Shopee Affiliate Viral Marketing's Effect on Generation Z Buying Interests in Purchasing Fashion Products on Shopee

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Abstract: Phenomenal growth in cyberspace have direct impact on Gen Z daily lives which also means more efforts to attract their buying interest, one way is through Komunikasi pemasarans. This research aimed to find out whether Shopee Affiliate viral marketing influences Gen Z's buying interest in purchasing fashion products on TikTok. This is a quantitative research with nonprobability sampling technique. This research was done in Sunter, Tanjung Priok, North Jakarta. The population sample includes all Sunter Agung's Gen Z TikTok user who's seen Shopee Affiliate fashion contents. The sample are between 15-27 years, have a job, had bought fashion product promoted through Shopee Affiliate, and has seen Shopee Affiliate's fashion content on homepage or TikTok FYP for 3 times. Data were collected using questionnaire. Obtained data were analysed by correlation test and multiple linear regression using SPSS software. Data analysis in this study shows that viral marketing variable on Shopee Affiliate (X) has a significant effect on Gen Z buying interest in Sunter to purchase fashion products (Y). Shopee Affiliate's viral marketing has a contribution effect of 74.3%. Fashion product ulasans on TikTok and Shopee that're interesting with low prices have proved to increases Gen Z desire to own those products.

1   INTRODUCTION

The phenomenal growth that is rife in cyberspace has a direct impact on the daily life of Generation Z. Generation Z is a generation that has enjoyed technological developments after the internet. The development of the current era causes all forms of activities carried out by humans to develop. This activity can be in the form of communication, which aims to convey a message from the sender to the recipient. Situmorang (2010, p. 64) says that information technology is growing rapidly in the end has an impact on new marketing methods or techniques that rely on these advances in information technology. One of the marketing communication programs can be implemented in a strategy. Viral marketing strategy is one way that can be done in implementing promotions in marketing communications. The viral marketing strategy is part of WOM marketing because it uses word-of-mouth marketing.

Viral marketing as a marketing communication is used by Generation Z to seek profit through Shope Affiliates to disseminate products, one of which is fashion products that can influence consumer buying interest. Viral marketing can be stimulated by affiliate marketing. Anshari & Mahani, (in Batu, Situngkir, Krisnawati, & Halim 2019) define affiliate marketing as a collaborative activity involving an organization, company or site to gain profit for both parties in an agreement through advertising activities for products or services. Affiliates who are able to influence consumer buying interest broadly so that they are able to bring traffic to the website until a transaction occurs will get a commission.

Shopee is an application that is engaged in buying and selling online and can be accessed easily by using a smartphone. Shopee that implements affiliate marketing is known as Shopee Affiliate. One of the social media used in carrying out affiliate marketing is Tiktok to attract consumer buying interest through content, campaigns, and other forms of offers. Social media plays a crucial role in facilitating affiliate marketing (Haikal et al., 2020). Shopee facilitates sellers to sell easily and provides buyers with a secure payment process and integrated logistics arrangements. Shopee makes the Shopee Affiliate Program feature or Shopee Affiliate Program a

program that offers additional income for content creators who promote Shopee products on social media, such as YouTube, Instagram, Facebook, TikTok, and others.
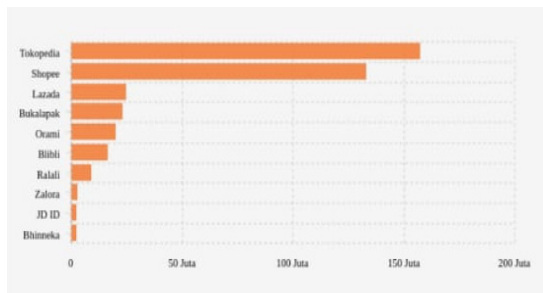

Figure 1: Tiktok User Data Increases Until Q1 2022 (Source: Databoks).

According to the visitor data above, the Shopee databox is ranked the second most used e-commerce by the community with a total of 150 million shopee users. Shopee is also one of the most trusted e-commerce sites with complete products.

