



The influence of trust, popularity, and social media influencer fit on impulse purchases of affordable luxury fashion brands among millennials and generation z

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Received Date: January 26, 2025

Revised Date: February 20, 2025

Accepted Date: February 28, 2025

ABSTRACT

Background: This study explores the influence of trust, popularity, and perceived fit of social media influencers on impulsive buying behavior in the context of affordable luxury fashion brands in Indonesia. Given the growing significance of social media influencers in marketing strategies, this research aims to determine their effectiveness in shaping consumer trust and purchasing decisions, especially among Millennials and Generation Z. **Methods:** The research employs a quantitative approach with a hypothesis-testing framework. Data were collected through a structured survey targeting Indonesian Millennials and Generation Z who follow social media influencers. The analysis was conducted using structural equation modeling (SEM) to evaluate the relationships between variables, including trust, popularity, fit, and impulsive buying behavior. **Findings:** The results indicate that trust does not significantly influence impulsive buying for affordable luxury fashion brands (H1 rejected). Similarly, the popularity of social media influencers does not have a significant positive impact on trust (H2 rejected). However, perceived fit between influencers and brands positively influences trust (H3a accepted). Despite this, fit does not significantly affect impulsive buying behavior (H3b rejected). These findings suggest that while fit fosters trust, it does not directly translate into impulsive purchasing behavior in this market segment. **Conclusion:** The study concludes that trust and popularity are insufficient to drive impulsive buying behavior for affordable luxury fashion brands in Indonesia. Instead, perceived fit primarily impacts trust but does not directly influence purchasing actions. The results highlight the nuanced role of influencers in consumer behavior, emphasizing the importance of authenticity and alignment between influencers and brands. **Novelty/Originality of this article:** This study contributes to the literature by examining the distinct dynamics of affordable luxury fashion brands in Indonesia, diverging from traditional luxury brands. It also provides insights into how Millennials and Generation Z perceive and interact with influencers, offering a localized perspective on trust and its implications for marketing strategies in the digital age.

KEYWORDS: generation z; impulsive buying; influencers; luxury fashion; social media.

1. Introduction

The development of activities on social media significantly expands the influence of individuals by allowing them to have extra channels to express individual values and can attract the attention of audiences (Liu, 2021). As interaction activities on social media increase, some of these users become key opinion leaders by sharing their social lives and gaining the power to influence their followers (Chen et al., 2021). A key opinion leader or

Cite This Article:

Taracella, F., & Halim, R. E. (2025). The influence of trust, popularity, and social media influencer fit on impulse purchases of affordable luxury fashion brands among millennials and generation z. *Linkage*, 2(1), 1-16. <https://doi.org/10.61511/linkage.v2i1.2025.1770>

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commonly called an influencer is someone referred to as an opinion leader who regularly shares their daily life activities, skills, opinions, and recommendations based on previous experience or expertise (Freberg et al., 2011). Influencers can attract homogeneous masses and can easily shape and change fans' lifestyles, as well as perceptions and attitudes towards a trend or brand (Liu, 2021). Since influencers have more in common with ordinary consumers than their traditional counterparts, influencer recommendations can appear more authentic and influential in building trust and promoting online sales (Hsu et al., 2013).

Influencers have proven to be effective in persuading purchases and many e-commerce platforms are turning to influencers for cooperation (Zafar et al., 2021). In the context of online retailing, consumers may respond more quickly to changes in their mood (Verhagen & Dolen, 2011) and tend to impulsively purchase products they did not plan to buy (Chen et al., 2021). Impulse buying is a way in which people buy unreflectively and spontaneously without considering the reasons for their purchases (Rook, 1987). One of the things that can affect users' impulse buying tendencies is parasocial interaction with influencers (Xiang et al., 2016). Influencers with high levels of attractiveness and interaction have the potential to influence consumers' impulse purchases, which to date have not received much attention from researchers (Zafar et al., 2021). These facts and literature indicate the importance of influencers' potential to drive impulse purchases, while research in this context is lacking.

Impulse buying according to previous literature can be influenced by external factors, including price promotions, in-store environment (Huang, 2021), and website design (Liu et al., 2021), along with internal factors, such as personality (Chang et al., 2011). Impulse buying is also studied from several perspectives, namely rational processes, emotional resources, cognitive flows arising from social appraisal theory, persuasive communication and the influence of advertising on consumer behavior (Malter et al., 2020). However, with the rise of influencers, further research needs to investigate the influence of social factors associated with the interpersonal influence of influencers (Chen et al., 2021).

