Factors in Influencer Marketing That Affect Generation Z's Impulse Buying Behavior on Instagram

Fadhilah[1)], Galih Ginanjar Saputra[2)]

[1)] *Faculty of Economics dan Business, Sultan Ageng Tirtayasa University, Serang, Indonesia*
E-mail:fadhilah@untirta.ac.id

[2)] *Sultan Ageng Tirtayasa University, Serang, Indonesia*
E-mail: galih@untirta.ac.id

ABSTRACT

Influencer marketing is one of the strategies used to influence consumers in deciding on purchases through Instagram social media. However, along with the development of Instagram social media, the number of influencers on Instagram social media has also grown, which makes it difficult for brands to choose the right influencers to influence Generation Z to make purchase decisions. Generation Z, the majority of Indonesia's population, is the digital generation that most often makes online purchases. The phenomenon of impulse buying or unplanned purchases is a phenomenon that can be an opportunity for business actors to develop their marketing strategies to increase sales. This study aimed to analyze the factors that can influence the impulse buying behavior of Generation Z on Instagram. The survey was conducted based on a sample of 109 Instagram users in Indonesia who had made impulse purchases because they saw content uploaded by Influencers on Instagram. The results of this study state that factors in influencer marketing that can influence the impulse buying behavior of Generation Z on Instagram social media are source credibility moderated by the type of influencer. Source credibility has 3 components: expertise, attractiveness, and trustworthiness. At the same time, the type of influencer is divided into micro-influencers and macro-influencers, which are measured based on the number of followers they have. Furthermore, the findings from this study have beneficial implications for developing effective Instagram marketing communication strategies with the Generation Z target market.

Keywords: Generation Z; Influencer Marketing; Impulse Buying; Source Credibility.

I. INTRODUCTION

Consumer purchasing decisions are the main goal of a business actor or marketer in designing a marketing strategy. The consumer purchase decision process is divided into two, namely, the planned and unplanned purchase process. The planned buying process occurs when consumers buy a product based on the results of previous information searches. While the unplanned purchase process is when a consumer buys a product without planning beforehand, which is called impulse buying (1)(2).

The increasing use of social media after the pandemic has exposed consumers more to promotions from various brands. Therefore, the potential for consumers to do impulse buying is even greater. Previous research stated that social media significantly influences consumers' impulse buying behavior (3). Furthermore, Djafarova, E. &; Bowes, T. (2021), in their research, also stated that Instagram greatly influences the buying behavior of women from Generation Z. Then, the results of group discussions conducted in their research confirmed that they buy more fashion products impulsively on Instagram (4).

Generation Z, or the digital generation, is the generation most exposed to the internet from an early age compared to other generations. The results of the 2020 population census conducted by the Central Statistics Agency (BPS), the population in Indonesia is dominated by Generation Z, namely those born between 1997-2012. In line with these data, a survey conducted by Statista (2023), most Instagram social media users in 2022 are between the ages of 18-24 years and are Generation Z.
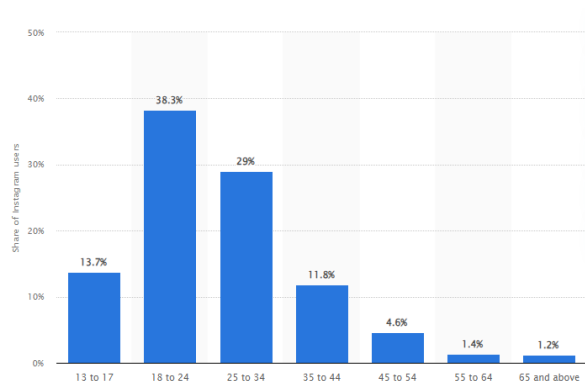

Figure1. Instagram Users by Age

Instagram is one of Indonesia's most popular social media, and the number of users always increases every year. Based on research conducted by NapoleonCat in Data Indonesia, Instagram users in Indonesia in April 2023 were 109.33 million users, an increase of 3.45% from the previous year(5).

Promotion on Instagram social media can be done directly by brands in the form of advertisements (ads) or through the intermediary of an influencer, called influencer marketing. An influencer, also called an opinion leader, has a big influence on making other

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people's decisions. They must upload original content that their followers consider unique (6).

