

THE IMPACT OF PERCEIVED ENJOYMENT ON URGE TO BUY IMPULSIVELY AMONG GENERATION Z IN HANOI: A CASE STUDY OF AFFILIATE MARKETING ON SHORT-FORM VIDEO PLATFORMS

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Abstract: *The proliferation of short-form video platforms like TikTok, YouTube, and Facebook has propelled the popularity of affiliate marketing on these platforms in recent years. This study investigates the influence of affiliate marketing on Gen Z's urge to buy impulsively on short-form video platforms in Hanoi city, with perceived enjoyment as a mediating factor. The research model is constructed based on the Stimulus-Organism-Response (S-O-R) framework combined with models from previous studies. Data was collected from 620 consumers in Hanoi, of which 592 questionnaires were deemed valid. The results indicate that attractiveness (AT), expertise (EX), and video content (VD) positively influence the urge to buy impulsively (UB) through the mediating effect of perceived enjoyment (PE). However, the trustworthiness of the content creator (CR) does not have a significant positive impact on perceived enjoyment (PE).*

• Keywords: *perceived enjoyment; urge to buy impulsively; affiliate marketing; short video; gen Z.*

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1. Introduction

The rapid advancement of technology has led to the digitalization of communication and intensified competition among businesses in the advertising and marketing landscape. Consequently, businesses are increasingly turning to the internet and social media platforms to reach their target audiences. In this context, affiliate marketing has emerged as an effective marketing strategy, utilized by numerous businesses to promote their products and services (Zia Ul Haq, 2012). Affiliate marketing is a performance-based strategy where individuals, known as affiliates, promote a business's products or services in return for a commission on each sale or lead generated. This marketing approach has gained significant traction not only in Vietnam but also globally, becoming a preferred choice for businesses seeking effective customer engagement and conversion. With the emergence of short-form video platforms like TikTok, Instagram Reels, and YouTube Shorts, businesses are now utilizing these platforms as tools to promote affiliate campaigns.

Some prior research has explored the impact of affiliate marketing on consumer purchase decisions. Zia Ul Haq (2012) concluded that consumers are

more likely to click on affiliate links if they perceive potential benefits in the form of incentives or have a high level of trust toward the source. Additionally, Chung and Cho (2017) found that consumers are more inclined to purchase products endorsed by credible celebrities. Similarly, Park and Lin (2020) revealed that consumers are more likely to buy products promoted by social media influencers they admire. However, these studies predominantly focus on affiliate marketing on traditional platforms like websites and social media, with limited research on its application on short-form video platforms. This research aims to bridge the knowledge gap by investigating the impact of affiliate marketing on Gen Z's urge to buy impulsively on short-form video platforms within the context of Hanoi city.

2. Literature review

2.1. Literature review

2.1.1. Theory of impulsive buying behavior

One of the most rudimentary definitions of impulsive buying behavior was proposed by Stern (1962), who conceptualized impulsive buying as any purchasing behavior executed by the buyer without prior planning. Stern's definition set the

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groundwork for numerous subsequent studies on impulsive buying behavior. A more comprehensive and inclusive definition of impulsive buying behavior is attributed to Piron (1991), who synthesized key aspects from prior research and introduced a novel concept: 'Impulsive buying behavior is unplanned behavior resulting from exposure to a stimulus and then a decision made on the spot. Following the purchase, consumers will experience emotional and cognitive reactions.' Hence, based on these definitions, several characteristics of impulsive buying behavior can be delineated: it lacks premeditation, occurs due to exposure to stimuli, is characterized by immediacy, and elicits emotional and cognitive responses post-purchase.

2.1.2. *Affiliate marketing*

The concept of affiliate marketing was conceived and put into practice by William J. Tobin in 1989. Since then, numerous conceptualizations of affiliate marketing have emerged. One of the most widely accepted definitions characterizes this marketing form as an 'online cooperative relationship' where 'partners receive commissions for each order or potential customer' (Quinton & Khan, 2009). Conversely, Prussakov (2007) asserts that affiliate marketing is a performance-based marketing strategy, wherein affiliate entities or partners advertise a company's products, and the commission they receive is based on the number of clicks. Despite the diversity of definitions, most concepts underscore the essence of affiliate marketing as granting partners autonomy to promote products in their own manner and subsequently receiving pre-negotiated commissions post successful customer transactions.