Influencers have a lot of interaction with consumers (replying to comments, answering questions and creating content based on their followers' needs) (Vazquez et al., 2020), so consumers in turn can become more active and engaged and can create a strong environment for impulse purchases (Chen et al., 2021). Nonetheless, previous research on influencers has focused on the role of the influencer itself as in some previous studies (Lou & Yuan et al., 2019; Tejavibulya et al., 2011; Martensen et al., 2018) and the personal traits of influencers that may contribute to purchase behavior. Regarding the personal traits of influencers, several studies (Lou & Yuan et al., 2019; Kapitan et al., 2016; Ki et al., 2019) state that attractiveness leads to the desire to imitate. Then, research conducted by (Tejavibulya et al., 2011) and (Hughes et al., 2019) also stated that trust contributes to brand awareness and purchase intention. Meanwhile, the equally important role of consumers in this context has been largely ignored (Chen et al., 2021).

The role of consumers is explained in Hwang & Zhang (2018) study, where consumers' parasocial relationships with influencers positively influence their purchase intention. Parasocial relationships (Horton & Wohl, 1956) refer to intimate relationships between viewers and celebrities that arise when individuals are repeatedly exposed to media personas, and the individual thus develops a sense of intimacy, perceived friendship, and identification with the celebrity. Although previous research expands knowledge on the effects of influencer endorsement, it appears incomplete in addressing the overall picture of impulse buying (Chen et al., 2021). Therefore, this study was conducted to address a deeper understanding of the antecedents of impulse buying that captures the relationship between influencers and consumers.

Furthermore, a previous study conducted by (Chen et al., 2021) further discussed how influencers' interactions with consumers can influence impulse purchases online. According to (Bergkvist et al., 2016), influencer endorsement originates from the dissemination of recommendation information, where the influence depends on how consumers interpret the information and relate to the information source. There is a role of persuasion factors discussed in this study which refers to research (Chen et al., 2021) by

emphasizing the role of sources, disseminated content and recipients. Therefore, this study will discuss five factors based on the research of (Chen et al., 2021) namely source characteristics of influencer popularity, perceived congruence between influencers and brands, social distance between consumers and influencers, consumer identification with influencers and the nature of admiration for influencers as antecedents of impulse purchase intentions in the influencer endorsement process. Furthermore, this study will discuss the mechanism of influencer endorsement effect and prove that the relationship between these five factors and impulse purchase is consolidated by the trust that consumers give to influencers in accordance with the research conducted by (Chen et al., 2021).

In the context of luxury fashion because it is the product category most closely associated with influencers (Lou & Yuan, 2019). Moreover, since products that project one's self-image, especially those with stronger symbolic and emotional meanings, are the most conducive to impulse purchases (Mcquarrie et al., 2013), luxury fashion goods deserve further investigation in this context (Boerman, 2020). Traditionally, individuals have demonstrated their status by conspicuously consuming luxury goods (Siepmann et al., 2021). However, there has been a phenomenon of a new understanding of the importance of luxury goods as a status symbol in society in recent years.

In particular, the phenomenon of the changing meaning and importance of luxury goods is referred to as the democratization of luxury (Dubois et al., 1966) or mass prestige (Kapferer et al., 2016) which includes a growing and wealthy middle class and the increasing production of luxury goods (Siepmann et al., 2021). The concept of "luxury", previously associated with "highly exclusive and highly prized goods available only to the wealthiest" (Mundel et al., 2017, p. 68), now appears to be undergoing a transformation, with the concept of "affordable luxury" emerging (Mundel et al., 2017; Balabanis & Stathopoulou, 2021). Affordable luxury is a viable option for prestige-price trade-offs, as it combines high perceived prestige with a reasonable premium price to attract such consumers (Truong et al., 2009).

The changing nature of consumer behavior for "luxury" goods makes it necessary to conduct research to understand why customers purchase "affordable luxury" goods and what factors drive their attitudes and purchase intentions (Shahid et al., 2021). In particular, consumers in developing countries (such as India) often choose affordable luxury brands to demonstrate their social status (Soundararaj & Sivakumar, 2017; Sreejesh et al., 2016). Using Chen et al.'s (2021) research model, the researcher is interested in examining the full picture of impulse buying by considering the interaction between influencers and consumers on social media towards affordable luxury fashion brands in Indonesia.