TikTok, the popular app has become an essential app in the lives of people who like new things in no time. Today, TikTok is a very prominent platform for various advertisers and marketers. Social media now has the power to influence individuals to do something new, for example, to grow someone's buying interest in something to buy something. However, not a few people are still interested in advertising in other conventional media. According to Kotler & Keller (2016) the use of the Tik Tok application has increased buying interest. Basically, buyers' decisions cannot be made alone before consumer decision making is influenced by circumstances such as cultural, social, personal and psychological problems.
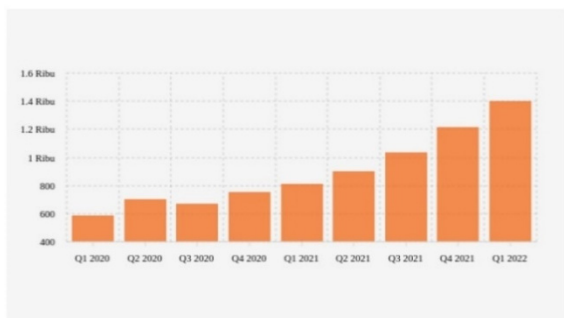

Figure 2: Tiktok User Data Increases Until Q1 2022 (Source: Databoks).

According to visitor data above, the tiktok application user databox is increasing from year to

year, in 2022 around 1.4 thousand users who use the tiktok application. Tiktok is one of the most popular applications worldwide, this tiktok application has successfully captured the attention of the audience, especially Generation Z because of the appearance and attractive features offered.

The content created by celebtiktok in the Tiktok application regarding the Shopee Affiliate program contains elements of reviews on product quality, product prices and spreading referral links so that consumers go directly to the products they are interested in. Through marketing communications in which the company seeks to inform, persuade and remind consumers directly or indirectly about the products being sold.

Fashion products are one of the products that are loved by Generation Z, the virality of fashion products in tiktok makes the attractiveness of consumer buying interest higher, the aspect of consumer buying interest is based on the quality of the product, basically the quality is an effort by a company in realizing a product with better specifications than consumer expectations that greatly affect buying interest.

2 LITERATUR REVIEW

2.1 Buying Interest

Buying interest is the tendency of consumers buy a brand or take actions related to purchases as measured by the level of possibility of consumers to make purchases Hasan (2014).

It can be concluded that consumer buying interest is an intention that arises from within a person to make a purchase of a product or service with consideration that before the purchase process takes place there is a commitment in the consumer when making a purchase can attract consumers to make a purchase decision on a product so that it benefits the company Maulidi and Ai. Lily (2017).

The indicators of buying interest are:
a. Transactional interest, namely the tendency of a person to buy a product.
b. Referential interest, namely the tendency of a person to refer products or reviews to others.
c. Preferential interest, which shows the behavior of someone who has a major preference for the product. This preference can be overridden if something happens to the product of its preference.
d. Explorative interest, which shows the behavior of someone who is always looking

for information about the product of interest and looking for other information that supports the positive characteristics of the product

2.2 Marketing Communication

Marketing communication is one of the marketing activities that seeks to disseminate information, influence or improve the target market or company or product so that they are willing to accept, buy and be loyal to the products offered to the company. The communication mixes are as follows:

a. Advertising (Advertising) is any form of non-personal presentation and promotion of ideas, goods, or services paid for by a particular sponsor.

b. Sales promotion, namely short-term incentives to increase purchases or sales of products or services.

c. Publicity, namely the stimulation of non-personal demand for products, services or business units by posting commercially significant news about products, services, or business units in print media or by obtaining attractive presentations through radio, TV, or stage shows. not paid for by the sponsor.

d. Personal selling is an oral presentation in a conversation with one or more prospective buyers with the intention of creating a sale.

2.3 Viral Marketing

The term Viral Marketing was coined by Jeffery F. Rayport in a 1996 article entitled "The Virus of Marketing". The article, written what if the virus is used as a marketing program, because the marketing message will be spread by using only very little time, the budget does not need to be too much and the impact is very wide. The key to viral marketing is to get website visitors and recommend them to those who will be considered interested. They will connect the message to potential consumers who will use the goods or services offered and recommend it to other consumers.

Kotler & Keller (2016: 647) define viral marketing as an internet version of word of mouth marketing or content marketing that involves consumers wanting to share it with others.

The spread of viral marketing is like a message virus that spreads quickly with words from person to person, where consumers themselves choose to share the message (Liu & Wang, 2019). Viral Marketing Indicator are

a. Engagement with the product.
b. Product knowledge.
c. Talking about products

2.3.1 Generation Z

Schmidt (2000) says generation is a group of individuals who identify groups based on year of birth, age, location, and events in the lives of groups of individuals who have a significant influence in the growth phase.