Influencer marketing and celebrity endorsements are often considered the same, even though they differ. Influencer marketing creates more word of mouth for people trusted in their field and seen as experts. At the same time, celebrity endorsement is only focused on using the fame and reputation of celebrities to sell certain products. Both marketing approaches influence consumers, but the way these influences and movements differ from each other (7).

Not a few business-people who experience losses because they choose the wrong influencer. They only look at the number of followers. Though many factors must be considered in choosing influencers to be right on target so that they can influence consumer buying behavior (8). The characteristics of influencers can be judged from the credibility they have (source credibility); in several studies, it is explained that the expertise, trustworthiness, and attractiveness possessed by influencers affect impulse buying(9) (10)

There are two types of influencers, namely micro-influencers and macro-influencers. The rapid development in the field of technology in today's digital era results in everyone having the opportunity to be able to influence and be influenced by their behavior by many people or called micro-influencers. Influencers on social media have great power to influence opinions and referrals to people to buy a product with their recommendations. Consumers with impulsive buyer character usually only consider buying a particular product or brand after a while. They immediately purchase because they are interested in the brand or product at that time. These consumers tend to buy spontaneously (11).

The more variety of influencers present makes business actors more confused in determining which influencers should be chosen as promotional media for their business. For marketers, impulse buying behavior often occurring in Generation Z is an opportunity to increase sales. However, in Indonesia, there is still a need for more research that discusses this matter. Business actors or marketers need to know and learn what impulse buying is and how factors in influencer marketing affect impulse buying behavior in consumers, especially Generation Z, who comprise most of the Indonesian population.

Therefore, academics and practitioners need to understand the factors in influencer marketing that influence the impulse buying behavior of Generation Z on Instagram social media, which is the focus of this study.

II. LITERATURE REVIEW
Influencer Marketing

Influencer marketing is an increasingly adopted strategy by companies (12) (13). It can be defined as the use of influential opinion leaders (influencers), celebrities or non-celebrities with many followers on social media platforms to drive positive attitudinal and behavioral responses in their followers (consumers) regarding brand interests by using posts shared on those platforms, and which also allows influencers and followers to participate in forming a shared brand image on social media (14)(12).

Sammis et al. (2015) define influencer marketing as the art and science of engaging influential people online to share brand messages with their audiences through sponsored content (15). Carter (2016) defines influencer marketing as a rapidly growing industry that tries to promote products or increase brand awareness through content spread by social media users who are considered to have influence (16).

Influencer marketing can get better brand engagement results and double the ROI on a company, which is higher than other digital formats. Consumers perceive content from influencers as more reliable, personalized, less commercial and brand-controlled, more authentic and to their tastes (17).

Influencer

An influencer is usually a noncustomer or business incentivized to recommend/create content about a brand or business product (18). Companies usually send free products or samples to suitable influencers and hope that he reviews them online, or they can make a contract and pay their influencers to post them on their social media accounts (15).

Based on the number of followers on social media, there are 2 types of influencers: micro-influencers and macro-influencers. A person can be called a micro-Influencer if they have a follower count between 2000 to 100,000 (11). They are ordinary people brands pay to promote their products on social media. In other words, micro-influencers are only sometimes famous people like public figures or celebrities. Unlike popular celebrities, micro-influencers can be defined as the state of being famous to a specific group of people and involves creating a persona that feels authentic, trustworthy, and original to users (19).

While macro-influencers are influencers who have followers of more than 100,000, they are widely known by various circles and macro-influencers who come from among celebrities with several followers of more than 100,000 or even 1 million. By using macro influencers, a brand or company can be reached by people and get brand awareness of more than 1 million people (11).

In short, micro-influencers and macro-influencers differ in terms of their number of followers; their content contains the promotion of a product on social media, in this case on Instagram, and the effect they produce on their audience, which can ultimately influence the audience to buy the product or not buy the product they are promoting. In a previous study by Hwang & Jeong (2016), it was assumed that micro-influencers are

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considered more credible than macro-influencers because of people's skepticism when looking at the number of followers that macro influencers have (20).