2.1.3. *Short-form video platforms*

In recent years, short-form video communication has witnessed significant growth and dominance on social media platforms. The user base of these short-form video platforms has created enormous business opportunities, prompting major internet companies to compete in developing their own short-form video platforms (Hailin Fu, 2023). In 2015, some researchers defined short-form videos as those recorded using mobile devices for quick editing or enhancement and shared on social media, typically ranging from 5 to 15 seconds in duration (Wang et al., 2015). Subsequently, in the 'Research Report on the Development of the Short-

Video Industry' (Fu, 2019), the concept of short-form videos was extended to include videos with durations of approximately five minutes or less. Alternatively, Zhang et al. (2019) characterized short-form videos as those ranging from a few seconds to a few minutes in length, a viewpoint later concurred by the group of authors led by Li (2021). In general, the defining characteristics of short-form videos include brevity, high information density, and convenience for dissemination on social media platforms.

2.2. *Conceptual model*

2.2.1. *Attractiveness (AT)*

Attractiveness is defined by the level of familiarity, likability, and similarity between the content creator and the consumer. This factor influences the consumer's opinion, their evaluation of the product, and the level of persuasion in promoting purchase behavior (Joseph, 1982). Bower and Landreth (2001) point out that the impact of an endorser's attractiveness on product credibility varies depending on the context. In a study, Joseph (1982) also concluded that endorsers with attractive speech were consistently more likable and had a positive impact on the products they were associated with. Except for a few studies (Mills & Aronson, 1965; Maddux & Rogers, 1980), Joseph's findings are consistent with other research reporting that increasing the attractiveness of a communicator will enhance positive attitude change (Simon, Berkowitz & Moyer, 1970; Kahle & Homer, 1985). Lee et al. (2023) also demonstrated that the attractiveness of an information provider positively affects perceived enjoyment. Therefore, it can be concluded that the attractiveness of the creator has a positive impact on perceived enjoyment through affiliate marketing activities on short-form video platforms.

H1: The attractiveness of Affiliate Marketing content creators has a positive impact on perceived enjoyment.

2.2.2. *Trustworthiness (CR)*

Trustworthiness refers to the consumer's perception of the honesty, believability, and fairness of the endorser (Erdogan, 1999). In other words, it is the consumer's perception of the extent to which they can trust what the endorser says, often used to describe the positive impacts of transmitted information on recipients or senders

(Ohanian, 1991). Numerous studies have indicated that the trustworthiness of celebrities significantly influences advertising effectiveness as well as customers' attitudes toward advertised products (Gong and Li, 2017; Lafferty and Goldsmith, 1999). Park and Lin (2020) demonstrated that the trustworthiness of influencers has a positive relationship with purchase intentions for advertised products. Lee and Wan (2023) verified that influencer trustworthiness is a critical factor in fostering viewers' positive perceptions of mukbang videos.

H2: The trustworthiness of Affiliate Marketing content creators has a positive impact on perceived enjoyment

2.2.3. Expertise (EX)

Expertise describes the level of knowledge of the information source. Specifically, in the case of this study, it refers to the authenticated expertise of content creators. It is defined as the synthesis of knowledge, skills, and experiences at an advanced level in a particular field, an index attained by few (Bourne et al., 2014) (Garrett et al., 2009). Lee and Chen (2021) demonstrated the crucial role of content creators' expertise in shaping and impacting perceived enjoyment. Xiang, Zheng, Lee, & Zhao (2016) also suggested that expertise influences perceived enjoyment through parasocial interaction. This implies that the higher the expertise of affiliate marketing content creators is ensured, the more positively it affects perceived interest.

H3: The expertise of Affiliate Marketing content creator has a positive impact on perceived enjoyment

2.2.4. Affiliate Marketing Video Content (VD)

Content is a pivotal factor in e-commerce platforms, as audience perception of content quality correlates directly with their engagement on the platform (Jung et al., 2009). Content quality refers to how well the content resonates with consumers, encompassing factors such as informativeness, entertainment value, inspiration, and educational value. Content can take various forms, including text, images, videos, audio, etc. (Umami & Darma, 2021). If a channel can produce compelling video content, users may invest time in enjoying this content, disregarding their immediate surroundings (Fan et al., 2013). When viewers are satisfied and intrigued by a specific topic and the content is professionally curated, it

shapes their attitude towards the content creator (Lou, 2019). Immersing oneself in online content enhances positive emotions among the audience and fosters a positive attitude towards the brand. Previous research by Siti Liu (2021) indicated that content with the immersion of influencers positively affects content enjoyment in the context of influencer marketing.

H4: The content of Affiliate videos has a positive impact on perceived enjoyment.

