

## Influencer Marketing and Marketplace Platforms: Driving Online Fashion Purchase Intention through Consumer Motivation

<sup>1\*</sup>Muhammad Aqshel Revinzky, <sup>2</sup>Andreas Recki Prasetyo, <sup>3</sup>Camelia Rizki Agrina, <sup>4</sup>Rd. Rifqi Dwisanto, <sup>5</sup>Joval Ifghaniyafi Farras

<sup>1,2,3,4,5</sup>Universitas Padjadjaran, Indonesia

\*Corresponding author: [aqshel@unpad.ac.id](mailto:aqshel@unpad.ac.id)

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### ABSTRACT

Fashion is a form of self-expression that reflects a person's identity, lifestyle, and social status. In addition to being a basic need, fashion is also a means of visual communication that allows individuals to express their personality, aesthetic preferences, and cultural affiliations. Along with the development of technology, especially through online platforms and social media, fashion is also increasingly accessible to various groups, including the younger generation (generation z), who are heavily influenced by influencers and digital trends. Therefore, fashion is now not only related to the style aspect, but also to the ever-evolving social, cultural, and economic dynamics. One way to understand the dynamics of the behavior of the younger generation in the fashion industry is to look at the role of digital marketing, especially through influencer marketing and marketplace platforms. This study aims to determine the direct and indirect effects of influencer marketing, marketplace platforms, consumer motivation on online fashion purchase interest. This study uses a quantitative approach of the Descriptive Explanatory type that describes the relationship between variables with a population of 114 Generation Z. The sampling technique used Proportional Random Sampling totaling 80 generation z students. The results of the study show that directly and indirectly influencer marketing, marketplace platforms, consumer motivation have a significant effect on online fashion purchase interest. Based on the research that has been conducted, it is expected to enrich the understanding of Generation Z digital consumer behavior and contribute to the development of more relevant and impactful marketing strategies for the online fashion industry and provide practical benefits for marketers and brands in developing the right marketing strategies.

**Keywords:** *Influencer Marketing, Marketplace Platform, Purchase Intention, Consumer Motivation*

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## 1. INTRODUCTION

The modern era has simplified many aspects of life through technological innovations. According to Marpaung (2018), advancements in technology have transformed activities that were once considered difficult into easier and more efficient processes, prioritizing speed and accuracy in their utilization. Social media has emerged as the most commonly used information technology to help enhance the quality of information (Cecep Abdul Cholik, 2021). Social media serves as a platform for consumers to share information in the form of text, videos, images, and audio, promoting interactions with companies. The use of technology in business, especially as a sophisticated promotional medium, allows for more engaging and modern communication with consumers (Puspitarini & Nuraeni, 2019). Almost all segments of society utilize social media as a means for various

transactions, including online shopping. Not only is e-commerce used as a sales medium, but social networking platforms and video music applications, such as TikTok, have introduced features like TikTok Shop for buying and selling products. TikTok users in Indonesia represent the second-largest active user base globally, following the United States, with 99.1 million users. Therefore, it is highly likely that business promotions conducted on this application are highly beneficial. The abundance of promotional videos created by influencers encourages the application to provide shopping features, making it easier for users to purchase products (Rizky Amarta & Anwar, 2023).

An influencer is someone with a significant following on social media who can motivate others to take action. Influencer marketing is a common tactic used by businesses to promote their products. This strategy involves someone deemed influential endorsing products to educate consumers about their choices. When endorsing a product, influencers must also be honest, as exaggerated or misleading messages can harm consumers, businesses, and the influencers themselves. Social media influencers play a crucial role in understanding the discourse of social media marketing by efficiently crafting and translating marketing messages. Given the widespread use of the TikTok app, this strategy is considered very successful and effective in enhancing product sales (Rizky Amarta & Anwar, 2023).

One of the most critical business fields is marketing. One responsibility of the marketing department is to determine how a product is introduced, distributed, and ultimately delivered to customers. There are many ways to market products or services today, but as times change, marketers must also adapt their patterns and strategies to remain competitive in the open market. One strategy is to leverage digital marketing technology to complement traditional marketing strategies. One of the habits and lifestyles of modern society is online shopping. According to data from global e-retail, global marketing reached \$2.3 trillion in 2017, with the Asia-Pacific region—mainly consisting of countries like India and Indonesia—experiencing the most significant growth, followed by Mexico and China (Zaki, 2018).

