



# Antecedent Decision To Purchase Fashion Products Through Video Advertising Social Media Platform On The Millennial Generation In Medan City

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## ABSTRACT

UMKM is an important part of the economy of a country or region, as well as Indonesia (Tambunan, 2013). with the existence of the COVID-19 pandemic, the sustainability of UMKM is threatened by a decline in demand for fashion products due to changes in consumer purchasing power. One of the efforts to survive is to digitize. One of them by advertising on social media. Social media that is often accessed by the millennial generation is a platform (Tiktok, Facebook, Youtube, Instagram). The purpose of this study was to determine the significant and significant influence of information, entertainment, credibility, and personalization on purchasing decisions for fashion products through video advertising on social media platforms for the millennial generation in the city of Medan. The type of research used is descriptive quantitative. The data that is processed is the result of interviews and distributing questionnaires. Data collection techniques used are Observation, Interview, and Documentation. While the data analysis technique used in this research is data collection either through observation or interviews, data reduction, data presentation, and conclusions. The results of the direct relationship research show that information, entertainment, credibility, and personalization have a positive influence on video advertising and purchasing decisions. Video advertising has a negative influence on purchasing decisions. While the results of the indirect research show that information, entertainment, credibility, and personalization through video advertising have a negative influence on purchasing decisions.

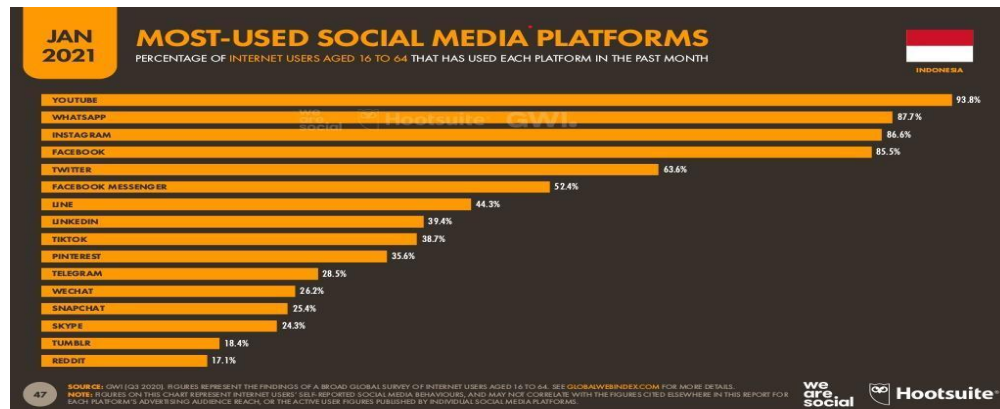
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## 1. Introduction

Micro, Small, and Medium Enterprises, or what is often abbreviated as MSMEs are an important part of the economy of a country or region, as well as Indonesia (Tambunan, 2013). Micro, Small, and Medium Enterprises are people's economic activities on a small and medium scale and need to be protected to prevent unfair business competition. With the existence of the COVID-19 pandemic, the sustainability of MSMEs is threatened by a decline in demand for fashion products due to changes in consumer purchasing power. One of the efforts to survive is to digitize. One of these by advertising on social media. Social media that is often accessed by the millennial generation is a platform (Tiktok, Facebook, Youtube, Instagram). This is an opportunity for MSMEs to carry out promotions to reach consumers and stay afloat during the pandemic. Of course, this will affect the way consumers choose fashion brands and products. The COVID-19 pandemic has greatly affected the sustainability of MSMEs (Micro, Small and Medium Enterprises). Efforts made by the government in helping MSMEs are by

encouraging business actors to go on board with digital applications (Rahajeng, 2021). Social Media is a place that allows humans to interact online without being limited by space and time. Social Media has a significant influence on social change in society. Social media users in Indonesia can be seen in Figure 1.



