



The Influence of Social Media Marketplace Affiliates on Purchasing Decisions for Fashion Products

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Abstract. This study aims to determine the influence of social media marketplace affiliates on purchasing decisions for fashion products. This research uses a survey method with a quantitative approach and an associative research design. The population in this study consists of consumers aged 18–34 years in the JABODETABEK area who have purchased fashion products through marketplace affiliate links. The sampling technique used in this study is non-probability sampling with the incidental method, resulting in a sample size of 100 people. Data collection was carried out using a questionnaire with a Likert scale. The analysis technique used is the chi-square test. The results showed an Asymp. Sig. Pearson Chi-Square of 0.001 with a significance value of $p = 0.001$ ($p < 0.05$). It can be concluded that there is a significant influence of social media marketplace affiliates on purchasing decisions for fashion products.

Keywords: Purchasing decisions, marketplace affiliates, fashion products.

INTRODUCTION

The rapid advancement of technology and information in the digital era has significantly influenced human activities, particularly shopping. Online shopping, facilitated by handheld cell phone applications, has become increasingly popular due to its convenience. According to an article by Nabilah on UKM Indonesia.id (2022), online shopping saves time and energy, offers attractive promotions, provides a wide selection of products from various brands, and features transparent product reviews. However, as highlighted by Waringin in a detik.com article (2017), online shopping also carries risks such as receiving products that do not match descriptions, time delays due to shipping, financial fraud by untrustworthy sellers, psychological anxiety from waiting for goods, and security issues like misuse of personal information by third parties.

A marketplace is a platform that offers a variety of products, ranging from clothing to basic necessities, to meet daily needs. Currently, many marketplaces have affiliate features. Affiliate marketing is a systematic business model that pays commissions and fees for services after successfully selling products or services through Internet marketing (Misra et al., 2021). Affiliates are typically promoted through social media in the form of video or photo ads. The commission earned varies depending on whether consumers access and use the link (Gatautis & Vitkauskaitė, 2020).

Affiliates have developed significantly, and several companies now use them in their marketing activities. According to Rahman, as cited by Husna (2023), the development of affiliate marketing began when companies predicted that the marketing system would evolve into a simpler form by establishing partnerships with other companies. Affiliate marketing greatly facilitates online shopping for consumers. As noted by Ashari and Indayani (2023), consumers believe that marketing affiliates can help them find product information and recommendations before making purchasing decisions. Additionally, affiliate content provides consumers with reviews of the items they

need. This indicates that as consumers become more familiar with the affiliate marketing program, their purchasing decisions become more significant. However, affiliate marketing can also lead consumers to become more consumptive through social media content (Abdelhady et al., 2020). Being tempted by social media content can cause impulsive purchases, resulting in a hedonic motivational attitude (Husna, 2023). Furthermore, purchasing through affiliate marketing links can cause trust and transparency issues; often, influencers and affiliates do not provide honest reviews on social media, resulting in consumers receiving incorrect and imprecise information.

Affiliate marketing is often employed on electronic platforms, such as e-commerce, using a social media marketing system (Hashem, 2020). E-commerce, short for "electronic commerce," is a business mechanism that focuses on individual business transactions and utilizes the Internet to facilitate the exchange of goods and services. Advertising through social media can reach a broader audience, as social media has a significant impact on all aspects of human life (Husna, 2023).

The use of social media complements and enriches individuals' lives. Many companies regularly use social media platforms such as Facebook, blogs, Twitter, and YouTube to promote their products and services and build relationships with their target consumers (Mukherjee, 2019). Social media is considered an effective promotional medium because it can reduce costs, is easily recognizable, and has a wide global distribution (Rahadi & Abdillah, 2013).

In online shopping activities, clothing or fashion products are among the most frequently purchased items by consumers (Sutinen et al., 2022). The Indonesian Political Indicator released results from a recent survey on media access and digital behavior, revealing that the majority of respondents, 65.7 percent, most often shop for clothes or fashion items.

Understanding the process by which consumers make purchasing decisions is crucial for businesses that sell products online. This knowledge helps consumers make purchases and enables sellers to market their products effectively. Consumers benefit from the affiliate marketplace features they see on social media. According to Ul-Haq as cited in Wicaksono (2022), affiliate marketing has a positive relationship with five indicators: informativeness, incentives, perceived trust, perceived usefulness, and perceived ease of use. Kotler & Armstrong (2010) explain that the purchasing decision-making process consists of five stages: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation. As consumers become familiar with marketplace affiliate features on social media, they are more likely to make informed decisions about purchasing fashion products. Therefore, it is important to determine whether marketplace affiliates on social media influence purchasing decisions for fashion products.

METHODS

This research employs a survey method with a quantitative approach. The study population includes consumers aged 18–34 years in the JABODETABEK area who have made purchases through affiliate marketplace links. The fashion products considered in this study include clothing such as blouses, shirts, pants, skirts, and headscarves. Based on the formula by Hair, as cited in Fitriadi & Rini (2019), which involves multiplying the number of research indicators by 5 to 10, this study has 10 indicators (n). The sample size for this study is set at 100. Data collection involves using a mixed questionnaire and a 4-point Likert scale. Data analysis includes bivariate data analysis using the chi-square test.

RESULTS AND DISCUSSION

The results of the data analysis using the chi-square test indicated that the Asymp. Sig. Pearson's Chi-Square value was 0.001, which is less than 0.05. This suggests that the null hypothesis (H_0) is rejected. Therefore, it can be concluded that in this study, there is a significant influence of marketplace affiliates on purchasing decisions for fashion products.