By applying the SEM (structural equation modeling) model, this research will be conducted to make several important contributions to theory and practice in accordance with Chen et al.'s (2021) research. First, this study will add to the literature on impulse buying that focuses on the influence of social influencers (Gupta et al., 2009; Chang et al., 2011; Yang et al., 2008). Second, although many studies have verified the important characteristics of influencers in shaping consumer attitudes or purchase decisions as described in previous studies (Kapitan et al., 2016; Martensen et al., 2018; Ki et al., 2019; Hughes et al., 2019), some of these studies examined the interaction between influencers and consumers and have placed consumers in a passive position. As such, it remains unclear how consumers interpret influencers, which may influence their decision to accept endorsements.

1.1 Impulse buying

Impulse buying was first formally defined in DuPont's study (1948-1965) and subsequently in Rook's (1987) study, i.e. purchases occur when consumers feel a sudden, often strong, and persistent urge to buy something immediately and emphasized three aspects of impulse buying, i.e. unplanned, difficult and controlled purchases and emotional responses. Although Rook's (1987) study clarified the definition within the domain of the

individual-psychological approach and outlined it as an outcome-process mechanism, debate continues on the various aspects of impulse buying. Subsequently, further studies on impulse buying concern; out-of-control and irresistible impulses that pay little attention to behavioral consequences (Verhagen & Van Dolen (2011)); underlying personality traits (e.g. Park & Lennon 2004; Rook & Fisher 1995; Verplanken & Herabadi, 2011) and social aspects of consumer and influencer interactions and emotional and cognitive reactions (e.g. Xiao & Nicholson 2013; Chen et al 2021). For the purposes of this study, and in line with Rook (1987), Xiao & Nicholson (2012), Verhagen and Van Dolen (2011) and Chen et al (2021), the authors adopt a comprehensive working definition of impulse buying. Specifically, impulse buying is operationalized here as a strong and persistent impulse; the customer experiences an emotional, cognitive, and/or behavioral reaction, which can be a new trigger of repeated IB; a reflection of impulsive traits, sociocultural values, and purchasing beliefs; both process and outcome; utilization of para-social relationships to motivate more spending.

1.2 Trust and impulse buying

Trust is the availability of a person to be vulnerable to another person's actions in the belief that the person will perform certain actions, regardless of the ability to monitor or control the other person (Mayer et al., 1995). It is related to belief in the integrity, benevolence, and capability of the source (Jarvenpa et al., 1998), and is strongly associated with attitudes towards purchasing and shopping behavior (Hsu et al., 2013). As such, trust can reduce uncertainty and serve as a shortcut for the “mentality” to aid quick and spontaneous decision-making (Gefen et al., 2003; Kräuter & Kaluscha, 2003).

Trust acts as a heuristic cue that can reduce cognitive effort during decision making (McEvily et al., 2003). Since the impulse to buy is an irresistible urge that is dominated by affective rather than cognitive processes, trust can be effective for the formation of the urge to buy (Chen et al., 2021). Although impulse buying tends to be perceived as a risky decision that may result in decision-making errors, trust has been shown to be related to the willingness to take this risk (Chen et al., 2021). In the influence of online relevant others (influencers), credibility has an important role in purchases as highly credible sources are considered more trustworthy (Chen et al., 2021). Trust can therefore facilitate uncertainty and release stress related to impulsive behavior (Verplanken & Sato, 2011). Thus, and in line with Xiao & Benbasar (2007) and Chen et al (2021), the authors adopt the definition of trust as one's availability to be vulnerable; belief in the source's ability; influence to reduce uncertainty and aid decision-making; influence of relevant others online. The following are the hypotheses proposed in this study. H1 Trust has a positive effect on impulse purchases for “affordable luxury” fashion brands.

1.3 Popularity and trust

Popularity is something that celebrities have that can positively influence purchase intentions or purchasing decisions for recommended products (Ladhari et al, 2020). The usefulness of vlogger popularity in stimulating consumer purchasing behavior. Influencer popularity has an influence on online communities by gaining more followers (Chen et al., 2021). The majority of followers who hold a positive view of the influencer act as an opt-in cue and signal the collective choice and trust of the crowd (Aydin et al., 2021). When an influencer's opinion is adopted by many consumers, people may find it trustworthy and form a positive attitude towards it, thus making the decision-making process quick and easy (Chen et al., 2021). Because of this, consumers may be more susceptible to recommendations and willing to take risks when getting recommendations from popular influencers. Thus, and in line with Ladhari et al, 2020 and Chen et al (2021), the authors adopt the definition of popularity as that which a celebrity possesses that can positively influence the purchase decision of the product they recommend; that which can stimulate trust and purchase behavior. The following are the hypotheses proposed in this study. H2 Influencer popularity has a positive impact on trust

1.4 Fit to trust and impulse buying

Studies by Hausman (2000) and Till & Busler (2000) suggest that perceived accuracy stems from information processing and can be consolidated through consumers' perceptions of the fit between the influencer and the product. The compatibility of influencers from various aspects with the brand is an important factor to be able to maximize the credibility of endorsers so that they can be trusted and encourage consumers to trust them endorsers so that they can be trusted and encourage impulse purchases (Chen et al., 2021). In the context of luxury fashion, which has a high product price, the influencer's attractiveness and expertise are very important to be perceived as a match with the product and brand (Chen et al., 2021).