The development of technology and digitization has dramatically changed how consumers interact with brands and make purchases. One sector hit hard by this shift is the fashion industry, particularly through online sales. Generation Z, known as digital natives, has unique characteristics in their consumption decision-making processes. Growing up with social media, internet technology, and mobile devices, they are highly exposed to various forms of digital marketing, including influencer marketing and marketplace platforms.

Influencer marketing has become one of the most effective marketing strategies in the digital era. Influencers, or individuals with significant influence on social media, are used by brands to promote products or services. This strategy not only builds trust in the product but also provides a stronger sense of authenticity compared to traditional advertising (Sudha & Sheena, 2017). This influence is particularly significant among Generation Z, who are more likely to trust reviews and recommendations from the figures they follow on social media compared to formal advertisements from companies (Jin et al., 2019).

On the other hand, marketplace platforms such as Shopee, Tokopedia, and Lazada serve as primary spaces for Generation Z to purchase fashion products online. Marketplaces offer a range of conveniences, from extensive product search features and consumer reviews to appealing discount promotions. The presence of these marketplaces also expands consumer choices, allowing them to compare products from various sellers quickly. Research (Grewal et al., 2017) indicates that navigational ease, competitive pricing, and transaction convenience are key factors enhancing the shopping experience on these platforms.

However, the influence of influencer marketing and marketplace platforms on buying interest cannot be separated from the role of consumer motivation. Consumer motivation is the internal drive that compels individuals to act to meet their needs or desires (Ryan & Deci, 2000). In the context of online fashion, this motivation can be intrinsic, such as the desire to appear fashionable or boost self-confidence, or extrinsic, such as discounts or emerging social trends. In other words, consumer motivation acts as a bridge connecting the external influences from influencers and marketplaces to purchase decisions.

Generation Z exhibits unique consumption patterns. They seek not only products that fulfill functional needs but also prefer a shopping experience that is enjoyable and socially relevant. The influence of influencers, who can create trends and provide insights into certain lifestyles, as well as the flexibility and convenience offered by marketplaces, are key factors driving their buying interest in online fashion products. This highlights

the importance of gaining a deep understanding of Generation Z's consumer motivations as a key to designing effective marketing strategies.

This research aims to analyze the extent to which influencer marketing and marketplace platforms affect online fashion buying interest among Generation Z, with consumer motivation as a mediating variable. A quantitative approach is employed to measure the relationships among these variables objectively. The expected results of this study are to provide significant contributions, both theoretically in advancing digital marketing knowledge and practically in offering recommendations to online fashion industry practitioners to maximize the effectiveness of their marketing strategies.

According to Hariyanti & Wirapraja as cited in Zaki (2018), with the rapid development of technology, businesses are required to continuously update their marketing strategies to be more innovative in creating products and conducting promotions. The fast-paced advancements in technology necessitate that businesses adapt their marketing plans creatively to generate promotional items. Currently, marketing approaches that utilize influencers as their platforms have become increasingly popular. Influencers, who are trusted and liked by specific communities, can significantly impact their followers' perceptions, as people tend to notice their clothing and activities. Influencers are generally more accessible and can enhance a product brand's image compared to celebrity endorsers, who are well-known public figures or artists. An influencer is typically chosen based on their reputation, popularity, skills, and knowledge level (Oktavia, 2020). Thus, utilizing influencers as a promotional medium is effective, as each influencer has a unique way of soft-selling products, which can help to increase consumer trust and brand awareness. From the definitions presented, it can be concluded that influencer marketing in this research refers to a marketing strategy that leverages influential individuals on social media to authentically promote products through a soft-selling approach, aimed at enhancing consumer trust and brand awareness. The indicators for this variable are adopted from Yasinta & Romauli Nainggolan (2023): Visibility, Credibility, Attractiveness, and Power.