Source Credibility

Source Credibility is a term used to present the positive characteristics of the message's source to persuade the audience (21). Research conducted by Lou & Yuan (2019) uses three dimensions to measure the credibility of influencer sources: expertise, trust, and attractiveness and reports that these three influencer characteristics influence consumer trust in brands and purchase intent. We used the source credibility model as our theoretical basis to examine how three characteristics of influencers: expertise, trustworthiness, and attractiveness relate to the effectiveness of endorsements on social media (12).

In their research, Koay, K. Y. et al. (2021) stated that effective social media marketing activities through influencers on Instagram are very important in encouraging impulse purchases online through the mediating effect of attractiveness and trustworthiness (10). Silvera and Austad (2004) said in their research that the key to influencer success is source credibility, and influencer attractiveness depends on the extent to which they build their brand with their efforts. When celebrities become successful in building warm and engaging relationships with their audience, they will be perceived as more trustworthy (9).

Impulse Buying

Impulse buying is unplanned behavior in making quick purchasing decisions and the tendency to acquire products immediately (22). Sharma (2010) defines impulse buying as buying behavior that is sudden, attractive, and hedonistically complex (23).

The temptation of impulse buying often occurs due to sensory contact (e.g., proximity of a product or marketing stimuli). It can be augmented by situational (e.g., mood or environmental factors) and individual factors (e.g., the nature of impulse buying). Therefore, when people make impulse purchases, they often succumb to temptation. Previous academic and professional research has shown that impulse purchases represent between 40 and 80 percent of all purchases, depending on the type of product (2).

Dholakia (2000) constructs the formation of impulse buying and categorizes the relevant factors that influence impulse buying: marketing stimulation, situations, and impulsive nature (24). Marketing stimulation includes external stimuli and how goods are presented to consumers, such as the market environment, advertising, and promotion. Situational factors are personal or social factors that surround a particular buying environment, which can increase or decrease the intensity of impulse purchase intent. These factors include time pressures, economic pressures, and the length of the buying pause. Impulsive traits include normative evaluations, shopping intent, self-control, and gender, which may reflect differently on different consumer levels (25).

Impulse purchases are usually categorized using three criteria. First, the action is spontaneous and usually accompanied by positive emotions. Second, reduced attention to costs or consequences indicates individuals making impulse purchases. Third, such actions usually involve a hedonic temptation for immediate self-fulfillment through consumption (2).

This study focused on marketing stimulation factors, namely the influence of influencer marketing on Instagram social media on impulse purchases. Previous studies have shown that others influence consumers at the time of buying a product, and this influence may be greater online than offline (26). Therefore, social media can be a powerful tool to encourage impulse purchases.

III. RESEARCH METHODOLOGY

This study uses quantitative methods with an associative approach that aims to determine the relationship between two or more variables (27), where the forms of associative research relationships used in this study are causal or causal relationships.

The location of the study was carried out in the territory of Indonesia without being determined because data collection was carried out by distributing questionnaires using google forms to Generation Z, who used Instagram social media in Indonesia. While the specific criteria of respondents are as follows; (1) Respondents born in 1997-2012, with an age range of 10-25 years, (2) Respondents are Instagram users in Indonesia, (3) Respondents have made product purchases after seeing influencer content on Instagram.

The quality test of the instruments used in this study is a validity test and reliability test for the prerequisite tests of the analysis used, namely the normality test, multicollinearity test, and heteroscedasticity test. For hypothesis tests carried out using partial tests (t-tests), then MRA (Moderated Regression Analysis) tests are carried out.

Research Variables and Models

The causal relationship in this research variable, namely the independent variable consists of expertise (X1), trustworthiness (X2), and attractiveness (X3); the dependent variable is impulse buying (Y); and the moderating variable is the type of influencer (M).

1. Independent Variables

An independent variable or independent variable is a variable whose value is independent of other variables. In this study, the independent variables are:
1. X1: *expertise*
2. X2 : *trustwhortiness*
3. X3: *attractiveness*

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1. Dependent Variables

A dependent variable or bound variable is a variable whose size depends on the value of the independent variable. In this study, the dependent variable is impulse buying (Y).