Conversely, a perceived mismatch between the influencer and the brand may increase consumer skepticism and lead to more careful consideration thereby inhibiting impulse buying behavior (Kapitan & Silvera, 2016). Based on this explanation, the following are the third and fourth hypotheses presented in this study. Based on the statements of Hausman, 2000, Till & Busler, 2000 and Chen et al., 2021, researchers define fit as perceived accuracy based on information processing; can be consolidated through consumer perceptions of influencers. The following are the third and fourth hypotheses presented in this study. H3a Fit has a positive effect on trust and H3b Fit has a positive effect on impulse purchases for affordable luxury fashion brands.

2. Methods

2.1 Research design

This research is a replication of research (Chen et al., 2021), entitled "Internet Celebrities' Impact on Luxury Fashion Impulse Buying" conducted in China. Because this research is a replication of Chen et al.'s research, this research will use a quantitative approach, which is an approach to determining the truth value of propositions and allowing flexibility in data treatment, in terms of comparative analysis, statistical analysis, and repetition of data collection to verify reliability (Amaratunga et al., 2002). According to (Birks & Malhotra, 2007), there are two types of quantitative research, namely exploratory and conclusive. This research is descriptive conclusive research, where research is used to explain the research model that has been proposed and help the decision-making process based on the results and input from the research (Birks & Malhotra, 2007). This research will describe the phenomenon that occurs, namely influencers who influence impulse purchases of affordable luxury fashion brands. The hypothesis in this study is an interconnected hypothesis between variables in this research model, which refers to the research of Chen et al. This study uses a single cross-sectional design, where a sample of respondents is taken from the target population and information is obtained from this sample once from one specific time span (Birks & Malhotra, 2007). This research uses the SmartPLS application and IBM SPSS Statistics software.

2.2 Research data

This study obtained primary data with data collection techniques using questionnaires. In the process of collecting primary data, respondents will fill out an online questionnaire in the form of a Google Form distributed through the researcher's social media platforms (Line, WhatsApp, Instagram and Twitter). The questionnaire questions in this study are closed so that the data obtained is quantitative data. This research obtains secondary data by searching for information and analyzing data obtained from articles, journals, books and the internet. With the information obtained, researchers can compile the results of this study.

Previous research (Chen et al., 2021) used questionnaires distributed on several social sites to get respondents. Similar to previous research, this research requires respondents who actively use social media with several criteria, namely Indonesian people, know and

follow one of the social media influencers in Indonesia (for example: Bella Clarissa, Nazla Alifa, Dindra Nashriyah, Ayla Dimitri, Rachel Vennya, Shakilla Astari, Jovi Adhiguna, Athena Thalia and others) and know brands categorized as affordable luxury (examples: Michael Kors, Coach, Kate Spade, Longchamp, Guess, Furla, Tory Burch, Ted Baker, Marc Jacobs and others). The method used in this research is one of the non-probability sampling techniques, namely snowball sampling. The snowball sampling method is a non-probability sampling method used to find hidden populations (Baltar & Brunet, 2011) by identifying an initial group of relevant respondents and then asking them to suggest other respondents who share the same values (Dosek, 2021).

2.3 Model, research analysis processing technique

Influencers have an effective influence in influencing purchasing decisions, giving rise to brand collaboration with influencers (Zafar et al., 2021) or in this context it can be called influencer endorsement. In online sales transactions, consumers may respond to changes in their mood and may result in them acting to buy products that were not previously planned or impulse purchases (Chen et al., 2021; Verhagen & Dolen, 2011). Impulse buying is an aspect that is explored further in this study because impulse buying can be seen from several aspects or perspectives, namely rational processes, emotional influences, cognitive flows from social judgment, persuasive communication and the influence of advertising exposure on consumer behavior (Malter et al., 2020).