**Figure 1.** Use of Social Media Platforms

According to GlobalIndex.Com, it can be seen that the Youtube platform has the highest percentage of 93.8% and Whatsapp has a percentage of 87.7%, Instagram has a percentage value of 86.6% and the TikTok platform has a percentage value of 38.7%. The increase in social media users in Indonesia has increased by around 20% during the Covid-19 pandemic. With such a large level of use of Social Media Platforms, it shows a change in promotion strategy from television media to social media through online video advertising. Video advertising is a fast-growing social media advertising application. In 2021, Indonesia will be able to reach 115% of consumers who buy products because they see video advertisements (Kibtiyah, 2021). In addition, according to Lokadata.ID (2021) it is stated that the generation that often makes the highest shopping preferences is millennials, which can be seen in Figure 2.



**Figure 2.** Millennial Generation Online Shopping Preference

According to Lokadata.ID, it can be seen that the millennial generation as the market leader who often does online shopping is 17% of the total 46.7 million internet users. Nielsen also stated that in the Cross Application Report more than 60 percent of consumers in the 21-49 year age group tend to seek more information after viewing online video advertisements (Yang et al, 2016). Advertising using Social Media Platforms is a growing phenomenon and is not commonly done because, in the era of digitalization and the Covid-19 pandemic, consumers spend more time using the internet and previous research has also been carried out by YouTube media which has a positive influence on purchasing decisions for a product. or services and research on fashion products is still very rarely done in Indonesia, especially research comparing social media platforms (Tiktok, Facebook, Youtube, Instagram).

## 2. Method

The general description of the object in this study is social media users (TikTok, Facebook, Youtube, Instagram) in the millennial generation who want to buy fashion products. Respondents in this study were social media users who bought fashion products for the millennial generation, especially those in the city of Medan with a total of 50 respondents. The operational variables in this study can be seen in table 1.

**Table 1**  
Variable Operation

Variables & Definitions	Original Measurement	Measuring instrument	Interval Scale
<b>Informativeness (I)</b> Providing complete information will influence consumers in making purchases (Kim and Han, 2014)	I1: Mobile advertisements provide the information I need (Tsang et al, 2004)	I1: I get clear information about fashion products in video advertising on TikTok social media I2: I get clear information about fashion products in video advertising on social media Facebook I3: I get clear information about fashion products in video advertising on social media YouTube I4: I get clear information about fashion products in video advertising on Instagram social media	Likert scale 1-5
<b>Entertainment (E)</b> Adding entertainment is important because advertisements entertain and influence consumers (Ducoffe, 1996)	E1: <i>I would feel that LMAA is entertaining</i> (Xu & Li, 2014)	E1: I find video advertising about fashion products on TikTok social media very interesting to watch E2: I find video advertising about fashion products on Facebook social media very interesting to watch E3: I find video advertising about fashion products on YouTube social media very interesting to watch E4: I find video advertising about fashion products on Instagram social media very interesting to watch	Likert scale 1-5
<b>Credibility (C)</b> The extent to which users feel confident about advertised information and products so that consumers want to feel like buying an advertised product (Mackenzie & Lutz, 1989).	C1: <i>I feel that smartphone advertising is believable</i> (Tsung et al, 2004)	C1: I trust information about fashion products in video advertising on TikTok social media. C2: I trust information about fashion products in video advertising on Facebook social media. C3: I trust information about fashion products in video advertising on YouTube social media. C4: I trust information about fashion products in video advertising on Instagram social media	Likert scale 1-5
<b>Personalization (P)</b> Is a strategy taken by the company in marketing its products by identifying the needs and purchasing decisions of customers to be able to adjust their products according to the needs of these customers (Santoso, 2013).	P1: <i>I feel advertising on smartphone provide private attention</i> (Xu & Li, 2014)	P1: I feel that video advertising on TikTok social media gives personal attention to fashion products. P2: I feel that video advertising on Facebook social media gives personal attention to fashion products P3: I feel that video advertising on YouTube social media gives personal attention to fashion products P4: I feel that video advertising on social media Instagram gives personal attention to fashion products	Likert scale 1-5
<b>Video Advertising (VA)</b> Behavioral tendencies in which a person can feel attracted to an advertisement	VA1: <i>I like sosial media video created by the sponsor company of the product or brand</i> (Taylor et al, 2011)	VA1: I received video advertising recommendations regarding fashion products through social media TikTok VA2: I received video advertising recommendations regarding fashion products	Likert scale 1-5