1. Moderation Variables

Sugiyono (2019) states that moderator variables affect (strengthen and weaken) the relationship between independent and dependent variables. The moderation variable in this study is the type of influencer (M).

The following model in this study can be described as follows:
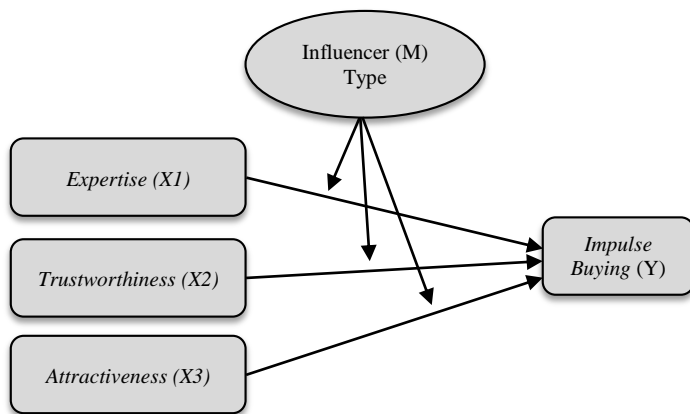
Gambar 2. Research Model
Sumber: Authored, 2022

Research Hypothesis

The determination of the hypothesis in this study is as follows:

H_1: There is an influence of *expertise* on *impulse buying*

H2: There is an effect of *trustworthiness* on *impulse buying*

H3: There is an influence *of attractiveness* on *impulse buying*

H4: There is a moderation effect *of the influencer type* in the influence of *expertise* on *impulse buying*

H5: There is a moderation effect of *the influencer type* in the effect of *trustworthiness* on *impulse buying*

H6: There is an *influencer-type moderation effect* in the influence of *attractiveness* on *impulse buying*

How to Determine Data/Information

The data in this study is determined by determining samples that can be used as data sources. In determining the number of samples, researchers guided by the opinion of Hair 2007 said that the appropriate sample size is between 100-200 (28).

The sampling technique used is a nonprobability purposive sampling; this technique is used because researchers have certain considerations from respondents who can provide information, where respondents are by several criteria set by the author. The specific criteria of respondents are as follows ;

1. Respondents were born in 1997-2012, with an age range of 10-25 years,
2. Respondents are Instagram users in Indonesia,
3. Respondents have made a product purchase after seeing *influencer content* on Instagram.

Data Analysis Techniques

In the initial stage, instrument tests and analysis prerequisite tests are carried out before data analysis is carried out, then MRA (Moderated Regression Analysis) tests are carried out. The following stages are carried out, from instrument tests to data analysis..

1. Validity Test

Validity testing is done with the help of a computer using SPSS software. An instrument is said to be valid if (Siregar, 2010):

1. If the product moment correlation coefficient exceeds 0.3
2. If the product moment correlation coefficient > r-table (α: n-2), n = number of samples
3. Nilai Sig $\leq$ a

1. Reliability Test

Instruments that are already trustworthy and reliable will also produce reliable data (29). Reliability tests were carried out jointly on all questions using SPSS software, namely the Bivariate Pearson method. If the alpha value > 0.60, then it is called reliable.

1. Normality Test

In this study, linear regression analysis was used, so statistical requirements tests are needed to support data analysis, including normality tests (One Sample Kolmogrof-Smirnov). By testing the requirements of data analysis, the type of statistics to be used can be known, whether parametric or nonparametric statistics.

1. Multicollinearity Test

The multicollinearity test with SPSS is carried out by regression test, with the benchmark value of VIF (Variance Inflation Factor) and the correlation coefficient between independent variables; the criteria used are: 1. If the VIF value is around the number 1 or has a tolerance close to 1, then it is said that there is no multicollinearity problem 2. If the correlation coefficient between independent variables is less than 0.5, there is no collinearity problem.