The perspective that explains impulse buying can also be explained by the emergence of influencers, which is related to the influence of social factors related to the interpersonal influence of consumers and influencers (Chen et al., 2021). Furthermore, the interaction between influencers and consumers has been shown to influence purchase intentions that lead to impulse purchases. This can occur because influencer endorsement has an initial process of disseminating recommendation information by the influencer, the effect of which depends on the consumer's interpretation of the information and the perceived relationship with the influencer. In this study, researchers will provide a comprehensive picture of impulse buying by considering the influence of influencer and consumer interactions using persuasion by emphasizing the role of the source, the information disseminated and the recipient. Therefore, based on Chen et al.'s research, 2021. The data processing method in this study uses analysis on questionnaires with wording tests and pre-tests. Furthermore, distribution analysis, descriptive analysis will be carried out and will be continued with Structural Equation Model analysis.

3. Results and Discussion

3.1 Research implementation and wording test analysis

Researchers in conducting this research divided the stages into 3 parts, namely the wording test, pretest and main test. The research began by conducting a wording test which was distributed to 5 respondents. The implementation of the wording test has the aim of obtaining input and suggestions regarding the suitability of the indicators or questions contained in the questionnaire. After making adjustments based on the results of the wording test, the research will continue by conducting a pretest. The pretest was conducted by distributing questionnaires to 36 respondents online using the researcher's social media, namely Whatsapp, Line and Instagram. After 36 data were collected, the next step was to process the pretest data using IBM SPSS Statistics 22 software. The next step was to conduct a main test by distributing questionnaires using Google Form. The questionnaire was distributed online through personal chat on the researcher's social media platforms, namely Instagram, Whatsapp, and Line. Then, the researcher also asked his relatives to distribute questionnaires to other relatives who fit the criteria of the respondents.

This study uses question indicators adapted from the source of the journal Chen, Xie, Zhang and Li (2021) entitled "Internet Celebrities' Impact on Luxury Fashion Impulse

Buying". At the wording test stage, researchers translated all question indicator items from English into Indonesian. Then, the researcher adjusts the sentences in each question indicator according to good and correct language to answer the hypothesis in chapter 3. After translating and adjusting each question indicator, the researcher conducted a wording test with 3 relatives who fit the respondent's criteria, namely 18-43 years old, knowing the affordable luxury fashion brand and influencers on social media. Researchers contacted these relatives via Whatsapp to ensure the translation process and all indicator items could be understood properly before entering the next test stage.

3.2 Descriptive analysis

In this section, the author will conduct a descriptive analysis to describe the distribution of the variables contained in this research data. Descriptive analysis of the variables in this study has six main components that are seen in value, namely the smallest value (minimum), the largest value (maximum), standard deviation (SD), average value (mean) and total average value (total mean). This study has a total of 210 respondents or N values. The following is a table of descriptive analysis results in this study. Descriptive analysis result can be seen in Table 1.

Table 1. Descriptive analysis result

Variable	Item	Min	Max	SD	Median	Mean	Total Mean
PL	PL1	2	6	0.774	5	5.143	5.022
	PL2	1	6	0.853	5	4.976	
	PL3	2	6	0.846	5	4.938	
	PL4	2	6	0.83	5	5.033	
	PL5	2	6	0.873	5	5.019	
KC	KC1	1	6	0.878	5	4.614	4.799
	KC2	1	6	1.014	5	4.676	
	KC3	1	6	0.982	5	4.776	
	KC4	2	6	0.951	5	4.676	
	KC5	1	6	0.895	5	5.257	
KP	KP1	1	6	1.02	5	4.524	4.108
	KP2	1	6	1.187	4	3.971	
	KP3	1	6	1.224	4	3.876	
	KP4	1	6	1.147	4	3.938	
	KP5	1	6	1.116	4	4.233	
PI	PI1	1	6	1.147	4	3.762	3.512
	PI2	1	6	1.332	4	3.59	
	PI3	1	6	1.417	3	3.443	
	PI4	1	6	1.573	3	3.252	

The Popularity (PL) variable has the highest total mean value among other variables, namely 5.022 out of a total of 6 scales in this study. With this total mean value, it can be interpreted that the average respondent tends to agree that social media influencers have great popularity. Then, the standard deviation value on this variable ranges from 0.774 to 0.873 in each indicator, which states that there is not too much diversity in respondents' responses regarding the popularity of influencers on social media. Compared to other variables, the average indicator on the Popularity (PL) variable has the smallest standard deviation value. Therefore, respondents' responses to this variable mean that they agree with the statements regarding the popularity of influencers on social media.

The Suitability (KC) variable ranks second highest based on the total mean value of 4.779 out of a total of 6 scales in this study. Based on these results, it can be concluded that the average respondent has an assessment that tends to agree with the statement that there is a match between influencers and luxury fashion products. Then, this variable has a standard deviation value between 0.878 to 1.014 in each indicator, which means that there is not enough diversity in respondents' answers. Therefore, it can be stated that there are

respondents who rate the statements on the Suitability variable (KC) moderately agree and agree.