2.2.5. Perceived Enjoyment (PE)

Perceived enjoyment is defined as the extent to which the use of technology is perceived as enjoyable, regardless of any predictable performance outcomes (Davis, 1992). According to this definition, perceived enjoyment in this research is the level of pleasure and satisfaction experienced by consumers during online shopping through affiliate marketing activities on short-form video platforms.

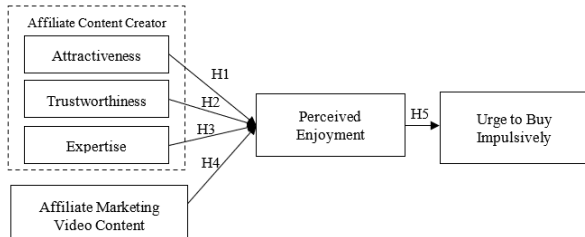
Shen and Khalifa (2012) indicated that when consumers browse online stores, their impulse buying behavior is influenced by positive emotions. Specifically, the research findings of Xiang (2016), Parboteeah (2009), and MW Karim (2021) demonstrate that consumers' enjoyment perception positively influences urge to buy impulsively.

H5: Perceived enjoyment has a positive impact on urge to buy impulsively

2.2.6. Urge to buy impulsively (UB)

Beatty & Ferrell (1988) defined impulse buying as the emotional state of desire in consumers to experience, use, or purchase a product or service immediately upon exposure to that product or service. Paul, Kaur, Arora, & Singh (2022) and Utama, Sawitri, Haryanto, & Wahyudi (2021) validated that stronger and continuous buying impulses lead to a higher likelihood of impulse buying behavior; thus, marketers are focusing on developing strategies to enhance consumer feelings of being urged. Consequently, numerous researchers worldwide have demonstrated that the urge to buy impulsively positively influences impulse buying behavior and is utilized as a representative of impulse buying behavior in various studies (Foroughi et al., 2013; Mohan et al., 2013). Similarly, in this study, the research team also employs the urge to buy impulsively as a proxy for impulse buying behavior.

Figure 1. Conceptual model



Source: Research team

3. Research methodology

This study was conducted using both qualitative and quantitative methods. The qualitative method is used to interview both individuals and experts to identify the factors of Affiliate Marketing on the short-form video platform impact on the urge to buy impulsively, build up the model and propose hypotheses. The quantitative method was used to collect data from Hanoi consumers by non-probability method, the collected data then will be screened and analyzed by the research team.

4. Results and discussions

4.1. Description of respondents

Table 1. Demographic

	Characteristic	Frequency	Percentage (%)
Gender	Male	415	70.1
	Female	177	29.9
Age	14 to under 18	29	4.9
	18 to under 23	506	85.5
	23 to under 28	57	9.6
Monthly Income	Under 1 million	94	15.9
	1 - 5 million	338	57.1
	5 - 10 million	100	16.9
	10 - 15 million	36	6.1
	Above 15 million	24	4.1

Source: Research team

4.2. Confirmatory factor analysis

Table 2. Cronbach's Alpha, A.V.E, C.R coefficients of the measurement scale

No.	Scale	Cronbach's Alpha	CR	AVE	Number of Scale
1	Attractiveness (AT)	0.840	0.879	0.709	4
2	Trustworthiness (CR)	0.914	0.914	0.726	4
3	Expertise (EX)	0.864	0.867	0.621	4
4	Video Content (VD)	0.822	0.855	0.664	4
5	Perceived Enjoyment (PE)	0.890	0.917	0.735	4
6	Urge to buy impulsively (UB)	0.913	0.914	0.727	4

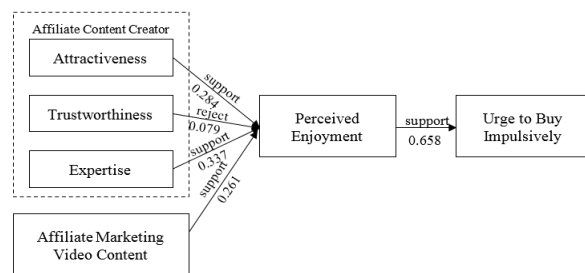
Source: Research team

The obtained results from the Confirmatory Factor Analysis (CFA) are as follows: Chi-square/df = 1.864; GFI = 0.908; TLI = 0.963; CFI =

0.968; RMSEA = 0.038; PLCLOSE= 1.000. These values indicate that the theoretical measurement model is reasonably suitable for the collected data. Furthermore, the Composite Reliability (CR) of all six factors exceeds 0.7, demonstrating a high level of reliability in the model. The convergence and discriminant validity of each measurement scale is assessed by calculating the Average Variance Extracted (AVE). All AVE values surpass 0.5, indicating both unidimensionality and valid convergence.