A prevalent practice that has emerged from the advancements in online commerce is the habit of shopping online, particularly through marketplace platforms. A marketplace is a space that connects sellers, buyers, and other communities through electronic transactions for trading goods and/or services, typically facilitated via websites or applications. With the current development of information technology, the cultural landscape of commerce has changed, enabling both sellers and buyers in e-commerce to exchange goods, services, and information without being hindered by time and location constraints (Siahaan, 2022).

Currently, one of the most active online marketplace platforms is the online marketplace. In the book "Security, Rights, and Liabilities in E-commerce," Matsuura explains that a marketplace is a global network for commercial transactions and economic relations supported by the internet and other forms of modern information and telecommunications technology. Essentially, a marketplace acts as an intermediary between online sellers and buyers (Matsuura, 2001). Thus, it can be concluded that in this research, a marketplace platform refers to a digital platform that connects sellers and buyers for online transactions, leveraging modern technology without time and location limitations. The indicators for this variable are taken from Ma'rifah et al. (2022): Store Reputation, Product Prices, Product Choices, Service Quality, Shipping Speed, and Free Shipping.

According to Fitriah (2018) as cited in Manggabarani et al. (2020), buying interest is defined as creating something that can be recorded in consumers' minds, thus turning it into a strong desire driven by motivation. The understanding of buying interest according to Febriani & Dewi (2018) in Manggabarani et al. (2020) is that it arises spontaneously after consumers encounter stimuli from viewed products. This is where the buying interest begins to develop. Purnomo (2016) in Chairunnisa et al. (2022) states that buying interest is a tendency for respondents to act before actual purchase satisfaction occurs. Buying interest represents the inclination to feel attracted or motivated to engage in obtaining and possessing goods and services (Prasetyo Nugroho, 2016). Buying interest creates motivation in consumers' minds to fulfill their needs, which can actualize their thoughts.

From the definitions presented, it can be concluded that online fashion buying interest in this research refers to the tendency of consumers to feel attracted and motivated to acquire and possess goods or services after receiving stimuli or fulfilling certain needs. The indicators for this variable are also based on Ma'rifah et al. (2022): Transactions, References, and Exploration.

Consumer involvement is a motivational status that drives and directs both cognitive processes and consumer behavior when making decisions. Involvement refers to consumers' perception of the importance of an object, event, or activity. Consumers who find that a product is perceived as significant for personal utility are said to be involved with that product and have a relationship with it. The consequences of a product or brand involve both cognitive aspects and emotional impacts. When the involvement with a product is high, an individual will experience stronger emotional responses (Peter & Olson, 1999; Karnawati & Prabowo, 2012). This means that involvement reflects strong motivation in personal interests significantly perceived from a product, such as women's clothing, depending on the relationship perceived between motivating influences and the benefits offered by the clothing product. This involvement ranges from low to high, activated when intrinsic personal characteristics (needs, values, self-concept) align with appropriate marketing stimuli in a given situation.

## 2. RESEARCH METHODS

### 2.1 Research Model and Hypotheses

This research employs a quantitative approach, testing the influence of several variables based on numerical data. Quantitative research uses data in numerical form that is quantitative in nature to forecast conditions in a population or future trends. Quantitative research allows for generalization of results, which are calculated through statistical analysis (Dr. Abd. Mukhid, n.d. 2021: 14). This type of research typically includes descriptive questions regarding dependent and independent variables, as well as inquiries into the relationships between these variables (Creswell, 2015). Hypotheses will be tested using Path Analysis.