Hellen Chou P. (2012: 35) provides an understanding of the term Gen Z: Generation Z or later widely known as the digital generation is a young generation that grows and develops with a great dependence on digital technology. This, either directly or indirectly, greatly influences the development of behavior, personality, even education and learning outcomes for those who are still students. Besides the advantages of Generation Z children, there are weaknesses, for example, they are usually less skilled in verbal communication. Generation Z does not like the process, they generally lack patience and like things that are instantaneous.
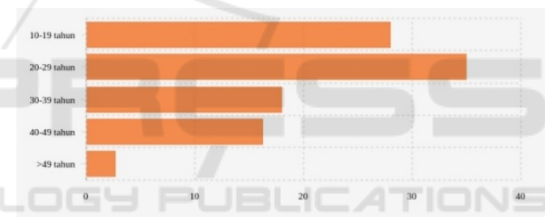

Figure 3. Young Tiktok Users (Source: Databoks 2022).

2.3.2 Affiliate in Market Place Shope

The word affliate or affiliation comes from English which means to join, bond, or commonly translated as a work or business bond. Marketing which means affiliate marketing can be interpreted as affiliate marketing, which means that we will market other people's products, then if we succeed in selling the product, we will get a commission from the owner of the goods.

Advantages of Being an Affiliate Marketer. Before plunging into internet marketing, it would be better if we knew about the advantages and disadvantages of a job to be involved in. The following are some of the advantages or advantages of one type of internet marketing, namely affiliate marketing:

a. No need to make products
b. No need to stock items
c. No need to process orders
d. No need for customer support

e. No need for employees
f. No need for capital
g. Can be done anywhere

3 METHODS

The type of research that will be conducted in this research is causal research. The research used in this study is quantitative. According to Sekaran & Bougie (2017:112) the purpose of the researcher to conduct a causal study is to be able to state that variable X causes variable Y. So, if variable X is removed or changed in a certain way, problem Y is solved.

The population used in this study were all Generation Z tiktok users, Sunter Muara, who had seen Shopee Affiliate Fashion content on their tiktok homepage or fyp. The sample in this study was determined by a non-probability sampling technique, which is a technique that does not provide equal opportunities to members of the population. This technique is used because the population is increasing or increasing every day. The non-probability sampling technique used in this study is purposive sampling. Purposive sampling is the determination of the sample with certain considerations. The purposive sampling considerations in this study are:

a. Minimum age 15-27 years, this age determination is based on the year of birth (Gen Z born 1995-2010) and the level of maturity in managing information)
b. Have a tiktok account
c. Have a job
d. Gender female and male
e. Have you seen Shopee Affiliate Fashion content on their homepage or tiktok fyp at least 3 times.
f. Have you ever bought fashion items that were promoted through Shopee Affiliate content.

The formula needed to determine the number of samples used Sampling using the Lemeshow formula because the number of populations is unknown, therefore the Lemeshow formula is used (Lemeshow et al. 1990:42)

$$ n = \frac{Z\ 2\ 1 - \alpha/2\ (1 - P)}{d\ 2} $$

So that the sample results obtained 96.04. From these results, it is rounded up and becomes 100. Respondents who have been collected are 101 respondents and 100 respondents who enter the criteria.To support this research, researchers used

primary data by giving a questionnaire (questionnaire) with a set of questions or written statements to respondents to answer. The secondary data used are taken from books or articles related to research

4 RESULTS AND DISCUSSION

Table 1: Characteristics by Gender.

Gender	Frequency (f)	Percentage (%)
Female	77	77
Male	23	23
Total	100	100

(Source: SPSS 26)

Based on the respondents who have been collected, it shows that the more dominant are women with a total of 77%, while the male respondents are 23%. Shope Affiliate ashion product users on tiktok are more dominated by women because fashion has its own advantages in terms of trends and this is in line with the nature of women who like to wear trending fashion.

Table 2: Respondent Data by Age Group.

Age Group	Frequency (f)	Percentage (%)
20 – 27 Years	73	73,74
15 – 20 Years	26	26,26
Total	99	100

(Source: SPSS 26)

Based on the results that respondents have collected, the most dominant in the use of Shope Affiliate viral marketing on tiktok are at the age of 20-27 years as many as 73 respondents or 73.74%, while at the age of less than 15-20 years there are 26 respondents or 26.26 %.

Table 3: Respondent Data Based on Profession.

Profession	Frequency (f)	Percentage (%)
Student	67	6700
Employee	26	2600
Teacher	2	200
Entrepreneur	2	200
Housewife	1	100
Sailor	1	100
Total	100	100

(Source: SPSS 26)

Based on the most dominating respondents in Shope Affiliate viral marketing on tiktok, students or college students are 67 or equivalent to 67%, for those who dominate the second order, namely employees as many as 26 respondents or equivalent to 26%, for teachers and entrepreneurs as much as 2 or equivalent to 2%, then housewives and seafarers as much as 1 or the equivalent of 1%.

4.1 Validity Test

Table 4: Viral Marketing (X).

