0.287	4.824	0.000	Accepted	0.296	4.677	0.000	Accepted
Moderating Effect								
H Moderating FA -> PD	-0.158	0.507	0.612	Rejected	-0.152	0.476	0.634	Rejected
H Moderating PR -> PD	0.009	0.035	0.972	Rejected	-0.006	0.020	0.984	Rejected
IBB Moderating FA -> PD	-0.092	0.462	0.644	Rejected	-0.066	0.311	0.756	Rejected
IBB Moderating PR -> PD	0.211	1.171	0.242	Rejected	0.195	0.967	0.334	Rejected
R ²	0.810				0.813			
R ² Adjusted	0.802				0.802			
Df	7				4			
t-table	2.264624				2.776445			

Note. AG = Age Generation; G = Gender; MS = Marital Status; FA = False Advertising; PR = Perceived of Risks; PD = Purchase Decision; H = Hedonism; IBB = Impulsive Buying Behavior
 Source: Data Processed (2024)

med by other factors not explained in this study. Meanwhile, in model 2, an R Square of 0.813 is obtained, or in other words, the entire independent variable consisting of False Advertising, Perceived Risk, Hedonism, and Impulsive Buying Behavior

and the control variables Age Generations, Gender, and Marital Status have an influence of 81.30% in forming the dependent variable Purchase Decision, while the remaining 18.70% is formed by other factors which not discussed in this research.