1. Heteroscedasticity Test

The next prerequisite analysis test is to perform a

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heteroscedasticity test, where a good regression model is that heteroscedasticity does not occur. According to Juliandi (2014), this test is intended to test whether there is an inequality of variance from residual in one observation to another. The heteroscedasticity test used in this study used the Glejser test (30).

e. *MRA Test (Moderated Regression Analysis)*

Moderated Regression Analysis (MRA) or interaction test is a linear multiple regression in the regression equation containing an element of interaction (multiplication of two or more independent variables). After the *MRA* test, the results were analyzed using R-Square analysis (coefficient of determination, and regression analysis. Here's *the MRA* model in this study:
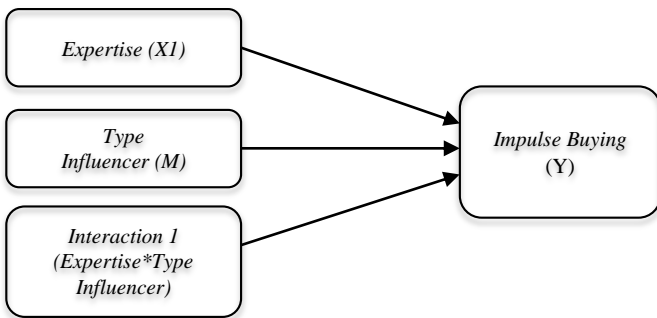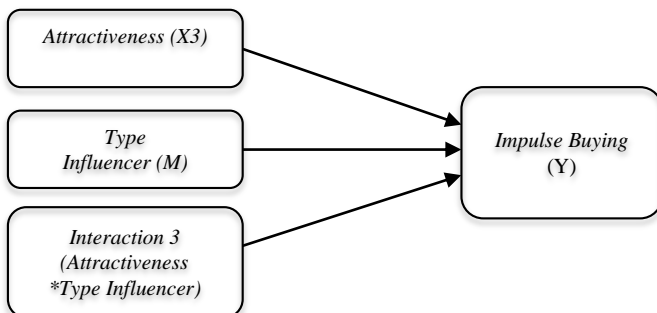

Fig3. Regression Model 1

Formula 1: $Y = a + b1X1 + b2M + b3 (X1*M) + e$
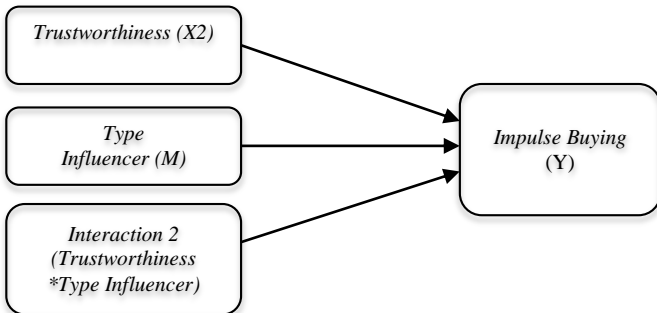
Fig 4. Model Regresi 2

Formula 2: $Y = a + b1X2 + b2M + b3 (X2*M) + e$

Fig 5. Model Regresi 3

Formula 3: $Y = a + b1X3 + b2M + b3 (X3*M) + e$

Hypothesis Test

The criteria used are:

1. If the t-count $\geq$ t-table with a significant level of 5% then the test is significant or there is an influence between the independent and dependent variables.
2. If the t-count $\leq$ t-table with a significant level of 5%, then the test is not significant or there is no influence between the independent and dependent variables.

IV. RESULTS AND DISCUSSION

TABLE 1.
RESPONDENT PROFILE

Characteristic		Frequency	Percentage (%)
Gender	Female	99	90%
	Male	36	10%
Product Categories	Fashion (clothes, accessories, bags, shoes)	39	35.7%
	Beauty & Health	36	33%
	Food & drink	24	22%
	Electronic	5	4.5%
	Book and office stationery	2	1.8%
	Other (automotive, home appliances, games, children's supplies, music)	3	2.7%
Influencer type	Micro Influencer (2000 – 100.000 followers)	34	68%
	Macro Influencer (100.000-1.000.000 or	75	32%

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more
followers)

Based on the survey results presented in the table above, it can be concluded that respondents buy the most products spontaneously (impulsively) in the fashion category and followed by the beauty and health categories. This is in line with a survey conducted by BFI Finance on www.bfi.co.id that fashion and accessories are the best-selling online shop businesses in 2023, followed by businesses in the cosmetics and beauty sector (31).