*Antecedent Decision To Purchase Fashion Products Through Video Advertising Social Media Platform On The Millennial Generation In Medan City (Nora Anisa Br Sinulingga, et al)*

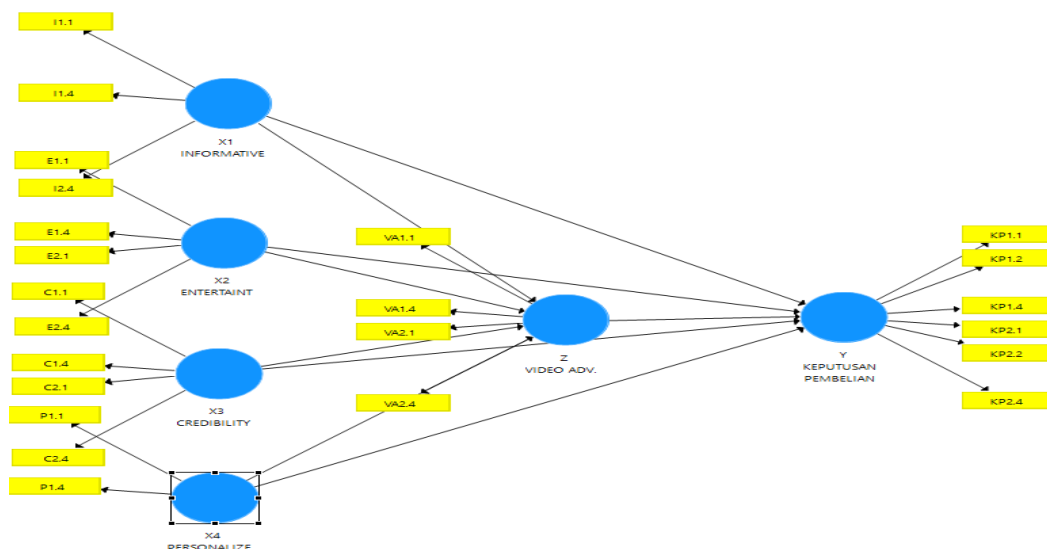
(Mackenzie & Lutz, 1989)		through Facebook social media	Likert scale 1-5
		VA3: I received video advertising recommendations regarding fashion products through social media YouTube	
		VA4: I received video advertising recommendations regarding fashion products through Instagram social media	
<b>Buying Decision (BD)</b> Purchasing is a process of making a purchase decision which includes determining what to buy or not to buy (Kotler and Armstrong, 2008)	<b>BD1:</b> <i>I interseted for repay Sparepart product from Federal parts</i> (Elvina, 2018)	BD1: I always buy fashion products after seeing video advertising on Tik Tok social media	
		BD2: I always buy fashion products after seeing video advertising on social media Facebook	
		BD3: I always buy fashion products after seeing advertising videos on social media YouTube	
		BD4: I always buy fashion products after seeing video advertising on social media Instagram	

The data processing method that will be used in this research is using the Structural Equation Modeling (SEM) method. By using SEM, it can help researchers to assess the nature of measurements and test proposed theoretical relationships using a single technique (Malhotra, 2010).

### 3. Results And Discussions

#### 3.1 Result

The specification of the model that explains the problem under study is the SEM method. In this study, there are exogenous and endogenous latent variables, namely informativeness, entertainment, credibility and personalization (exogenous variables), purchasing decisions (endogenous variables) and video advertising mediation variables. The model testing in this study can be seen in Figure 3.



Source: Processed data (PLS)

**Figure 3.** Mode Path Diagram

After the model specification, the next step is to test the validity and reliability. The following can be seen the results of the validity and reliability tests in this study.