	Value	df	Asymp. 2 Sig	Exact Sig (2 sided)	Exact Sig (1 sided)
Pearson Chi Square	38.943	1	<, 001		
Continuity Correction	36.230	1	<, 001		
Likelihood Ratio	39.812	1	<, 001		
Fisher Exact Test				<, 001	<, 001
Linear by Linear Association	38.554	1	<, 001		
N of valid cases	100				

FIGURE 1. Chi-square analysis results with spss version 29.

The results of the marketplace affiliate variable indicators show that the highest indicator is perceived trust, indicating a high level of consumer confidence when shopping for fashion products through marketplace affiliates on social media. Trust is a crucial factor in online shopping, especially in the context of social media marketplaces where direct interactions between buyers and sellers may be limited. This finding aligns with previous studies that highlight trust as a significant determinant of online purchasing behavior (Ilhamalimy & Ali, 2021).

Additionally, across all items of the marketplace affiliate variable indicator, the highest score for an agreed statement is achieved by the statement indicating that the information published on social media matches that in the marketplace. This suggests that consumers agree that the information about fashion products on social media aligns with what is available in the marketplace, making it easier for them to find their needs and make purchasing decisions. Consistency in information is vital in reducing uncertainty and enhancing the shopping experience, which can lead to increased purchase intentions (Guo et al., 2023).

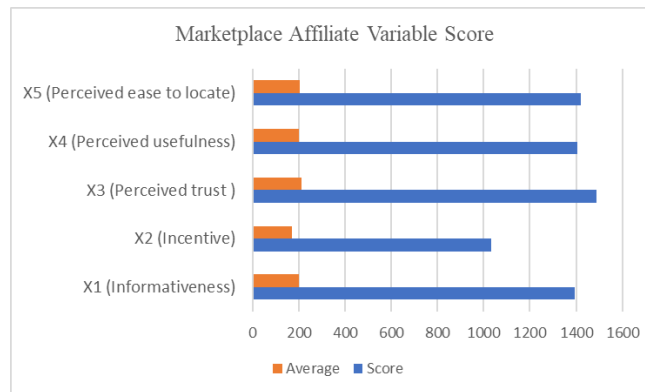


FIGURE 2. Result of marketplace affiliate variables (x).

The results of the highest purchasing decision variable indicator were achieved by the problem recognition indicator, where the level of problem recognition before making a purchase decision for fashion products was high before shopping for fashion products through marketplace affiliates on social media. Problem recognition is a critical initial stage in the consumer decision-making process where consumers perceive a need or problem that requires a purchase to resolve (Mehta et al., 2020). This finding suggests that consumers are highly aware of their needs and problems before making a purchasing decision for fashion products, which drives their engagement with marketplace affiliates on social media.

Furthermore, among all items of the purchasing decision variable indicator, the highest score for an agreed statement is achieved by the statement indicating that consumers shop for fashion products online through the affiliate marketplace because the products match those in the marketplace. This indicates a high level of consumer satisfaction with the consistency of product information between social media and the marketplace. When consumers perceive

that the products showcased by affiliates on social media are consistent with those available in the marketplace, it builds their confidence and trust, leading to a more seamless and satisfying shopping experience (Bhojanna & Archana, 2020).

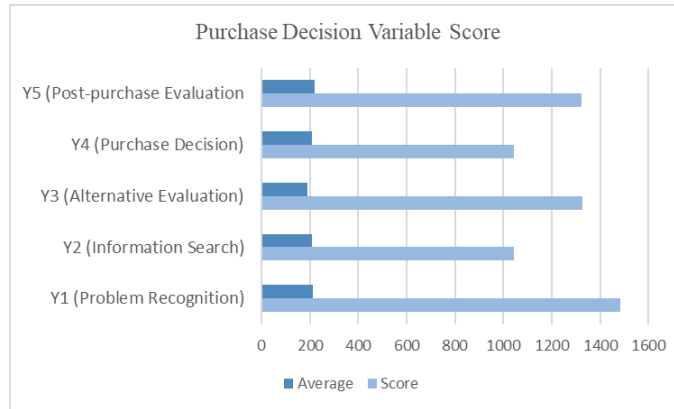


FIGURE 3. Results of purchasing decision variables (y).

CONCLUSION

Based on the results of this study, it can be seen that in the marketplace affiliate variable, consumers agree that the presence of marketplace affiliates has a significant influence on purchasing decisions for fashion products. Among them, consumers find it easy to find information about fashion products because what is posted on social media matches what is in the marketplace; consumers find buying fashion products through marketplace affiliates more profitable because there are cashback vouchers; consumers believe that the marketplace affiliate link displayed on social media is trusted and secure; consumers, after transacting through marketplace affiliates on social media, believe that it can provide a sense of security; and affiliate links on social media help consumers display fashion products that match their wishes.

In the marketplace, the affiliate variable that has the most influential results is the perceived trust indicator. It can be seen that the level of trust felt by consumers is high when shopping for fashion products through marketplace affiliates on social media.

The results on the purchasing decision variable are that there is a significant influence which states that consumers agree that fashion products through the affiliate marketplace link on social media have prices that are by economic conditions (income), consumers search for fashion product information based on information searches on social media through the affiliate marketplace link, consumers always make comparisons and considerations of brands before buying fashion products with marketplace affiliates, consumers choose to shop for fashion products online through the affiliate marketplace because the products are by the marketplace, and consumers are satisfied buying fashion products online with marketplace affiliates. The purchasing decision variable that has the most influential results is the problem recognition indicator. It can be seen that the recognition of the problem before making a purchase decision for fashion products is high before shopping for fashion products through marketplace affiliates on social media.

It can be concluded from the explanation above that the result of this study is that there is a significant influence of marketplace affiliates on social media on purchasing decisions for fashion products.

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