The Trust Variable (KP) has a total mean value of 4.108 out of a total of 6 scales contained in this study. Based on this value, the researcher concluded that on average all respondents have an assessment that tends to agree with the statement of trust in influencers on social media. Furthermore, this variable has a standard deviation value in the range of one, which means that there is a diversity of respondents' answers around one scale point. Therefore, it can be concluded that in the aspect of trust in social media influencers, there are respondents who feel quite agree, disagree and disagree.

The Impulse Buying (PI) variable has a total mean value of 3.512 out of a total of 6 scales in this study. Referring to these results, it can be concluded that on average, respondents tend to have an unfavorable assessment of impulse buying statements in the context of luxury products. Furthermore, this variable has a standard deviation in the range of one, which means that there is diversity in respondents' answers regarding aspects of impulse buying in the context of luxury products. Then, it can be concluded that in the aspect of impulse buying there are respondents who feel less agree and disagree.

3.3 Convergent reliability and validity analysis

Testing convergent reliability (internal consistency) and convergent validity in the measurement model. In testing convergent reliability (internal consistency), a variable will be measured by looking at the composite reliability and Cronbach's alpha values with each value of at least 0.7 to be declared reliable. In testing convergent validity, a variable will be measured by looking at the average variance extracted (AVE) value which has a minimum value requirement above 0.5 and an outer loading value ≥ 0.70 . The following is a table of test results from Internal Consistency and Convergent Validity. Test results from Internal consistency and convergent validity can be seen in Table 2.

Table 2. Test results from Internal consistency and convergent validity.

Variabel	Item	Internal Consistency		Convergent Validity
		Cronbach's Alpha	Composite Reliability	AVE
PL	PL1	0.858	0.887	0.612
	PL2			
	PL3			
	PL4			
	PL5			
KC	KC1	0.878	0.911	0.671
	KC2			
	KC3			
	KC4			
	KC5			
KP	KP1	0.884	0.916	0.688
	KP2			
	KP3			
	KP4			
	KP5			
PI	PI1	0.848	0.897	0.687
	PI2			
	PI3			
	PI4			

Based on the results of testing reliability and convergent validity in the table above, it can be concluded that all variables contained in this study have met the minimum requirements of the convergent reliability test (internal consistency) with a composite reliability value and Cronbach's alpha above 0.7 so that they can be said to be reliable. Then, all variables have also met the minimum requirements of the convergent validity test

(convergent validity) with an Average Variance Extracted AVE value of more than 0.5 so that all variables can be declared valid. Based on the research results that meet these valid and reliable criteria, the research will proceed to the next stage.

3.4 Coefficient of determination (R^2) analysis

Furthermore, researchers will conduct a coefficient of determination analysis to show the predictive power of the model or the model's ability to explain the relationship between variables. An R^2 value of 0.2 is considered high in the discipline of consumer behavior (Hair et al., 2017). The following is a table 3 of coefficient of determination test results in this study.

Table 3. Test coefficient of determination

Var.	R^2	R^2 Adjusted	R^2 Research Journal References
KP	0.394	0.382	0.355
PI	0.373	0.357	0.385

In the results of the coefficient of determination assessment above, it can be seen that the R^2 value of the Trust variable (KP) is 0.394 and the adjusted R^2 value is 0.382. Then, the Impulse Buying (PI) variable has an R^2 value of 0.373 and the adjusted R^2 value is 0.357. Both the Trust (KP) and Impulse Buying (PI) variables have an adjusted R^2 value that is lower than the R^2 value. This is explained in the Hair et al. (2017) where the adjusted R^2 value is lower than the R^2 value because R^2 adjusted takes into account exogenous latent variables that are not significant in the research model.

3.5 Predictive relevance analysis (Q^2)

At this stage, researchers use the blindfolding method found in the SmartPLS application to see the results of Q^2 or predictive relevance, which looks at the cross validated redundancy number. The value of the cross validated redundancy calculation includes important elements of the path model and structural model to predict the data omitted in this study. If the Q^2 results show a value > 0 , then the exogenous construct variables in this study can be declared to have predictive relevance to their endogenous variables. Then, the results of predictive relevance can be classified into 3 categories, namely small ($0.02 \leq Q^2 < 0.15$); medium ($0.15 \leq Q^2 < 0.35$); and large ($Q^2 \geq 0.35$). The following is tabel 4 the test results of the predictive relevance analysis in this study.