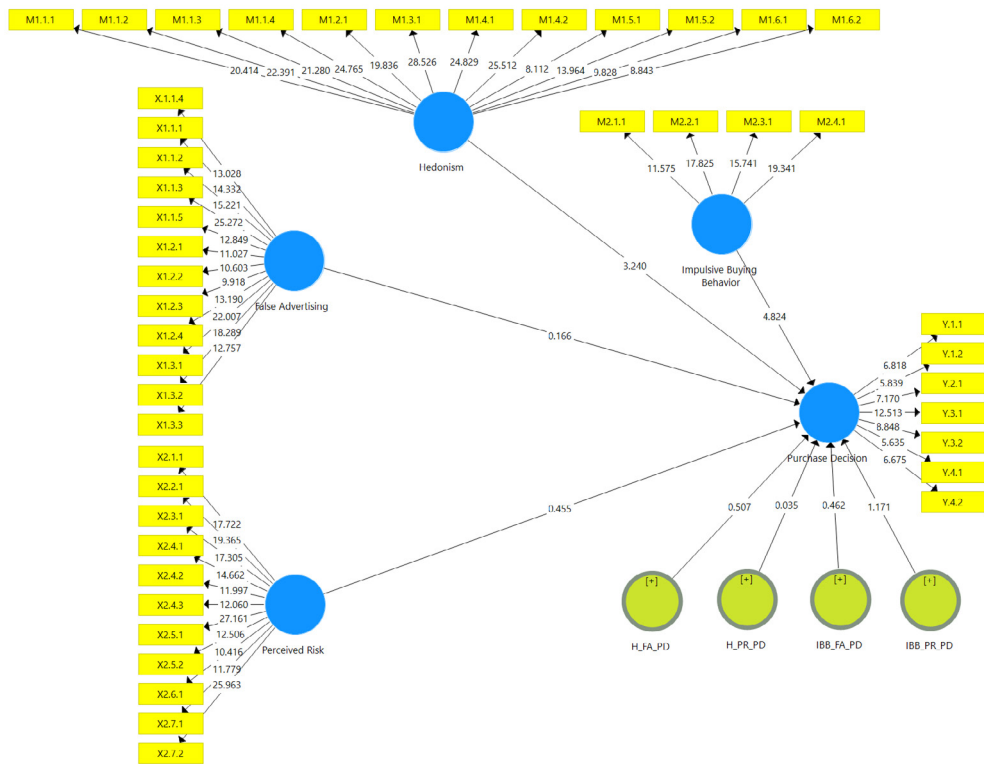


Figure 3. Inner Model Test Results of Model 1

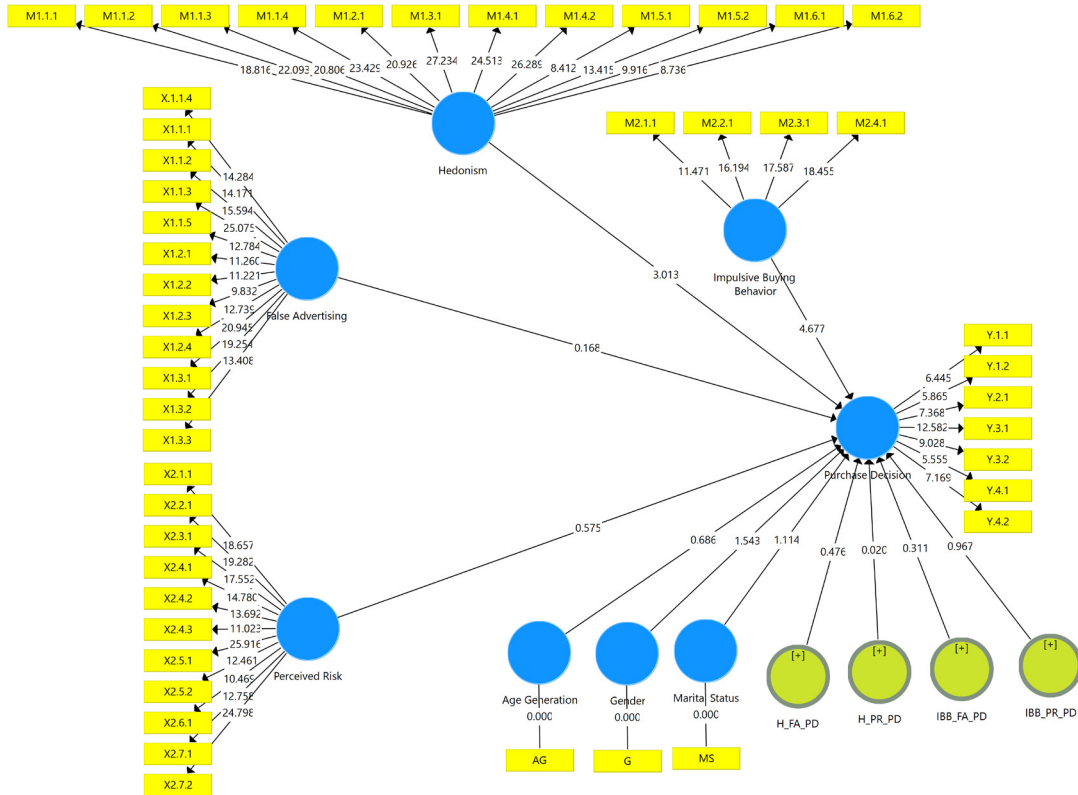


Figure 4. Inner Model Test Results of Model 2

Furthermore, in model 1 it was known that both False Advertising and Perceived Risk have a direct relationship with Purchase Decision. Interestingly, even with the increase in respondents' perceptions of False Advertising and Perceived Risk, respondents' purchasing behavior continues to increase. However, this effect is not significant, as evidenced by the T-Statistics of False Advertising and Perceived Risk toward Purchase Decision are 0.166 and 0.455, and P-values of 0.868 and 0.649. Meanwhile, the Hedonism and Impulsive Buying Behavior variables both have a significant influence in forming Purchase Decisions, as evidenced by the T-Statistics values of 3.240 and 4.824, and P-Values of 0.001 and 0.000. Even though there is a significant influence of Hedonism and Impulsive Buying Behavior on Purchase Decisions, the fact is that these two variables cannot be moderators of the relationship between False Advertising and Perceived Risk toward Purchase Decision. Although Hedonism and Impulsive Buying Behavior weaken the relationship between False Advertising towards Purchase Decision, the moderation provided is not significant. Meanwhile, in the relationship between Perceived Risk towards Purchase Decision, both Hedonism and Impulsive Buying Behavior actually have a strengthening influence, although not significant. In other words, in forming a Purchase Decision, the influence exerted by False Advertising and Perceived Risk is not significantly weakened or strengthened by Hedonism and Impulsive Buying Behavior.