**Table 2**  
Validity test

	Cronbach's	Rho	Composite	AVE
X1-INF	0.790	0.786	0.880	0.712
X2-ENT	0.901	0.909	0.931	0.771
X3-CRE	0.914	0.915	0.940	0.796
X4-PER	0.856	0.869	0.933	0.874
Y-KP	0.899	0.922	0.920	0.659
Z-VA	0.909	0.920	0.936	0.786

Source: Processed data (PLS)

From the table above, it can be seen that the average variance extracted value is above 0.5. it can be interpreted that the value of each variable can already be used in research.

**Table 3**  
Reliability Test

	Cronbach's	Rho	Composite	AVE
X1-INF	0.790	0.786	0.880	0.712
X2-ENT	0.901	0.909	0.931	0.771
X3-CRE	0.914	0.915	0.940	0.796
X4-PER	0.856	0.869	0.933	0.874
Y-KP	0.899	0.922	0.920	0.659
Z-VA	0.909	0.920	0.936	0.786

Source: Processed data (PLS)

In the table above, it can be seen the value of Composite Reliability and Cronbach's Alpha on the research variables Informativeness, Entertainment, Credibility, Personalization, Video Advertising and purchasing decisions are already above 0.7. Based on the calculation results, it can be said that the indicators that are owned are effective and able to measure variables and the results will remain consistent.

The next step is to test the T-Statistic with the aim of testing the truth of the hypothesis proposed by the researcher in distinguishing the average and seeing the effect of the relationship and the significance of the influence on a variable. The results of T-Statistics in this study can be seen in the table below.

**Table 4**  
T-Statistic

	Original Sample	T-Statistic	P-Value
X1-INF $\Rightarrow$ Y-KP	0.161	0.371	0.710
X1-INF $\Rightarrow$ Z-VA	0.270	1.353	0.177
X2-ENT $\Rightarrow$ Y-KP	0.035	0.069	0.945
X2-ENT $\Rightarrow$ Z-VA	0.248	0.994	0.321
X3-CRE $\Rightarrow$ Y-KP	0.690	1.720	0.086
X3-CRE $\Rightarrow$ Z-VA	0.341	1.414	0.158
X4-PER $\Rightarrow$ Y-KP	0.415	0.807	0.420
X4-PER $\Rightarrow$ Z-VA	0.133	0.467	0.641
Z-VA $\Rightarrow$ Y-KP	-0.471	0.903	0.367

Source: Processed data (PLS)

To see the significance of a hypothesis, it can be seen from the cut-off limit value of the T-Statistic which is 1.96. then from the results above we can see that the direct relationship between exogenous variables and endogenous variables has no significance.

After knowing the direction of the direct relationship between exogenous and endogenous variables, and seeing the significance of the relationship between variables, the next researcher will look at the indirect relationship between exogenous and endogenous variables through mediating variables (intervening).

**Table 5**  
*Specific Indirect Effect*

	<i>Original Sample</i>	<i>T-Statistics</i>
X1-INF $\Rightarrow$ Z-VA $\Rightarrow$ Y-KP	-0.127	0.785
X2-ENT $\Rightarrow$ Z-VA $\Rightarrow$ Y-KP	-0.117	0.609
X3-CRE $\Rightarrow$ Z-VA $\Rightarrow$ Y-KP	-0.161	0.602
X4-PER $\Rightarrow$ Z-VA $\Rightarrow$ Y-KP	-0.063	0.392

Source: Processed data (PLS)

From the table above, it can be seen that the original sample value of the indirect relationship between exogenous and endogenous variables through the mediating variable, the value looks negative.