Table 4. Predictive relevance test

Var.	SSO	SSE	$Q^2 (=1-SSE/SSO)$
KC	1050.000	1,050.000	
KP	1050.000	776.926	0.260
PI	840.000	636.789	0.242
PL	1050.000	1,050.000	

Based on the results in the table above, it can be concluded that there is predictive relevance in the KP (Trust) and PI (Impulse Purchase) variables because the value shows more than the value of 0. Then, the Q^2 value on the KP (Trust) and PI (Impulse Purchase) variables is 0.260 and 0.242, where this value is included in the moderate category ($0.15 \leq Q^2 < 0.35$). Therefore, it can be concluded that there is a relationship between the variables in the data in this study.

3.6 Path coefficients analysis

In this section, researchers process data using the bootstrapping method with a subsample of 5,000 in accordance with the recommendations of Hair et al., 2017 to test the significance of the data. The bootstrapping significance test is carried out with a significance level of 0.05 and uses a one-tailed type because the hypothesis proposed in this study relates to a positive influence. To obtain significant results, the results must show a T-Value ≥ 1.645 for a positive effect hypothesis and ≤ -1.645 for a negative effect hypothesis. Then, the P-Value value must have a value requirement < 0.100 . The following are the results of the path coefficient value with direct effect in this study.

Table 5. Direct path coefficient test with bootstrapping

Significance Test	Original Sample	Sample Mean	St. Deviation	T-Value	P-Value	Conclusion
KC -> KP	0.368	0.360	0.065	5.617	0	Significant
KC -> PI	0.083	0.082	0.059	1.409	0.079	Not Significant
KP -> PI	0.035	0.037	0.087	0.400	0.345	Not Significant
PL -> KP	0.082	0.103	0.064	1.289	0.099	Not Significant

Based on the results of the path coefficient value with direct effect in the table above, it can be seen that the largest path coefficient value is in the relationship between the variable Suitability (KC) and Trust (KP) with a value of 0.368. Furthermore, there are two variables that do not meet the significant criteria for the Impulse Purchase (PI) variable, namely Suitability (KC) and Trust (KP). In addition, there is one variable that does not meet the significant criteria for the Trust (KP) variable, namely the Popularity (PL) variable. Summary of hypothesis test results can be seen in Table 6.

Table 6. Summary of hypothesis test results

Hyp.	Hypothesis Statement	Research Results	Research Results Refereed Journal
H1	Trust has a positive effect on impulse purchases for affordable luxury fashion brands.	Data does not support the hypothesis	Data supports hypothesis
H2	Influencer popularity has a positive impact on trust	Data does not support the hypothesis	Data supports the hypothesis
H3a	Fit	Data supports the hypothesis	Data supports hypothesis
H3b	Fit has a positive effect on impulse purchases for affordable luxury fashion brands	Data does not support the hypothesis	Data does not support the hypothesis

H1 Trust has a positive effect on impulse purchases for fashion brands affordable luxury fashion brands. Based on the results of hypothesis testing, the results for H1 show rejection with a T-Value of 0.400 and a P-Value of 0.345. These results indicate that the T-Value and P-Value in H1 are lower than the minimum T-Value threshold of 1.645 and the P-Value is less than 0.05. This finding indicates that the data in the study does not support the hypothesis, namely Trust (KP) has a significant positive influence on Impulse Purchases (PI) for affordable luxury fashion brands. This means that trust in social media influencers does not significantly influence impulse purchases for affordable luxury fashion brands. This finding is different from the results found in the research of Chen, Xie, Zhang and Li (2021) where trust has a significant positive effect on impulse purchases for affordable luxury fashion brands.

The results of this study may reflect differences in consumer perceptions between influencers or internet celebrities and traditional celebrities. Since traditional celebrities have a relatively higher social status, they tend to be cautious and discreet in working with

brands to maintain a long-term reputation (Chen et al., 2021; McCracken, 1989). In the absence of formal certification, consumers are less likely to trust whether influencers are reliable and thus hesitate to make purchase decisions (Chen et al., 2021). Given the conditions in Indonesia, traditional celebrities such as Raffi Ahmad, Nagita Slavina, Nikita Willy, Luna Maya and others have used social media and still have a great influence in influencing trust so that they can indirectly influence impulse purchases. Therefore, it can be concluded that trust in social media influencers does not have a significant positive effect in influencing impulse purchases of affordable luxury fashion brands, especially among millennials and generation Z.