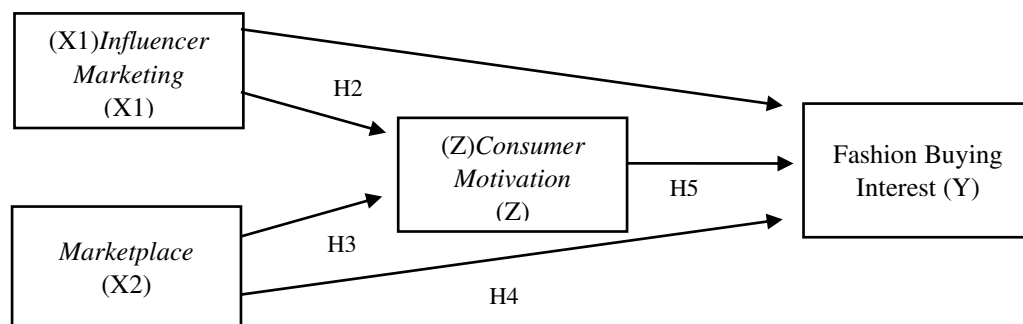


Figure 1. Research Design

Based on Figure 1, this research is descriptive explanatory, meaning it describes the influence among the studied variables. "Descriptive" refers to explaining and analyzing the research variables, which are Influencer Marketing (X1), Marketplace Platforms (X2), Consumer Motivation (Z), and Online Fashion Buying Interest (Y). "Explanatory" refers to examining causal relationships between the research variables through hypotheses. The causal influences include the direct effects of Influencer Marketing (X1) and Marketplace Platforms (X2) on Consumer Motivation (Z), as well as the indirect effects of Influencer Marketing (X1) and Marketplace Platforms (X2) on Online Fashion Buying Interest (Y) through Consumer Motivation (Z) among Generation Z.

The research design is also founded on the COR theory and the JD-R theory, along with relevant prior research, enabling the researcher to formulate hypotheses regarding both direct and indirect effects. A clearer representation of these hypotheses is provided in the following summary table.

Table 1. Summary of Hypotheses

Hipotesis	Keterangan
H1	Influencer Marketing has a positive and direct influence on Online Fashion Buying Interest.
H2	Influencer Marketing has a positive and direct influence on Consumer Motivation.

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H3	Marketplace Platform has a positive and direct influence on Consumer Motivation.
H4	Marketplace Platform has a positive and direct influence on Online Fashion Buying Interest.
H5	Consumer Motivation has a positive and direct influence on Online Fashion Buying Interest.
H6	Influencer Marketing has a positive and indirect influence on Online Fashion Buying Interest through Consumer Motivation.
H7	Marketplace Platform has a positive and indirect influence on Online Fashion Buying Interest through Consumer Motivation.

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Source: Researcher data processing, 2024

Based on Table 1 above, this research has 7 hypotheses. These hypotheses will test the direct influence of influencer marketing (X1) on online fashion buying interest (Y), the direct influence of influencer marketing (X1) on consumer motivation (Z), the direct influence of marketplace platforms (X2) on consumer motivation (Z), the direct influence of marketplace platforms (X2) on online fashion buying interest (Y), the direct influence of consumer motivation (Z) on online fashion buying interest (Y), the indirect influence of influencer marketing (X1) on online fashion buying interest (Y) through consumer motivation (Z), and the indirect influence of marketplace platforms (X2) on online fashion buying interest (Y) through consumer motivation (Z).

## 2.2 Population and Sample

The population in this study consists of all individuals from Generation Z who actively purchase fashion products online through marketplace platforms in the research area, including students, schoolchildren, workers, and others. The sample for this research was obtained using proportional random sampling techniques to ensure a balanced proportion among population categories. The sample size was calculated using Slovin's formula with a margin of error of 5%, resulting in 124 respondents. The sample consists of 93 students, 26 schoolchildren, 4 workers, and 2 respondents from other categories.

## 2.3 Data Collection

Data collection was conducted by defining the research subject, which is Generation Z, through the use of questionnaires. The questionnaire used is a closed questionnaire utilizing digital media, often referred to as Google Forms, while the scale used is the Likert scale. Scoring was based on a Likert scale with 5 alternative responses: Strongly Disagree: 1, Disagree: 2, Neutral: 3, Agree: 4, and Strongly Agree: 5. Subsequently, the data were analyzed using the Statistical Package for the Social Sciences, now more commonly known as Statistical Product and Service Solutions (SPSS) version 26. The data analysis used in this research consists of descriptive statistical analysis, classical assumption testing, and path analysis.