No	Question Item	Output SPSS		
		r-count	r-table	Description
1	X1	0.846		Valid
2	X2	0.846		Valid
3	X3	0.810	0.1654	Valid
4	X4	0.825		Valid
5	X5	0.844		Valid
6	X6	0.833		Valid

(Source: SPSS 26)

Table 5: Buying Imterest(Y).

No	Quistion Item	Output SPSS		
		r-count	r-table	Description
1	Y1	0.871		Valid
2	Y2	0.903		Valid
3	Y3	0.853	0.1654	Valid
4	Y4	0.921		Valid
5	Y5	0.903		Valid
6	Y6	0.884		Valid

(Source: SPSS 26)

Validity and reliability tests were carried out on 100 respondents using SPSS Version 26 software. The results of the validity test used a significance level of 5%. Based on the results of the validity test on the Viral Marketing variable (X) (Table 4.4) and buying interest (Y) (Table 4.5), all questions in the questionnaire were declared valid. This is evidenced by r-count r-table, where the value of r-table is obtained from, n-2 with a value of 0.1654.

4.2 Reliability Test

Table 6: Reliability Test Results

No	Variabel	Cronbach-alpha	Cut-Off	Description
1	*Viral Marketing* (X)	0.918		Reliabel
2	Buying Interest (Y)	0.946	0.60	Reliabel

(Source: SPSS 26)

Based on the results of SPSS 26, this is evidenced by the Cronbach-alpha Cut-Off. According to Murti (2011) states that the minimum cut-off of Cronbach-alpha for a measuring instrument is 0.60, Cronbach-alpha Cut-Off indicates that the reliability is good and adequate.

4.3 Correlation Test

Table 7: Correlation Test Results

No	Variabel	Correlation Value	Total respondents (N)
1	*Viral Marketing* (X)	0,862	100
2	Buying Interest(Y)		

(Source: SPSS 26)

Based on the correlation test that has been carried out (Table 4.7), the correlation value is 0.862, which means that the level of relationship between variables is very strong. There is a positive relationship between the two variables, the greater the influence of Shope Affiliate viral marketing, the more buying interest Generation Z has in purchasing fashion products on TikTok.

4.4 Simultaneous Test (F-Test)

Table 8: Simultaneous Test Results (F-Test).

No	Model	df	F-count	F-table	Sig.	Level
1	Regresi	1	283,399	3,93	0,000	0,05
2	Total	98				

(Source: SPSS 26)

Based on the F-test that has been carried out (Table 4.8), the F-count value is 283.39 and the significance value (Sig.) is 0.000. The value of the F-table is 3.93, obtained from looking at table F where df (degree of freedom) = 98 and the number of independent variables = 1. The results of the F-Test show the Significance Value (Sig.) 0.05 or F-count F-table, it can be concluded that Shopee Affiliate Viral Marketing has a significant / significant effect on Generation Z's Buying Interest in Purchasing Fashion Products on Tiktok.

4.5 Coefficient of Determination Test Results

Table 9.

Variabel (R^2)	R-Square (R^2)
Viral Marketing (X)	74,3%
Buying Interest (Y)	

(Source: SPSS 26)

Based on these results, the viral marketing Shope Affiliate variable has a contribution of 74.3% to the buying interest of Generation Z in purchasing fashion products on Tiktok. The rest of the contribution of 25.7% are other factors that affect the dependent variable (buying interest) which are not included in this study.

Shope Affiliate viral marketing has a significant effect on Generation Z's buying interest in purchasing fashion products on TikTok. Simultaneous test results indicate that Generation Z has more interest in buying fashion products on Tiktok which is affiliated with Shopee. Shopee affiliate program makes it easy for users to go directly to the product page to view reviews, recommendations and testimonials. Generation Z also often interacts with all groups on social media such as TikTok, so they trust recommendations from their circle more when buying fashion products. (Andriyanti & Farida, 2022),

5 CONCLUSIONS

Based on the results of research on tiktok users who view content and buy Shope Affiliate products, as well as statistical data analysis, the conclusions obtained from this research are: The viral marketing Shope Affiliate (X) variable has a significant effect on Generation Z's buying interest in purchasing fashion products on Tiktok (Y). This shows that Shope Affiliate viral marketing is able to increase interest in buying fashion products in Generation Z in Sunter. This statement is supported by the results of the coefficient of determination analysis, where the viral marketing of Shope Affiliate has a 74.3% contribution effect on Generation Z's buying interest in purchasing fashion products on TikTok. These results show that Shope Affiliate viral marketing is able to increase interest in buying fashion products on Tiktok by 74.3%.

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