Validity Test and Reliability Test

The validity test results on each variable in this study showed that all questionnaire items were declared valid, where each questionnaire item had a calculated r value > r table, where the table r value for 109 respondents was 0.1584. Then the reliability test on each variable showed a value of Cronbach's Alpa > 0.50, then all items of the research instrument were declared reliable.

Test Analysis Prerequisites

The results of the prerequisite analysis test that has been carried out in this study show the following results:

1. Multicollinearity Test

By referring to the results of the multicollinearity test, a tolerance value of X1= 0.380 is obtained; X2= 0.321; X3= 0.536 > 0.100 and VIF value X1= 2.629, X2= 3.116; X3= 1.867 < 10.00. These results can be concluded that there are no symptoms of multicollinearity.

1. Normality Test (Kolmogrov Smirnov)

Concerning the criteria if the value of Asymp. Sig. (2-tailed) > 0.05, then the data is normally distributed. The output of the normality test result is the Asymp value. Sig. (2-tailed) = 0.20 > 0.05, then it can be concluded that the data is normally distributed.

1. Heteroscedasticity Test (Glejser)

By referring to the criteria, if the Sig value is> 0.05, the data does not occur symptoms of heteroscedasticity. The output of heteroscedasticity test results, namely all variables (Expertise, Trustworthiness, Attractiveness) sig value > 0.05, then the data does not occur symptoms of heteroscedasticity/heteroscedasticity test assumptions have been met..

MRA *Data Analysis (Moderated Regression Analysis)*

The following are the results of the MRA analysis that has been carried out in this study using the help of SPSS software; the first procedure carried out is to analyze the regression equation by referring to the regression model in this study (Figures 3, 4, and 5).

Regression Model Analysis 1

The results of regression model analysis 1, will be described in the following result output:

TABEL 2.
EXPERTISE REGRESSION COEFFICIENT *(X1)* TO

IMPULSE BUYING (Y)

Model		B	Std. Error	Beta	t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
1	(Constant)	5,817	1,299		4,479	,000
	Expertise (X1)	,330	,073	,399	4,503	,000

a. Dependent Variable: Impulse Buying (Y)

In the regression result Table 1 above, it can be seen that the value of the coefficient of influence of Expertise (X1) on Impulse Buying (Y) is 0.330, the t value is 4.503, and the significance is 0.000 (H1 is accepted: there is an influence of expertise on impulse buying). From these results, it proves that Expertise (X1) has a positive effect on Impulse Buying (Y). The higher the Expertise, the more the level of Impulse Buying.

TABEL 3.
KOEFISIEN REGRESI TRUSTWORTHINESS (X2) TERHADAP IMPULSE BUYING (Y)

Model		B	Std. Error	Beta	t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
1	(Constant)	5,723	1,083		5,286	,000
	Trustworthiness (X2)	,360	,065	,470	5,507	,000

a. Dependent Variable: Impulse Buying (Y)

In the table of regression results 2 above, it can be seen that the value of the coefficient of influence of Trustworthiness (X2) on Impulse Buying (Y) is 0.360, the t value is 5.507, and the significance is 0.000 (H2 is accepted: there is an influence of Trustworthiness on impulse buying). From these results, it proves that Trustworthiness (X2) has a positive effect on Impulse Buying (Y). The higher the Trustworthiness, the more the level of Impulse Buying.

TABEL 4.
KOEFISIEN REGRESI ATTRACTIVENESS (X3) TERHADAP IMPULSE BUYING (Y)

Model	B	Std. Error	Beta	t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		

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Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	5,559	,845		6,577	,000
	Attractiveness (X3)	,309	,042	,576	7,294	,000

a. Dependent Variable: Impulse Buying (Y)

In the regression result Table 3, it can be seen that the value of the coefficient of influence of Attractiveness (X3) on Impulse Buying (Y) is 0.309, the t value is 7.294, and the significance is 0.000 (H3 accepted: there is an influence of Attractiveness on impulse buying). From these results, it proves that Attractiveness (X3) has a positive effect on Impulse Buying (Y). The higher the Attractiveness, the more the level of Impulse Buying.