In model 2 involving control variables, interesting findings are showed. First, Age Generation has a negative influence on Purchase Decision, which means that as a person gets older, their online purchasing behavior actually decreases, although not significantly. Also, apparently the pur-

chasing behavior of the male group tends to be higher, and is hedonic and impulsive, even though this group has a higher perception of exposure to false advertising and risk. In addition, as a person's status changes from single to married, the tendency to purchase online fashion products also decreases, indicated by a negative sign in the Original Sample. Similar to model 1, it is also known that both False Advertising and Perceived Risk in model 2 have a direct relationship toward Purchase Decision, although the influence is not significant (with T-Statistics of 0.168 and 0.575 and P-Values of 0.867 and 0.565). Meanwhile, the Hedonism and Impulsive Buying Behavior variables have a positive and significant influence on Purchase Decision (with T-Statistics of 3.013 and 4.677, and P-Values of 0.003 and 0.000). However, the Hedonism and Impulsive Buying Behavior variables cannot be moderators of the relationship between False Advertising towards Purchase Decision. Although Hedonism weakens the relationship between False Advertising towards Purchase Decision and Perceived Risk towards Purchase Decision, and Impulsive Buying Behavior weakens the relationship between False Advertising towards Purchase Decision, the moderation provided is not significant. Meanwhile, in the relationship between Perceived Risk towards Purchase Decision, Impulsive Buying Behavior variable actually have a strengthening influence, although not significant. In other words, in forming Purchase Decisions, the influence exerted by False Advertising and Perceived Risk is not significantly weakened or strengthened by Hedonism and Impulsive Buying Behavior in this second model.

Discussions

False or deceptive advertising has become a rampant issue in the fashion

industry in recent years. Starting from excessive claims about product quality to misleading marketing tactics, which cause consumers to buy products that do not meet expectations because consumers make purchasing decisions based on inaccurate information. This unethical behavior not only harms consumers, but also undermines the credibility of the fashion industry as a whole. In turn, when consumers experienced to false advertising, they may also tend to reducing their purchasing decisions in the future. This is because consumer confidence will decrease after being exposed to false advertising. When consumers learn that they have been misled by false claims or promises, they are likely to feel betrayed and be wary of purchasing products from a particular medium in the future. This loss of trust can significantly impact the decision-making process and make them more hesitant to purchase products on similar media in the future. Additionally, false advertising can create skepticism among consumers, making them more critical of marketing messages and less likely to believe product claims. This increased level of skepticism can lead to increasing of their caution to product information, and subsequently reduce purchasing decisions.

However, this concept is not always proven in the different location. Included in this research, it was showed that even though respondents had been exposed to false advertising and had a high perceived risk of false advertising in e-commerce, research respondents still had a high level of purchase decision in e-commerce. In other words, being exposure to false advertising and respondents' perceived risk do not have a significant influence on purchase decisions, both in the first model (without control variables) and the second model (involving control variables). It was shown by the p-values of the first

and second models, which found that the relationship between False Advertising (X1) towards Purchase Decision (Y) has a p-value higher than 0.05 (0.868 in the first model and 0.867 in the first model); and between Perceived of Risks (X2) towards Purchase Decision (Y) has p-value higher than 0.05 (0.649 in first model and 0.565 in the second model).

It was assumed that the high level of purchasing behavior for fashion products in e-commerce arises from the hedonism and impulsive buying behavior of respondents. Hedonism is the pursuit of instant pleasure and gratification, often at the expense of long-term consequences. In various literature, it is stated that when consumers are faced with false advertisements that promise unrealistic features or benefits, people tend to make impulsive purchasing decisions in the hope of immediately experiencing the pleasure offered. This in turn is also related to the cycle of impulse buying behavior, because consumers continue to look for products that promise instant gratification without considering the potential negative impacts. Falling to false advertising can also trigger a person's desire to "take revenge for previous disappointments," thereby causing consumers to make more purchases in an attempt to improve a situation they experienced in the past. This can further contribute to impulse buying behavior, as consumers may feel a sense of urgency to make a purchase in order to feel justified or validated. Likewise, what was found in this research is that in fact the hedonism and impulsive buying behavior felt by respondents is a significant factor in shaping their purchasing behavior for fashion products in e-commerce, both in model 1 and model 2. It was shown by the p-values of the first and second models, which found that the relationship between Hedonism (M1) towards Purchase Decision (Y) has a

p-value lower than 0.05 (0.001 in the first model and 0.000 in the second model); and between Impulsive Buying Behavior (M2) towards Purchase Decision (Y) has p-value lower than 0.05 (0.000 in the first model and 0.000 in the second model).

In other words, what plays a more important role in shaping online purchasing behavior is not whether someone has been exposed to false advertising, perceived risk, birth generation, gender or marital status. However, the significant factors that shape purchasing behavior are the hedonism and impulsive buying behavior that they experience. However, although hedonism and impulsive buying behavior are significantly influenced, these two factors cannot be good moderators of the relationship between false advertising and perceived risk toward purchase decisions. In other words, the influence exerted by false advertising and perceived risk toward purchase decisions is not significantly weakened or strengthened by hedonism and impulsive buying behavior in this second model.