## 3. RESULTS AND DISCUSSION

### 3.1 Hypothesis Testing

Hypothesis testing is used to examine the direct and indirect effects of exogenous variables on endogenous variables. A hypothesis is accepted or rejected based on the criterion that if p-value < 0.05, then H0 is accepted, indicating that the obtained regression coefficient is significant. The results of the hypothesis testing for direct and indirect effects can be seen in the following table:

**Table 2.** Results of Indirect Hypothesis Testing

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000 <sup>a</sup>	1,000	1,000	2,96024

a. Predictors: (Constant), Consumer Motivation, Influencer , Marketplace

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	-3,452	1,546			-2,233	,027
	Influencer	,181	,080	,057		2,269	,025
	Marketplace	,385	,070	,441		5,517	,000
	Motivasi Konsumen	,470	,083	,502		5,666	,000

**a. Dependent Variable: Buying Interest**

To obtain the error effect (e1), the formula is used:

$$e1 = 1 - R^2 = \sqrt{1 - 0,1000} = 0,95$$

$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_5 Z + e1$$

$$Y = 0,57 X_1 + 0,441 X_2 + 0,502 Z + 0,95$$

A determination coefficient of 0.95 indicates that the direct influence of Influencer, Marketplace, and Consumer Motivation on variable Y is 95%, while 5% is influenced by other variables outside this model or research.

**Table 3.** Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000 <sup>a</sup>	1,000	1,000	3,23350

**a. Predictors: (Constant), Marketplace, Influencer**

**Table 4.** Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	-8,540	1,501			-5,689	,000
	Influencer	,447	,077	,132		5,802	,000
	Marketplace	,808	,021	,868		38,053	,000

**a. Dependent Variable: Motivasi Konsumen**

To obtain the error effect (e2), the formula is used:

$$e2 = 1 - R^2 = \sqrt{1 - 0,1000} = 0,95$$

$$Z = \beta_3 X_1 + \beta_4 X_2 + e2$$

$$Z = 0,132 X_1 + 0,868 X_2 + 0,95$$

A determination coefficient of 0.95 indicates that the direct influence of Influencer and Marketplace on variable Z (Consumer Motivation) is 95%, while 5% is influenced by other variables outside this model or research.

$$\begin{aligned} \text{Indirect Effects} &= X_1 \rightarrow Z \rightarrow Y \\ &= \beta_3 \times \beta_5 \\ &= 0,132 \times 0,502 \\ &= 0,066 \end{aligned}$$

The use of social media has a positive and significant effect on consumer interest through the variable of consumer motivation.

$$\begin{aligned} \text{Indirect Effects} &= X1 \rightarrow Z \rightarrow Y \\ &= \beta_4 \times \beta_5 \\ &= 0,868 \times 0,502 \\ &= 0,435 \end{aligned}$$

H1: The influence of influencers on consumer interest has a significance value of  $0.25 > 0.05$  and a Beta value of 0.57. Based on these results, it can be concluded that H1 is rejected.

H2: The influence of influencers on consumer motivation has a significance value of  $0.000 < 0.05$  and a Beta value of 0.132. Based on these results, it can be concluded that H2 is accepted.

H3: The influence of marketplaces on consumer interest has a significance value of  $0.000 < 0.05$  and a Beta value of 0.441. Based on these results, it can be concluded that H3 is accepted.

H4: The influence of marketplaces on consumer motivation has a significance value of  $0.000 < 0.05$  and a Beta value of 0.868. Based on these results, it can be concluded that H4 is accepted.

H5: The influence of consumer motivation on consumer interest has a significance value of  $0.000 < 0.05$  and a Beta value of 0.502. Based on these results, it can be concluded that H5 is accepted.

H6: The influence of influencers on consumer interest through consumer motivation has a Beta value of 0.665. Based on these results, it can be concluded that H6 is accepted.

$$0.132 \times 0.502 = 0.066$$

$$0.005 + 0.066 = 0.071$$

H7: The influence of marketplaces on consumer interest through consumer motivation has a Beta value of 0.435. Based on these results, it can be concluded that H7 is accepted.

$$0.868 \times 0.502 = 0.435$$

$$0.000 + 0.435 = 0.435$$

### 3.2 Path Analysis

The following is the interpretation of the path analysis results, which can be seen in Table 4 below.