H2 Influencer popularity has a positive impact on trust. Based on the results of hypothesis testing, rejection of H2 occurs with a T-Value of 1.289 and a P-Value of 0.099. These results indicate that the T-Value and P-Value in H1 are lower than the minimum T-Value threshold of 1.645 and P-Value less than 0.05. This indicates that the data in the study does not support the hypothesis, namely Popularity (PL) has a significant positive effect on Trust (KP). In other words, the popularity of social media influencers does not significantly influence the trust in social media influencers.

The findings of the results on the relationship of popularity to trust are contrary to the reference research, namely Chen et al., 2021, where popularity is an indicator of celebrity trust associated with purchase intention. This is thought to be because the number of followers social media influencers have is a relative measure of their popularity on social media. With the rapid growth of followers, this has driven an advertising trend that refers to paid sponsorships to review, promote and sell products or services on influencers' social media platforms (Hill et al., 2017). Based on the implications of the influencer phenomenon in Indonesia, the more popular an influencer is, the more reviews will be conducted so that the reviews tend to be biased due to the demands of a product or brand. Then, with the increase in followers, an influencer will have followers from various circles so that the market scope will increase to be wider. Therefore, the author assumes that in the implications of the phenomenon in Indonesia, popularity does not affect trust in social media influencers.

H3a Fit has a positive effect on trust. Based on the results of hypothesis testing, the results for H3a show acceptance with a T-Value of 5.617 and a P-Value of 0.000. These results indicate that the T-Value and P-Value in H2 have passed the minimum T-Value limit of 1.645 and the P-Value is more than 0.05. This finding shows that the data in this study support the assumption that Compatibility (KC) has a significant positive impact on Trust (KP). In other words, perceived compatibility has a significant influence on trust in social media influencers.

This finding has the same results as previous research by Chen et al., 2021, which supports that the fit between influencers and brands has a significant positive impact on trust. This is in accordance with the source-credibility model produced by the study (Hovland et al., 1953), where there are two factors that cause credibility to be perceived from communicators, namely expertness and trustworthiness. Furthermore, expertness refers to the extent to which a communicator is considered a valid source of statements. In the context of this research, expertness can be perceived through the influencer's compatibility with affordable luxury fashion products or brands. Therefore, judging from the influencer's daily content, personal style, lifestyle and knowledge (Till & Busler, 2013; Ohanian, 1990), consumers can determine whether there is a match which can indirectly form trust.

H3b Fit positively influences impulse purchases for fashion brands affordable luxury fashion brands. Based on the results of hypothesis testing, it is found that H3b is rejected because the value shows a T-Value of 1.409 and a P-Value of 0.079. These results indicate that the T-Value and P-Value in H3b are lower than the minimum threshold T-Value of 1.645 and P-Value of less than 0.05. This finding indicates that the research data does not support the hypothesis that Fit (KC) has a significant positive influence on Impulse Buying (PI) for affordable luxury fashion brands. In other words, perceived fit towards social media

influencers does not significantly influence impulse purchases of affordable luxury fashion brands.

This finding has the same result as the previous study by Chen et al., 2021 which does not support that the fit between influencers and brands does not directly contribute to impulse purchases, in the context of affordable luxury fashion brands. However, like the results in H3a, influencer-brand fit has an important role in influencing trust, which may also indirectly influence impulse purchases. This is supported by research conducted by (Till & Busler, 2013) which states that the alignment or fit between influencers or celebrities and brands is only effective in changing attitudes, but does not directly change purchasing behavior. Therefore, compatibility has an influence on attitudes and does not directly change purchasing behavior that leads to impulse purchases, in this context, affordable luxury fashion.

4. Conclusions

In this study, researchers made some adjustments by changing the context of luxury fashion to affordable luxury fashion and focusing on social media influencers in Indonesia. In addition, the unit of analysis and the range of research areas are also adjusted to the author's current environment. First hypothesis (H1) trust does not have a significant positive influence on impulse purchases for affordable luxury fashion brands. Second hypothesis (H2) popularity does not have a significant positive influence on trust in social media influencers. Third hypothesis (H3a) compatibility has a significant positive influence on trust in social media influencers. Fourth hypothesis (H3b) fit does not have a significant positive influence on impulse purchases for affordable luxury fashion brands.

Acknowledgement

The authors would like to express their sincere gratitude to all parties who contributed to the completion of this research.

Author Contribution

The authors contributed fully to the research.

Funding

This research did not receive funding from anywhere.

Ethical Review Board Statement

Not available.

Informed Consent Statement

Not available.

Data Availability Statement

Not available.

Conflicts of Interest

The authors declare no conflict of interest.

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