Apart from that, despite experiencing fraudulent advertising, individuals often fall victim to false advertising in the fashion industry due to a complex interplay of psychological and contextual factors. One significant reason is the powerful influence of emotional appeal and aspirational marketing tactics used by fashion brands (Ahmed et al., 2023; Schuman, 1983). Advertisements frequently leverage compelling visuals, celebrity endorsements, and promises of exclusivity or status to connect emotionally with consumers. This emotional engagement can override critical thinking and skepticism, leading people to overlook red flags or dubious claims. Additionally, the fast-paced and visually driven nature of the fashion industry amplifies the desire for instant gratification and trend-following, making consumers more susceptible to impulsive

decisions and less vigilant about verifying the authenticity of advertising claims.

Moreover, the recurring nature of false advertising, coupled with the evolving sophistication of deceptive marketing techniques, contributes to the ongoing vulnerability of consumers (Sagapova et al., 2022). Fraudulent advertisements often mimic legitimate promotions so convincingly that distinguishing between genuine and misleading offers becomes challenging. In the digital age, where social media and online shopping platforms amplify the reach of such ads, promotional content's sheer volume and visibility can desensitize consumers and increase their likelihood of falling for scams. Additionally, the lack of stringent regulatory oversight and the often inadequate enforcement of consumer protection laws further exacerbate the problem. As a result, even after experiencing fraud, consumers may remain at risk due to a combination of psychological influence, emotional appeal, and the ever-evolving tactics of deceptive advertising.

CONCLUSION AND RECOMMENDATION

With a wide market, the fashion industry is a potential field for making big profits. However, the intense competition in this industry also leads to the increasing use of unique and creative advertising strategies and misleading or deceptive advertising. In recent years, the number of false advertising in the fashion industry has continued to increase in Indonesia, accompanied by an increase in victims. One of the main ways false advertising spreads into the fashion industry is through the use of digitally altered images, the use of descriptions that do not match the actual condition of the product, exaggerated claims, deceptive pricing, and so on. In this research, it was found that of the 200 research respondents, Gen Z was the group most exposed to false advertising,

supported by a higher tendency for hedonism and impulsive buying behavior compared to other generation groups, so they also had a higher level of purchasing decisions. Meanwhile, in the gender group, male actually experience higher exposure to false advertising, hedonistic behavior, impulsive buying, and purchasing decisions. And the group of respondents who are married have a lower tendency to be exposed to false advertising, hedonism and impulsive buying behavior, as well as lower purchasing decisions.

In this research, in both the first and second models, it was known that exposure to false advertising and perceived risk apparently do not have a significant influence on purchase decisions. Meanwhile, hedonism and impulsive buying in this research were proven to be factors that can influence purchase decisions significantly and positively. Or in other words, with increasing hedonism and impulsive buying behavior, there will also be an increase in respondents' purchasing decisions, both in the first and second models. Meanwhile, even though hedonism and impulsive buying behavior have a significant influence on purchase decisions, the fact is that these two variables are not able to act as moderators in the relationship between false advertising and perceived risk on purchase decisions.

Even though it has been carried out well, researchers also realize that there are still shortcomings that need to be improved in this research. First, researchers used cross-sectional data, so that respondent behavior during the research period cannot be compared with respondent behavior in the future. Thus, future researchers need to use longitudinal data to obtain better findings. Apart from that, in this research the results were obtained that not all research variables had a significant influence, or in other words they did not always met to the theory used. Thus, future research

need to conduct similar research to complement the findings of this research, and as a comparison between research in one location and another.

This research found that the role of hedonism and impulsive buying behavior in intervening the influence of false advertising victims' experiences on purchasing behavior is a complex concept, so a broad perspective is also needed in efforts to prevent and protect consumers. The importance of a holistic approach in educating consumers about the risks of fraud, managing emotions in purchasing decisions, and increasing awareness of the manipulative strategies used by fraudsters. Also, stricter regulations need to be enforced against misleading advertising practices, which can help reduce the negative impact of impulse buying in adverse contexts. By understanding how hedonistic behavior influences consumer perceptions and actions, more effective strategies can be developed to protect consumers and reduce the prevalence of fraudulent advertising in the market.

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