**Table 4.** Path Analysis Results

Influence between variables	Influence		Total
	Direct	Indirect	
Influence of X1 → Y	0,57	-	0,57
Influence of X1 → Z	0,132	-	0,132
Influence of X2 → Y	0,441	-	0,441
Influence of X2 → Z	0,868	-	0,868
Influence of Z → Y	0,502	-	0,502
Influence of X1 → Z → Y	0,57	0,071	0,641
Influence of X2 → Z → Y	0,441	0,435	0,876

Source: Primary data processed, 2024.

Based on the structure of this research model, the empirical equations can be formulated as follows.

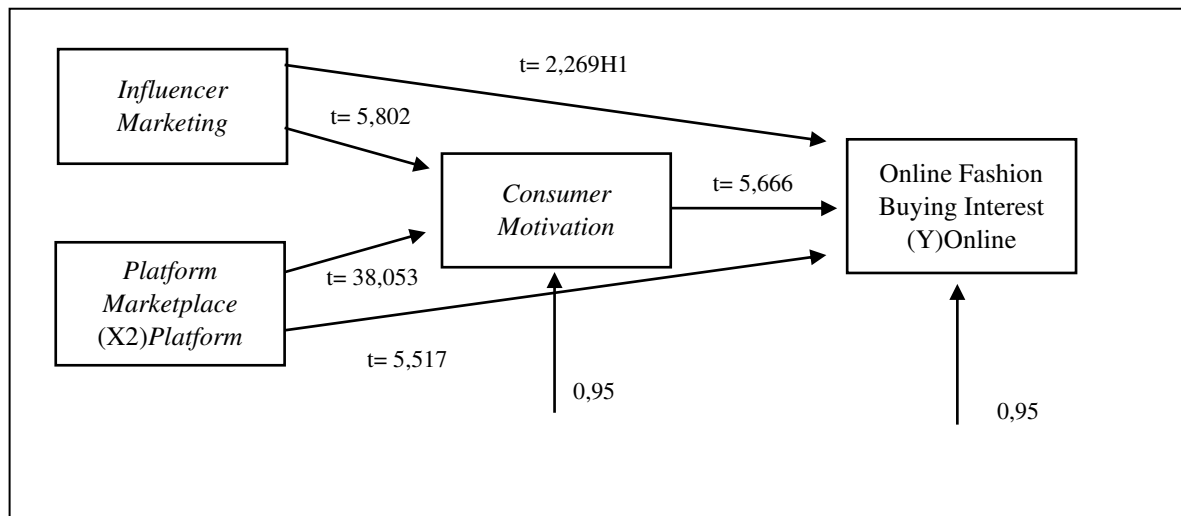
$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_5 Z + e_1$$

$$Y = 0,57 + 0,441 + 0,502 + 0,95$$

$$Z = \beta_3 X_1 + \beta_4 X_2 + e_2$$

$$Z = 0,132 + 0,868 + 0,95$$

The following is the result of the path analysis in diagram form.



**Figure 2.** Result of Path Analysis

Figure 2 above illustrates the standardized beta values and the extent of both direct and indirect effects of each variable.

Coefficient of Determination:  $Rm^2 = 1 - P e 1^2 X P e 2^2 P e x^2$ .

The interpretation of the determination coefficient ( $Rm^2$ ) is as follows:

$$Rm^2 = 1 - (0,95^2) (0,95^2) = 1 - 0,813 = 0,187$$

$$0,902 \times 0,902 = 0,813$$

Based on the above determination coefficient, it shows a direct and indirect influence of 0.187 or 18.7%. In other words, the information contained in the data (18.7%) is explained by the model. Meanwhile, 81.3% is explained by variables outside the model.