### 3.2 Discussions

The results of the analysis carried out in this study include the results of the analysis of all constructs or measuring instruments of each valid and reliable variable with a measurement model that is in accordance with the SEM method. From the overall model structure in this study, it shows that the results of the direct relationship research show that Informative has a positive influence on Video Advertising. This is in accordance with previous research which shows that the better an advertisement contains relevant information messages, the higher the interest and purchase decision for the advertised product (Liu et al, 2012). The findings obtained, although the Informative effect is positive on Video Advertising, it is not significant based on the T test. From the results of proving the hypothesis, it shows that Entertainment has a positive effect on Video Advertising. This is in accordance with previous research that entertainment refers to the entertainment contained in an advertisement that makes users interested in the advertisement further, the importance of the entertainment element in an advertisement so that a user is interested in the advertisement (Ducoffe, 1995). The findings obtained, although Entertainment has a positive effect on Video Advertising, it is not significant based on the T test. From the results of proving the hypothesis, it shows that Credibility has a positive effect on Video Advertising. This is in accordance with previous research that Credibility contained in an advertisement has a good influence on Video Advertising (Lie et al. 2012). The findings obtained, although Credibility has a positive effect on Video Advertising, but it is not significant based on the T test. From the results of proving the hypothesis, it shows that Personalization has a positive effect on Video Advertising. This is in accordance with previous research that the relevance of an advertisement is one of the issues in personalizing online advertising. the higher the relevance of the ad to consumer preferences, the lower the level of dependence on the ad and make the ad more effective (O'Donnell and Cramer, 2015). The findings obtained, although Personalization has a positive effect on Video Advertising, it is not significant based on the T test.

From the results of proving the hypothesis, it shows that Informative has a positive influence on purchasing decisions. This is in accordance with previous research that informativeness that provides complete information will affect consumers in making purchases (Kim and Han, 2014). The findings obtained, although informative has a positive effect on purchasing decisions, but it is not significant based on the T test. From the results of proving the hypothesis, it shows that Credibility has a positive influence on purchasing decisions. This is in accordance with previous research that advertisements must be realistic in marketing their goods, if an advertisement provides information on a product with a hyperbolic explanation, it will give a bad impression so that consumers will not make a purchase decision (Choi, Hwang and McMillan, 2008). The findings obtained, although Credibility has a positive influence on purchasing decisions, but it is not significant based on the T test. From the results of proving the hypothesis, it shows that Entertainment has a positive influence on purchasing decisions. This is in accordance with previous research that entertainment is important because entertaining advertisements can attract consumers. (Ducoffe, 1996). The findings obtained, although entertainment has a positive effect on purchasing decisions, it is not significant based on the T test. From the results of proving the hypothesis, it shows that personalization has a positive effect on purchasing decisions. This is in accordance with previous research that the purpose of personalization is to understand consumer preferences and focus on content that is relevant and in accordance with consumer needs and the long-term goal is to generate more business opportunities and improve purchasing decisions

of a product (Ho, 2008). The findings obtained, although Personalization has a positive influence on purchasing decisions, but it is not significant based on the T test. From the results of proving the hypothesis, it shows that Video Advertising has a positive effect on purchasing decisions. This is in accordance with previous research that purchasing decisions for a product can be positively influenced by a user's interest in a fun and informative advertisement (Chen & Wells, 1999). The findings obtained, although Video Advertising has a positive influence on purchasing decisions, it is not significant based on the T test.

While the results of indirect research show that informative on purchasing decisions through Video Advertising has no effect. Based on the results of proving the hypothesis in this study, it shows that entertainment on purchasing decisions through Video Advertising has no effect. Based on the results of proving the hypothesis in this study, it shows that Credibility on purchasing decisions through Video Advertising has no effect. Based on the results of proving the hypothesis in this study, it shows that Personalization on purchasing decisions through Video Advertising has no effect.

#### 4. Conclusion

The purpose of this study was to examine the relationship between Informativeness, Entertainment, Credibility, Personalization variables on Purchase Decisions through Video Advertising. The results of the analysis using the SEM method show that all the direct relationship hypotheses show informative, entertainment, credibility, personalization have a positive influence on video advertising and purchasing decisions. Video advertising has a negative influence on purchasing decisions. While the results of indirect research show that informative, entertainment, credibility, personalization through video advertising has a negative influence on purchasing decisions, therefore video advertising does not have a role or support (no mediation) fashion product purchase decisions on social media platform users in the millennial generation. in the city of Medan.

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