TABLE 5.
REGRESSION COEFFICIENT EXPERTISE (X1), INFLUENCER (M), AND INTERACTION 1 (EXPERTISE*TYPE INFLUENCER) TOWARD IMPULSE BUYING (Y)

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	6,177	1,746		3,538	,001
	Expertise (X1)	,309	,101	,374	3,062	,003
	Type Influencer (M)	-,833	2,656	-,189	-,314	,754
	Interaksi1	,047	,150	,193	,310	,757

a. Dependent Variable: Impulse Buying (Y)

From the regression results table, it shows that the value of the Expertise variable (X1) obtained a significance value of 0.003, meaning it had a significant influence on Impulse Buying (Y) and Type Influencer (M) obtained a significance value of 0.754, meaning it did not significantly influence Impulse Buying (Y). While the value of the coefficient of Interaction variable 1 (Expertise*Type Influencer) is 0.047, the t value is 0.310, and the significance is 0.757. What H4 is rejected: There is no influencer-type moderation effect on the influence of expertise on impulse buying. A coefficient value of 0.047 means that Type Influencer (M) will weaken the relationship between the influence of Expertise (X1) and Impulse Buying (Y).

TABLE 6.
REGRESSION COEFFICIENT TRUSTWORTHINESS (X2), TYPE INFLUENCER (M), AND INTERACTIONI 2 (TRUSTWORTHINESS*TYPE INFLUENCER) TOWARD IMPULSE BUYING (Y)

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	5,190	1,641		3,163	,002
	Trustworthiness (X2)	,390	,101	,510	3,874	,000
	Type Influencer (M)	,973	2,201	,221	,442	,659
	Interaksi2	-,055	,134	-,215	-,415	,679

a. Dependent Variable: Impulse Buying (Y)

From Table 5, the regression results show that the value of the Trustworthiness variable (X2) obtained a significance value of 0.000, meaning it had a significant influence on Impulse Buying (Y), and Type Influencer (M) obtained a significance value of 0.659, which means it did not have a significant influence on Impulse Buying (Y). While the value of the coefficient of Interaction variable 2 (Trustworthiness*Type Influencer) is -0.055, the t value is -0.415, and the significance is 0.679. What H5 is rejected: There is no influencer-type moderation effect on trustworthiness on impulse buying. A coefficient value of -0.055 (negative) means that Type Influencer (M) will weaken the relationship between the influence of Trustworthiness (X2) and Impulse Buying (Y).

TABLE 7.
REGRESSION COEFFICIENT ATTRACTIVENESS (X3), TYPE INFLUENCER (M), AND INTERACTION 3 (ATTRACTIVENESS*TYPE INFLUENCER) TOWARD IMPULSE BUYING (Y)

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	4,611	1,428		3,228	,002
	Attractiveness (X3)	,367	,075	,685	4,874	,000
	Type Influencer (M)	1,311	1,791	,298	,732	,466
	Interaksi3	-,080	,092	-,384	-,869	,387

a. Dependent Variable: Impulse Buying (Y)

From Table 6, the regression results show that the value of the Attractiveness variable (X3) obtained a significance value of 0.000, meaning it had a significant influence on Impulse Buying (Y), and Influencer Influencer

(M) obtained a significance value of 0.466, which means it did not have a significant influence on Impulse Buying (Y). While the value of the Interaction variable coefficient 3 (Attractiveness*Type Influencer) is -0.080, the t value is -0.869, and the significance is 0.387. What H6 is rejected: There is no moderation effect of the influencer type in the effect of attractiveness on impulse buying. A coefficient value of -0.080 (negative) means that the Type Influencer (M) will weaken the relationship between the influence of Attractiveness (X3) and Impulse Buying (Y).

The Influence of Source Credibility on Impulse Buying

The results of data processing state that Source Credibility has a significant effect on Impulse Buying. Source credibility is measured by three aspects: Expertise, Trustworthiness, and Attractiveness.

The expertise in question is the expertise of influencers in creating good quality content to attract consumers' attention. In addition, influencers must also be able to understand the details of the products they promote and convey information to consumers. So, the content can help consumers in choosing products.