### 3.3 Discussion

#### The Influence of Influencer Marketing on Online Fashion Purchase Intentions among Generation Z

The results of this study indicate that there is a positive and significant relationship between influencer marketing and online fashion purchase intentions among Generation Z. Influencers are considered reliable and trustworthy, which can enhance consumer confidence in the products and services they endorse. Influencers benefit a brand due to their ability to connect with a large audience and build genuine relationships (Budihardjo et al., 2022). Influencer marketing has been proven to increase brand awareness by reaching a wider audience. Additionally, influencer marketing can drive sales by enhancing credibility and consumer trust in specific products or services (Wardhani, 2023) as mentioned in (Jurnal et al., 2024). The results show that influencer marketing has a significant and positive influence on Generation Z's purchase intentions. Engaging influencers can enhance online fashion purchase intentions (Putri & Dewi, 2023) as noted in (Jurnal et al., 2024). This indicates that the presence of influencers as product promoters on social media can boost consumer appeal and trust in the fashion products being promoted. Authentic, informative content that aligns with the lifestyle of Generation Z has a strong impact in building motivation and purchase decisions. Thus, marketing strategies involving influencers become an effective step for fashion companies to increase consumer purchase intentions, especially among Generation Z. Companies are advised to continue collaborating with influencers who have good reputations, high relevance to the target audience, and the ability to build authentic interactions on digital platforms.

#### The Influence of Influencer Marketing on Consumer Motivation among Generation Z

The results of this study indicate that there is a positive and significant relationship between influencer marketing and consumer motivation among Generation Z. Influencers are able to create authentic and relevant content for their followers. They build deeper relationships with their audience through openness, honesty, and the ability to communicate in a familiar and trustworthy manner (Mahardhani, 2023). There are two types of consumer purchase motivations: rational consumers and emotional consumers. Rational consumers evaluate the usefulness of a product based on its functional and objective characteristics, such as price, quality, availability,

and ease of use, whereas emotional consumers tend to make impulsive purchases based on subjective and symbolic aspects. This creates feelings of satisfaction and pleasure regarding social status associated with specific brands based on economic status, thereby increasing consumer purchase motivation (Nanda et al., 2024). This proves that the presence of credible influencers who can deliver marketing messages engagingly can influence the internal drives of consumers to make purchases. Factors such as trust in influencer recommendations, lifestyle congruence, and the appeal of promotional content become key drivers that enhance consumer motivation. Therefore, using influencer marketing as an effective marketing strategy to stimulate consumer motivation is recommended. Companies are advised to collaborate with influencers who have an audience that matches their target market, as well as to produce relevant and convincing content to strengthen consumer motivation.

#### **The Influence of Marketplace Platforms on Online Fashion Purchase Intentions among Generation Z**

The results of this study indicate that there is a positive and significant relationship between influencer marketing and online fashion purchase intentions among Generation Z. There has been a shift in consumer behavior from traditional purchasing to online shopping; Indonesian society has increasingly favored online shopping or e-commerce over the past few years. Generation Z feels helped by the conveniences provided by e-commerce, as they can carry out all their activities, including shopping, online. A marketplace is a website or online application that facilitates the buying and selling of goods from different retailers (Afifah et al., 2023). This shows that marketplace platform features such as easy navigation, a variety of product choices, competitive prices, and convenient transactions and shipping can enhance the appeal of Generation Z to shop for fashion online. Trust in a safe and reliable platform also becomes an important factor in shaping purchase intentions. Thus, marketplace platforms play an important role in driving consumer purchase intentions. Companies in the fashion sector are advised to continue leveraging marketplaces as a primary distribution channel and to enhance service quality and shopping experience to strengthen consumer appeal.

#### **The Influence of Marketplace Platforms on Online Fashion Motivation among Generation Z**

The results of this study indicate that there is a positive and significant relationship between influencer marketing and consumer motivation among Generation Z. Marketplace platforms play an important role in determining consumer motivation. Consumers prefer to use platforms for several reasons: easy navigation, positive user experience, and secure transactions. Additionally, e-commerce is part of e-business, where the scope of e-business is broader, encompassing not only commerce but also collaboration with business partners, customer service, job openings, and more. E-commerce requires not only network technology but also data-based technology or databases, e-mails, and other non-computer-based technologies such as shipping goods and payment tools for e-commerce (Siregar, 2023). Thus, marketplace platforms have a significant role in consumer motivation.