4.3. SEM

Figure 2. The result of SEM



Source: Research team

Based on the structural equation modeling results, out of the 5 initial hypotheses proposed by the research team, 4 hypotheses were supported with $p=0.000<0.05$, indicating that the proposed research model relatively explains the relationships between variables well. One hypothesis was rejected, H2: "Trustworthiness of Affiliate Marketing Content Creators has a positive impact on Perceived Enjoyment" with a p-value of $0.077>0.05$. This suggests that whether Affiliate Marketing Content Creators are reliable or not does not affect consumers' Perceived Enjoyment.

Table 3. Hypothesis testing

Hypothesis	Standardized regression weights	P values	Results
PE ← AT	0.284	0.000	Supported
PE ← CR	0.079	0.077	Rejected
PE ← EX	0.337	0.000	Supported
PE ← VD	0.261	0.000	Supported
UB ← PE	0.658	0.000	Supported

Source: Research team

4.4. Mediation effects

Table 4. Mediation effects

Structural Path	Effect	BootLLCI	BootULCI	Results
AT → PE → UB	0.2465	0.1931	0.3046	Supported
EX → PE → UB	0.2802	0.2211	0.3406	Supported
VD → PE → UB	0.2788	0.2143	0.3491	Supported

Source: Research team

This study focuses on the mediating effect of Organism (Perceived Enjoyment) on the indirect relationship between Stimulus (Attractiveness, Expertise, Affiliate Marketing Video Content) and Response (Urge to Buy Impulsively). The results in Table 4 indicate that the confidence intervals for all 4 indirect relationships do not include the value of 0. Therefore, the research team concluded that Perceived Enjoyment (PE) has mediating effects on the relationship between Attractiveness (AT), Expertise (EX), and Video Content (VD) and Urge to Buy Impulsively (UB). The results in the table demonstrate significant indirect effects through the mediator Perceived Enjoyment (PE), with the indirect effects of the relationships: Attractiveness (AT), Expertise (EX), and Video Content (VD) on Urge to buy impulsively (UB) being 24.65%, 28.025%, and 27.88%, respectively.

Discussion

The study reported that hypothesis 1 was true with a positive and significant impact of Attractiveness of Affiliate Marketing content creators on Perceived Enjoyment. The assumption is consistent with the past literature by Lee and Chen (2021) and Lee, Lee, & Choi (2023). Hypothesis H2: Trustworthiness of Affiliate Marketing content creators has a positive impact on Perceived Enjoyment - is rejected, aligning with Lee and Chen's study in 2021. However, findings from Lee and Wan (2023) and Yang and Zhang (2022) demonstrated the positive impact of Trustworthiness on Perceived Enjoyment of viewers in the context of food live streams and virtual reality. In the third hypothesis, a positive effect size was demonstrated between Expertise and Perceived Enjoyment which is also congruous with prior studies (Xiang, Zheng, Lee, & Zhao (2016); Lee & Chen, 2021). Conversely, Zhou & Lou (2023) argue that Expertise diminishes Perceived Enjoyment. The research team's findings also affirm hypothesis H4 regarding the positive impact of Affiliate Marketing Content on Perceived Enjoyment, agreeing with Siti Liu's earlier study (2021). The H5 hypothesis "Perceived Enjoyment has a positive impact on Urge to Buy Impulsively" is accepted. This hypothesis is harmonious with previous studies by Lee and Chen (2021), Paul et al. (2022), and Xiang et al. (2016).

Conclusion and suggestions

This study investigates the influence of Affiliate Marketing on the urge to buy impulsively of

Gen Z consumers in Hanoi on short-video platforms, with the mediating impact of Perceived Enjoyment. The primary objective is to determine the impact of Affiliate Marketing attributes on young consumers' perceived value, which in turn leads to urges to buy impulsively. A total of 620 responses (592 valid responses) were collected from Hanoi and analyzed using SPSS 26. The results indicate that Perceived Enjoyment positively influences Urges to buy impulsively. Attractiveness, Expertise of the content creator, and Video Content have a positive impact on Perceived Enjoyment, with the Attractiveness of the content creator having the strongest impact. However, the Trustworthiness of the content creator does not positively impact Perceived Enjoyment.

Limitation

The authors acknowledge several limitations of the study: (1) Due to resource, time, and budget constraints, the study did not achieve an even distribution of Gen Z respondents across all age ranges (primarily focusing on those aged 18 to under 23); (2) The study sample is limited in terms of both quantity and disparities in the sample distribution concerning age and income levels; (3) The limited research timeframe hindered the investigation of the topic over an extended period.

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