In the digital age, influencers are becoming one of the most followed people on social media, making it easier for them to influence others in purchasing decisions. This research shows that about 90% of respondents have bought a product spontaneously after seeing a post or review posted by an influencer.

Based on the survey conducted, respondents stated that consumers make spontaneous product purchases when viewing influencer content. They can quickly become opinion leaders with their professional knowledge and unique insights. When they post about the product and prove they have tried it, their opinion is more credible (32).

Trustworthiness means consumers' trust in influencers that make consumers make spontaneous purchase decisions. Trust can be formed because the content posted by the influencer as it is is not made up, so consumers believe in the product promoted by the influencer. In addition, influencers must upload content containing reviews of products based on facts or reality. Then, consumer trust can arise because Influencers like to respond to comments from followers/viewers (Instagram users).

Attractiveness is where an influencer must have an appeal that can cause consumers to desire spontaneous purchases. Influencers who have appeal can inspire consumers to determine the product to buy. Usually, consumers are fans of the influencer. Respondents stated that they are affected by the display of high-quality content posted by influencers, then they are affected because influencers have good personalities. Finally, they want to imitate what the influencer wears.

In this case, the influence of source credibility on impulse buying is very large. With endorsements from influencers, consumers feel tempted to buy products impulsively because they believe the product is the best. In addition, influencers often provide attractive discounts or promos, so consumers feel at a loss if they don't buy the product.

Therefore, before determining who influencers will collaborate with to promote products, a brand or marketer must pay attention to 3 components owned by an influencer, namely, expertise, trustworthiness and attractiveness. That way, the selected influencers can be right on target and influence consumers to make spontaneous purchase decisions.

Effects of Influencer Type Moderation in Source Credibily's Influence on Impulse Buying

The type of influencer in this study is seen from the number of followers they have, where there are 2 types of influencers: micro-influencers and macro-influencers.

Based on the results of hierarchical regression analysis, source credibility influenced impulse buying by 34.6% without moderation from the type of influencer. Furthermore, after adding moderation of the influencer type, the influence of source credibility on impulse buying increased by 0.2%, which means that the increase is not significant.

This means the number of followers owned by influencers affects the influence of source credibility on impulse buying but is not significant. Respondents stated that they are not always affected by content from macro-influencers, but sometimes content from micro-influencers can also influence them in impulse buying decisions.

The survey results in this study show Generation Z in Indonesia is most influenced by content visited by influencers Awkarin, Tasya Farasya and Fadil Jaidi. This aligns with research conducted by UMN Consulting in Kompas.com (2022) that Awkarin and Fadil Jaidi are among the influencers who influence Generation Z the most. They have content that blends comedy, education, and daily vlogs. In addition, they are also regularly involved in promotional activities that can influence Generation Z to impulse buy (33).

V. CONCLUSIONS AND SUGGESTUONS

Influencer marketing is a marketing strategy that utilizes social media to promote products through endorsements by influencers. These influencers usually have a large and loyal following, so they are expected to get new consumers. Influencer marketing has become one of the most popular forms of marketing in recent years, especially among Generation Z.

Based on the research conducted, it can be concluded that the factors in influencer marketing that can influence the impulse buying behavior of Generation Z on Instagram social media are source credibility and type of influencer, where source credibility has 3 components: expertise, attractiveness, and trustworthiness. At the same time, the

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type of influencer is divided into micro-influencers and macro-influencers, which are measured based on the number of followers they have.

A marketer or a brand must pay attention to the credibility possessed by an influencer before determining influencers who will be invited to work together in promoting their products because, based on the results of data analysis, source credibility influences impulse buying carried out by generation Z on Instagram social media.

In addition, the type of influencer must also be considered in choosing influencers. A survey on the study stated that content uploaded by macro influencers most influenced Generation Z. However, the type of influencer has a small effect on the influence of source credibility on impulse buying. Both can influence Generation Z in impulse buying. Because in this study, source credibility has the most important role in influencing Generation Z in making impulse buying.

Furthermore, the findings from this study have beneficial implications for developing effective Instagram marketing communication strategies with a target market of Generation Z.

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