#### **The Influence of Motivation on Online Fashion Purchase Intentions among Generation Z**

The results of this study indicate that there is a positive and significant relationship between motivation and online fashion purchase intentions among Generation Z. Motivation is an internal factor that drives a person to fulfill certain needs, such as comfort, social connection, or self-actualization. In the context of online shopping, this motivation is often associated with ease of access, speed of transaction processes, and attractive promotions offered by marketplace platforms (Binalay et al., 2016). In this case, marketplaces designed to meet the needs of Generation Z tend to be more successful in attracting their attention. Features such as easy navigation, product personalization, and emotional elements, such as showcasing the latest fashion trends, can enhance online shopping appeal among this group. The motivation of Generation Z is often related to their desire to showcase their lifestyle; thus, innovative marketing strategies, such as collaborations with influencers, product reviews from other consumers, and exclusive offers, become very effective.

#### **The Influence of Influencers on Online Fashion Purchase Intentions among Generation Z through Motivation**

The results of this study indicate that there is a positive and significant relationship between the influence of influencers and online fashion purchase intentions among Generation Z through motivation. Influencers play a significant role in affecting fashion purchase intentions, especially through their credibility, relevance, and communication style, which create emotional connections with their audience. Through authentic content, attractive visuals, and strategic promotions, influencers not only capture consumers' attention but also

influence their motivations, both intrinsically and extrinsically. Intrinsic motivation arises when consumers feel that products reflect their identity or personal style, while extrinsic motivation is triggered by trends, urgency, or incentives such as discounts. When these motivations are well-managed by influencers, consumers are likely to have a higher purchase intention for the fashion products being promoted, making motivation an important mediator that connects the influence of influencers with purchase intentions significantly (Alfinaldi & Astuti, 2023).

#### **The Influence of Platforms on Purchase Intentions for Fashion through Motivation**

Platforms such as social media and e-commerce play important roles in encouraging purchase intentions for fashion products by leveraging consumer motivation. Features such as easy access to information, attractive visuals, and secure transaction systems help build trust and increase consumer interest. Consumer motivations, whether emotional (hedonic) or practical (utilitarian), are key in linking experiences on platforms to purchasing decisions. By providing engaging and relevant experiences, platforms not only serve as sales channels but also as mediums to strengthen loyalty and enhance purchase intentions for fashion products (Elysha & Batu, 2024).

## **4. CONCLUSIONS AND SUGGESTION**

The conclusion of this study shows that influencer marketing and marketplace platforms significantly influence online fashion purchase intentions among Generation Z, both directly and indirectly through consumer motivation. Directly, influencer marketing plays an essential role in influencing purchase intentions by building trust through the credibility and personal appeal of the influencers. This trust encourages Generation Z to engage more and become interested in the products being promoted, thereby increasing the likelihood of purchase. Additionally, marketplace platforms also contribute significantly to purchase intentions through various distinguishing features such as easy access to information, transparent consumer reviews, and secure transaction systems. These features create a positive and practical shopping experience, which is highly valued by Generation Z, who tend to seek convenience and efficiency in online shopping.

This research also found that consumer motivation serves as a strong mediating variable in the relationship between influencer marketing, marketplace platforms, and purchase intentions. Emotional motivations, such as the desire to appear more fashionable and to follow trends, as well as practical motivations, such as the appeal of discounts or direct benefits from products, play significant roles in driving purchase decisions. When consumers feel emotionally connected to products promoted by influencers or are triggered by satisfying shopping experiences on marketplace platforms, they are more likely to make purchases.

These findings provide important insights for marketers in designing relevant and responsive digital marketing strategies tailored to the needs of Generation Z. Using the right influencers who resonate with the target audience, combined with optimizing features on marketplace platforms, can strengthen the relationship between brands and consumers, enhance loyalty, and drive greater purchase intentions. Overall, this research emphasizes the importance of understanding the dynamics of Generation Z consumer behavior in the competitive online fashion industry. Thus, marketers can design marketing campaigns that are not only effective but also capable of adapting to the evolving preferences and shopping habits of Generation Z in the digital era.

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